

SAFEWAY SHOPPING CENTER – COLLEGE AND CLAREMONT AVENUES

Response to Comments and Final Environmental Impact Report
File No. ER09-0006
State Clearinghouse # 2009112008
2009102100

VOLUME I

July 2012

City of Oakland, California
350 Frank H. Ogawa Plaza
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CITY OF OAKLAND

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COLLEGE AVENUE SAFEWAY PROJECT
NOTICE OF RELEASE AND AVAILABILITY OF RESPONSES TO COMMENTS AND FINAL ENVIRONMENTAL IMPACT REPORT (FEIR)

TO: All Interested Parties

SUBJECT: Notice of Release/Availability of Responses to Comments and Final Environmental Impact Report for the College Avenue Safeway Project.

CASE NO.: ER09-0006, CMDV09-107, TPM-09889, State Clearinghouse # 2009112008 / 2009102100

PROJECT SPONSOR: Safeway Stores Inc.

PROJECT LOCATION: 6310 College Avenue, Oakland, CA 94618

The project site is located at 6310 College Avenue, in the Rockridge District of Oakland, California. The project site is a 2.1-acre triangular shaped parcel bounded by Claremont Avenue on the south, College Avenue on the west, and eight residential parcels (directly south of Alcatraz Avenue) on the north. The Assessor's Parcel Numbers (APNs) for the project site are 048A-7070-001-01 and -007-01.

PROJECT DESCRIPTION: The Proposed Project includes a Vesting Tentative Parcel Map, Major Conditional Use Permit, Minor Variances and Regular Design Review for the demolition of the existing approximately 25,000-square-foot grocery store, parking lot and service station and construction of a two-story, approximately 62,000–square-foot building that would contain a Safeway supermarket of approximately 51,500 square feet, approximately 10,500 square feet of ground floor retail spaces (for approximately eight retail shops including one restaurant), and a partially below-grade and upper level parking garage with about 171 parking spaces.

The Project Site is within the Neighborhood Center Mixed Use land use designation indentified in the Oakland General Plan. The zoning on the Project Site at the time the Project application was deemed complete was C-31 Special Retail Commercial Zone[1].

ENVIRONMENTAL REVIEW: The preparation of the Responses to Comments has been overseen by the City's Environmental Review Officer and the conclusions and recommendations in the document represent the independent conclusions and recommendations of the City. Copies of the Responses to Comments and Final Environmental Impact Report are available for distribution to interested parties at no charge at the Community and Economic Development Agency, Planning Division, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, Monday through Friday, 8:30 a.m. to 4:00 p.m. The Final EIR is also available on the City of Oakland website at:

http://www2.oaklandnet.com/Government/o/CEDA/o/PlanningZoning/s/Application/DOWD009157

[1] Effective April 15, 2011, the zoning on the Project Site was changed to CN-1 Neighborhood Center Commercial Zone -1. However, pursuant to Section 6 of the rezoning ordinance, the Proposed Project is "grandfathered" under the C-31 zone, and thus, the City is processing the application as such.

PUBLIC HEARING: The Oakland Planning Commission will hold a public hearing to consider the project on **July 25, 2012 at 6:00p.m**. This action consists of consideration of the certification of the Final EIR and consideration of the planning-related items discussed above. The Planning Commission hearing begins at 6:00 p.m. in City Council Chambers, City Hall, 1 Frank H. Ogawa Plaza. For further information, please contact Peterson Z. Vollmann, Planner III, at **(510) 238-6167,** or at pvollmann@oaklandnet.com.

Copies of the DEIR were available for review at the Community and Economic Development Agency, Planning Division, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, the Oakland Public Library, and on the City's website at http://www2.oaklandnet.com/Government/o/CEDA/o/PlanningZoning/s/Application/DOWD009157.

Copies of the DEIR were also distributed to interested parties.

The public were encouraged to provide comments during the public comment period from July 1, 2011 through August 16, 2011. Public Hearings were held on July 20, 2011, and on August 3, 2011, at the Meeting of the City Planning Commission. Comments were made at the public hearings as well as received in writing. All comments that were received have been addressed in the Responses to Comments and Final EIR document.

If you challenge the environmental document or other actions pertaining to the Project in court, you may be limited to raising only those issues raised at the public hearings described above or in written correspondence received by the Community and Economic Development Agency on or prior to **July 25, 2012.**

Scott Miller

SCOTT MILLER
Interim Planning and Zoning Director
Department of Planning, Building, and Neighborhood Preservation
Environmental Review Officer

File Number: ER09-0006, CMDV09-107, TPM-09889;
Date of Notice: **July 6, 2012**

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CHAPTER 1

Introduction

1.1 CEQA Process

An Environmental Impact Report (EIR) is an informational document prepared by a Lead Agency (in this case, the City of Oakland) that contains environmental analysis for public review and for agency decision-makers to use in their consideration of development proposals. On July 1, 2011, the City of Oakland (Lead Agency) released for public review a Draft EIR (or DEIR) for the Safeway Shopping Center – College and Claremont Avenues (ER09-006). The 46-day public review and comment period on the DEIR began on July 1, 2011. The City of Oakland Planning Commission held two public hearings on the DEIR—the first on July 20, 2011, and the second on August 3, 2011. The public review and comment period ended at 4:00 p.m. Tuesday, August 16, 2011.

This Responses to Comments document, together with the DEIR and the DEIR Appendices, constitute the Final EIR (or FEIR) for the Project. Due to its length, the text of the DEIR is not included with this Response to Comments document; however, it is included by reference as part of the Final EIR.

The City of Oakland will consider the Final EIR before approving or denying the proposed project. Before the Lead Agency may approve the project, it must certify that the Final EIR adequately discloses the environmental effects of the proposed project, that the Final EIR has been completed in conformance with the California Environmental Quality Act (CEQA), and that the decision-making body of the Lead Agency independently reviewed and considered the information contained in the Final EIR. Certification of the Final EIR would indicate the City's determination that the Final EIR adequately evaluates the environmental impacts that could be associated with the proposed project.

The City of Oakland has prepared this document pursuant to CEQA Guidelines Section 15132 which specifies the following (and which also applies to Draft and Final EIRs):

"The Final EIR shall consist of:

(a) The DEIR or a revision of that draft.

(b) Comments and recommendations received on the DEIR either verbatim or in a summary.

(c) A list of persons, organizations, and public agencies commenting on the DEIR.

(d) The response of the Lead Agency to significant environmental points raised in review and consultation process.

(e) Any other information added by the Lead Agency."

This Final EIR incorporates comments from public agencies and the general public and contains the Lead Agency's responses to those comments.

1.2 Consideration of the Final EIR

If *significant new information* is added to an EIR after notice of public review has been given, but before final certification of the EIR, the lead agency must issue a new notice and re-circulate the EIR for further comments and consultation. (*Laurel Heights Improvement Association v. Regents of the University of California,* 6 Cal 4th 112 (1993)) The City has determined that none of the corrections or clarifications to the DEIR identified in this document constitutes *significant new information* pursuant to Section 15088.5 of the CEQA Guidelines. As a result, a recirculation of the DEIR is not required.

Specifically, the new information, corrections, or clarifications presented in this document do not disclose that:

- A new significant environmental impact would result from the project or from a new mitigation measure (or standard condition) proposed to be implemented;
- A substantial increase in the severity of an environmental impact would result unless mitigation measures (or standard conditions) are adopted that reduce the impact to a level of insignificance;
- A feasible project alternative or mitigation measure (or standard condition) considerably different from others previously analyzed would clearly lessen the significant environmental impacts of the project, but the project's proponents decline to adopt it; or
- The DEIR was so fundamentally and basically inadequate and conclusory in nature that meaningful public review and comment were precluded. (CEQA Guidelines Section 15088.5)

Information presented in the DEIR and this document support the City's determination that recirculation of the DEIR is not required.

1.3 Organization of this Document

This Final EIR contains information about the proposed project, supplemental environmental information, and responses to comments raised during the public review and comment period on the DEIR. Following this introductory chapter, the document is organized as described below.

- Chapter 2, *Project Summary,* summarizes the proposed project as presented in the DEIR as the project applicant has not made any changes to the project since publication of the DEIR.
- Chapter 3, *Commenters on the DEIR,* lists all agencies, organizations and individuals that submitted written comments on the DEIR during the public review and comment period, and/or that commented at the Planning Commission Public Hearings.
- Chapter 4, *Revisions to the DEIR*, contains text changes and corrections to the DEIR initiated by the Lead Agency or resulting from comments received on the DEIR. Chapter 4 also presents clarified, refined and updated information to the DEIR.
- Chapter 5, *Responses to Written Comments Received on the DEIR*, contains each of the comment letters received on the DEIR and presents individual responses to the specific comments raised in each letter.

- Chapter 6, *Responses to Comments Received at the City of Oakland Planning Commission Public Hearing on the DEIR*, includes the transcripts of the July 20, 2011, and August 3, 2011 Public Hearings on the DEIR and presents responses to the oral comments received.

Appendices to this document follow Chapter 6 and include:

Appendix A, *Safeway College & Claremont Store Urban Decay Analysis*

Appendix B, *Retail White Paper for ABAG/MTC – Bridging the Gap: The Importance of Incorporating Retail Uses into Sustainable Communities Strategies and PDAs*

Appendix C, *Refrigerant Leak Data*

Appendix D, *Energy Consumption Data*

Appendix E, *Detailed LOS Calculation Sheets*

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CHAPTER 2

Project Overview

2.1 Project Summary

As described in the DEIR, Safeway, Inc., ("project applicant" or "project sponsor") proposes to replace an existing Safeway store and closed gasoline service station with a two-story building housing a larger Safeway store, plus up to seven separate ground-floor commercial shops and a restaurant ("proposed project" or "project").

2.2 Site Location and Setting

The project site is located at 6320 College Avenue, in the Rockridge District of Oakland, California. The project site is a 2.1-acre triangular parcel bounded by Claremont Avenue on the south, College Avenue on the west, and eight residential parcels (directly south of Alcatraz Avenue) on the north. The Assessor's Parcel Numbers (APNs) for the projecdt site are 048A-7070-001-01 and -007-01.

The General Plan land use classification of the existing Safeway Store and now closed gasoline service station is *Neighborhood Center Mixed Use*. Surrounding areas to the east, west, and south of the project site also are within the *Neighborhood Center Mixed Use* land use classification. To the north, properties are within the City of Berkeley, and are classified as *Neighborhood Commercial* and *Low Medium Density Residential* by the City of Berkeley. The zoning designation of the project site at the time the project was deemed complete was C-31, *Special Retail Commercial Zone*.[1]

2.3 Revised Project

On July 3, 2012, the project sponsor submitted to the City of Oakland an amendment to its application for the project. The revised application describes a project that is referred to this Final EIR (FEIR) as the "revised project" and that contains certain design and site access changes as compared to the project that was studied in the Draft EIR (DEIR), referred to throughout this document as the "DEIR project." The changes were made as a result of input from the public and decision-makers, in particular the members of Design Review Committee at its hearing on October 12, 2011. The changes reflected in the revised project do not alter the land use approvals that the project sponsor seeks and that were discussed in the DEIR for the DEIR project.

[1] Although the project site is now within a CN-1 zoning district, the zoning district was created after the City had deemed Safeway's application for the proposed project complete. Thus, the project sponsor had the option to proceed under the former C-31 regulations. The DEIR therefore evaluated the project's consistency with the former C-31 regulations.

2.3.1 BACKGROUND OF THE DEIR PROJECT AND THE REVISED PROJECT

As discussed in Chapter 2 (Summary) and Chapter 3 (Project Description) of the July 1, 2011, DEIR, the DEIR analyzed a project submitted to the City by the project sponsor on May 6, 2009. This original project has been the subject of public hearings on November 18, 2009 (EIR scoping session before the Planning Commission), July 20, 2011 (first public hearing before the Planning Commission regarding the DEIR), August 3, 2011 (continued public hearing regarding the DEIR), and October 12, 2011 (Planning Commission Design Review Committee meeting). Subsequent to those meetings, the project sponsor has refined the project to address issues that were identified through public and staff input and the DEIR analysis. These revisions ultimately culminated in the revised project formally submitted to the City on July 3, 2012, and analyzed in this FEIR. As noted in the DEIR, the NOP for the project was issued on October 30, 2009, and consistent with CEQA, that continues to establish the baseline conditions for environmental review.

Because the revised project is a refinement of the DEIR project, it is identical to the DEIR project in most respects. The revised project differs from the DEIR project only with respect to its aesthetic appearance and its proposed treatment of the store driveway and lane configuration at the intersection of 63rd Street and College Avenue. These elements are discussed in more detail below.

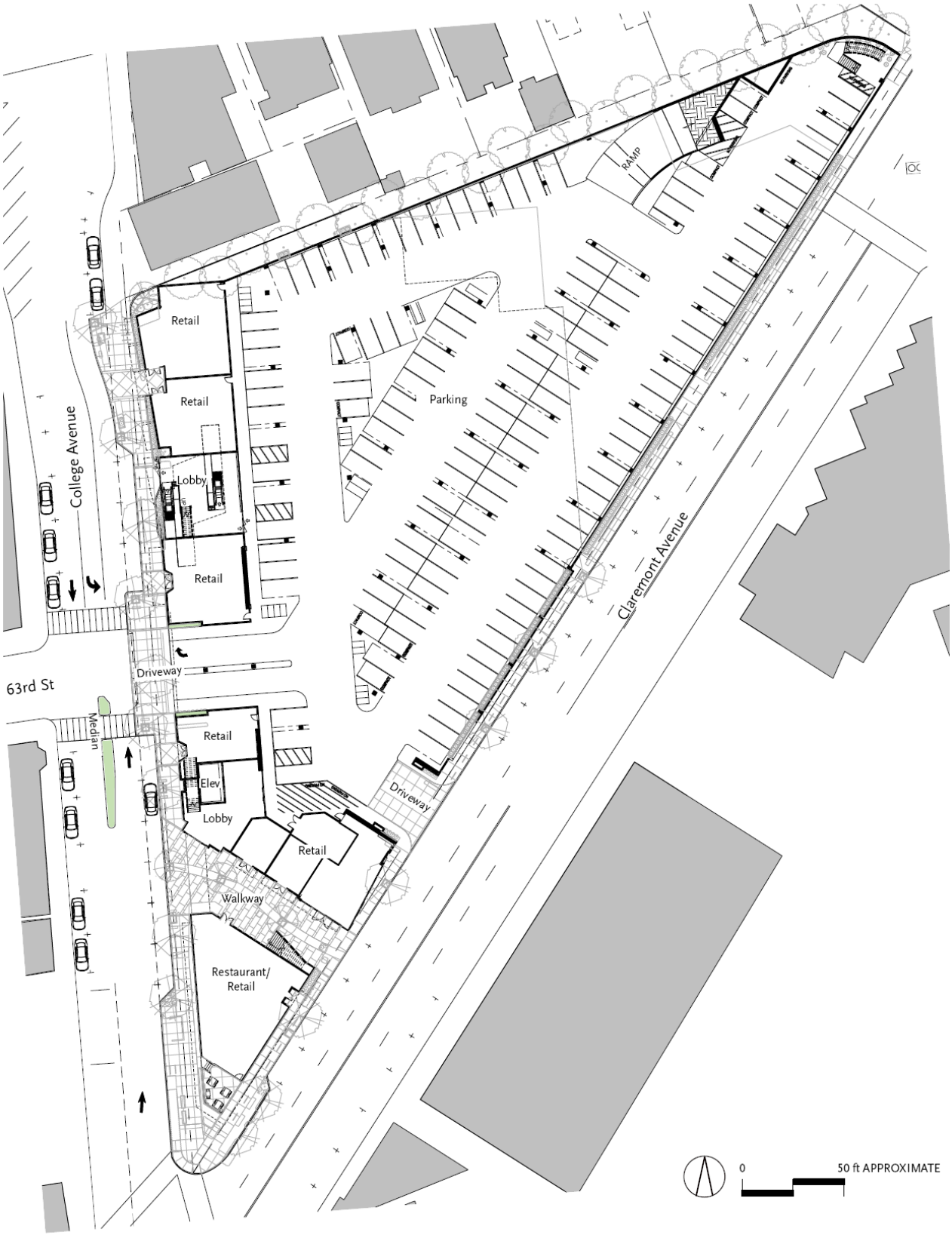
Like the DEIR project, the revised project would involve removal of all the existing landscaping plants, including all 21 of the existing trees planted along the Claremont and College Avenue sidewalks adjacent to the site, and demolition of all of the existing buildings on the site: the approximately 24,260-square-foot single-story Safeway store with 106-space parking lot, and a closed former Union 76 gasoline station with an approximately 1,120-square-foot shop, covered service area, and canopied gasoline pump area.

Like the DEIR project, the revised project would involve construction of a two story, approximately 62,000-square-foot building that would contain a Safeway supermarket and up to eight retail shops (including one restaurant). The size of the supermarket, retail shops, and the restaurant would remain the same as the DEIR Project Also like the DEIR project, the revised project would include a parking garage with approximately 171 parking spaces, which customers may access by means of one driveway located at the intersection of 63rd Street and College Avenue and two driveways along Claremont Avenue. In each case, the number of driveways would be reduced on College Avenue from four to one and on Claremont Avenue from five to three.

Pedestrians would directly access the commercial tenants from the sidewalk on College Avenue. Since the Safeway Supermarket is located on the upper level of the building, access would be provided via elevators and stairs from two lobbies with direct access to College Avenue and the partially underground garage.

The revised project includes the following modifications to the store driveway and street configuration at the intersection of 63rd Street and College Avenue (see Figures 2-1 and 2-2):

- Reduce the width of the store driveway on College Avenue from two outbound lanes to one outbound lane by eliminating the left-turn lane and prohibiting the left-turn and through movements from the store driveway to southbound College Avenue and westbouond 63rd Street, respectively (the outbound driveway would be limited to right turns onto College Avenue only).



Source: Lowney Architecture

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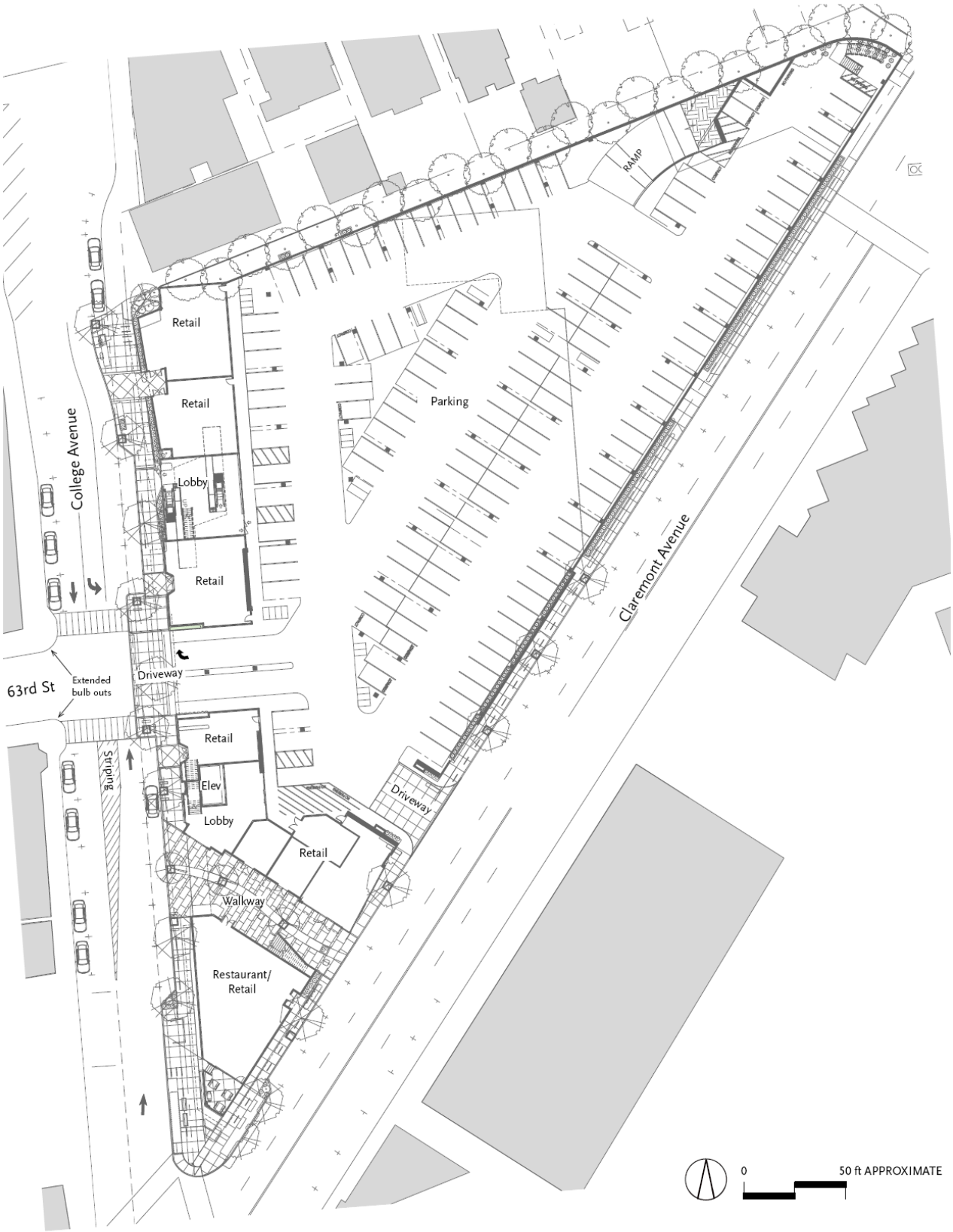
Revised Project Access Option 1 Figure 2-1



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Revised Project Access Option 2 Figure 2-2

The building area formerly used for the eliminated driveway lane would be repurposed as part of one of the retail spaces on the ground floor

- Eliminate the northbound left-turn lane on College Avenue at 63rd Street that was proposed by the DEIR project, and prohibit the existing left-turn movement from northbound College Avenue to westbound 63rd Street by one of the two methods discussed below.
- Prohibit the existing left-turn and through movements from eastbound 63rd Street to northbound College Avenue and Project driveway, respectively by one of the two methods discussed below.

The revised project proposes the following two design options to enforce the prohibited movements described above at the 63rd Street/Project Driveway/College Avenue intersection (Option 1 is preferred by Planning Department staff but the ultimate selection is at the discretion of City staff):

- Option 1, as shown on Figure 2-1, would construct a median on College Avenue to physically prevent automobiles from completing the prohibited movements. The median cannot be wider than six feet in order to allow trucks to turn right from northbound College Avenue to the project driveway and from eastbound 63rd Street to southbound College Avenue. This option would prevent the installation of bulbouts on the west side of College Avenue as included in Mitigation Measure TRANS-17A. However, the median on College Avenue would provide a refuge for pedestrians crossing College Avenue on the south side of 63rd Street. A disadvantage of this option is that if an automobile is stopped in the travel lane adjacent to the medians to pick-up/drop-off passenger, wait for a parking space, or other reasons, it would block and delay through traffic as other automobiles would not be able to go around it.
- Option 2, as shown on Figure 2-2, would not construct a physical median but would enforce the prohibited movements through signs and striping. This option would not be as effective as Option 1 in enforcing the prohibited movements. However, it would allow installation of bulbouts on the west side of College Avenue as contemplated in Mitigation Measure TRANS-17A. In addition, stopped automobiles would not block through traffic.

The DEIR project and the revised project would also make the following modifications to the transportation system surrounding the project site:

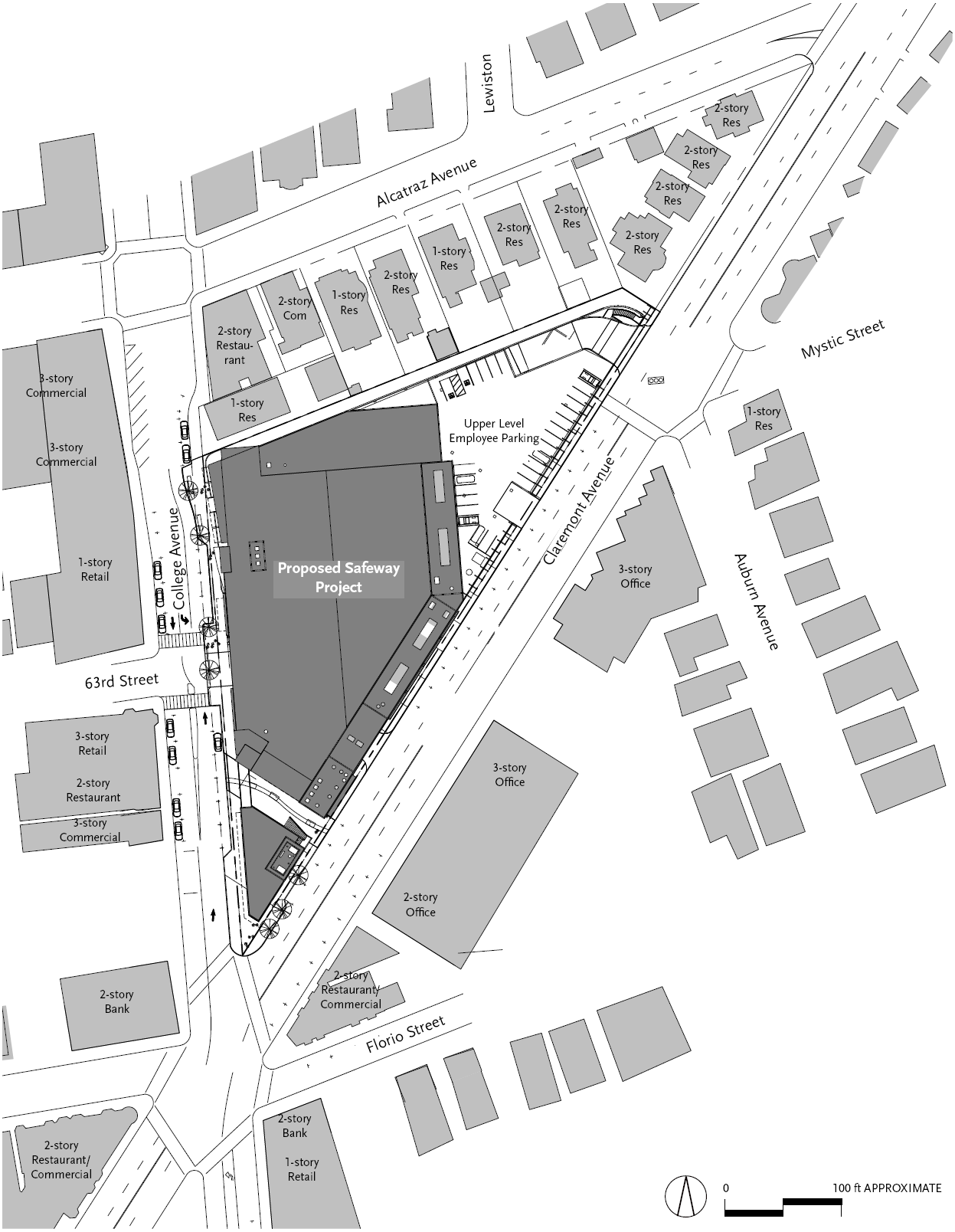
- Signalize the Claremont Avenue/Mystic Street/Safeway Driveway intersection.
- Provide pedestrian bulb-outs on the east side of the 63rd Street/Safeway Driveway/College Avenue intersection on both the north and south crosswalks across College Avenue.
- Provide a pedestrian bulb-out on the project corner of the College Avenue/Claremont Avenue intersection.
- Provide a bus bulb-out on northbound College Avenue just north of Claremont Avenue and move the existing bus stop from south of Claremont Avenue to north of Claremont Avenue.
- Provide a short pedestrian only street between College Avenue and Claremont Avenue near the south end of the project site with fronting retail uses.

The revised project also modifies slightly the appearance of the project buildings to reflect design-related input that the project sponsor has received from City decision-makers, City staff, and members of the public. These changes, most of which address comments regarding the degree of visual interest of the

building façades and the appearance of the restaurant building at the south of the site, include the following main components:

- Adjusting the color scheme of the buildings to appear darker and more substantial;
- Redesigning the mullions on the Safeway level of the College Avenue and Claremont Avenue façades to add louvers and provide more variation in their size and location;
- Changing the material of the wall behind the restaurant on the walking street from plaster-and-wood to stone;
- Substituting stained concrete for plaster at the base of the restaurant building;
- Revising signage and lowering the roofline of the store wall fronting Claremont Avenue;
- Revising the pedestrian entrance and stairs leading from Claremont Avenue to the lower level of store parking and enclosing more of the open space along the north lot line of the site in order to guard against loitering; and
- Adding some openings along the north wall of the store to provide ventilation and to add visual interest to the façade.

The revised project is intended to respond to comments received at the October 12, 2011 Design Review Committee meeting by further enhancing the visual aspects of the building façades and break up the scale of the College Avenue façade to be more compatible with the surrounding commercial buildings on the street and eliminate significant impacts to the intersection of 63rd Street and College Avenue. In all other respects, the revised project would resemble the DEIR project. Building massing would remain the same, as would pedestrian access. Project timing would remain the same. The project objectives for the revised project are the same as for the DEIR project. Figures 2-3 through 2-18 on the following pages show the site plan, floor plans, elevations, sections, and architectural renderings for the revised project.



Source: Lowney Architecture

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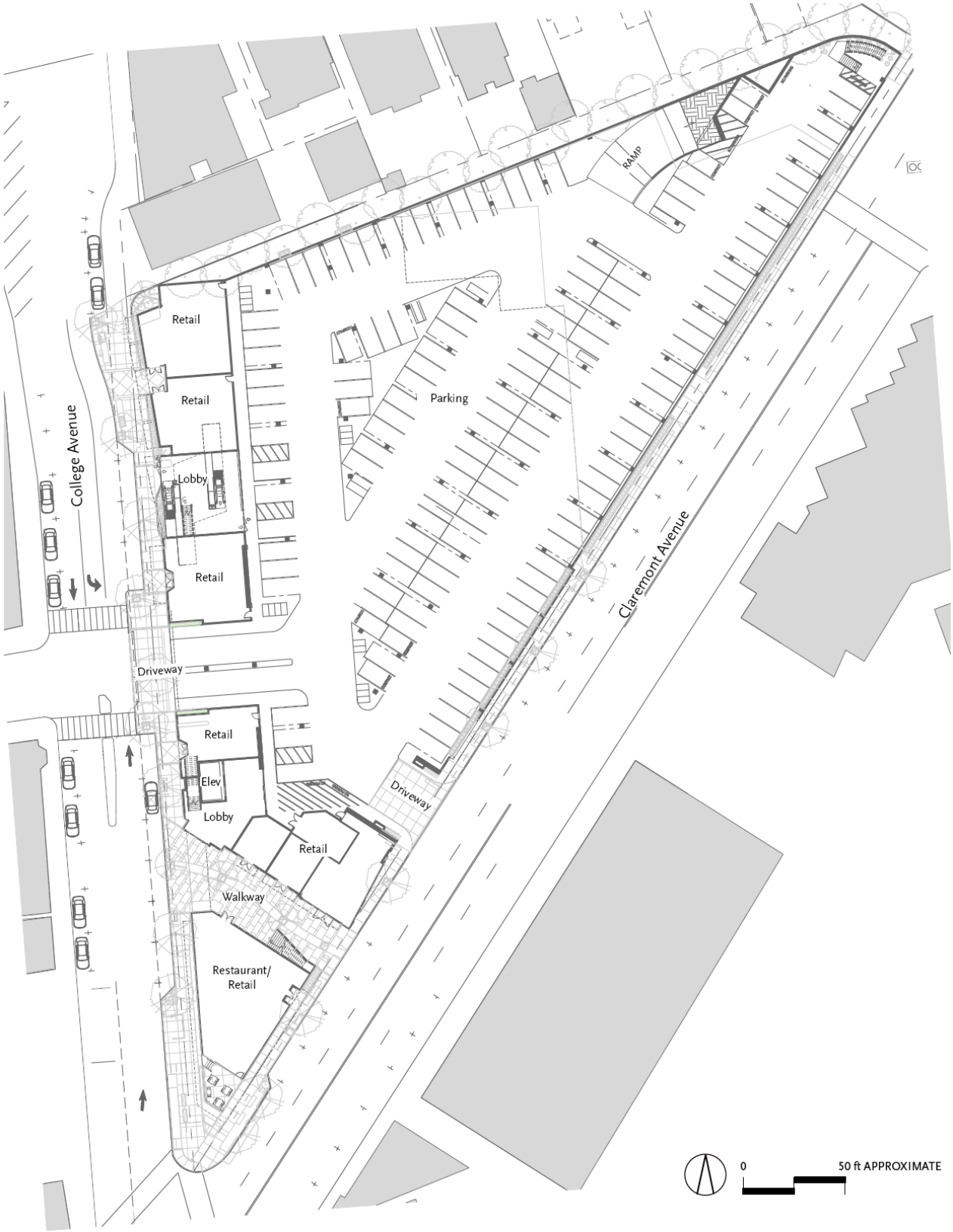
Revised Project Site Plan Figure 2-3



Source: Lowney Architecture

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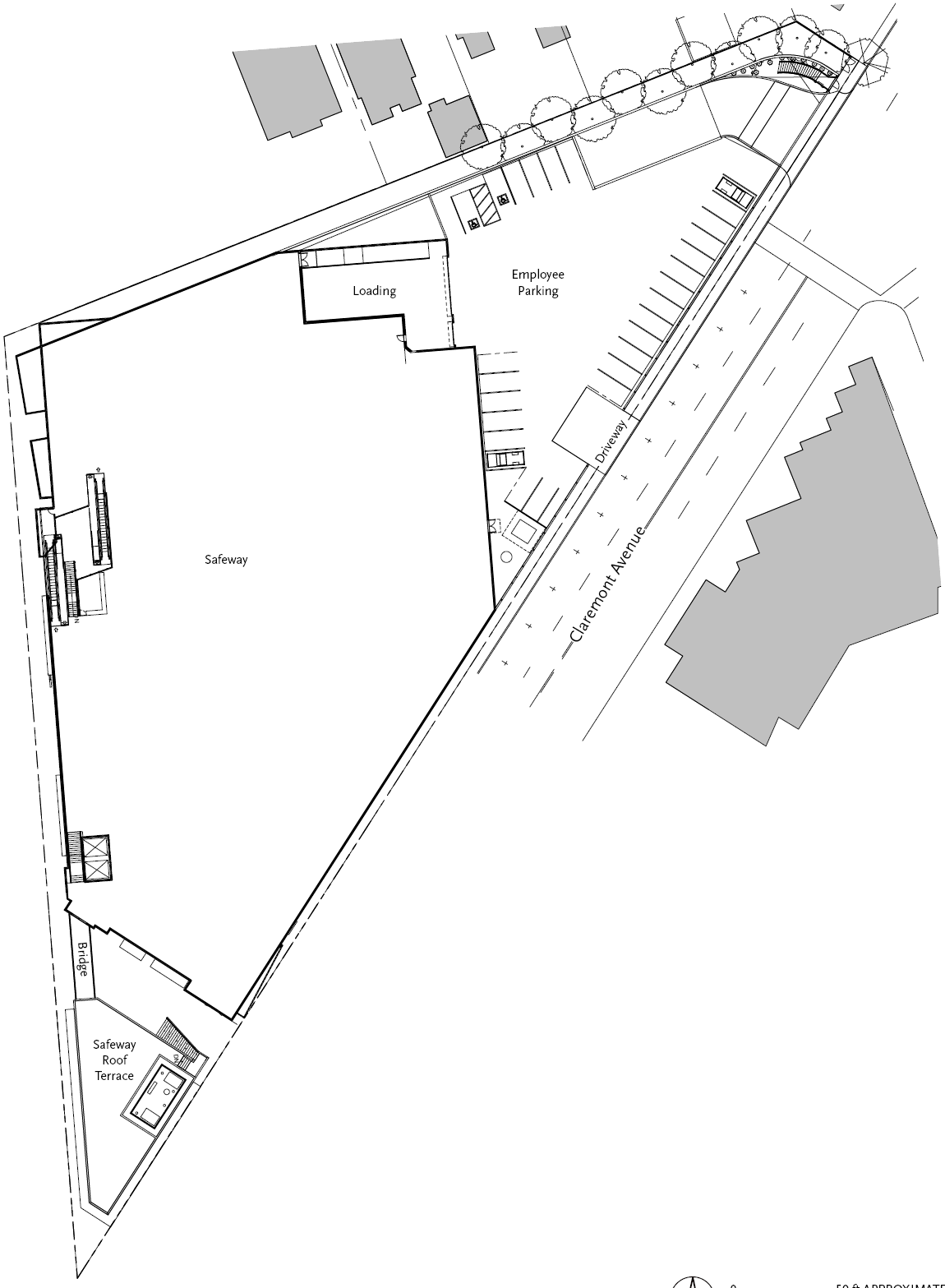
Revised Ground Floor Plan Figure 2-4



Source: Lowney Architecture

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Revised Safeway Level Plan Figure 2-5



Revised Project Elevations Figure 2-6



College Avenue Elevation (Enlarged)



Walkway Elevation—North (Enlarged)



Walkway Elevation—South (Enlarged)

0 30 ft (APROXIMATE)

Source: Lowney Architecture

7-3-12

Revised Project Elevations Figure 2-7



Section at Walkway (not-to-scale)



Section at Corner Building (not-to-scale)



Section Near 63rd Street (not-to-scale)

Source: Lowney Architecture

7-3-12

Revised Project Sections Figure 2-8



Section at Parking Entrance (not-to-scale)



Section Through North End of Retail (not-to-scale)



Section at North End of Retail (not-to-scale)

Source: Lowney Architecture

7-3-12

Revised Project Sections Figure 2-9



View of walkway entrance from south corner of 63rd Street & College Avenue



South corner of project as seen from intersecton of College & Claremont Avenues

Source: Lowney Architecture

7-3-12

Revised Architectural Renderings Figure 2-10



View looking south down College Avenue from Wood Tavern



View looking north up College Avenue from the corner of 63rd Street

Source: Lowney Architecture

7-3-12

Revised Architectural Renderings Figure 2-11



View looking south down College Avenue from Safeway entrance



View looking east through walkway from College Avenue

Source: Lowney Architecture

7-3-12

Revised Architectural Renderings Figure 2-12



View of retail building at corner of Claremont & College Avenues



View looking south at facade and garage entrance along Claremont Avenue

Source: Lowney Architecture

7-5-12

Revised Architectural Renderings Figure 2-13



View of retail building at corner of College Avenue



View of Safeway rear facade and employee parking along Claremont Avenue

Source: Lowney Architecture

7·3·12

Revised Architectural Renderings Figure 2-14



Aerial view of roof terrace at corner of College & Claremont Avenues



Aerial view of parking ramp and setback at neighbors

Source: Lowney Architecture

7·3·12

Revised Architectural Renderings Figure 2-15



View of interior of parking garage along Claremont Avenue



View of interior of parking garage along College Avenue Entrance/Exit

Source: Lowney Architecture

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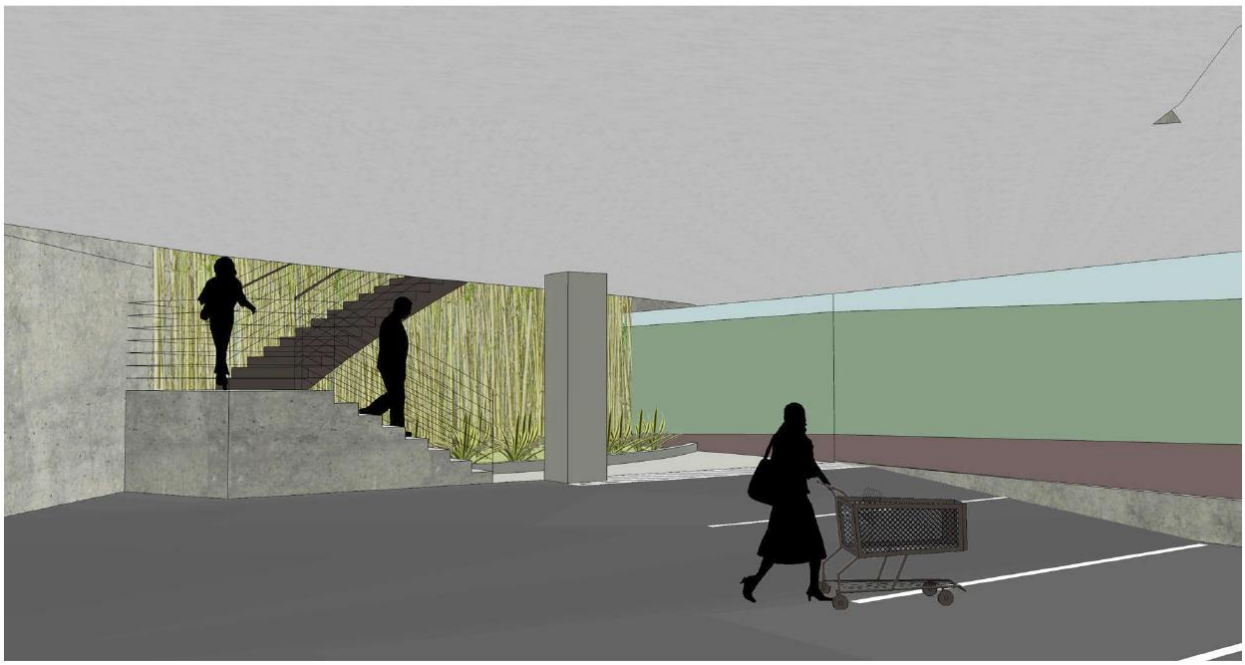
Revised Architectural Renderings Figure 2-16



Interior of parking garage toward north neighbor



View of interior of parking garage along College Avenue entrance/exit

Source: Lowney Architecture

7-3-12

Revised Architectural Renderings Figure 2-17

2.4 Public Agency Approvals

This EIR is intended to be used to provide CEQA clearance for all required discretionary actions for the proposed project. The Planning Commission will make decisions on the required discretionary actions. The discretionary actions and other considerations and approvals anticipated to be required for the proposed project include those listed below, without limitation.

The revised project requires the same project approvals and considerations as discussed in the DEIR on pages 3-26 to 3-27.

City of Oakland

- **Conditional Use Permits** (Planning Code Chapters 17.48.040, 17.48.070, and 17.48.080)
- **Variance** (Planning Code Chapter 17.116)
- **Design Review (**Planning Code Chapter 17.136.120)
- **Tree Removal Permit** (Oakland Municipal Code Chapter 12.36)
- **Demolition Permits** (Oakland Municipal Code Chapter 15.36)
- **Encroachment and Construction Permits** (Oakland Municipal Code Chapter 12.08)
- **Excavation Permits** (Oakland Municipal Code Chapter 12.12)
- **Public Right-of-Way (P) – Job Permit**
- **Compliance with Oakland's Standard Conditions of Approval**
- **Tentative Parcel Map**

Other Agencies

Portions of the project would require review and approval by a number of other public and quasi-public agencies and jurisdictions that have purview over specific aspects of the project. These other agencies may also consider this EIR in their review and decision-making processes. A list of these other agencies and their jurisdictional permits and approvals include the following:

- **San Francisco Bay Regional Water Quality Control Board (RWQCB)** – acceptance of a Notice of Intent (NOI) to obtain coverage under the General Construction Activity Storm Water Permit (General Construction Permit), and Notice of Termination after construction is complete. Granting of required clearances to confirm that all applicable standards, regulations and conditions for all previous contamination at the site have been met;
- **Bay Area Air Quality Management District (BAAQMD)** – compliance with BAAQMD Regulation 2, Rule 1 (General Requirements) for all portable construction equipment subject to that rule;
- **East Bay Municipal Utility District (EBMUD)** – approval of new service requests and new water meter installations;
- **Alameda County Flood Control and Water Conservation District (ACFCWD)** – enforcement of the Stormwater Quality Management Plan and Best Management Practices (BMP) included in

Alameda Countywide Clean Water Program's Stormwater Pollution Prevention Permit (SWPPP). This is done in conjunction with the City of Oakland, one of 18 co-permitees; and

- **California Department of Toxic Substances Control (DTSC)** – ensuring compliance with state regulations for the generation, transportation, treatment, storage, and disposal of hazardous waste.

A description and discussion of each action and agency/jurisdiction is included within the relevant topical analysis sections in Chapter 4, Environmental Setting, Impacts, Standard Conditions of Approval and Mitigation Measures, or in the Initial Study.

The FEIR analyzes the full scope of possible environmental impacts of the revised project, including any that could potentially result from the reconfiguration of the intersection at 63rd Street and College Avenue.

The revised project is what is currently proposed by the project sponsor. The FEIR reflects modifications as necessary to address the environmental impacts of the revised project. Some of the mitigation measures in the DEIR will no longer be necessary due to the project revisions, but those mitigation measures remain in the DEIR for informational purposes. Mitigation measures will be adopted by the City as appropriate for the revised project (see Section 2.5, below). For example, the DEIR discussed the transportation impacts resulting from a full-access intersection at 63rd Street and College Avenue, even though these impacts no longer would occur under the revised project,

This approach ensures that the information concerning the impacts of the project as originally proposed compared to the impacts of the revised project is fully available to the public and the decision-makers. The application for the revised project proposes and addresses a project whose characteristics result in fewer significant and unavoidable environmental impacts than those of the DEIR project. The development of the site must comport with the site plans and approvals ultimately approved by the City. Thus, the revised project is what is currently proposed by the project applicant, and if the revised project were approved, the DEIR project could not be pursued without submittal, review, and approval of a new application and other relevant discretionary permits.

2.5 Environmental Effects of the Revised Project

The revised project would have the same or fewer impacts than those identified and analyzed in the Draft EIR (DEIR) for the project as originally proposed (the DEIR project). Impacts of the revised project fall between those of the DEIR project and Alternative 3 (Full Project with No Curb Cut on College Avenue). Below is a summary analysis of the impacts of the revised project and how the DEIR project's environmental impacts would remain the same, be reduced or be otherwise altered by implementation of the revised project.

LAND USE, PLANS, AND POLICIES

The revised project would be consistent with the Oakland General Plan, as outlined in the DEIR, pages 4.1-2 through 4.1-6. In fact, the new design would close off from public access even more of the proposed 10-foot buffer area between the new store and the residential parcels to the north, discouraging potential loiterers for the benefit of surrounding residential uses (see discussions of General Plan Policy N1.5, DEIR page 4.1-4, and Policy N5.2, DEIR page 4.1-5). In addition, the slight lowering of the project roofline along Claremont Avenue would refine the appearance of the project and result in a less bulky appearance (see discussion of General Plan Policy N1.8, DEIR page 4.1-5).

The revised project would continue to be consistent with the Oakland Bicycle Master Plan and Oakland Pedestrian Master Plan, as outlined in pages 4.1-6 through 4.1-8 of the DEIR. The narrowing of the driveway on College Avenue would enhance pedestrian crossing safety at that location (see discussion of the Pedestrian Master Plan, DEIR page 4.1-7). The changes to the project's color and materials palette and the modifications to the design of its mullions would add visual interest to all project façades and enhance the project's urban setting (see discussion of Pedestrian Master Plan Policy 3.2, DEIR pages 4.1-7 through 4.1-8).

As with the DEIR project, the proposed uses, heights, and massing of the buildings of the revised project would be compatible with the neighborhood and comply with the Zoning Code (see DEIR pages 4.18 through 4.1-10 and Master Response M-9 in this FEIR for additional discussion of this topic).[2]

The revised project would be consistent with the General Plan and the zoning regulations, as well as the physical and use characteristics of the surrounding neighborhood. As a result, the revised project would not result in any new or more severe land use impacts than those studied in the DEIR.

VISUAL QUALITY

Because the revised project has the same massing and general visual character as the DEIR project, it would result in similar visual quality impacts as those identified for the DEIR project on pages 4.2-14 through 4.2-16 in the DEIR. However, due to the additional articulation of the building façades and the redesign of the surfaces for the restaurant building, the revised project defines and further strengthens the street walls' compatibility with the surrounding urban uses and structures. Thus, the revised project would result in similar or reduced aesthetic (including light and glare), shadow, and wind effects as those identified for the DEIR project.

TRANSPORTATION, CIRCULATION, AND PARKING

Development under the revised project would result in the same, or in some cases, reduced impacts related to transportation, circulation, and parking compared to the DEIR project (see DEIR pages 4.3-58 through 4.3-117).

The revised project would generate the same number of vehicular trips as the DEIR project because the project components, and their size and uses would remain the same as the DEIR project.[3] However, outbound traffic that would exit the project to southbound College Avenue and 63rd Street under existing and DEIR project conditions would divert to Claremont Avenue under revised project conditions. In addition, non-project traffic that would turn left from northbound College Avenue onto 63rd Street, and from eastbound 63rd Street onto College Avenue, under existing and DEIR project conditions, would divert to other streets in the area to access the neighborhood under revised project descriptions. This analysis assumes that the roadway network would operate similarly under both design options previously described for the 63rd Street/College Avenue/Store Driveway intersection.

To evaluate the implications of the revised project, a detailed traffic operations analysis of the following affected intersections surrounding the project site was prepared:

1. Alcatraz Avenue/College Avenue

[2] As noted above, the revised project size is actually slightly smaller than the DEIR project size. To be conservative, however, this FEIR continues to analyze the larger square footage.

[3] Similarly, parking demand would remain the same as the DEIR project.

2. Alcatraz Avenue/ Claremont Avenue
3. 63rd Street/College Avenue
4. Mystic Street/Auburn Avenue/Claremont Avenue
5. College Avenue/Claremont Avenue/62nd Street

In comparison to the DEIR project, both options under the revised project would only change traffic patterns at the intersections surrounding the project site. Since all vehicular trips would continue to access the site from the same direction as the DEIR project, this analysis assumes that all other study intersections not analyzed in this section would operate similarly to the DEIR project. Significant impacts and mitigation measures previously identified at other study intersections would continue to be applicable under the revised project.

Intersection operation under each scenario is discussed below. Appendix E provides the detailed LOS calculation sheets.

Existing Plus Revised Project Intersection Analysis

Table 2-1 summarizes traffic operations under Existing Plus Revised Project conditions and compares them to Existing Plus DEIR project conditions. Traffic operations at the 63rd Street/College Avenue intersection (#7) would improve due to the elimination of the left-turn movements out of the project driveway and from northbound College Avenue to 63rd Street, while traffic operations at the Alcatraz Avenue/College Avenue intersection (#5) would worsen as vehicles would divert from 63rd Street.

Similar to the DEIR project, the revised project would result in significant impacts at the following three intersections:

- Alcatraz Avenue/College Avenue (Impact TRANS-2)
- Alcatraz Avenue/Claremont Avenue (Impact TRANS-3)
- College Avenue/Claremont Avenue (Impact TRANS-4)

Table 2-2 summarizes traffic operations under Existing Plus Revised Project Mitigated conditions at the affected intersections. Similar to the project, mitigations TRANS-2, TRANS-3 and TRANS-4 would mitigate the impacts at Alcatraz Avenue/College Avenue, Alcatraz Avenue/Claremont Avenue, and College Avenue/Claremont Avenue intersections, respectively. Overall, conditions at the Alcatraz Avenue/College Avenue intersection would be slightly worse under the revised project than under the DEIR project, but conditions at the Alcatraz Avenue/Claremont Avenue intersection and the College Avenue/Claremont Avenue intersection would both be slightly better. As discussed in Master Response M-2, this slight worsening of impacts at Alcatraz Avenue/College Avenue would not result in a substantially more severe impact. Similar to the DEIR project, Mitigation Measures TRANS-2 and TRANS-3 would need to be approved and implemented by City of Berkeley; because the City of Oakland, as lead agency, does not have jurisdiction, they would continue to be considered significant and unavoidable.

2015 Plus Revised Project Intersection Analysis

Table 2-3 summarizes traffic operations under 2015 Plus Revised Project conditions and compares them to 2015 Plus DEIR Project conditions. Similar to under Existing Conditions, traffic operations at the

63rd Street/ College Avenue intersection (#7) would improve due to the elimination of the left-turn movements at the intersection, while traffic operations at the Alcatraz Avenue/College Avenue intersection (#5) would worsen as vehicles would divert from 63rd Street.

Similar to the DEIR project, the revised project would result in significant impacts at the following three intersections:

- Alcatraz Avenue/College Avenue (Impact TRANS-6)
- Alcatraz Avenue/Claremont Avenue (Impact TRANS-7)
- College Avenue/Claremont Avenue (Impact TRANS-8)

Table 2-4 summarizes traffic operations under 2015 Plus Revised Project Mitigated conditions at the affected intersections. Similar to the DEIR project, mitigations TRANS-6, TRANS-7 and TRANS-8 would mitigate the impacts at Alcatraz Avenue/College Avenue, Alcatraz Avenue/Claremont Avenue, and College Avenue/Claremont Avenue intersections, respectively. Overall, in 2015, conditions at the Alcatraz Avenue/College Avenue intersection would be slightly worse under the revised project than under the DEIR project, but conditions at the Alcatraz Avenue/Claremont Avenue intersection and the College Avenue/Claremont Avenue intersection would both be slightly better. As discussed in Master Response M-2, this slight worsening of impacts at Alcatraz Avenue/College Avenue would not result in a substantially more severe impact. Similar to the DEIR project, Mitigation Measures TRANS-6 and TRANS-7 would need to be approved and implemented by City of Berkeley; because the City of Oakland, as lead agency, does not have jurisdiction, they would continue to be considered significant and unavoidable.

2035 Plus Revised Project Intersection Analysis

Table 2-5 summarizes traffic operations under 2035 Plus Revised Project conditions and compares them to 2035 Plus DEIR Project conditions. Similar to under Existing Conditions and 2015 Conditions, traffic operations at the 63rd Street/College Avenue intersection (#7) would improve due to the elimination of the left-turn movements at the intersection, while traffic operations at the Alcatraz Avenue/College Avenue intersection (#5) would worsen as vehicles would divert from 63rd Street.

Similar to the DEIR project, the revised project would result in significant impacts at the following three intersections:

- Alcatraz Avenue/College Avenue (Impact TRANS-11)
- Alcatraz Avenue/Claremont Avenue (Impact TRANS-12)
- College Avenue/Claremont Avenue (Impact TRANS-14)

However, unlike the DEIR project, the revised project would eliminate Impact TRANS-13 at the 63rd Street/College Avenue intersection because the intersection would not meet the peak hour signal warrant due to the elimination of the left-turn movement out of the project driveway.

Table 2-6 summarizes traffic operations under 2035 Plus Revised Project Mitigated conditions at the affected intersections. Similar to the project analysis, Mitigation Measures TRANS-11, TRANS-12 and TRANS-14 would mitigate the impacts at Alcatraz Avenue/College Avenue, Alcatraz Avenue/Claremont Avenue, and College Avenue/Claremont Avenue intersections, respectively. Overall, conditions at the

three intersections would be slightly worse under the revised project than under the DEIR project, although conditions at Alcatraz Avenue/College Avenue would be slightly better during the Saturday PM peak hour. As discussed in Master Response M-2, this slight worsening of impacts at these intersections would not result in substantially more severe impacts. Similar to the DEIR project, Mitigation Measures TRANS-11 and TRANS-12 would need to be approved and implemented by City of Berkeley; because the City of Oakland, as lead agency, does not have jurisdiction, they would continue to be considered significant and unavoidable.

Summary of Traffic Impact Analysis

In comparison to the DEIR project, the revised project would improve pedestrian safety and circulation by eliminating the left-turns out of the project driveway and from northbound College Avenue to 63rd Street and reducing potential conflicts between automobiles and bicycles and pedestrians. In addition, the revised project would also reduce the potential for cut-through traffic and parking overflow into the residential streets west of the project site by eliminating the through movement from the project driveway to 63rd Street and the left-turn from northbound College Avenue to 63rd Street.

Most of the impacts identified for the DEIR project would continue to be significant under revised project with the following exceptions:

- Impact TRANS-13 at the 63rd Street/College Avenue intersection would be eliminated because the intersection would not meet the peak hour signal warrant.
- Impact TRANS-17A would be eliminated because the revised project would include a median on College Avenue that shortens the crossing distance for pedestrians.
- Impact TRANS-17B would be eliminated because the 63rd Street/College Avenue intersection would not be signalized.

If implemented, the other mitigation measures identified in the DEIR would mitigate the remaining impacts under the revised project and no new mitigation measures would be required.

Table 2-1 Intersection Level of Service – Existing Plus Revised Project Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Peak Hour	Existing No Project		Existing Plus DEIR Project		Significant Impact?	Existing Plus Revised Project		Significant Impact?
					Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS		Delay (seconds)[2]	LOS	
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	PM	**98.1 (v/c = 1.10)**	**F**	**112.2 (v/c = 1.16)**	**F**	**Yes[3]**	**117.0 (v/c = 1.18)**	**F**	**Yes[3]**
				SAT	36.3	D	52.5	D	No	**54.9**	**E**	No
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC	PM	18.9 **(82.1)**	C **(F)**	15.3 **(67.2)**	C **(F)**	**Yes[4]**	15.2 **(66.8)**	C **(F)**	**Yes[4]**
				SAT	2.6 (16.0)	A (C)	2.6 (16.4)	A (C)	No	2.6 (16.4)	A (C)	No
7.	63rd Street/College Avenue	Oakland	SSSC	PM	3.0 **(40.6)**	A **(E)**	9.7 **(60.3)**	A **(F)**	No[5]	3.1 (20.5)	A (C)	No
				SAT	3.1 (30.2)	A (D)	**35.8 (>120)**	**E (F)**	No[5]	3.9 (23.8)	A (C)	No
8.	Mystic Street/Auburn Avenue/Claremont Avenue	Oakland	SSSC/ Signal[6]	PM	3.5 (26.5)	A (D)	10.7	B	No	10.9	B	No
				SAT	2.5 (15.0)	A (B)	10.4	B	No	10.7	B	No
9.	College Avenue/Claremont Avenue/62nd Street	Oakland	Signal	PM	**61.5**	**E**	**70.2**	**E**	**Yes[7]**	**66.6**	**E**	**Yes[7]**
				SAT	**66.6**	**E**	**87.8**	**F**	**Yes[8]**	**80.6**	**F**	**Yes[8]**

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F;

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. The proposed project would cause an impact at this intersection because it would increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F.
4. The proposed project would cause an impact at this unsignalized intersection in Berkeley because it would result in the stop-controlled eastbound approach to operate at LOS F and the intersection would meet the peak hour signal warrant.
5. The DEIR project would not cause an impact at this intersection because the unsignalized intersection would not meet the peak hour signal warrant, despite operating at LOS F during the peak hour.
6. Intersection is side-street stop-controlled under Existing No Project conditions and signalized under Existing Plus DEIR project and Existing Plus Revised Project conditions.
7. The proposed project would cause an impact at this intersection because it would increase intersection average delay by more than four seconds and increase delay for a critical movement by more than six seconds at an intersection in Oakland already operating at LOS E.
8. The proposed project would cause an impact at this intersection in Oakland because it would degrade intersection operations from LOS E to LOS F.

Source: Fehr & Peers, 2012.

Table 2-2 Intersection Level of Service – Existing Plus Revised Project Mitigated Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Peak Hour	Existing No Project		Existing Plus Revised Project		Existing Plus Revised Project Mitigated		Significance After Mitigation
					Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	
5.	Alcatraz Avenue/ College Avenue	Berkeley	Signal	PM	**98.1 (v/c = 1.10)**	**F**	**117.0 (v/c = 1.18)**	**F**	**60.3**	**E**	Significant and unavoidable[3]
				SAT	36.3	D	**54.9**	**D**	27.7	C	
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC/ Signal[4]	PM	18.9 **(82.1)**	C **(F)**	15.2 **(66.8)**	C **(F)**	10.9	B	Significant and unavoidable[3]
				SAT	2.6 (16.0)	A (C)	2.6 (16.4)	A (C)	4.8	A	
9.	College Avenue/Claremont Avenue/ 62nd Street	Oakland	Signal	PM	**61.5**	**E**	**66.6**	**E**	54.8	D	Less than significant
				SAT	**66.6**	**E**	**80.6**	**F**	**55.9**	**E**	

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. Impact is significant and unavoidable because the intersection is not within Oakland's jurisdiction and it is not certain the measure could be implemented. If the mitigation measure is implemented, the impact would be less than significant.
4. Intersection is side-street stop-controlled under Existing No Project and Existing Plus Revised Project conditions and signalized under Existing Plus Revised Project Mitigated conditions.

Source: Fehr & Peers, 2012.

Table 2-3 Intersection Level of Service – 2015 Plus Revised Project Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Peak Hour	2015 No Project		2015 Plus DEIR Project		Significant Impact?	2015 Plus Revised Project		Significant Impact?
					Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS		Delay (seconds)[2]	LOS	
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	PM	**119.6 (v/c = 1.20)**	**F**	**>120 (v/c = 1.26)**	**F**	**Yes[3]**	**>120 (v/c = 1.29)**	**F**	**Yes[3]**
				SAT	44.1	D	**63.9**	**E**	**Yes[4]**	**68.4**	**E**	**Yes[4]**
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC	PM	**66.4 (>120)**	**F (F)**	**50.5 (>120)**	**F (F)**	**Yes[5]**	**50.2 (>120)**	**F (F)**	**Yes[5]**
				SAT	3.1 (19.1)	A (C)	3.1 (19.8)	A (C)	No	3.1 (19.8)	A (C)	No
7.	63rd Street/College Avenue	Oakland	SSSC	PM	4.1 **(66.5)**	A **(F)**	15.8 **(>120)**	C **(F)**	No[6]	3.1 (22.3)	A (C)	No
				SAT	6.7 **(108.1)**	A **(F)**	**54.3 (>120)**	**F (F)**	No[6]	4.0 (26.0)	A (D)	No
8.	Mystic Street/Auburn Avenue/Claremont Avenue	Oakland	SSSC/ Signal[7]	PM	3.5 (29.1)	A (D)	11.7	B	No	12.0	B	No
				SAT	2.7 (17.6)	A (C)	10.3	B	No	10.6	B	No
9.	College Avenue/Claremont Avenue/62nd Street	Oakland	Signal	PM	**102.5**	**F**	**124.6**	**F**	**Yes[8]**	**114.9**	**F**	**Yes[8]**
				SAT	**101.6**	**F**	**133.9**	**F**	**Yes[8]**	**122.2**	**F**	**Yes[8]**

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. The proposed project would cause an impact at this intersection because it would increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F.
4. The proposed project would cause an impact at this intersection because it would degrade an intersection in Berkeley from LOS D to LOS E or LOS F and increase average intersection delay by more than two seconds.
5. The proposed project would cause an impact at this unsignalized intersection in Berkeley because it would result in the stop-controlled eastbound approach to operate at LOS F and the intersection would meet the peak hour signal warrant.
6. The DEIR project would not cause an impact at this intersection because the unsignalized intersection would not meet the peak hour signal warrant, despite operating at LOS F during the peak hour.
7. Intersection is side-street stop-controlled under 2015 No Project conditions and signalized under 2015 Plus DEIR project and 2015 Plus Revised Project conditions.
8. The proposed project would cause an impact at this intersection because it would increase intersection average delay by more than two seconds and increase delay for a critical movement by more than four seconds at an intersection in Oakland already operating at LOS F.

Source: Fehr & Peers, 2011.

Table 2-4 Intersection Level of Service – 2015 Plus Revised Project Mitigated Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Peak Hour	2015 No Project		2015 Plus Revised Project		2015 Plus Revised Project Mitigated		Significance After Mitigation
					Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	PM	**119.6 (v/c = 1.20)**	**F**	**>120 (v/c = 1.29)**	**F**	**73.9 (v/c = 1.14)**	**E**	Significant and unavoidable[3]
				SAT	44.1	D	**68.4**	**E**	31.9	C	
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC/ Signal[4]	PM	**66.4 (>120)**	**F (F)**	**50.2 (>120)**	**F (F)**	9.2	A	Significant and unavoidable[3]
				SAT	3.1 (19.1)	A (C)	3.1 (19.8)	A (C)	5.0	A	
9.	College Avenue/ Claremont Avenue/62nd Street	Oakland	Signal	PM	**102.5**	**F**	**114.9**	**F**	**85.9**	**F**	Less than significant
				SAT	**101.6**	**F**	**122.2**	**F**	**83.8**	**F**	

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. Impact is significant and unavoidable because the intersection is not within Oakland's jurisdiction and it is not certain the measure could be implemented. If the mitigation measure is implemented, the impact would be less than significant.
4. Intersection is side-street stop-controlled under 2015 No Project and 2015 Plus Revised Project conditions and signalized under 2015 Plus Revised Project Mitigated conditions.

Source: Fehr & Peers, 2012.

Table 2-5 Intersection Level of Service – 2035 Plus Revised Project Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Peak Hour	2035 No Project		2035 Plus DEIR Project		Significant Impact?	2035 Plus Revised Project		Significant Impact?
					Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS		Delay (seconds)[2]	LOS	
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	PM	**>120 (v/c = 1.51)**	**F**	**>120 (v/c = 1.57)**	**F**	**Yes[3]**	**>120 (v/c = 1.62)**	**F**	**Yes[3]**
				SAT	**64.2**	**E**	**89.1**	**F**	**Yes[4]**	**95.7**	**F**	**Yes[4]**
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC	PM	**>120 (>120)**	**F (F)**	**>120 (>120)**	**F (F)**	**Yes[5]**	**>120 (>120)**	**F (F)**	**Yes[5]**
				SAT	21.1 **(>120)**	C **(F)**	17.2 **(100.5)**	C **(F)**	**Yes[5]**	17.1 **(100.1)**	C **(F)**	**Yes[5]**
7.	63rd Street/College Avenue	Oakland	SSSC	PM	6.0 **(>120)**	A **(F)**	10.8 **(103.8)**	B **(F)**	No	3.6 (30.7)	A (D)	No
				SAT	12.5 **(>120)**	A **(F)**	**>120 (>120)**	**F (F)**	**Yes[6]**	4.6 **(35.5)**	A **(E)**	No
8.	Mystic Street/Auburn Avenue/Claremont Avenue	Oakland	SSSC/ Signal[7]	PM	6.8 **(106.7)**	A **(F)**	12.4	B	No	12.8	B	No
				SAT	2.9 (30.7)	A (D)	9.6	A	No	9.9	A	No
9.	College Avenue/Claremont Avenue/62nd Street	Oakland	Signal	PM	**>120 (v/c = 1.67)**	**F**	**>120 (v/c = 1.87)**	**F**	**Yes[8]**	**>120 (v/c = 1.75)**	**F**	**Yes[8]**
				SAT	**>120 (v/c = 1.39)**	**F**	**>120 (v/c = 1.56)**	**F**	**Yes[8]**	**>120 (v/c = 1.46)**	**F**	**Yes[8]**

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. The proposed project would cause an impact at this intersection because it would increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F.
4. The proposed project would cause an impact at this intersection because it would degrade an intersection in Berkeley from LOS E to LOS F and increase average intersection delay by more than three seconds.
5. The proposed project would cause an impact at this unsignalized intersection in Berkeley because it would result in the stop-controlled eastbound approach to operate at LOS F and the intersection would meet the peak hour signal warrant.
6. The DEIR project would cause an impact at this unsignalized intersection in Oakland because it would increase intersection traffic volume by more than ten vehicles and the intersection would meet the peak hour signal warrant.
7. Intersection is side-street stop-controlled under 2035 No Project conditions and signalized under 2035 Plus DEIR project and 2035 Plus revised project conditions.
8. The proposed project would cause an impact at this intersection because it would increase v/c ratio by more 0.03 at an intersection in Oakland already operating at LOS F.

Source: Fehr & Peers, 2012.

Table 2-6 Intersection Level of Service – 2035 Plus Revised Project Mitigated Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Peak Hour	2035 No Project		2035 Plus Revised Project		2035 Plus Revised Project Mitigated		Significance After Mitigation
					Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	
5.	Alcatraz Avenue/ College Avenue	Berkeley	Signal	PM	**>120 (v/c = 1.51)**	**F**	**>120 (v/c = 1.62)**	**F**	**>120 (v/c = 1.30)**	**F**	Significant and unavoidable[3]
				SAT	**64.2**	**E**	**95.7**	**F**	42.0	D	
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC/ Signal[4]	PM	**>120 (>120)**	**F (F)**	**>120 (>120)**	**F (F)**	28.3	C	Significant and unavoidable[3]
				SAT	21.1 **(>120)**	C **(F)**	17.1 **(100.1)**	C **(F)**	7.1	A	
9.	College Avenue/Claremont Avenue/ 62nd Street	Oakland	Signal	PM	**>120 (v/c = 1.67)**	**F**	**>120 (v/c = 1.75)**	**F**	**>120 (v/c = 1.46)**	**F**	Less than significant
				SAT	**>120 (v/c = 1.39)**	**F**	**>120 (v/c = 1.46)**	**F**	**>120 (v/c = 1.32)**	**F**	

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. Impact is significant and unavoidable because the intersection is not within Oakland's jurisdiction and it is not certain the measure could be implemented. If the mitigation measure is implemented, the impact would be less than significant.
4. Intersection is side-street stop-controlled under 2035 No Project and 2035 Plus revised project conditions and signalized under 2035 Plus revised project Mitigated conditions.

Source: Fehr & Peers, 2012.

AIR QUALITY

As discussed on pages 4.4-16 through 4.4-21 of the DEIR, with mitigation, the DEIR project would have less-than-significant air quality impacts associated with construction activities and operations. Because the site layout, operational characteristics, and trip generation of the revised project are substantially the same as those of the DEIR project, the revised project would not result in any new or more severe air quality impacts beyond those studied in the DEIR.

GREENHOUSE GASES

As discussed on pages 4.5-46 through 4.5-55 of the DEIR, the DEIR project would have less-than-significant greenhouse gas impacts under the City's thresholds, and would comply with applicable plans, policies, and regulations adopted for the purpose of reducing GHG emissions. Because the massing, layout, and operational characteristics of the revised project are substantially the same as those of the DEIR project, the revised project would not result in any new or more severe greenhouse gas impacts beyond those studied in the DEIR.

NOISE

The revised project would result in similar noise impacts as those identified for the DEIR project on pages 4.6-14 through 4.6-20 of the DEIR. The DEIR project would have less-than-significant noise impacts involving construction, project-generated, and operational traffic noise (Impacts NOI-1, NOI-2, and NOI-3, respectively), all of which would also exist (and be less than significant) under the revised project. As a result, the revised project would not result in any new or more severe noise impacts compared to those studied in the DEIR.

CUMULATIVE IMPACTS

As discussed above under Transportation, Circulation and Parking (above), the DEIR project would add more than 10 trips to the 63rd Street/College Avenue intersection, and that intersection would meet peak hour signal warrants under 2035 conditions. By contrast, the intersection would not meet the peak hour signal warrant with the revised project. Thus, the revised project would eliminate significant and unavoidable impact TRANS-13, which was previously identified in the DEIR.

The other significant and unavoidable cumulative traffic impacts that were identified for the DEIR project (*i.e.*, 2015 traffic levels at the intersections of Ashby Avenue/College Avenue, Alcatraz Avenue/College Avenue, Alcatraz Avenue/Claremont Avenue; and 2035 traffic levels at the intersections of Ashby Avenue/College Avenue, Ashby Avenue/Claremont Avenue, Alcatraz Avenue/College Avenue, Alcatraz Avenue/Claremont Avenue) would also be considered significant and unavoidable with the revised project.

Cumulative traffic impacts that were identified as less than significant with mitigation with the DEIR project (*i.e.*, 2015 traffic levels at the intersection of College Avenue/Claremont Avenue; and 2035 traffic levels at the intersections of College Avenue/Claremont Avenue, Forest Street/Claremont Avenue, and Hudson Street/Manila Avenue/College Avenue) would similarly be identified as less than significant with mitigation.

No new or worsened cumulative impacts would result from the revised project.

The following several pages (Table 2-7) are a summary of environmental impacts and mitigation measures for the revised project. This summary is intended to replace and supercede the summary of environmental impacts and mitigation measures set forth in Table 2-1 of the DEIR.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
4.1 Land Use, Plans and Policies		
Impact LU-1: The project would replace the existing Safeway store and add more storefronts and parking, but would not result in the physical division of the established neighborhood retail area. (No Impact)	None Required	
Impact LU-2: The project would not result in a fundamental conflict between adjacent and nearby land uses. (Less than Significant).	None Required	
Impact LU-3: The project would not conflict with applicable land use plans and policies adopted for the purpose of avoiding or mitigating an environmental effect. (No Impact)	None Required	
Impact LU-4: The project would not conflict with habitat conservation plans or natural community conservation plans. (No Impact)	None Required	
Impact LU-5: The proposed project, combined with cumulative development in the defined geographic area, including past, present, existing, approved, pending, and reasonably foreseeable future development, does not reveal any significant adverse cumulative impacts in the area. (Cumulative Impact: Less than Significant)	None Required	
4.2 Visual Quality		
Impact AES-1: The proposed project would not adversely affect a scenic vista or substantially damage scenic resources within a State or locally designated scenic highway. (Less than Significant)	None Required	
Impact AES-2: The proposed project would alter the existing visual conditions on the project site, but would not substantially degrade the existing visual character or quality of the site and its surroundings. In addition, it would be consistent with the City of Oakland Design Review criteria for non-Residential projects. (Less than Significant)	None Required	
Impact AES-3: Project construction activity and operations, combined with cumulative development in the defined geographic area, including past, present, existing, approved, pending, and reasonably foreseeable future development, would result in cumulative impacts related to visual character, views, aesthetics, shadow, or light and glare. (Less than Significant)	None Required Standard Condition of Approval AES-1, *Shielding of Lighting*	Less than Significant

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
4.3 Transportation, Circulation and Parking		
Impact TRANS-1: The proposed project would contribute to LOS E operations and increase the average intersection vehicle delay by more than three seconds during the weekday PM peak hour, and contribute to LOS F operations and increase the v/c ratio by more than 0.01 during the Saturday peak hour at the Ashby Avenue/College Avenue (#1) intersection under Existing Conditions. (Significant)	**Mitigation Measure TRANS-1:** The impact at the Ashby Avenue/College Avenue intersection can be mitigated by implementing the following: • Convert signal control equipment from pre-timed to actuated-uncoordinated operations. The signal control equipment shall be designed to applicable standards in effect at the time of construction. • Optimize signal timing parameters (i.e., changing the amount of green time assigned to each lane of traffic approaching the intersection) To implement this measure, the project sponsor shall submit the following to City of Berkeley and Caltrans for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify the intersection to accommodate the signal timing changes supporting vehicle travel and alternative modes travel consistent with City of Berkeley and Caltrans requirements. • Signal timing plans for the signals in the coordination group. The project sponsor shall fund the cost of preparing and implementing these plans. After implementation of this measure, the intersection would continue to operate at LOS E during the weekday PM peak hour and improve from LOS F to LOS E during the Saturday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the average intersection vehicle delay during both peak hours would be less than under Existing Conditions. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Berkeley is planning improvements at this intersection. These improvements are currently in the preliminary feasibility study phase, do not have final design, and do not have	Significant and Unavoidable This project impact would be significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley and Caltrans, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-1 were implemented, the impact would be less than significant.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	approvals. The improvements may include providing a northbound left-turn lane on College Avenue, changing the left-turn signal phasing, and/or providing a pedestrian scramble phase. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measures would not conflict with these potential improvements. The implementation of the improvements under study at this intersection may increase delay experienced by automobiles. However, the potential increase in delay cannot be reasonably quantified because the details of the improvement that may be implemented at this intersection are not known at this time.	
Impact TRANS-2: The proposed project would contribute to LOS F operations and increase the v/c ratio by more than 0.01 during the PM peak hour at the Alcatraz Avenue/College Avenue (#5) intersection under Existing Conditions. (Significant)	**Mitigation Measure TRANS-2:** The impact at the Alcatraz Avenue/College Avenue intersection can be mitigated by implementing the following: • Provide left-turn lanes on northbound and southbound College Avenue by converting the existing angled parking spaces along College Avenue to parallel spaces. • Convert signal control equipment from pre-timed to actuated-uncoordinated operations and provide protected left-turn phasing for the north/south approaches. The signal control equipment shall be designed to applicable standards in effect at the time of construction. • Optimize signal timing parameters (i.e., changing the amount of green time assigned to each lane of traffic approaching the intersection). • Consider moving the AC Transit bus stops on both northbound and southbound College Avenue from near-side to far-side of the intersection (i.e., from before the signal to after the signal). To implement this measure, the project sponsor shall submit the following to City of Berkeley and Caltrans for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify the intersection to accommodate the signal timing changes supporting vehicle travel and alternative modes travel consistent with City of Berkeley and Caltrans requirements. • Signal timing plans for the signals in the coordination group. The project sponsor shall fund the cost of preparing and implementing these plans.	Significant and Unavoidable This project impact would be significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-2 were implemented, the impact would be less than significant.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	After implementation of this measure, the intersection would improve from LOS F to LOS D during the weekday PM peak hour. Converting the existing angled parking spaces on College Avenue to parallel spaces would result in elimination of six metered on-street parking spaces. Parking demand on this segment of College Avenue is currently at or above capacity. Thus, the loss of these parking spaces would contribute to the expected parking shortage in the area (see page 4.3-12). The mitigation measure would also improve pedestrian safety by providing protected left-turn phasing on College Avenue and reducing potential conflicts between left-turning automobiles and pedestrians crossing along College Avenue. No other secondary significant impacts would result from implementation of this measure.	
Impact TRANS-3: The proposed project would contribute to LOS F operation at the side-street stop-controlled eastbound approach at the Alcatraz Avenue/Claremont Avenue (#6) intersection, which would meet the peak hour signal warrant under Existing Conditions. (Significant)	**Mitigation Measure TRANS-3:** Implement the following measures at the Alcatraz Avenue/Claremont Avenue intersection: • Signalize the intersection, providing actuated operation, with permitted left turns and communication conduit/cabling connecting the traffic signal to the proposed traffic signal on Claremont Avenue at Safeway Driveway/Mystic Street/Auburn Avenue. To implement this measure, the project sponsor shall submit the following to City of Berkeley and Caltrans for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify the intersection to accommodate the signal timing changes supporting vehicle travel and alternative modes travel consistent with City of Berkeley and Caltrans requirements. • Signal timing plans for the signals in the coordination group. The project sponsor shall fund the cost of preparing and implementing these plans. Prior to the installation of the traffic signals, a complete traffic signal warrant analysis shall be conducted at this location to	Significant and Unavoidable This project impact would be significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-3 were implemented, the impact would be less than significant.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	verify that this location meets the California Manual on Uniform Traffic Control Devices (MUTCD) signal warrants and be subject to review and approval of the City of Berkeley. After implementation of this measure, the intersection would operate at LOS B during the weekday PM peak hour and LOS A during the Saturday PM peak hour. Pedestrians crossing at this intersection would experience more delay because they would need to wait for the appropriate signal phase; however this mitigation measure would improve their safety by providing a protected pedestrian crossing. No other secondary significant impacts would result from implementation of this measure.	
Impact TRANS-4: The proposed project would contribute to LOS E operations, increase the average intersection vehicle delay by more than four seconds, and increase delay for the critical movements of northbound College Avenue and northeastbound Claremont Avenue by more than six seconds, during the weekday PM peak hour; and degrade intersection operations from LOS E to LOS F during the Saturday PM peak hour at the College Avenue/ Claremont Avenue (#9) intersection under Existing Conditions. (Significant)	**Mitigation Measure TRANS-4:** Implement the following measures at the College Avenue/Claremont Avenue intersection: • Optimize signal timing parameters (i.e., adjust the allocation of green time for each intersection approach) • Coordinate the signal timing changes at this intersection with the adjacent intersections that are in the same signal coordination group. To implement this measure, the project sponsor shall submit the following to City of Oakland's Transportation Services Division for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify the intersection. All elements shall be designed to City standards in effect at the time of construction and all new or upgraded signals shall include these enhancements. All other facilities supporting vehicle travel and alternative modes through the intersection should be brought up to both City standards and ADA standards (according to Federal and State Access Board guidelines) at the time of construction. Current City Standards call for among other items the elements listed below: o 2070L Type Controller o GPS communication (clock) o Accessible pedestrian crosswalks according to Federal and State Access Board guidelines o City Standard ADA wheelchair ramps o Full actuation (video detection, pedestrian push buttons, bicycle detection) o Accessible Pedestrian Signals, audible and tactile according to Federal Access Board guidelines o Signal interconnect and communication to City Traffic	Less than Significant

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	Management Center for corridors identified in the City's ITS Master Plan o Signal timing plans for the signals in the coordination group. The project sponsor shall fund, prepare, and install the approved plans and improvements. After implementation of this measure, the intersection would continue to operate at LOS E during the weekday PM peak hour and improve from LOS F to LOS E during the Saturday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the project impact would be reduced to less than significant because the average intersection vehicle delay during both peak hours would be less than under Existing Conditions and the increase in delay for all critical movements would be less than four seconds higher than under 2015 No Project conditions. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Oakland is planning improvements at this intersection, consisting of installing bulbouts and upgrading traffic signal control equipment. These improvements are not currently expected to be funded. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measure would not conflict with the planned improvements. These improvements are not expected to affect traffic operations at this intersection or cause significant secondary impacts.	
Impact TRANS-5: The proposed project would degrade intersection operations from LOS E to LOS F and increase the average intersection vehicle delay by more than three seconds during the weekday PM peak hour and contribute to LOS F operation and increase the v/c ratio by more than 0.01 during the Saturday peak hour at the Ashby Avenue/College Avenue (#1) intersection under 2015 Conditions. (Significant)	**Mitigation Measure TRANS-5:** The impact at the Ashby Avenue/College Avenue intersection can be mitigated by implementing the following: • Implement Mitigation Measure TRANS-1 After implementation of this measure, the intersection would improve from LOS F to LOS E during the weekday PM peak hour and continue to operate at LOS F during the Saturday PM peak hour. Although the intersection would continue to operate at	Significant and Unavoidable This project impact is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	unacceptable conditions, the average intersection vehicle delay during both peak hours would be less than under 2015 No Project Conditions. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Berkeley is planning improvements at this intersection. These improvements are currently in the preliminary feasibility study phase, do not have final design, and do not have approvals. The improvements may include providing a northbound left-turn lane on College Avenue, changing the left-turn signal phasing, and/or providing a pedestrian scramble phase. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measures would not conflict with these potential improvements. The implementation of the improvements under study at this intersection may increase delay experienced by automobiles. However, the increase in delay cannot be reasonably quantified because the details of the improvement that may be implemented at this intersection are not known at this time.	Since the mitigation measure would need to be approved and implemented by City of Berkeley and Caltrans, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-1 were implemented, the impact would be less than significant.
Impact TRANS-6: The proposed project would contribute to LOS F operations and increase the v/c ratio by more than 0.01 during the PM peak hour and degrade intersection operations from LOS D to LOS E and increase intersection average delay by more than two seconds during the Saturday PM peak hour at the Alcatraz Avenue/College Avenue (#5) intersection under 2015 Conditions. (Significant)	**Mitigation Measure TRANS-6:** The impact at the Alcatraz Avenue/College Avenue intersection can be mitigated by implementing the following: • Implement Mitigation Measure TRANS-2 After implementation of this measure, the intersection would improve from LOS F to LOS E during the weekday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the average intersection vehicle delay would be less than under 2015 No Project Conditions. The intersection would improve from LOS E to LOS C during the Saturday peak hour. No secondary significant impacts would result from implementation of this measure.	Significant and Unavoidable This project impact is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-2 were implemented, the impact would be less than significant.
Impact TRANS-7: The proposed project would contribute to LOS F operation at the side-street stop-controlled eastbound approach at the Alcatraz Avenue/Claremont	**Mitigation Measure TRANS-7:** Implement the following measures at the Alcatraz Avenue/Claremont Avenue intersection:	Significant and Unavoidable

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
Avenue (#6) intersection which would meet the peak hour signal warrant under 2015 Conditions. (Significant)	• Implement Mitigation Measure TRANS-3. Prior to the installation of the traffic signals, a complete traffic signal warrant analysis shall be conducted at this location to verify that this location meets MUTCD signal warrants and be subject to review and approval of the City of Berkeley. After implementation of this measure, the intersection would operate at LOS B during the weekday PM peak hour and LOS A during the Saturday PM peak hour. No secondary significant impacts would result from implementation of this measure.	This project impact is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-3 were implemented, the impact would be less than significant.
Impact TRANS-8: The proposed project would contribute to LOS F operations, increase the average intersection vehicle delay by more than two seconds, and increase delay for a critical movement by more than four seconds, during both weekday and Saturday PM peak hours at the College Avenue/Claremont Avenue (#9) intersection under 2015 Conditions. (Significant)	**Mitigation Measure TRANS-8:** Implement the following measures at the College Avenue/Claremont Avenue intersection: • Implement Mitigation Measure TRANS-4. After implementation of this measure, the intersection would continue to operate at LOS F during both weekday PM and Saturday PM peak hours. Although the intersection would continue to operate at unacceptable conditions, the project impact would be reduced to less than significant because the average intersection vehicle delay during both peak hours would be less than under 2015 No Project Conditions. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Oakland is planning improvements at this intersection, consisting of installing bulbouts and upgrading traffic signal control equipment. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measure would not conflict with the planned improvements. These improvements are not expected to affect traffic operations at this intersection or cause significant secondary impacts.	Less than Significant

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
Impact TRANS-9: The proposed project would contribute to LOS F operation and increase the v/c ratio by more than 0.01 during both weekday and Saturday PM peak hours at the Ashby Avenue/College Avenue (#1) intersection under 2035 Conditions. (Significant)	**Mitigation Measure TRANS-9:** The impact at the Ashby Avenue/College Avenue intersection can be mitigated by implementing the following: • Implement Mitigation Measure TRANS-1 • Provide a left-turn lane on southbound College Avenue After implementation of this measure, the intersection would continue to operate at LOS F during both weekday and Saturday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the average intersection vehicle delay during both peak hours would be less than under 2035 No Project Conditions. Providing a left-turn lane on southbound College Avenue may result in secondary impacts. This segment of College Avenue currently provides adequate width to accommodate a southbound left-turn lane in addition to the existing southbound and northbound through lanes. However, provision of a southbound left-turn lane would narrow the northbound through lane. As a result, trucks may have difficulty turning right from westbound Ashby Avenue to northbound College Avenue. In addition, buses stopped at the existing bus stop on northbound College Avenue just north of Ashby Avenue may block northbound through traffic on the narrower travel lane. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Berkeley is planning improvements at this intersection. These improvements are currently in the preliminary feasibility study phase, do not have final design, and do not have approvals. The improvements may include providing a northbound left-turn lane on College Avenue, changing the left-turn signal phasing, and/or providing a pedestrian scramble phase. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measures would not conflict with these potential improvements. The implementation of the improvements under study at this intersection may increase delay experienced by automobiles. However, the potential increase in delay cannot be reasonably quantified because the details of the improvement that may be implemented at this intersection are not known at this time.	Significant and Unavoidable This project is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley and Caltrans, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-9 were implemented, the impact would be less than significant.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
Impact TRANS-10: The proposed project would contribute to LOS F operation and increase the v/c ratio by more than 0.01 during the weekday PM peak hour at the Ashby Avenue/Claremont Avenue (#2) intersection under 2035 Conditions. This is a significant impact based on City of Berkeley's significance criteria. (Significant)	**Mitigation Measure TRANS-10:** The impact at the Ashby Avenue/Claremont Avenue intersection can be mitigated by implementing the following: • Reconfigure the westbound approach on Ashby Avenue to provide a dedicated left-turn lane and a shared through/right-turn lane • Convert signal control equipment from pre-timed to actuated-uncoordinated operations • Optimize signal timing parameters (i.e., adjust the allocation of green time for each intersection approach) To implement this measure, the project sponsor shall submit the following to City of Berkeley and Caltrans for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify the intersection to accommodate the signal timing changes supporting vehicle travel and alternative modes travel consistent with City of Berkeley and Caltrans requirements. • Signal timing plans for the signals in the coordination group. The project sponsor shall fund the cost of preparing and implementing these plans. After implementation of this measure, the intersection would continue to operate at LOS F during the weekday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the average intersection vehicle delay during both peak hours would be less than under 2035 No Project Conditions. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Berkeley is planning improvements at this intersection. These improvements are currently in the preliminary feasibility study phase and do not have approvals. The improvements may include converting one of the through lanes on eastbound and/or westbound Ashby Avenue to a dedicated left-turn lane. The proposed mitigation measure is one of the	Significant and Unavoidable This project impact is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley and Caltrans, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-10 were implemented, the impact would be less than significant.

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	improvements under study by City of Berkeley. The proposed mitigation measures would not conflict with other improvements under study at this intersection. The implementation of the improvements under study at this intersection may increase delay experienced by automobiles. However, the potential increase in delay cannot be reasonably quantified because the details of the improvement that may be implemented at this intersection are not known at this time.	
Impact TRANS-11: The proposed project would contribute to LOS F operations and increase the v/c ratio by more than 0.01 during the PM peak hour and degrade intersection operations from LOS E to LOS F and increase intersection average delay by more than three seconds during the Saturday PM peak hour at the Alcatraz Avenue/College Avenue (#5) intersection under 2035 Conditions. This is a significant impact based on City of Berkeley's significance criteria. (Significant)	**Mitigation Measure TRANS-11:** The impact at the Alcatraz Avenue/College Avenue intersection can be mitigated by implementing the following: • Implement Mitigation Measure TRANS-2 After implementation of this measure, the intersection would continue to operate at LOS F during the weekday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the average intersection vehicle delay would be less than under 2035 No Project Conditions. The intersection would improve from LOS F to LOS D during the Saturday peak hour. No secondary significant impacts would result from implementation of this measure.	Significant and Unavoidable This project impact is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the impact is considered significant and unavoidable. However, in the event that Mitigation Measure TRANS-2 were implemented, the impact would be less than significant.
Impact TRANS-12: The proposed project would contribute to LOS F operation at the side-street stop-controlled eastbound approach at the Alcatraz Avenue/Claremont Avenue (#6) intersection which would meet the peak hour signal warrant under 2035 Conditions. (Significant)	**Mitigation Measure TRANS-12**: Implement the following measures at the Alcatraz Avenue/Claremont Avenue intersection: • Implement Mitigation Measure TRANS-3. Prior to the installation of the traffic signals, a complete traffic signal warrant analysis shall be conducted at this location to verify that this location meets MUTCD signal warrants and be subject to review and approval of the City of Berkeley. After implementation of this measure, the intersection would operate at LOS C during the weekday PM peak hour and LOS A during the Saturday PM peak hour. No secondary significant impacts would result from implementation of this measure.	Significant and Unavoidable This project impact is significant and unavoidable because it is not certain that the measure could be implemented. Because it is located in Berkeley, the City of Oakland, as lead agency, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the impact is considered significant and unavoidable. However, in the

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
		event that Mitigation Measure TRANS-3 were implemented, the impact would be less than significant.
Impact TRANS-13: The proposed project would add more than 10 trips to the 63rd Street/College Avenue (#7) intersection which would meet the peak hour signal warrant under 2035 Conditions. (Less than Significant)	None required	Less than Significant
Impact TRANS-14: The proposed project would contribute to LOS F operations and increase the intersection v/c ratio by more than 0.03 during both weekday and Saturday PM peak hours at the College Avenue/Claremont Avenue (#9) intersection under 2035 Conditions. (Significant)	**Mitigation Measure TRANS-14:** Implement the following measures at the College Avenue/Claremont Avenue intersection: • Implement Mitigation Measure TRANS-4. After implementation of this measure, the intersection would continue to operate at LOS F during both weekday PM and Saturday PM peak hours. Although the intersection would continue to operate at unacceptable conditions, the project impact would be reduced to less than significant because the average intersection vehicle delay and v/c ratio during both peak hours would be less than under 2035 No Project Conditions. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Oakland is planning improvements at this intersection, consisting of installing bulbouts and upgrading traffic signal control equipment. These improvements are not currently expected to be funded. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measure would not conflict with the planned improvements. These improvements are not expected to affect traffic operations at this intersection or cause significant secondary impacts.	Less than Significant
Impact TRANS-15: The proposed project would contribute to LOS F operations, increase the average intersection delay by more than two seconds, and increase delay for a critical movement by more than four seconds, during the weekday PM peak hours at the Forest Street/Claremont Avenue (#10) intersection under 2035 Conditions. (Significant)	**Mitigation Measure TRANS-15:** Implement the following measures at the Forest Street/Claremont Avenue intersection: • Optimize signal timing parameters (i.e., adjust the allocation of green time for each intersection approach). • Coordinate the signal timing changes at this intersection with	Less than Significant

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	the adjacent intersections that are in the same signal coordination group. To implement this measure, the project sponsor shall submit the following to City of Oakland's Transportation Services Division for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify intersection to accommodate the signal installation. All elements shall be designed to City standards in effect at the time of construction and all new or upgraded signals should include these enhancements. All other facilities supporting vehicle travel and alternative modes through the intersection should be brought up to both City standards and ADA standards (according to Federal and State Access Board guidelines) at the time of construction. Current City Standards call for among other items the elements listed below: o 2070L Type Controller o GPS communication (clock) o Accessible pedestrian crosswalks according to Federal and State Access Board guidelines o City Standard ADA wheelchair ramps o Full actuation (video detection, pedestrian push buttons, bicycle detection) o Accessible Pedestrian Signals, audible and tactile according to Federal Access Board guidelines Signal interconnect and communication to City Traffic Management Center for corridors identified in the City's ITS Master Plan o Signal timing plans for the signals in the coordination group. The project sponsor shall fund, prepare, and install the approved plans and improvements. After implementation of this measure, the intersection would improve from LOS F to LOS E during the weekday PM peak hour. Although the intersection would continue to operate at unacceptable conditions, the project impact would be reduced to less than significant because the average intersection vehicle delay would be less than under 2035 No Project Conditions. No secondary significant impacts would result from implementation of this measure.	
Impact TRANS-16: The proposed project would contribute to LOS E operations,	**Mitigation Measure TRANS-16:** Implement the following	Less than Significant

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
increase the average intersection delay by more than four seconds during the weekday PM peak hours at the Hudson Street/Manila Avenue/College Avenue (#15) intersection under 2035 Conditions. (Significant)	measures at the Hudson Street/Manila Avenue/College Avenue intersection: • Optimize signal timing parameters (i.e., adjust the allocation of green time for each intersection approach). • Coordinate the signal timing changes at this intersection with the adjacent intersections that are in the same signal coordination group. To implement this measure, the project sponsor shall submit the following to City of Oakland's Transportation Services Division for review and approval: • Plans, Specifications, and Estimates (PS&E) to modify the intersection. All elements shall be designed to City standards in effect at the time of construction and all new or upgraded signals should include these enhancements. All other facilities supporting vehicle travel and alternative modes through the intersection should be brought up to both City standards and ADA standards (according to Federal and State Access Board guidelines) at the time of construction. Current City Standards call for among other items the elements listed below: o 2070L Type Controller. o GPS communication (clock) o Accessible pedestrian crosswalks according to Federal and State Access Board guidelines o City Standard ADA wheelchair ramps o Full actuation (video detection, pedestrian push buttons, bicycle detection) o Accessible Pedestrian Signals, audible and tactile according to Federal Access Board guidelines Signal interconnect and communication to City Traffic Management Center for corridors identified in the City's ITS Master Plan o Signal timing plans for the signals in the coordination group. The project sponsor shall fund, prepare, and install the approved plans and improvements. After implementation of this measure, the intersection would improve from LOS E to LOS D during the weekday PM peak	

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
	hour. No secondary significant impacts would result from implementation of this measure. As part of the Caldecott Tunnel Improvement Project Settlement Agreement, City of Oakland is planning improvements at this intersection, consisting of extending bulbouts at the west side of the intersection, installing new traffic signal control equipment to allow countdown pedestrian signal heads, and providing a new north-south crosswalk along the west side of College Avenue. These improvements are not currently expected to be funded. These planned improvements would not mitigate the project impacts; however, the proposed mitigation measure would not conflict with the planned improvements. These improvements are not expected to affect traffic operations at this intersection or cause significant secondary impacts.	
Impact TRANS-17A: Pedestrian crossings on College Avenue at 63rd Street and Safeway Driveway. (Less than Significant)	None required	Less than Significant
Impact TRANS-17B: Pedestrian crossings on the Safeway Driveway along College Avenue. (Less than Significant)	None required	Less than Significant
4.4 Air Quality		
Impact AIR-1: Activities associated with demolition, site preparation, and construction would generate short-term emissions of criteria pollutants. (Less than Significant)	None Required Standard Condition of Approval AIR-3, *Asbestos Removal in Structures*	Less than Significant
Impact AIR-2: Activities associated with demolition, site preparation, and construction would generate short-term emissions of fugitive dust. (Significant)	None Required Standard Condition of Approval AIR-1: *Dust Control*	Less than Significant
Impact AIR-3: Construction activities would expose nearby sensitive receptors to substantial levels of PM2.5 and toxic air contaminants (TACs), which may lead to adverse health effects. (Significant)	**Mitigation Measure AIR-1:** The project applicant shall develop a Diesel Emission Reduction Plan including, but not limited to alternatively fueled equipment, engine retrofit technology, after-treatment products and add-on devices such as particulate filters, and/or other options as they become available, capable of achieving a project wide fleet-average of 70 percent particulate matter (PM) reduction compared to the most recent California Air Resources Board (CARB) fleet average. This Plan shall be submitted for review and approval by the City, and the Project applicant shall implement the approved Plan.	Less than Significant Implementation of Mitigation Measure AIR-1 above would reduce TAC, including DPM, exhaust emissions by implementing feasible controls and requiring up-to-date equipment. With mitigation, the calculated maximum excess cancer risk from construction activities

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
		would be reduced from 30.9 in one million to 9.3 in one million. This would be considered less-than significant after mitigation.
Impact AIR-4: Operation of the proposed project would result in increased long-term emissions of criteria pollutants. (Less than Significant)	None Required	
Impact AIR-5: The proposed project would not frequently create substantial objectionable odors affecting a substantial number of people. (Less than Significant)	None Required	
Impact AIR-6: The proposed project would not contribute to CO concentrations exceeding the State AAQS of 9 ppm averaged over 8 hours and 20 ppm for 1 hour. (Less than Significant)	None Required	
Impact AIR-7: The project would continue to attract diesel powered delivery trucks, which are sources of diesel particulate, a Toxic Air Contaminant. (Less than Significant)	None Required	
Impact AIR-8: The proposed project could result in a cumulatively considerable contribution to a cumulative air quality impact from criteria pollutant emissions. (Less than Significant)	None Required	
4.5 Greenhouse Gases		
Impact GHG-1: Construction and operation of the proposed project would not result in significant GHG emissions under the City's thresholds. (Less than Significant)	None Required	Less than Significant
Impact GHG-2: The project would comply with applicable plans, policies, and regulations adopted for the purpose of reducing GHG emissions. (Less than Significant)	None Required.	Less than Significant
4.6 Noise		
Impact NOI-1: Construction activities associated with the proposed project would temporarily generate noise levels that could conflict with standards established in the City noise ordinance. (Less than Significant)	None Required Standard Conditions NOI-1, Days/Hours of Construction Operation, NOI-2, Noise Control, NOI-3, Noise Complaint Procedures, and NOI-5, Extreme Noise Generators	

TABLE 2-7
SUMMARY OF IMPACTS, STANDARD CONDITIONS OF APPROVAL, MITIGATION MEASURES, AND RESIDUAL IMPACTS OF THE REVISED PROJECT

Environmental Impact	Standard Conditions of Approval and Mitigation Measures	Level of Significance after Application of Standard Conditions of Approval and Mitigation
Impact NOI-2: Noise levels from project generated traffic would increase roadside ambient noise levels. (Less than Significant)	None Required	
Impact NOI-3: Operational noise sources generated by HVAC equipment, emergency generators, proposed parking structures, and truck loading/unloading may impact nearby noise-sensitive receptors. (Less than Significant)	**Improvement Measure 1:** To eliminate the potential for noise impact from the ventilation openings, acoustical louvers could be installed in these vent openings to reduce the transmission of garage sounds. **Improvement Measure 2:** To further reduce the noise levels within the garage and further reduce noise emanating from the garage, the underside of the garage ceiling could be fully lined with spray-on thermal/acoustic insulation. This additional noise control measure would typically be provided on the garage ceiling directly below the store. **Improvement Measure 3:** As an added noise control measure, sound-absorptive material could be applied to the ramp walls to further reduce noise from vehicle movements on the ramp. Potential tire noise could be reduced by avoiding a polished (squeaky) concrete slab surface. **Improvement Measure 4:** Methods to reduce noise from shopping cart power washing would include conducting the washing activities within the enclosed loading dock area, or at the far end of the service deck, away from residential neighbors. **Improvement Measure 5:** Methods to reduce noise or annoyance from garbage truck pickup activity would be to limit hours to 9 AM to 6 PM.	
Impact NOI-4: Project traffic, in combination with cumulative traffic, could substantially increase traffic noise levels in the project area. (Less than Significant)	None Required	

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CHAPTER 3

Commenters on the DEIR

3.1 Agencies, Organizations, and Individuals Commenting in Writing

The roster below lists correspondence received from public agencies and commissions, organizations, and individuals, designated by the letters "A," "B," and C," respectively. Each correspondence is included in Chapter V.

Designator	Agency/Signatory Name	Correspondence Dated
A. PUBLIC AGENCIES AND COMMISSIONS		
A-1	AC Transit – Service Development and Planning Department Cory LaVigne, Director	8/15/2011
A-2	City of Berkeley Phil Kamlarz, City Manager	10/17/2011
A-3	City of Berkeley Gordon Wozniak, Berkeley City Council – District 8	8/13/2011
A-4	City of Berkeley Gordon Wozniak, Berkeley City Council – District 8	8/15/2011
A-5	Oakland Planning Commission Madeleine Zayas-Mart, Chair, Design Review Committee	9/02/2011
A-6	State Clearinghouse Scott Morgan, Director	8/16/2011
B. ORGANIZATIONS		
B-1	Claremont Elmwood Neighborhood Association Dean Metzger	8/15/2011
B-2	Oakland Builders Alliance	7/20/2011
B-3	Oakland Metropolitan Chamber of Commerce – Retail Advisory Committee Joseph Harahurda	7/19/2011
B-4	Rockridge Community Planning Council Stuart M. Flashman (with analysis by SWAPE, Matt Hagemann)	8/16/2011
B-5	ULTRA (Urbanists for a Livable Temescal Rockridge Area) John Gatewood Hiroko Kurihara	8/16/2011

	Joan Lichterman Joyce Roy	
B-6	Walk Oakland Bike Oakland (WOBO) Doug Johnson	undated
B-7	Walk Oakland Bike Oakland (WOBO) Doug Johnson	8/16/2011
C. INDIVIDUALS		
C-1	Susan Aaron	8/12/2011
C-2	David Abel	7/17/2011
C-3	David Abel	8/15/2011
C-4	Denny Abrams	undated
C-5	Denny Abrams	8/12/2011
C-6	aceble@sbcglobal.net (no name given)	8/11/2011
C-7	Christine Acker	7/09/2011
C-8	Christine Acker	7/19/2011
C-9	Jimena Acuña Smith	7/09/2011
C-10	Glenn Alex	7/26/2011
C-11	Glenn Alex	8/10/2011
C-12	Jenny Alexander	8/12/2011
C-13	Nick Alexander (with addendum by Susan Shawl)	7/17/2011
C-14	Lexine Alpert	8/11/2011
C-15	Lexine Alpert	8/12/2011
C-16	Marjorie Alvord	8/15/2011
C-17	Ethan B. Andelman	8/15/2011
C-18	Sonny Antonio	7/11/2011
C-19	Krste Asanovic	8/12/2011
C-20	Ethan Ash	8/02/2011
C-21	Jon Bain-Chekal	7/09/2011
C-22	Jonathan Bair	8/16/2011
C-23	Jeffrey, Millie, Ai-li, and Anya Baird	7/10/2011
C-24	Carolyn Baker	8/15/2011
C-25	Tom Balawejder	8/12/2011
C-26	Michael and Kelly Barrrett	8/14/2011
C-27	Brooke Battles	8/10/2011
C-28	Mary Ann Benson	8/12/2011
C-29	Christine Benvenuto	8/12/2011
C-30	Michael Bergeisen and Laurie Stoneham	8/14/2011
C-31	Jane Bergen	7/09/2011
C-32	Mary Biagini	undated

C-33	Stephanie Bianco	8/12/2011
C-34	Damian Bickett	8/03/2011
C-35	Jenny and Peter Greenburg Binnings	8/12/2011
C-36	Lee Birch	8/13/2011
C-37	Robin Bishop	8/16/2011
C-38	Robin Bishop and Donald Day	8/16/2011
C-39	Maryann Blouin	8/14/2011
C-40	Diana Boegel	8/12/2011
C-41	Rick Bohner	7/09/2011
C-42	Brian Borchert	8/12/2011
C-43	Sherman Boyson	8/08/2011
C-44	Paul Brandes and Katherine Szox	8/12/2011
C-45	Rita Brenner	8/14/2011
C-46	Gretchen Brosius	7/08/2011
C-47	Don Brown	7/10/2011
C-48	Sandra Bryson	8/11/2011
C-49	Alex Busansky	8/12/2011
C-50	Jerome Buttrick	8/11/2011
C-51	A. Nicholas Carlson	8/15/2011
C-52	Kenneth and Antonia Carpenter	7/27/2011
C-53	Alan Caudill	7/13/2011
C-54	Nelsonya Causby	8/15/2011
C-55	John Chalik, et al.	7/08/2011
C-56	John Chalik	8/15/2011
C-57	Mark Chekal-Bain	7/09/2011
C-58	Mary Anne Clegg	7/25/2011
C-59	Clifford Cline	7/10/2011
C-60	Wendy Cohen	7/26/2011
C-61	Lynne Ross Costain	8/13/2011
C-62	Lynne Ross Costain	8/15/2011
C-63	Adele and David Crady	7/11/2011
C-64	Adele and David Crady	7/13/2011
C-65	Bob Dailey	8/16/2011
C-66	John Dal Pino	8/04/2011
C-67	Carl Davidson	8/14/2011
C-68	David de Figueredo	undated
C-69	Jamey Dempster	8/12/2011
C-70	Cathy Diamond	8/13/2011
C-71	David Diamond	8/12/2011

C-72	Lewis Dolinsky	8/02/2011
C-73	Laurie Dombrand	8/15/2011
C-74	Jay Dodson	7/19/2011
C-75	Shannon Dorsey	7/11/2011
C-76	Doreyne Douglas	8/12/2011
C-77	Dori Dubin	7/20/2011
C-78	E. Dubravac	8/15/2011
C-79	Nancy and William Dutcher	7/27/2011
C-80	Rosemary Ehat	8/11/2011
C-81	Rosemary Ehat	8/13/2011
C-82	Robert Epstein	7/29/2011
C-83	Jame Ervin	8/03/2011
C-84	Charles Farnsworth	8/01/2011
C-85	David and Sara Fleisig	7/10/2011
C-86	Annette Floystrup	8/10/2011
C-87	Annette Floystrup	8/15/2011
C-88	Aileen Frankel	8/10/2011
C-89	Vicky Friedman	7/12/2011
C-90	Frank Gelat	8/14/2011
C-91	Jack Gerson	7/12/2011
C-92	Jeff Gillman	7/13/2011
C-93	Elio Gizzi	8/13/2011
C-94	Anne Gomes	8/13/2011
C-95	Leila Gough	7/11/2011
C-96	Peter Grame and Sean Maguire	8/12/2011
C-97	Peter Grame and Sean Maguire	8/12/2011
C-98	Peter Grame	7/10/2011
C-99	Loni Gray	8/13/2011
C-100	Bryan E. Grunwald	8/07/2011
C-101	Anna Guidry	7/11/2011
C-102	Avram Gur Arye	7/13/2011
C-103	Peter Haberfeld	8/15/2011
C-104	Emma Haft	8/11/2011
C-105	Tim Hallahan	8/10/2011
C-106	Jim Hallam	8/05/2011
C-107	Kathleen Hallam	8/08/2011
C-108	Paul Hammond	7/28/2011
C-109	Julie Hardgrove	7/11/2011

C-110	Richard Harris	7/09/2011
C-111	Sara Hartley	7/13/2011
C-112	Alex Hauptman	8/07/2011
C-113	Linda Hausrath	8/16/2011
C-114	Julia Heitner	8/03/2011
C-115	Nancy Hendrickson and Dariush Arasteh	undated
C-116	Nancy Hendrickson and Dariush Arasteh	7/15/2011
C-117	Larry Henry and resubmittal of Norman Ozaki comments	8/16/2011
C-118	Jim Hightower	7/09/2011
C-119	Jim Hightower	8/02/2011
C-120	Marcia Hofer	8/15/2011
C-121	Ricardo Hofer	7/13/2011
C-122	Ricardo Hofer	8/14/2011
C-123	Pascal and Teagan Hoffman	7/28/2011
C-124	Claus Huebel	8/12/2011
C-125	Joanne Irwin	8/12/2011
C-126	Naomi Janowitz	8/16/20111
C-127	Glen Jarvis	8/15/2011
C-128	Sarah Jarvis	8/12/2011
C-129	Tim W. Jollymore	8/11/2011
C-130	Claudine Jones	8/15/2011
C-131	Constance A. Jones	8/16/2011
C-132	Elaine Jones	7/09/2011
C-133	Leah Kaizer	7/07/2011
C-134	Jennifer Kaplan	8/14/2011
C-135	Deborah Kartiganer	8/16/2011
C-136	Daniel Katzev	8/16/2011
C-137	Susan Keydel	8/15/2011
C-138	Don Kinkaid	8/16/2011
C-139	K. Kunze	8/01/2011
C-140	Thomas Koster	7/09/2011
C-141	Thomas Koster	8/12/2011
C-142	Thomas Koster	8/12/2011
C-143	Ari Krakowski	7/28/2011
C-144	Bette Kroening	8/11/2011
C-145	Bette and Manfred Kroening	8/12/2011
C-146	Hiroko Kurihara	8/16/2011
C-147	Stephanie Lachowicz	8/03/2011
C-148	Megan and Zach Larson	8/12/2011

C-149	David C. Lee	8/06/2011
C-150	Esther Lerman	8/12/2011
C-151	Karen Levine and Mauricio Bustos	8/15/2011
C-152	P. Rachel Levin	8/07/2011
C-153	Star Lightner	7/09/2011
C-154	Norman and Dianne MacLeod	undated
C-155	Howard Matis	7/10/2011
C-156	Julia May	8/16/2011
C-157	Michael Mayer and Meri Simon	8/15/2011
C-158	Steve Mayer	8/15/2011
C-159	Jacquelyn N. McCormick	8/16/2011
C-160	Louise McGuinness	8/02/2011
C-161	Paul McKaskle	7/13/2011
C-162	Nancy S. McKay and Dennis V. Swanson	8/11/2011
C-163	Nancy S. McKay and Dennis V. Swanson	8/15/2011
C-164	Gabe Mello	7/15/2011
C-165	Michael Melvin	7/10/2011
C-166	Roger and Monique Mendelson	8/07/2011
C-167	Kirk Miller	8/16/2011
C-168	Larry Moll and Ginny Irving	8/07/2011
C-169	David Morris	7/09/2011
C-170	Ron and Holly Moskovitz	7/09/2011
C-171	Melissa and Larry Moss	7/20/2011
C-172	Bob and Nancy Mueller	7/09/2011
C-173	Bob and Nancy Mueller	8/14/2011
C-174	Rosemary Muller	7/20/2011
C-175	Heng Nhuong	8/10/2011
C-176	Eva Nico	8/03/2011
C-177	Peter Nico	8/03/2011
C-178	Gerald V. Niesar	8/04/2011
C-179	Gerald V. Niesar	8/05/2011
C-180	Ortrun Niesar	8/15/2011
C-181	Mary Norton	7/09/2011
C-182	Mary Norton	7/16/2011
C-183	Joan Nygard	8/12/2011
C-184	Pamela Oettel	7/18/2011
C-185	Donna P. Owen	8/12/2011
C-186	Candice Pattee	8/16/2011

C-187	Linda S. Phipps and Anthony Smith	undated
C-188	Stan Pisle	8/04/2011
C-189	Elise Proulx	8/09/2011
C-190	Madeline Puccioni	8/13/2011
C-191	Lesley Pulaski	7/09/2011
C-192	Jean Rains and Steve Zimmerman	8/12/2011
C-193	Walter Ratcliff	8/11/2011
C-194	John Ravenscroft	7/09/2011
C-195	John Ravenscroft	8/16/2011
C-196	Matthew Read	7/09/2011
C-197	Rachel Resnikoff	7/09/2011
C-198	Carmen Rezendes	8/12/2011
C-199	Amy Rock	7/19/2011
C-200	Nina Rosen	7/19/2011
C-201	Tony Rossmann	7/09/2011
C-202	Joel Rubenzahl	8/10/2011
C-203	Ethel Ruymaker	7/18/2011
C-204	Ethel Ruymaker	8/01/2011
C-205	Ethel Ruymaker	8/12/2011
C-206	David Salniker	8/05/2011
C-207	Robert H. Sand	8/09/2011
C-208	Barbara Schick	8/09/2011
C-209	Lawrence W. Schonbrun	8/11/2011
C-210	Kelly Schultz	8/16/2011
C-211	Peter Schwartz	7/12/2011
C-212	Malcolm P. and Judith M. Scott	8/03/2011
C-213	Jennifer Selby Long	8/15/2011
C-214	Kevan Shafizadeh	8/16/2011
C-215	Deborah Sharpe	8/12/2011
C-216	Deborah Sharpe	8/15/2011
C-217	Susan Shawl	8/08/2011
C-218	Susan Shawl	8/12/2011
C-219	Susan Shawl	8/15/2011
C-220	Peggy Sheehan	8/01/2011
C-221	Steven Sherman	8/13/2011
C-222	Neal Shorstein	7/28/2011
C-223	Neal Shorstein	8/11/2011
C-224	Neal Shorstein and Christopher Doane	8/12/2011
C-225	Anne E. Simon and Adrienne Cool	undated

C-226	Daniel Slichter	8/15/2011
C-227	Jeff Small	7/23/2011
C-228	Jeff Small	8/15/2011
C-229	Richard Smith	7/15/2011
C-230	Tanya Smith	7/11/2011
C-231	Sonia Spindt	8/12/2011
C-232	Ronnie Spitzer	8/16/2011
C-233	Ronnie Spitzer communication with Jason Patton	8/16/2011
C-234	Joe Starkey	undated
C-235	Julie Steinberg	8/16/2011
C-236	Claudia Stevens	8/07/2011
C-237	Kathleen Stone	7/12/2011
C-238	Judy Stonefield	7/27/2011
C-239	Emily Stoper	8/07/2011
C-240	Rick Talcott	7/09/2011
C-241	E. Thatcher	8/6/2011
C-242	Mark Thompson	8/16/2011
C-243	Ruth Thompson	8/12/2011
C-244	Tori Thompson	7/16/2011
C-245	Joanne Tillemans	7/11/2011
C-246	Lisa Tracy	8/4/2011
C-247	Danica Truchlikova	8/10/2011
C-248	Bob Tucker	8/13/2011
C-249	William C. Turner	7/09/2011
C-250	Luis Villalon	7/20/2011
C-251	Kathy Vizas	7/13/2011
C-252	Jaclin Wagar	8/12/2011
C-253	Zachary Walton	8/15/2011
C-254	Melissa Washburn	8/15/2011
C-255	Kirk Wayland	8/12/2011
C-256	Sherrie Wayman	8/16/2011
C-257	Alan and Marguerite Weinstein	8/05/2011
C-258	Michael Weiss	8/11/2011
C-259	Amy Weitz	8/14/2011
C-260	Elise White	8/11/2011
C-261	Marcy Whitebrook and Carl Price	8/12/2011
C-262	Diana Wiegel	8/15/2011
C-263	Chris Wilcox	7/09/2011

C-264	Matthew Williams	7/12/2011
C-265	Sara Williams	8/02/2011
C-266	Sara Williams	8/09/2011
C-267	Doug Williamson	8/13/2011
C-268	Kristin Wilson	7/12/2011
C-269	Sara E., Peter S., and Anthony G. Wilson	8/16/2011
C-270	Martha Wing	7/26/2011
C-271	Steven Winkel	undated
C-272	Sky Woodruff	8/14/2011
C-273	Georgia Wright	8/15/2011
C-274	Mary Yabroff	8/11/2011
C-275	Brett Yokom	8/14/2011
C-276	Rich Yurman	8/16/2011
C-277	Kirk Peterson architectural drawings	7/20/2011

3.2 Commenters at the Planning Commission Public Hearings

The following persons provided spoken comments at the public hearings on the DEIR, held July 20, 2011, and August 3, 2011, by the City of Oakland Planning Commission. The comments are identified in Chapter 6 by the designations "D" and "E," respectively, followed by specific comment number. The commenters are listed below alphabetically by last name.

D. COMMENTERS AT THE JULY 20, 2011 PUBLIC HEARING

Transcript Page Number

Denny Abrams 38
Joseph Anderson 58
Ron Bukovich 40
Jerome Buttrick 25
Maryann Clegg 34
Laura Crotty 59
Laura Dornbrand 42
Solomon Ets-Hokin 17
Christine Firstenberg 13
Stuart Flashman 61
Julie Hardgrove 37
Frederick Hertz 48
Graham Hill 5
Paul Junge 11
Jim Moore 16
Gerald Niesar 44
Kirk Peterson 31

Joe Saropochillo 57
Rebecca Saltzman 21
Jeff Small 55
Michael Stewart 54
Toby Taylor 56
Zachary Walton 22
Marilyn Williams 50
Steven Winkel 52
Planning Commissioner Madeleine Zayas-Mart 19, 20

E. COMMENTERS AT THE AUGUST 3, 2011, PUBLIC HEARING

Transcript Page Number

David Abel 97
Nathan Abercrombie 106
Denny Abrams 14
Glenn Alex 7
Jonathan Bair 76
Michael Barrett 117
Jerome Buttrick 137
John Chalik 146
Ellen Cohler 126
Michael Colbruno, Planning Commissioner 22
Denise Conley 26
George Davis 95
Joe Decredico 24
David Denton 112
Diana Dorinson 83
Laurie Dornbrand 141
Johanna Egan 50
Stuart Flashman 128
Peter Fowler 144
John Gatewood 6
Jack Gerson 93
Cleo Goodwin, AC Transit 80
Peter Haberfeld 17
Sanjiv Handa 115
Linda Hausrath 43
Nancy Hendrickson 54
Morton Jensen 27
Claudine Jones 92
Deborah Kartiganer 82
Hiroko Kurihara 88
Cory LaVigne, AC Transit 78
Norman MacLeod 66
Patricia Maloney 123
Julia May 133
Jason McBriarty 94
Jacquelyn McCormick 85
Nancy McKay 40

Dean Metzger....108
Vicente Micenos (or Patino)....151
Kirk Miller....36
Rosemary Muller....51
Nikolas Nettecheim....48
Ortun Niesar....100
Chris Patillo, Planning Commissioner....60
Kirk Peterson....150
Joyce Roy....63
Joel Rubenzahl....130
Ann Simon....70
Mari Simon....145
Lars Skjerping....64
Richard Smith....71
Ronnie Spitzer....11
Resa Tansey....31
Vien Truong, Planning Commission Chairperson....62
Unidentified Male Speaker (any one of:
Ken Lowry, Larry Henry, Cliff Cline, Dennis Larson, or Alan McGuire)....99
Jonelyn Whales, Planning Commissioner....156
Rich Yurman....57

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CHAPTER 4

Revisions to the DEIR

The revisions presented in this chapter are initiated by City of Oakland (Lead Agency) staff or by comments received on the DEIR. Changes include corrections, revisions or clarifications to information presented in the DEIR. Throughout this chapter, newly added text is shown in double underline format, and deleted text is shown in ~~strikeout~~ format. For revisions specifically initiated by comments received on the DEIR, an alpha-numeric designator for the comment is indicated in brackets.

Revisions are listed generally in the order in which they would appear in the DEIR document, and where the revision was made in response to a comment, the number of the response identifying the revision is shown in **[bold in brackets]**.

[C-115-3]

On page 3-12 of the DEIR, third full paragraph, third sentence has been revised to read as follows (new text shown as double-underlined text; deleted text shown as ~~strike-through text~~):

> There would be ~~22~~ 27 parking spaces on the upper level, plus maneuvering area for the trucks.

[B-1-6]

The following has been added to the first table on page 4-6 of the DEIR:

51st and Broadway Shopping Center Project	Increase the size of the shopping center from 185,500 square feet to 212,310 square feet of retail and office space.

[C-115-20]

The title/caption of Figure 4.2-8, Page 4.2-9 of the DEIR, has been revised to read as follows:

> Views ~~at Intersection~~ of Claremont Avenue Streetscape ~~College and Alcatraz Avenues~~

[C-214-23]

The first non-bulletted paragraph on page 4.3-10 of the DEIR has been changed to the following:

> Based on the City of Oakland's 2007 *Bicycle Master Plan Update* and City of Berkeley's 2005 *Bicycle Plan Update*, the existing and planned bicycle facilities in the project vicinity are shown on Figure 4.3-4. Existing bicycle facilities in the study area include ~~a~~ Class 3 bike route<u>s</u> along Woolsey <u>and Colby</u> Street<u>s</u> and a Class 3B bike boulevard along Hillegass Avenue.

The second bullet on page 4.3-65 of the DEIR has been revised to:

- Convert signal control equipment from pre-timed to actuated operations and provide protected<u>/permissive</u> left-turn phasing for the north/south approaches. The signal control equipment shall be designed to applicable standards in effect at the time of construction.

[M-3]

Page 4.3-112 the following edits have been made to Improvement Measure TRANS-2:

> **Improvement Measure TRANS-2**: Although not required to address an adverse environmental impact, the City could consider the following strategies to reduce the expected parking deficit and potential for intrusion in the adjacent residential neighborhoods:
>
> - Consider limiting parking in the majority of spaces in the ground-level garage to two hours.
>
> - <u>Per Standard Condition of Approval TRANS-1,</u> implement a Transportation Demand Management (TDM) plan to encourage more project employees to use other travel modes than driving.
>
> - Install an automated parking counting system including variable message signs to inform motorists of the number of parking spaces available in the underground parking garage and reduce potential traffic circulation.
>
> - Consider strategies to maximize the use of available parking spaces. These may include providing tandem parking spaces or parking lifts in the employee parking lot, or attendant parking.
>
> - Consider strategies to manage the on-street parking supply. Potential strategies may include:
>
> - Consider installing parking meters along project frontage on Claremont Avenue <u>to discourage all-day parking and have parking available for customers of the project and the College Avenue commercial district.</u>
>
> - Consider implementing Residential Parking Permit (RPP) on the residential streets west of College Avenue in Oakland. Note that implementation of an RPP is dependent on neighborhood support and is subject to approval by the City of Oakland City Council. The neighborhood support for RPP is currently not known. <u>Currently,</u>

residential areas with RPP have lower on-street parking occupancies than streets without RPP.

[M-5]

Page 4.3-117 the following edits have been made to Improvement Measure TRANS-3:

Improvement Measure TRANS-3: Project applicant should pay to monitor traffic volumes and speeds on the following roadways before and after the completion of the proposed project.

- 62nd and 63rd Street between College Avenue and Colby Street
- Hillegass Avenue and Colby Street between Claremont Avenue and Alcatraz Avenue
- Mystic Street
- Auburn Avenue, Manoa Street, and Rockwell Street between Mystic Street and Florio Street
- Alcatraz Avenue between College and Claremont Avenues
- Woolsey Street between Benvenue and Eton Avenues
- Eton Avenue betwwn Woolsey Street and Claremont Avenue
- Benvenue Avenue between Woolsey Street and Alcatraz Avenue

In consultation with local residents, and in accordance with all legal requirements, appropriate traffic calming measures, such as speed humps, or roadway closures, should be considered if and when excessive traffic volumes or speeding are observed. These potential improvements should be funded by the project applicant.

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CHAPTER 5

Responses to Written Comments Received on the DEIR

This chapter includes copies of the written comments received by mail and electronic mail during the public review period on the Draft EIR. Many of the comment letters received touched on similar issues, and major issues raised by commenters are discussed in detail in Master Responses M-1 through M-9, in Section 5.1 of this chapter.

Section 5.2 of this chapter comprises specific responses to the individual comments in each correspondence, following each correspondence. Consistent with the list of commenters presented in Chapter 3 (Commenters on the DEIR), correspondence received from public agencies is presented first, designated by letter prefix "A;" followed by correspondence from organizations, designated by letter prefix "B;" followed by correspondence from individuals, designated by letter prefix "C." Within each of these groups, each correspondence is organized alphabetically as indicated in Chapter 3 (Commenters on the DEIR), and denoted numerically.

Therefore, each correspondence is identified by an alphanumeric designator (i.e., "Comment Letter A-1" to "Comment Letter C-276"). Specific comments within each correspondence are identified by the alphanumeric designator for the correspondence and the numeric sequence of the specific comment within the correspondence (e.g., "A-1-1" for the first comment in Letter A-1, and "C-276-2" for the last comment in Letter C-276).

The set of responses immediately follows each correspondence. Responses specifically focus on comments that pertain to the adequacy of the analysis in the DEIR or other aspects pertinent to the environmental analysis of the proposed project pursuant to CEQA. Comments that address topics beyond the purview of the DEIR or CEQA are noted for the public record; although no response is required in these cases, an acknowledging or substantive response is provided. Where comments and/or responses have warranted revisions to the text of the DEIR, these changes appear as part of the specific response to comment and are repeated in Chapter 4 (Revisions and Updates to the DEIR).

Where comments apply to both the DEIR project and the revised project described in Chapter 2, the responses refer generically to the "proposed project." Where there is discussion of the differences between the DEIR project and the revised project, a distinction is made (e.g., the revised vehicular access configuration under the revised project versus the DEIR project).

5.1 Master Responses

Many comments received by the City on the DEIR were the same or similar regarding physical environmental issues about the proposed project. This section contains ten master responses that discuss the following topics: trip generation, Saturday peak hour, parking, safety and hazards, traffic diversion and intrusion in residential streets, economic impacts (urban decay), air quality, greenhouse gases, land use/zoning/neighborhood compatibility, and piecemeal analysis of environmental impacts.

Master Response M-1 Trip Generation

Some commenters expressed concerns regarding the accuracy of the trip generation rates used in the DEIR for the Safeway store. These comments focused particularly on the availability and relevance of driveway counts for the existing store. The trip generation for the Safeway store presented in the DEIR is based on ITE rates and not driveway counts because, as noted by many of the commenters, the existing Safeway parking lot is also used by numerous other non-Safeway customers and visitors to the College Avenue commercial district who park in the parking lot and walk to other nearby destinations. Thus, basing the trip generation for the proposed store on current driveway volumes would substantially overestimate the traffic generated by the proposed project.

It is standard practice to base trip generation rates on published ITE's *Trip Generation* data. In addition, the project trip generation methodology presented in the DEIR overestimates the project trip generation and is conservative for the following reasons:

- It does not reduce trip generation numbers to account for transit, pedestrian, and bicycle trips for the retail and restaurant components of the project. The trip generation rates for the retail and restaurant uses are based on published ITE's *Trip Generation* data which are generally based on suburban developments where almost all customers and employees drive to the site. The project site is located in a pedestrian oriented commercial area, and is well served by transit. As shown in Tables 4.3-11 and 4.3-12, about 30 percent of the customers and employees of the current Safeway store use non-automobile modes to travel to and from the store. Although the proposed retail and restaurant uses are expected to have similar mode shares as the existing Safeway store, the DEIR analysis conservatively does not account for the non-automobile trips for the retail and restaurant uses.

- It does not account for pass-by trips for the retail and restaurant uses. Considering that the proposed uses are adjacent to two arterials, College and Claremont Avenues, and that they would complement the existing retail and restaurant uses along the College Avenue commercial district, it is expected that some of the customers of the project would not be new trips to the area. However, the DEIR assumes that all trips generated by the retail and restaurant uses would be new trips to the area. Based on ITE's *Trip Generation Handbook, Second Edition*, the average pass-by rate for retail uses is 34 percent and 26 percent for weekday PM and Saturday peak hours, respectively; the average pass-by rate for restaurant is 44 percent for weekday PM peak hour (ITE does not provide pass-by rates for restaurants for the Saturday peak hour).

- It does not account for internalization between the various uses in the project (i.e., a customer would visit the Safeway store and one of the retail uses in the same trip). It is likely that some customers would patronize more than one of the uses in the proposed project in a single trip, however, the DEIR analysis assumes that there would be no internalization and does not reduce

the trip generation for the three project components (Safeway, retail, and restaurant) to account for internalization between the uses in order to present a more conservative analysis.

- The Saturday PM peak hour trip generation is a composite of the peak hour of generation for each component of the project (i.e., Safeway, small retailers, and restaurant). Since trip generation for each component of the project would peak at different times throughout the day, the Saturday PM peak hour trip generation is conservative in that it assumes that the three project components would peak at the same time.

- The proposed 51,510 square-foot Safeway store functions more like a smaller store and would not have the merchandise capacity that a typical 51,510 square-foot store would provide. Due to the geometric constraints of the lot, the layout of the proposed store is less efficient than many other Safeway stores in similar contexts. . Table 5-1 compares the services and capacity at the proposed College Avenue store with the recently approved store on Shattuck Avenue in north Berkeley. As shown in the table, the proposed College Avenue store is about 12 percent larger than the recently approved Berkeley store, but the total number of linear feet of shelving is only five percent larger. Although a few services and departments are larger in the College Avenue store, most services and departments are proportionally smaller. Considering that the proposed College Avenue Safeway store would function similar to a slightly smaller store, it would generate fewer trips than presented in the DEIR.

Table 5-1
Comparison of the Proposed Store with the Recently Approved Berkeley Store

Metric	Proposed College Avenue Store	Recently Approved Berkeley Store	Difference	
			Absolute	Percent
Gross Building Size (Sq. Ft.)	51,510	46,150	5,360	12%
Sales Area (Sq. Ft.)	33,450	31,381	2,069	7%
Total Sales Display (Linear Feet)	2,919	2,774	145	5%

Source: Safeway (See attachment to Comment Letter C-135)

- ITE trip generation rates are based on gross floor area (GFA), which ITE's *Trip Generation Handbook, Second Edition* defines as "sum (in square feet) of a each floor level, including cellars, basements, mezzanines, penthouses, corridors, lobbies, stores, and offices, that are within the principal outside faces of exterior walls, not including architectural setbacks or projections. Included are all areas that have floor surfaces with clear standing head room (6 feet, 6 inches minimum) regardless of their use." The store size used to estimate trip generation in the DEIR (i.e., 51,510 square feet) is based on an earlier site plan and overestimated trip generation by including the second level stair and elevator shaft areas which should not be included. Based on ITE's definition and the revised project, the GFA for the proposed Safeway store is 49,180 square feet. This would reduce the net new trips generated by 10 weekday PM peak hour and 12 Saturday peak hour trips.

- As described in the DEIR, if all mitigation measures proposed in the DEIR were implemented, then travel times and delay along College and Claremont Avenues would remain similar to

current conditions or improve slightly. Nevertheless, as many commenters have noted, major streets providing access to the proposed project would continue to operate at or above capacity during peak periods. In addition, the proposed on-site parking supply for the project as a whole would not be adequate to meet the peak project parking demand and the on-street parking surrounding the site would be at or near capacity during peak periods (see Master Response M-3 for more detail on parking supply and demand). Safeway is also upgrading other nearby stores, including the store on Broadway at 51st Street about one mile to the south, and the store on Shattuck Avenue in Berkeley about three miles to the north, and several other supermarkets are in the area (see Figure 4.3-11 on page 4.3-46). Considering the traffic congestion and parking availability around the site and the proximity of other supermarkets, it is likely that some customers who otherwise would have accessed the site by automobile would divert to other supermarkets in the area. The realities of traffic and parking conditions, combined with the availability of other stores, means that it is likely that the trip generation presented in the DEIR overestimates the actual number of trips generated by the project.

Pass-by Rates

Some commenters questioned the pass-by rate used for the Safeway store itself, which was 36 percent. This is the average pass-by rate for supermarkets, as published in the ITE's *Trip Generation Handbook, Second Edition.* This pass-by rate is appropriate because the proposed project is within the data range of the supermarket sites surveyed for the ITE Handbook:

- The supermarkets surveyed in the ITE Handbook range in size between less than 25,000 square feet to more than 70,000 square feet. The proposed store, at 51,510 square feet is within the range of sites surveyed in the ITE Handbook.

- Currently, the average daily traffic (ADT) volume on College Avenue adjacent to the site is 14,900 vehicles per day and the ADT on Claremont Avenue is 9,200 vehicles per day. The ADT combined on both streets is 24,100 per day, which is within the range of 15,200 to 63,000 vehicles per day at the sites surveyed for ITE Handbook.

In addition, considering that the proposed Safeway store would complement the existing commercial district along College Avenue, it is reasonable to assume that some of the current customers of the existing commercial district who do not currently patronize the existing Safeway store would also patronize the new Safeway as part of the same trip and not generate new trips to the project area.

Master Response M-2 Saturday Peak Hour

Some commenters questioned the use of a Saturday peak hour of 5:15 PM to 6:15 PM, and whether the Saturday peak hour for traffic flow is actually earlier in the day. The Saturday traffic analysis presented in the DEIR was based on traffic data collected at all study intersections from 4:00 PM to 7:00 PM in March 2010. This time period was selected because it corresponds to the peak period of activity at the existing store. Within the peak period, the hour from 5:15 PM to 6:15 PM had the highest traffic volume at the study intersections. Therefore, the 5:15 PM to 6:15 PM hour was selected as the peak hour for Saturday traffic operations analysis. Thus, even though these new customers would be included in the DEIR trip generation rate, they would not constitute new vehicle trips to the area.

However, in order to confirm that the time period of 5:15 PM to 6:15 PM (the "Saturday PM peak hour") accurately depicted the impacts of a worst-case scenario for background plus project traffic on Saturdays, this FEIR also analyzes traffic operations at select intersections for the "Saturday midday peak hour",

which the analysis identified to be from 12:30 PM to 1:30 PM. This is the time period during which background traffic generally is heaviest, although project-generated traffic is lighter than it is during the Saturday PM peak hour. Because the DEIR project has been replaced by the revised project (see Chapter 2 of this FEIR), this analysis evaluated the impacts of the revised project on traffic occurring during the Saturday PM peak hour under existing conditions, 2015 conditions, and 2035 conditions.

The analysis found that the Saturday midday peak hour traffic volumes (both with and without the project) are somewhat higher than those during the Saturday PM peak hour. Notwithstanding this finding, however, all of the following points are true:

1) No new significant environmental impact would result from the analysis of Saturday midday peak hour volumes. All impacts identified as a result of a change from a Saturday PM peak hour to a Saturday midday peak hour have already been identified as an impact during the weekday PM peak hour.[1]

2) No new mitigation measures would be required for impacts identified as a result of the Saturday midday peak hour analysis. In every case, the mitigation measures proposed in the DEIR for the intersections in question, at the scenario in question (i.e., present day, 2015, or 2035), would (if implemented) mitigate the identified impact to a less-than-significant level.

3) There would be no substantial increase in the severity of a previously-identified environmental impact. The DEIR identified impacts to certain intersections under certain scenarios, and in some cases those impacts would increase in severity as a result of analyzing Saturday midday peak hour conditions as opposed to Saturday PM peak hour conditions. However, in all cases and in every scenario studied, the only increase in traffic volumes as a result of the revised Saturday midday peak analysis would take place on Saturdays, and then only for a few hours at the maximum. There would be no change from the DEIR analysis either with respect to the traffic conditions for weekdays, or for that matter during most of Saturday either. The increase in the severity of traffic impacts only during a few hours on Saturday is not considered to be "substantial" when evaluated in the context of a full week of traffic conditions.

Existing Conditions

Intersection vehicle and bicycle turning movement and pedestrian counts were collected on Saturday, May 19, 2012, from 11:00 AM to 2:00 PM (Saturday midday) and from 4:00 PM to 7:00 PM (Saturday PM) at the following intersections:

1. Ashby Avenue/College Avenue
2. Ashby Avenue/Claremont Avenue
4. Alcatraz Avenue/Telegraph Avenue
5. Alcatraz Avenue/College Avenue
6. Alcatraz Avenue/Claremont Avenue
7. 63rd Street/College Avenue

[1] Oakland's practice, which is consistent with generally accepted CEQA methodology, is to characterize impacts by intersection, regardless of the time or day on which such impacts occur. Therefore, a single impact is identified for a given intersection under a given scenario, whether the impact occurs during a single peak hour or during multiple peak hours. For example, in the DEIR, the traffic impacts of the project under "Existing Plus Project Conditions" include the single Impact TRANS-4 at the College Avenue/Claremont Avenue intersection, even though the impact occurs both during the weekday PM peak hour and the Saturday PM peak hour.

9. College Avenue/Claremont Avenue/62nd Street
10. Forest Street/Claremont Avenue

These intersections were selected because they operate at LOS D or worse under Existing, 2015, or 2035 conditions during the Saturday PM peak hour as documented in the DEIR and are most likely to be impacted during the Saturday midday peak hour.

These counts were conducted after the end of the regular session at UC Berkeley. Thus, the Saturday PM peak period was also counted and compared with counts collected in March 2010 in order to determine if traffic patterns in the area have changed since the original Saturday PM peak hour existing counts were collected. In general, the Saturday PM peak hour intersection traffic volumes were about nine percent higher in March 2010 than in May 2012, likely due to the fact that UC Berkeley was not in session in May 2012. Thus, the Saturday midday peak hour volumes were increased by nine percent to present a more conservative analysis.

Appendix E provides the detailed traffic count sheets for these intersections. Based on the collected data, the Saturday midday peak hour is from 12:30 PM to 1:30 PM.

As described on page 4.3-14 of the DEIR, the collected intersection counts consist of only the traffic volumes that travel through the study intersection, and do not include the queued vehicles that could not travel through the intersection during the peak hour. Thus, similar to the weekday and Saturday PM peak hour analyses of existing conditions presented in the DEIR, traffic volumes not served by the intersection during the Saturday midday peak hour were observed and added to the vehicle turning movement counts to determine the peak hour demand volume and better estimate delay and LOS at the study intersections.

Saturday midday peak hour traffic operations were evaluated using the Saturday midday traffic volumes (adjusted as described above), pedestrian and bicycle volumes, and existing intersection configurations. Table 5-2 presents the intersection LOS during the Saturday midday peak hour under existing conditions. Appendix E provides the detailed LOS calculation sheets.

As shown in Table 5-2, the following intersections currently operate at an unacceptable LOS during the Saturday midday peak hour:

- The signalized Ashby Avenue/College Avenue intersection (intersection #1), located in the City of Berkeley, operates at LOS F.
- The signalized Alcatraz Avenue/College Avenue intersection (intersection #5), located in the City of Berkeley, operates at LOS E.
- The unsignalized 63rd Street/College Avenue intersection (intersection # 7), located in the City of Oakland, operates at LOS E in the eastbound approach. However, the intersection would not meet peak hour signal warrant.
- The signalized College Avenue/Claremont Avenue/62nd Street intersection (intersection # 9), located in the City of Oakland, operates at LOS E.

Similar to the analysis presented in the DEIR, the Project Saturday peak hour trips, as presented in Table 4.3-10 on DEIR page 4.3-42, were added to the Saturday midday peak hour volumes to estimate traffic volumes under Existing Plus Revised Project conditions (See Chapter 2 of this FEIR for a description of the revised project). Although the Project is expected to generate fewer trips during the Saturday midday peak hour, this analysis conservatively uses the Saturday PM peak hour trip generation for the Saturday midday peak hour analysis.

Table 5-2: Saturday Midday Intersection Level of Service – Existing and Existing Plus Revised Project Conditions

#	Intersection	Jurisdic-tion	Traffic Control[1]	Existing No Project		Existing Plus Revised Project		Impact?	DEIR Impact?
				Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS		
1.	Ashby Avenue/College Avenue	Berkeley	Signal	**836 (v/c = 1.18)**	**F**	**93.2 (v/c = 1.20)**	**F**	**Yes[3]**	**Yes**
2.	Ashby Avenue/ Claremont Avenue	Berkeley	Signal	28.8	C	29.4	C	No	No
4.	Alcatraz Avenue/ Telegraph Avenue	Oakland	Signal	27.8	C	28.4	C	No	No
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	**55.2**	**E**	**76.7**	**E**	**Yes[4]**	**Yes**
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC	3.3 (19.3)	A (C)	3.3 (20.0)	A (C)	No	**Yes**
7.	63rd Street/College Avenue	Oakland	SSSC	5.4 **(89.4)**	A **(F)**	4.6 (33.4)	A (D)	No	No
9.	College Avenue/ Claremont Avenue/62nd Street	Oakland	Signal	**70.4**	**E**	**79.3**	**E**	**Yes[5]**	**Yes**
10.	Forest Street/Claremont Avenue	Oakland	Signal	20.5	C	21.0	C	No	No

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. The revised project would cause an impact at this intersection because it would increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F.
4. The revised project would cause an impact at this intersection because it would increase intersection average delay by more than three seconds at an intersection in Berkeley already operating at LOS E.
5. The revised project would cause an impact at this intersection in Oakland because it would increase intersection average delay by more than four seconds and increase delay for a critical movement by more than six seconds at an intersection already operating at LOS E.

Source: Fehr & Peers, 2012

Table 5-2 presents the intersection LOS during the Saturday midday peak hour under Existing Plus revised project conditions. The revised project would cause an impact at the following intersections:

- Ashby Avenue/College Avenue intersection (Intersection #1) – The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because it would contribute to LOS F operations and increase the v/c ratio by more than 0.01. This impact is consistent with Impact TRANS-1 identified by the DEIR at this intersection.
- Alcatraz Avenue/College Avenue intersection (Intersection #5) – The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because it would contribute to LOS E operations and increase the intersection average delay by more than three seconds. This impact is consistent with Impact TRANS-2 identified by the DEIR at this intersection.
- College Avenue/Claremont Avenue intersection (Intersection #9) – The revised project would cause an impact at this intersection in City of Oakland during the Saturday midday peak hour because it would it would increase intersection average delay by more than four seconds and increase delay for a critical movement by more than six seconds at an intersection in Oakland already operating at LOS E. This impact is consistent with Impact TRANS-4 identified by the DEIR at this intersection.

The eastbound approach at the 63rd Street/College Avenue intersection operates at LOS F under Existing conditions. However, the intersection would improve to LOS D under Existing Plus Revised Project conditions because the revised project would prohibit left-turns out of 63rd Street.

The DEIR identifies a significant impact at the Alcatraz Avenue/Claremont Avenue intersection (Intersection #6), whereas there is no significant impact at this intersection for the revised project during the Saturday midday peak hour.

Table 5-3 summarizes intersection LOS at the three study intersections with significant impacts as described above after the implementation of the mitigation measures identified in the DEIR. As shown in the table, the mitigation measures identified in the DEIR would continue to mitigate the significant impacts during the Saturday midday peak hour[2] and no new mitigation measures are required under Existing Plus Revised Project conditions.

[2] Impacts at Ashby Avenue/College Avenue and Alcatraz Avenue/College Avenue intersections are nevertheless conservatively identified as significant and unavoidable due to the fact that the intersections are not within Oakland's jurisdiction and it is not certain that the mitigation measures could be implemented.

Table 5-3: Saturday Midday Intersection Level of Service – Existing Plus Revised Project Mitigated Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	Existing No Project		Existing Plus Revised Project		Existing Plus Revised Project Mitigated		Significance After Mitigation
				Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	
1.	Ashby Avenue/ College Avenue	Berkeley	Signal	**83.6 (v/c = 1.18)**	**F**	**93.2 (v/c = 1.20)**	**F**	**73.5**	**E**	Significant and unavoidable[3]
5.	Alcatraz Avenue/ College Avenue	Berkeley	Signal	**55.2**	**E**	**76.7**	**E**	48.3	D	Significant and unavoidable[3]
9.	College Avenue/ Claremont Avenue/ 62nd Street	Oakland	Signal	**70.4**	**E**	**79.3**	**F**	**61.7**	**E**	Less than Significant

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. Impact is significant and unavoidable because the intersection is not within Oakland's jurisdiction and it is not certain the measure could be implemented. If the mitigation measure is implemented, the impact would be less than significant.

Source: Fehr & Peers, 2012

2015 Conditions

The DEIR developed 2015 Saturday PM peak hour volumes by applying the ratio between the weekday PM peak hour existing volumes and the forecasted 2015 No Project weekday peak hour volumes to the existing Saturday PM peak hour volumes (See DEIR p. 4.3-70). Similarly, the 2015 No Project Saturday midday peak hour traffic volumes were developed by applying the ratio between the weekday PM peak hour existing volumes and the forecasted 2015 No Project weekday peak volumes to the existing Saturday midday peak hour volumes. Pedestrian and bicycle volumes were also increased in the same manner. Table 5-4 presents the intersection LOS during the Saturday midday peak hour under 2015 conditions.

As shown in Table 5-4, the following intersections would operate at an unacceptable LOS during the Saturday midday peak hour under 2015 No Project conditions:

- The signalized Ashby Avenue/College Avenue intersection (intersection #1), located in the City of Berkeley, would operate at LOS F.
- The signalized Alcatraz Avenue/College Avenue intersection (intersection #5), located in the City of Berkeley, would operate at LOS E.
- The unsignalized 63rd Street/College Avenue intersection (intersection # 7), located in the City of Oakland, would operate at LOS F in the eastbound approach. However, the intersection would not meet peak hour signal warrant.
- The signalized College Avenue/Claremont Avenue/62nd Street intersection (intersection # 9), located in the City of Oakland, would operate at LOS F.

Project generated trips were added to the 2015 No Project volumes to estimate intersection traffic volumes under 2015 Plus Revised Project conditions. Table 5-4 presents the intersection LOS during the Saturday midday peak hour under 2015 Plus Revised Project conditions. The revised project would cause an impact at the following intersections:

- Ashby Avenue/College Avenue intersection (Intersection #1) – The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because it would contribute to LOS F operations and increase the v/c ratio by more than 0.01. This impact is consistent with Impact TRANS-5 identified by the DEIR at this intersection.
- Alcatraz Avenue/College Avenue intersection (Intersection #5) – The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because it would degrade the intersection from LOS E to LOS F and increase the intersection average delay by more than three seconds. This impact is consistent with Impact TRANS-6 identified by the DEIR at this intersection.
- College Avenue/Claremont Avenue intersection (Intersection #9) – The revised project would cause an impact at this intersection in City of Oakland during the Saturday midday peak hour because it would contribute to LOS F operations, increase intersection average delay by more than two seconds, and increase delay for all critical movements by more than four seconds. This impact is consistent with Impact TRANS-8 identified by the DEIR at this intersection.

Table 5-4: Saturday Midday Intersection Level of Service – 2015 Plus Revised Project Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	2015 No Project		2015 Plus Revised Project		Impact?	DEIR Impact?
				Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS		
1.	Ashby Avenue/College Avenue	Berkeley	Signal	**101.2 (v/c = 1.24)**	**F**	**112.4 (v/c = 1.26)**	**F**	**Yes[3]**	**Yes**
2.	Ashby Avenue/ Claremont Avenue	Berkeley	Signal	32.7	C	33.6	C	No	No
4.	Alcatraz Avenue/ Telegraph Avenue	Oakland	Signal	29.9	C	30.9	C	No	No
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	**71.2**	**E**	**104.1**	**F**	**Yes[4]**	**Yes**
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC	4.9 (27.9)	A (D)	5.1 (29.4)	A (D)	No	**Yes**
7.	63rd Street/College Avenue	Oakland	SSSC	13.6 **(>120)**	B **(F)**	4.0 (33.5)	A (D)	No	No
9.	College Avenue/ Claremont Avenue/62nd Street	Oakland	Signal	**94.8**	**F**	**109.2**	**F**	**Yes[5]**	**Yes**
10.	Forest Street/Claremont Avenue	Oakland	Signal	24.9	C	25.5	C	No	No

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. The revised project would cause an impact at this intersection because it would increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F.
4. The revised project would cause an impact at this intersection because it would degrade the intersection from LOS E to LOS F and increase intersection average delay by more than three seconds at an intersection in Berkeley.
5. The revised project would cause an impact at this intersection in Oakland because it would degrade intersection increase intersection average delay by more than two seconds and increase delay for a critical movement by more than four seconds at an intersection in Oakland already operating at LOS F.

Source: Fehr & Peers, 2012

The eastbound approach at the 63rd Street/College Avenue intersection operates at LOS E under existing conditions. However, the intersection would improve to LOS D under 2015 Plus Revised Project conditions because the revised project would prohibit left-turns out of 63rd Street.

The DEIR identifies a significant impact at the Alcatraz Avenue/Claremont Avenue intersection (Intersection #6), whereas there is no significant impact at this intersection for the revised project during the Saturday midday peak hour.

Table 5-5 summarizes intersection LOS at the three study intersections with significant impacts as described above after the implementation of the mitigation measures identified in the DEIR. As shown in the table, the mitigation measures identified in the DEIR would continue to mitigate the significant impacts during the Saturday midday peak hour[3] and no new mitigation measures are required under 2015 Plus Revised Project conditions.

[3] Impacts at Ashby Avenue/College Avenue and Alcatraz Avenue/College Avenue intersections are nevertheless conservatively identified as significant and unavoidable due to the fact that the intersections are not within Oakland's jurisdiction and it is not certain that the mitigation measures could be implemented.

Table 5-5: Saturday Midday Intersection Level of Service – 2015 Plus Revised Project Mitigated Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	2015 No Project		2015 Plus Revised Project		2015 Plus Revised Project Mitigated		Significance After Mitigation
				Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	
1.	Ashby Avenue/ College Avenue	Berkeley	Signal	**101.2 (v/c = 1.24)**	**F**	**112.4 (v/c = 1.26)**	**F**	**85.6**	**F**	Significant and unavoidable[3]
5.	Alcatraz Avenue/ College Avenue	Berkeley	Signal	**71.2**	**E**	**104.1**	**F**	52.9	D	Significant and unavoidable[3]
9.	College Avenue/ Claremont Avenue/ 62nd Street	Oakland	Signal	**94.8**	**F**	**109.2**	**F**	**79.6**	**E**	Less than Significant

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. Impact is significant and unavoidable because the intersection is not within Oakland's jurisdiction and it is not certain the measure could be implemented. If the mitigation measure is implemented, the impact would be less than significant.

Source: Fehr & Peers, 2012

2035 Conditions

The 2035 No Project Saturday midday peak hour intersection volume forecasts were developed using a similar procedure to that used to forecast the 2015 No Project midday peak hour traffic volumes. Table 5-6 presents the intersection LOS during the Saturday midday peak hour under 2035 conditions.

As shown in Table 5-6, the following intersections would operate at an unacceptable LOS during the Saturday midday peak hour under 2035 No Project conditions:

- The signalized Ashby Avenue/College Avenue intersection (intersection #1), located in the City of Berkeley, would operate at LOS F.
- The signalized Ashby Avenue/Claremont Avenue intersection (intersection #2), located in the City of Berkeley, would operate at LOS F
- The signalized Alcatraz Avenue/Telegraph Avenue intersection (intersection #4), located in the City of Berkeley, would operate at LOS E.
- The signalized Alcatraz Avenue/College Avenue intersection (intersection #5), located in the City of Berkeley, would operate at LOS F.
- The unsignalized Alcatraz Avenue/Claremont Avenue intersection (intersection # 6), located in the City of Berkeley, would operate at LOS F in the eastbound approach. However, the intersection would not meet peak hour signal warrant.
- The unsignalized 63rd Street/College Avenue intersection (intersection # 7), located in the City of Oakland, would operate at LOS F in the eastbound approach. The intersection would not meet peak hour signal warrant.
- The signalized College Avenue/Claremont Avenue/62nd Street intersection (intersection # 9), located in the City of Oakland, would operate at LOS F.
- The signalized Claremont Avenue/Forest Street intersection (intersection # 10), located in the City of Oakland, would operate at LOS E.

Project generated trips were added to the 2035 No Project volumes to estimate intersection traffic volumes under 2035 Plus Revised Project conditions. Table 5-6 presents the intersection LOS during the Saturday midday peak hour under 2035 Plus Revised Project conditions. The revised project would cause an impact at the following intersections:

- Ashby Avenue/College Avenue intersection (Intersection #1) – The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because it would contribute to LOS F operations and increase the v/c ratio by more than 0.01. This impact is consistent with Impact TRANS-9 identified by the DEIR at this intersection.
- Alcatraz Avenue/College Avenue intersection (Intersection #5) – The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because it would contribute to LOS F operations and increase the v/c ratio by more than 0.01. This impact is consistent with Impact TRANS-11 identified by the DEIR at this intersection.
- Alcatraz Avenue/Claremont Avenue (Intersection #6) - The revised project would cause an impact at this intersection in City of Berkeley during the Saturday midday peak hour because the stop-controlled eastbound approach would operate at LOS F and the intersection would meet the peak hour signal warrant. This impact is consistent with Impact TRANS-12 identified by the DEIR at this intersection.

Table 5-6: Saturday Midday Intersection Level of Service – 2035 Plus Revised Project Conditions

#	Intersection	Jurisdic-tion	Traffic Control[1]	2035 No Project		2035 Plus Revised Project		Impact?	DEIR Impact?
				Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS		
1.	Ashby Avenue/College Avenue	Berkeley	Signal	**>120 (v/c = 1.36)**	**F**	**>120 (v/c = 1.38)**	**F**	**Yes[3]**	**Yes**
2.	Ashby Avenue/ Claremont Avenue	Berkeley	Signal	**92.1 (v/c = 1.06)**	**F**	**95.2 (v/c = 1.07)**	**F**	No[4]	**Yes**
4.	Alcatraz Avenue/ Telegraph Avenue	Oakland	Signal	**56.6**	**E**	**59.5**	**E**	No[5]	No
5.	Alcatraz Avenue/College Avenue	Berkeley	Signal	**>120 (v/c = 1.28)**	**F**	**>120 (v/c = 1.41)**	**F**	**Yes[3]**	**Yes**
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC	**85.2 (>120)**	**F (F)**	**89.0 (>120)**	**F (F)**	**Yes[6]**	**Yes**
7.	63rd Street/College Avenue	Oakland	SSSC	30.8 **(>120)**	D **(F)**	5.0 (**51.6**)	B **(F)**	No[7]	No
9.	College Avenue/ Claremont Avenue/62nd Street	Oakland	Signal	**>120 (v/c = 1.90)**	**F**	**>120 (v/c = 2.10)**	**F**	**Yes[8]**	**Yes**
10.	Forest Street/Claremont Avenue	Oakland	Signal	**56.5**	**E**	**60.7**	**E**	**Yes[9]**	**Yes**

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. The revised project would cause an impact at this intersection because it would increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F.
4. The revised project would not cause an impact at this intersection because it would not increase volume-to-capacity ratio (v/c) by more than 0.01 at an intersection in Berkeley already operating at LOS F. The revised project would only increase the intersection v/c ratio by 0.008, less than the 0.01 threshold.
5. The revised project would not cause an impact at this intersection because it would not increase intersection average delay by more than three seconds at an intersection in Berkeley already operating at LOS E.
6. The proposed project would cause an impact at this unsignalized intersection in Berkeley because it would result in the stop-controlled eastbound approach to operate at LOS F and the intersection would meet the peak hour signal warrant.
7. The proposed project would not cause an impact at this intersection because the unsignalized intersection would not meet the peak hour signal warrant, despite operating at LOS F during the peak hour.
8. The proposed project would cause an impact at this intersection because it would increase v/c ratio by more 0.03 at an intersection in Oakland already operating at LOS F.
9. The revised project would cause an impact at this intersection in Oakland because it would increase intersection average delay by more than four seconds and increase delay for a critical movement by more than six seconds at an intersection already operating at LOS E.

Source: Fehr & Peers, 2012

- College Avenue/Claremont Avenue intersection (Intersection #9) – The revised project would cause an impact at this intersection in City of Oakland during the Saturday midday peak hour because it would contribute to LOS F operations and increase the v/c ratio by more than 0.03. This impact is consistent with Impact TRANS-14 identified by the DEIR at this intersection.
- Forest Street/Claremont Avenue intersection (Intersection #10) – The revised project would cause an impact at this intersection in City of Oakland during the Saturday midday peak hour because it would contribute to LOS E operations, increase intersection average delay by more than four seconds and increase delay for the critical northbound movement by more than six seconds. This impact is consistent with Impact TRANS-15 identified by the DEIR at this intersection.

The DEIR identifies a significant impact at the Ashby Avenue/Claremont Avenue intersection (Intersection #2), whereas there is no significant impact at this intersection for the revised project during the Saturday midday peak hour.

The revised project would not cause a significant impact at the following intersections, despite operating at an unacceptable LOS under 2035 Plus revised project conditions:

- The signalized Ashby Avenue/Claremont Avenue intersection (Intersection #2) would operate at LOS F during the Saturday midday peak hour, but the revised project would not increase the v/c ratio by more than 0.01 at this intersection in City of Berkeley.
- The signalized Alcatraz Avenue/Telegraph Avenue intersection (Intersection #4) would operate at LOS E during the Saturday midday peak hour, but the revised project would not increase average intersection delay by more than three seconds at this intersection in City of Berkeley.
- The side-street stop-controlled westbound approach at the 63rd Street/College Avenue intersection (intersection #7) would operate at LOS F during the Saturday midday peak hour. However, the intersection would not meet the peak hour signal warrant.

Table 5-7 summarizes intersection LOS at the five study intersections with significant impacts as described above after the implementation of the mitigation measures identified in the DEIR. As shown in the table, the mitigation measures identified in the DEIR would continue to mitigate the significant impacts during the Saturday midday peak hour[4] and no new mitigation measures are required under 2035 Plus Revised Project Conditions.

Conclusion

As described above, the Saturday midday peak hour volumes (both with and without the revised project) are slightly higher than the Saturday PM peak hour volumes at some intersections. However, the addition of traffic generated by the revised project would not result in any additional significant or substantially more severe impacts. No new mitigation measures would be required and the mitigation measures identified in the DEIR would (if implemented) continue to be effective in reducing the significant impacts to a less-than-significant level.

[4] Impacts at Ashby Avenue/College Avenue, Alcatraz Avenue/College Avenue, and Alcatraz Avenue/Claremont Avenue intersections are nevertheless conservatively identified as significant and unavoidable due to the fact that the intersections are not within Oakland's jurisdiction and it is not certain that the mitigation measures could be implemented.

Table 5-7: Saturday Midday Intersection Level of Service – 2035 Plus Revised Project Mitigated Conditions

#	Intersection	Jurisdiction	Traffic Control[1]	2035 No Project		2035 Plus Revised Project		2035 Plus Revised Project Mitigated		Significance After Mitigation
				Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	
1.	Ashby Avenue/ College Avenue	Berkeley	Signal	**>120 (v/c = 1.36)**	**F**	**>120 (v/c = 1.38)**	**F**	**102.2 (v/c = 1.33)**	**F**	Significant and unavoidable[3]
5.	Alcatraz Avenue/ College Avenue	Berkeley	Signal	**>120 (v/c = 1.28)**	**F**	**>120 (v/c = 1.41)**	**F**	**74.4**	**E**	Significant and unavoidable[3]
6.	Alcatraz Avenue/ Claremont Avenue	Berkeley	SSSC/ Signal[4]	**85.2 (>120)**	**F (F)**	**89.0 (>120)**	**F (F)**	12.6	B	Significant and unavoidable[3]
9.	College Avenue/ Claremont Avenue/ 62nd Street	Oakland	Signal	**>120 (v/c = 1.90)**	**F**	**>120 (v/c = 2.10)**	**F**	**>120 (v/c = 1.83)**	**F**	Less than Significant
10.	Forest Street/ Claremont Avenue	Oakland	Signal	**56.5**	**E**	**60.7**	**E**	**58.0**	**E**	Less than Significant

Notes: **Bold** indicates intersection operating at unacceptable LOS E or LOS F

1. Signal = signalized intersection, SSSC = side-street stop controlled intersection
2. For side-street stop controlled intersections, delay is reported as: intersection average (worst minor street approach); for signalized intersection, the average intersection delay is reported; for signalized intersections operating with high delay, volume-to-capacity (v/c) ratio is also reported. LOS for both unsignalized and signalized intersections based on 2000 HCM.
3. Impact is significant and unavoidable because the intersection is not within Oakland's jurisdiction and it is not certain the measure could be implemented. If the mitigation measure is implemented, the impact would be less than significant.
4. Intersection is side-street stop-controlled under 2035 No Project and 2035 Plus Revised Project conditions and signalized under 2035 Plus Revised Project Mitigated conditions.

Source: Fehr & Peers, 2012

Master Response M-3 Parking

Some commenters questioned the accuracy of the DEIR's discussion of parking conditions at and around the project site. The City believes that the discussion in the DEIR was sufficient.

As described on pages 4.3-56 and 4.3-57 of the DEIR, under established case law, a project's impact on parking is not considered a CEQA topic. Per City of Oakland's CEQA Guidelines, parking is considered a planning-related non-CEQA issue. However, the DEIR presented an analysis of project parking demand for informational purposes to aid the public and decision makers in evaluating and considering the project merits.

This master response provides an expanded summary of existing parking conditions and additional analysis of the parking demand generated by the proposed project and its effects on on-street parking occupancy and traffic congestion on the street network surrounding the project. This analysis does not change the conclusions in the DEIR as to parking.

Similar to the trip generation estimates used in the DEIR and described in Master Response M-1, this project parking demand estimate presented is conservative because of the following reasons.

- It does not reduce parking generation for the retail and restaurant customers of the project to account for transit, pedestrian, and bicycle trips of the project. The parking demand rates for the retail and restaurant uses are based on published ITE's *Parking Generation* data which are generally based on suburban developments where almost all customers and employees drive and park at the site. The project site is located in a pedestrian oriented commercial area, and is well served by transit. As shown in Tables 4.3-11 and 4.3-12 of the DEIR, about 30 percent of the customers and employees of the current Safeway Store use non-automobile modes to travel to and from the store. Although the proposed retail and restaurant uses are expected to have similar mode shares as the existing Safeway store, this analysis conservatively does not account for the non-automobile trips for the retail and restaurant uses.

- As shown in Master Response M-1, the proposed 51,510 square-foot Safeway store would function more like a smaller store due to the layout of the store. Thus, the proposed Safeway store is expected to generate demand for fewer parking spaces than estimated in this analysis.

- Similar to the ITE trip generation rates discussed in Master Response M-1, the ITE parking generation rates used in this analysis are also based on gross floor area (GFA). As discussed in Master Response M-1 and based on ITE's definition, the proposed Safeway store under the Revised Project would provide 49,180 square feet of GFA, and not 51,510 square feet used in estimated parking demand. This would reduce the peak parking demand by about eight parking spaces.

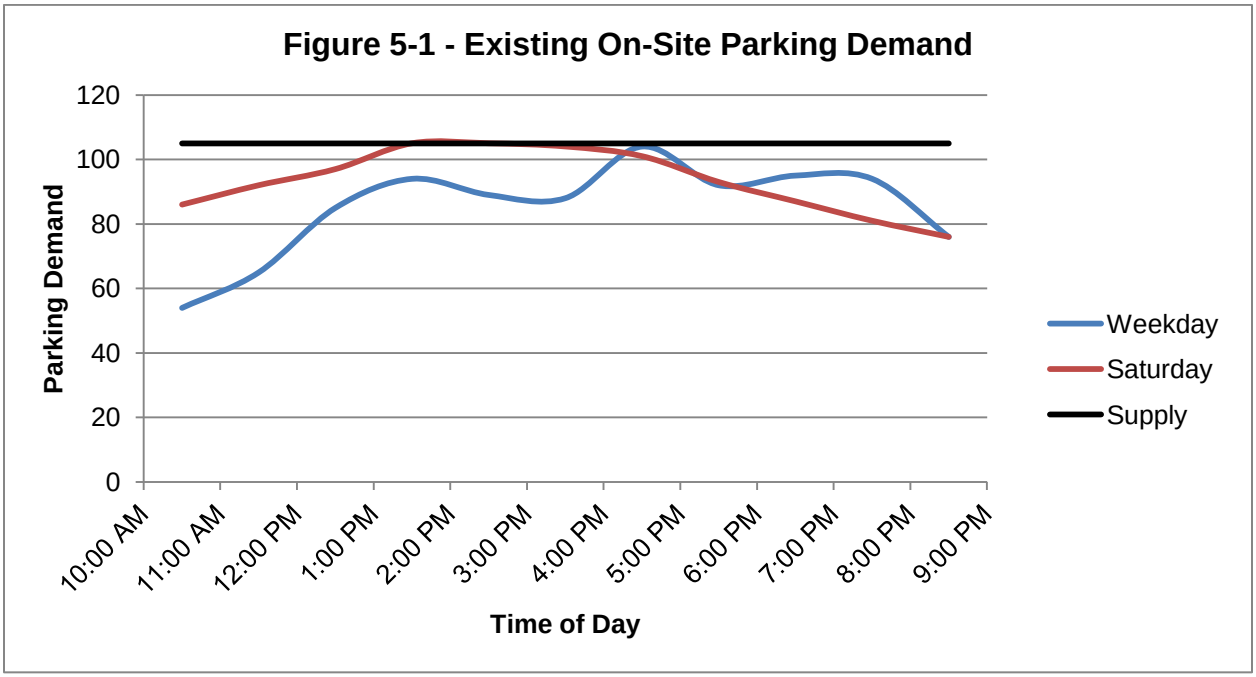
- It does not account for the Transportation Demand Management (TDM) program that would be implemented as required by Standard Condition of Approval TRANS-1 to reduce employee automobile trips and parking demand.

- The Bank of America parking lot, located on the west side of College Avenue between 62nd and 63rd Streets provides 25 parking spaces which are reserved for bank use during business hours (9:00 AM to 6:00 PM on weekdays and 9:00 AM to 2:00 PM on Saturdays). However, these parking spaces are available to the general public during non-banking hours for a $1.00 fee. Since project parking demand on both weekdays and Saturdays would peak after banking hours, it is

expected that some of the project peak parking would use the Bank of America parking lot. However, the analysis conservatively assumes that the Bank of America parking lot would not be available for project employees and customers.

Existing Parking Conditions – On Site

Although it would have been appropriate to rely on the existing parking demand numbers in the DEIR, in response to commenters' questions, a new survey of parking demand at the existing Safeway parking lot was conducted in October and November of 2011. Figure 5-1 summarizes the hourly parking demand for weekday and Saturday conditions from 10:00 AM to 9:00 PM. On weekdays, parking demand is at or above 85 percent occupancy starting around 2:00 PM until about 8:00 PM, with peak at 5:00 PM when all spaces are occupied. On Saturdays, parking demand is at or above 85 percent occupancy starting around noon until 7:00 PM, with peak between 2:00 PM and 4:00 PM when all spaces are occupied.



As previously discussed in Master Response M-1 (Trip Generation), the Safeway parking lot is not just used by Safeway customers and employees. As noted by many of the commenters, substantial numbers of non-Safeway customers also park in the parking lot and walk to nearby stores, restaurants, and other neighborhood destinations. Because many drivers who park in the Safeway parking lot are not patrons of the existing store, it would be inaccurate to use current store parking occupancy as a basis for calculating parking demand for the existing store. Thus, data published in ITE's *Parking Generation* (4th Edition, 2010) was used to estimate the parking demand generated by Safeway. ITE provides parking demand rates for both urban and suburban supermarkets. Since the ITE urban supermarket rates are limited to weekdays only, are based only on a few data points and smaller stores than the proposed project, the ITE suburban rates are conservatively used for this analysis. However, based on the current mode share at the existing Safeway store (see DEIR page 4.3-44 and 4.3-45), the ITE-published 85th percentile demand rates for suburban supermarkets have been reduced to account for the non-automobile trips at the existing project site. Although the site employees currently have a lower automobile mode share than customers,

the customer mode share was used to adjust the overall site parking demand to present a more conservative analysis.

As shown in Table 5-8, under this conservative scenario, the existing Safeway store is estimated to have a peak parking demand of 83 spaces on weekdays and 87 spaces on Saturdays. This estimate is higher than the parking demand estimate for the current Safeway store presented in the DEIR (see DEIR page 4.3-12). By subtracting the parking demand associated with the Safeway store, the non-Safeway parking demand at the Safeway parking lot is estimated to be about 12 spaces during the weekday peak and six spaces during the Saturday peak.

Table 5-8 also estimates the breakdown of parking demand between Safeway employees and customers based on data presented on page 4.3-45 of the DEIR. About one-quarter of the existing Safeway Store's parking demand is generated by its employees.

Table 5-8 Estimated Parking Demand for Existing Safeway Store

Land Use	Weekday Peak Demand	Saturday Peak Demand
Existing Observed Parking Demand at the Safeway Parking Lot [1]	95	93
Safeway Parking Demand [2]	83	87
Employees [3]	23	23
Customers	60	64
Non-Safeway Parking Demand [4]	12	6

Notes:

1. Based on data collected in October and November 2011.
2. Based on ITE's *Parking Generation* (4th Edition), 85th percentile demand rates for suburban supermarkets (land use 850) multiplied by the current customer automobile mode share as shown in Table 4.3-11 of the DEIR:

   Weekday: 5.05 * 0.68 = 3.43 spaces per KSF

   Saturday: 4.94 * 0.73 = 3.61 spaces per KSF
3. See DEIR, page 4.3-45
4. Estimated by subtracting Safeway parking demand from the existing observed parking demand.

Source: Fehr & Peers, 2012.

Existing Parking Conditions – Adjacent Streets

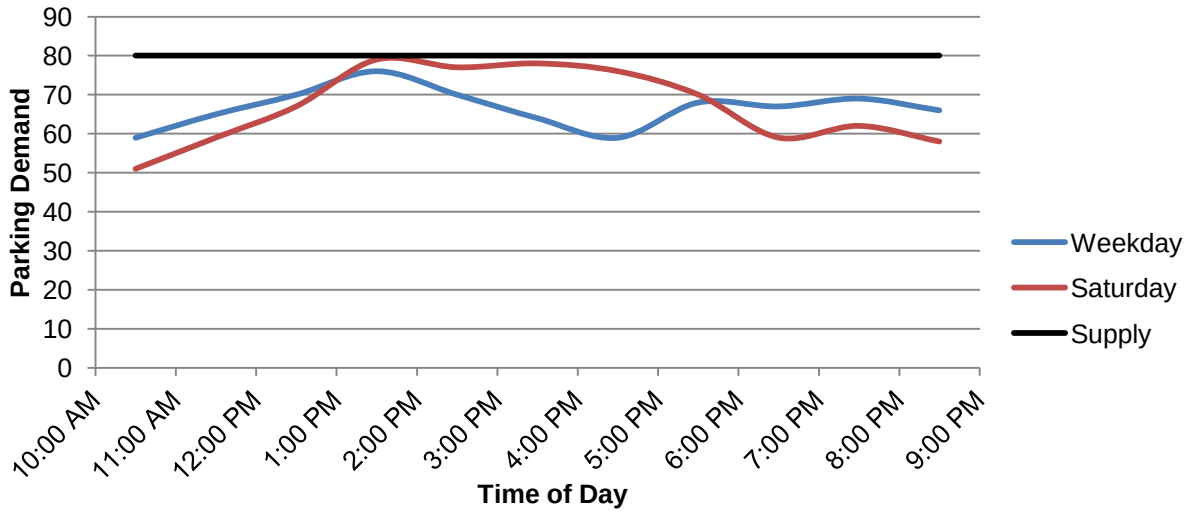
The DEIR analyzed on-street parking demand during the evening hours because both project parking demand and on-street parking on adjacent streets would peak at this time. Parking demand on residential streets adjacent to the College Avenue commercial corridor peaks during the evening hours on weekdays as local residents return home from work and at the same time, retail and restaurant customers also arrive at their destinations along major streets in the area. In addition, most of the parking on residential streets east and north of the project site is controlled by Residential Parking Permits (RPPs). Typically, RPPs limit parking by non-residents to two hours or less during business hours on weekdays and Saturdays. The residential streets immediately west of the project site (such as 62nd and 63rd Streets) do not have RPP. As shown on Figures 4.3-6 and 4.3-7 of the DEIR, on-street parking occupancies on these streets are higher than the streets with RPP.

An hourly parking demand survey of on-street parking on both sides of College and Claremont Avenues between Alcatraz Avenue and the Claremont Avenue/College Avenue intersection was completed in October and November of 2011. These street segments were selected for a more detailed analysis because they are adjacent to the project site and are most likely to be used by project employees and customers.

These segments of College and Claremont Avenues combined provide about 80 parking spaces, consisting of 32 metered parking spaces on College Avenue, 10 metered spaces on Claremont Avenue near College Avenue, and 38 unrestricted parking spaces on Claremont Avenue.

Figure 5-2 summarizes the hourly parking demand on both streets combined for weekday and Saturday conditions between 10:00 AM and 9:00 PM. Parking demand on both weekdays and Saturdays peaks at about 1:00 PM with about 95 percent of spaces occupied on weekdays and almost all spaces occupied on Saturdays. Parking occupancy decreases throughout the afternoon on both weekdays and Saturdays with parking occupancy at about 85 percent on weekdays and 75 percent on Saturdays after 6:00 PM. In general, most of the parking spaces available in the evening are the unrestricted spaces on Claremont Avenue.

Figure 5-2 - Existing Parking Demand on Adjacent Streets*



* College Ave between Claremont and Alcatraz Aves and Claremont Ave between College and Alcatraz Aves.

Project Parking Supply

Similar to the proposed project analyzed in the DEIR, the Revised Project would provide 171 off-street parking spaces in two locations:

- An underground parking garage with 144 parking spaces primarily for customers
- An upper-level parking facility with 27 parking spaces restricted to employees only

Estimated Project Parking Demand

This FEIR expands the parking demand analysis presented in the DEIR to estimate hourly project parking demand from 11:00 AM to 9:00 PM. In addition, the parking demand estimate is updated to reflect more recent data presented in ITE's *Parking Generation (Fourth Edition, 2010)*. Table 5-9 presents the peak weekday and Saturday parking demand for each of the project components for customers and employees combined. Figures 5-3 and 5-4 show the parking demand for all three components of the project (Safeway, retail, and restaurant) combined on weekdays and Saturdays, respectively. Parking demand for each project component is described below.

Safeway – As noted earlier, consistent with the methodology used to estimate parking demand for the existing Safeway store, the 85th percentile parking demand rate for suburban supermarkets published in ITE's *Parking Generation* (4th Edition, 2010), is used to estimate the peak parking demand for the proposed Safeway component of the project.

Safeway provided data on time-of-day distribution of customer activity at the existing Safeway store for both weekdays and Saturdays. The data is applied to the ITE-based peak hour parking demand to estimate the hourly parking demand as shown on Figures 5-4 and 5-5. The Safeway component of the project is estimated to peak at 6:00 PM on weekdays and at 5:00 PM on Saturdays, and the peak parking demand is estimated to be 177 spaces on weekdays and 186 spaces on Saturdays.

Table 5-9: Peak Parking Demand Estimate for Project Components

Land Use	Size	ITE Code	Weekday Peak Demand	Saturday Peak Demand
Safeway	51.510 KSF	850[1]	177	186
Retail	7.913 KSF	820[2]	20	23
Restaurant	2.744 KSF	931[3]	29	45

Notes:

1. Based on ITE's *Parking Generation* (4th Edition), 85th percentile rates for suburban supermarkets (land use 850) multiplied by the current customer automobile mode share as shown in Table 4.3-11 of the DEIR:
   Weekday: 5.05 * 0.68 = 3.43 spaces per KSF
   Saturday: 4.94 * 0.73 = 3.61 spaces per KSF
2. Based on ITE's *Parking Generation* (4th Edition), average rates for shopping center:
   Weekday: 2.55 spaces per KSF
   Saturday: 2.87 spaces per KSF
3. Based on ITE's *Parking Generation* (4th Edition), average rate for quality restaurant:
   Weekday: 10.60 spaces per KSF
   Saturday: 16.40 spaces per KSF

Source: Fehr & Peers, 2012.

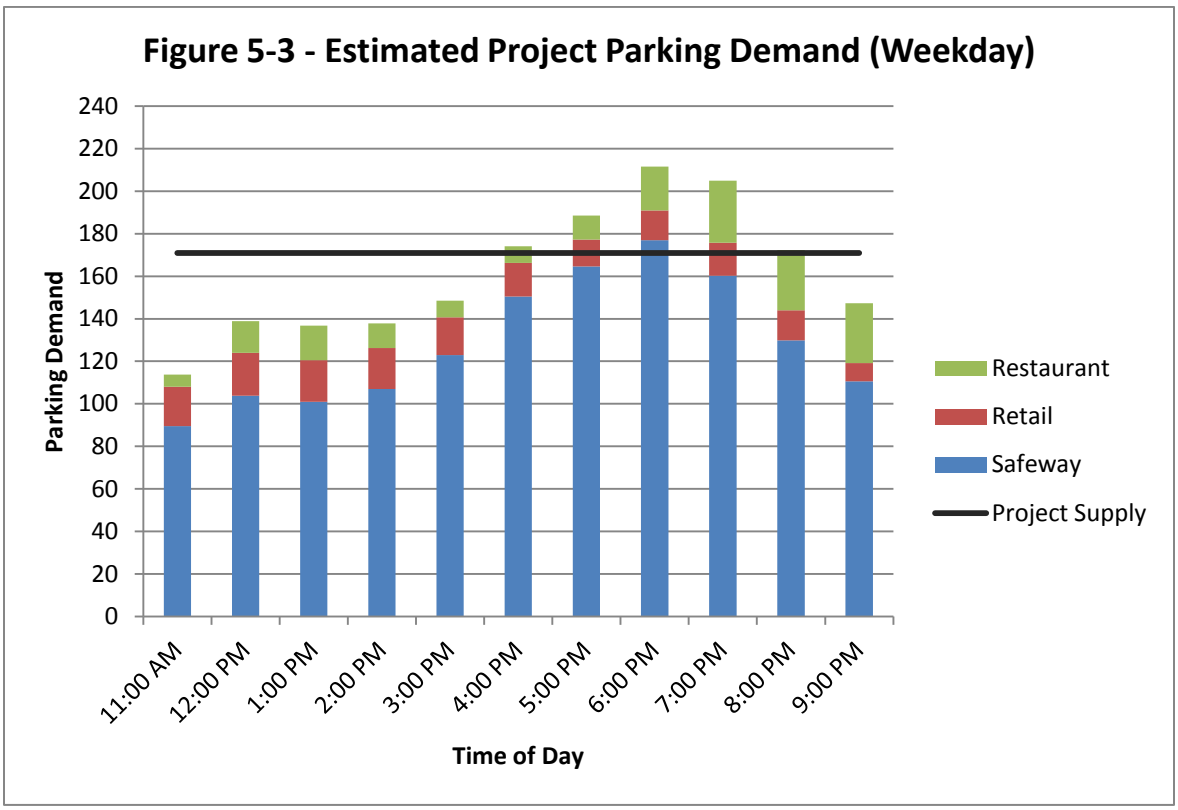


Figure 5-3 - Estimated Project Parking Demand (Weekday)
Parking Demand
240
220
200
180
160
140
120
100
80
60
40
20
0
11:00 AM
12:00 PM
1:00 PM
2:00 PM
3:00 PM
4:00 PM
5:00 PM
6:00 PM
7:00 PM
8:00 PM
9:00 PM
Time of Day
Restaurant
Retail
Safeway
Project Supply

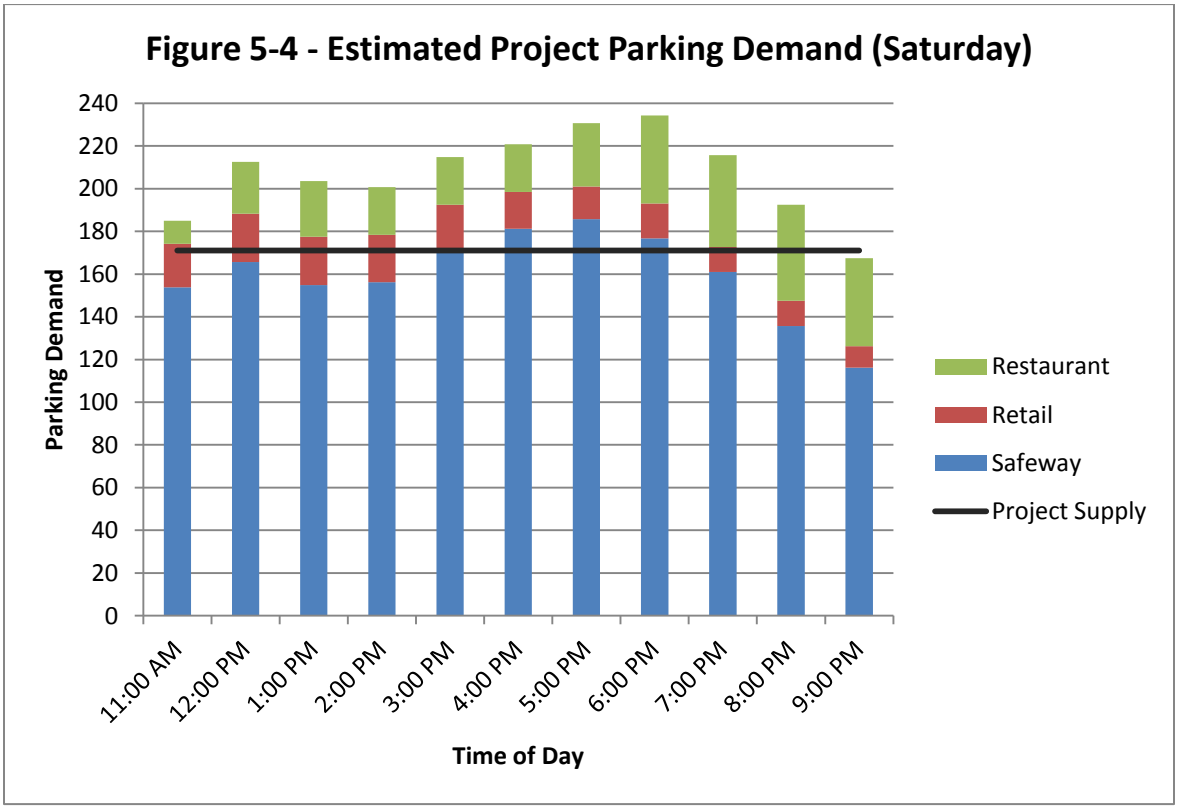


Figure 5-4 - Estimated Project Parking Demand (Saturday)
Parking Demand
240
220
200
180
160
140
120
100
80
60
40
20
0
11:00 AM
12:00 PM
1:00 PM
2:00 PM
3:00 PM
4:00 PM
5:00 PM
6:00 PM
7:00 PM
8:00 PM
9:00 PM
Time of Day
Restaurant
Retail
Safeway
Project Supply

Retail – The DEIR used average rates published in ITE's *Parking Generation (*Third Edition, 2004*)* to estimate parking demand rates for the retail component of the project. This FEIR updates the analysis based on ITE's *Parking Generation (*Fourth Edition, 2010*).* Data on time-of-day distribution, published in ITE's *Parking Generation* were used to estimate the hourly parking demand for the retail component of the project as shown on Figures 5-3 and 5-4. The retail component of the project is estimated to peak at around noon on both weekdays and Saturdays, and the peak parking demand is estimated to be 20 spaces on weekdays and 23 spaces on Saturdays.

Restaurant – Similar to the treatment of the retail component, parking demand for the restaurant component of the project is updated based on average rates published in ITE's *Parking Generation (*Fourth Edition, 2010*).* Data on time-of-day distribution, published in ITE's *Parking Generation* and Urban Land Institute's *Shared Parking* (Second Edition, 2005) were used to estimate the hourly parking demand for the restaurant component of the project as shown on Figures 5-3 and 5-4. Parking for the restaurant component of the project is estimated to peak at 7:00 PM on weekdays with 29 spaces and at 8:00 PM on Saturdays with 45 spaces.

As shown on Figures 5-3 and 5-4, the overall parking demand for the proposed project is expected to exceed the proposed supply of 171 spaces from 4:00 PM to 8:00 PM on weekdays, and from 11:00 AM to 8:00 PM on Saturdays. The overall peak parking demand for the proposed project is expected to be at 6:00 PM on both weekdays and Saturdays. As summarized in Table 5-10, the proposed project would have a parking deficit of 41 spaces on weekdays and 63 spaces on Saturdays.

Table 5-10: Project Peak Parking Demand Estimate

Land Use	Size	Weekday (6:00 PM)	Saturday (6:00 PM)
Safeway	51.510 KSF	177	177
Retail	7.913 KSF	14	16
Restaurant	2.744 KSF	21	41
Total		**212**	**234**
Parking Supply		171	171
Parking Deficit		**-41**	**-63**

Source: Fehr & Peers, 2012.

Employee Parking Demand

The project parking demand estimate presented in the previous section includes both employee and customer parking demand. Table 5-11 presents the employee parking demand and supply for the project. It is estimated that employee parking would be about 25 to 27 percent of the parking demand generated by the proposed project. This estimate assumes that Safeway employees would continue to have the same mode share as the current Safeway employees and does not reduce the parking demand of the retail and restaurant employees to account for employees that would walk, bike, or take transit to the project site.

Table 5-11: Employee Peak Parking Demand Estimate

Land Use	Size	Weekday (6:00 PM)	Saturday (6:00 PM)
Safeway[1]	51.510 KSF	44	44
Retail[2]	7.913 KSF	6	7
Restaurant[3]	2.744 KSF	8	8
Total		**58**	**59**
Parking Supply		27	27
Parking Deficit		**-31**	**-32**

Notes:

1. See DEIR page 4.3-111.
2. Based on ULI *Shared Parking* (Second Edition, 2005), employee parking demand for retail is 0.7 spaces per KSF on weekdays and 0.9 spaces per KSF on Saturdays.
3. Based on ULI *Shared Parking* (Second Edition, 2005), employee parking demand for restaurant is 2.75 spaces per KSF on weekdays and 3.0 spaces per KSF on Saturdays.

Source: Fehr & Peers, 2012.

The proposed project would assign 27 parking spaces in the upper level garage to Safeway employees. No other employee parking spaces have been identified. Thus, the upper level garage would accommodate all but 17 of the Safeway employees plus the 14 or 15 employees of the other project components (i.e., a total of 31 or 32 employees cannot be accommodated). The parking supply shortage for the project employees, combined with the Transportation Demand Management (TDM) plan that would be implemented as part of Standard Condition of Approval TRANS-1, would encourage more employees to use other transportation modes to commute to and from the project site. It is expected that the remainder of the employee vehicles would park in the ground-level customer garage or park on the residential streets in the project vicinity.

Customer Parking Demand

Table 5-12 presents the estimated customer parking demand during the weekday and Saturday peak hours by subtracting the employee parking demand as shown in Table 5-11 from the total project parking demand shown in Table 5-10. If the 144 space ground-level garage were assigned for customer parking only, then the peak parking deficit for project customers would be about ten spaces on weekdays and 31 spaces on Saturdays.

Table 5-12: Customer Peak Parking Demand Estimate

Land Use	Size	Weekday (6:00 PM)	Saturday (6:00 PM)
Safeway	51.510 KSF	133	133
Retail	7.913 KSF	8	9
Restaurant	2.744 KSF	13	33
Total		**154**	**175**
Parking Supply		144	144
Parking Deficit		**-10**	**-31**

Notes:

Customer parking demand estimated by subtracting the employee parking demand (Table 5-11) from the total project peak parking demand (Table 5-10).

Source: Fehr & Peers, 2012.

Project Effects on On-Street Parking Supply

The proposed project would result in the following changes to the on-street parking supply:

- College Avenue: on-street parking spaces along project frontage would decrease from 11 to nine spaces.
- Claremont Avenue: on-street parking spaces along project frontage would increase from 16 to 19 spaces.

The project would increase the overall on-street parking supply adjacent to the project by one parking space.

In addition, Mitigation Measure TRANS-2 at the Alcatraz Avenue/College Avenue intersection may result in loss of up to three parking spaces if implemented. The intersection is located in the City of Berkeley and the decision to reconfigure the intersection and change the parking supply is with the City of Berkeley. See Response to Comment A-2-6 for design features and strategies that would minimize the loss of on-street parking if Mitigation TRANS-2 is implemented.

Mitigation Measure TRANS-17A may have resulted in loss of up to two parking spaces on the west side of College Avenue at 63rd Street due to installation of pedestrian bulbouts. However, the Revised Project would eliminate the need for this mitigation measure. See Chapter 2 of the FEIR for a description of the Revised Project and reconfiguration of the 63rd Street/College Avenue intersection.

No other mitigation measure would change the parking supply in the project vicinity. Overall, the effect of the Revised Project and its mitigation measures would range between increasing on-street parking supply by one space to decreasing on-street parking supply by two spaces.

Project Effects on On-Street Parking Demand

As shown in Table 5-10, the proposed project would have an overall parking deficit of 41 spaces during the weekday and 63 spaces during the Saturday peak hours (6:00 PM). In addition, as shown in Table 5-8, there are 12 weekday and six Saturday non-Safeway customers who currently park at the Safeway parking lot that need to be accommodated. Thus, as summarized in Table 5-13, the total parking demand that cannot be accommodated on-site during the peak hours and would most likely park on-street after completion of the project is 53 spaces during the weekday and 69 spaces during the Saturday peak hours.

As previously described, the proposed project and its mitigation measures would change the on-street parking supply, either increasing it by one space or decreasing it by two spaces depending on the approval and final design of Mitigation Measure TRANS-2. Overall, under this conservative scenario, the proposed project and its mitigation measures would result in a deficit of up to 55 parking spaces during the weekday peak hour and 71 parking spaces during the Saturday peak hour.

Table 5-13: Project Effect on On-Street Parking on College and Claremont Avenues

	Weekday (6:00 PM)	Saturday (6:00 PM)
Additional Parking Demand		
Project Parking Deficit[1]	41	63
Current Non-Safeway Vehicles Parked at Safeway[2]	12	6
Total	53	69
Changes to On-Street Parking Supply		
Project[3]	+1	+1
Mitigation Measures[4]	-3	-3
Total	-2	-2
Net Parking Deficit (without using available on-street parking adjacent to the project site)	55	71
Current Available On-Street Parking Adjacent to the project[5]	13	21
Net Parking Deficit (with using available on-street parking adjacent to the project site)	42	50

Notes:

1. See Table 5-10 for details.
2. See Table 5-8 for details.
3. The proposed project would add three parking spaces on Claremont Avenue and eliminate two parking spaces on College Avenue for a net increase of one on-street parking space.
4. Mitigation Measure TRANS-2 may eliminate up to three on-street parking spaces.
5. Currently vacant and unoccupied on-street parking spaces on College and Claremont Avenues as shown on Figure 5-2.

Source: Fehr & Peers, 2012.

College and Claremont Avenues adjacent to the project site currently have about 13 weekday and 21 Saturday spaces available during the PM peak hour (6:00 PM) (see Figure 5-2). Considering that these spaces are most likely to be used by the project parking deficit that cannot be accommodated on-site, the proposed project is estimated to have an unmet demand of 42 parking spaces during the weekday peak hour and 50 spaces during the Saturday peak hour.

Motorists that cannot find a parking space on-site or on College and Claremont Avenues and choose to travel to the project area during the peak periods would circulate and queue on College and Claremont Avenues or within the project parking garage, or spill into the adjacent residential neighborhoods to find available parking.

Project Effects on On-Street Parking on Residential Streets

As previously described, under worst-case conditions, the proposed project is estimated to have a peak deficit of 42 parking spaces on weekdays and 50 spaces on Saturdays. It is expected that as project customers and employees become familiar with the traffic congestion and lack of parking supply in the study area during peak periods, they would shift to other modes of travel (i.e. walk, bike, or transit), change the time of their trip to a less congested time period, and/or go to other shopping destinations in the larger area.

As described in the DEIR, currently on-street parking on the residential streets adjacent to the College Avenue commercial corridor, such as 62nd and 63rd Streets between College and Hillegass Avenues, is at or near capacity. However, on-street parking occupancies on streets further away from the project site are lower. The on-street parking within two blocks of the project entrance on College Avenue has an overall occupancy of about 70 percent on both weekday and Saturday peak periods, which corresponds to about 200 on-street parking spaces that are currently vacant.

As shown in Tables 5-11 and 5-12, the majority of the weekday and about half of the Saturday peak parking deficit is expected to be site employees. Project employees would most likely park on the residential streets west of College Avenue in Oakland as they are the most convenient parking spaces to the project site and the area does not have parking restrictions (i.e., meters or RPP). Project customers would also most likely park on the residential streets west of College Avenue in Oakland; however, some customers may also park on the residential streets east of the project in Oakland and north of the project in Berkeley. Although parking on these streets is restricted by RPP, vehicles without a local RPP can park for less than two hours, which is adequate time for most shopping trips. However, it is generally accepted that retail customers (including supermarket customers) most likely would not park more than two blocks from the project entrance as the distance is longer than most people would carry their purchases.

Although on-street parking occupancy on some streets near the project entrance would continue to be at or near capacity after the project opening, the project parking deficit can be accommodated within two blocks of the project site and would not spill into streets further away from the project site. It is estimated that the proposed project would increase the overall on-street parking occupancy by about eight percent and about 150 on-street parking spaces would continue to be vacant within two blocks of the project site during both weekday and Saturday peak periods. Although adequate on-street parking would continue to be available within two blocks of the project entrance, streets closer to College Avenue would continue to have on-street parking at or near capacity.

Effects of On-Site Parking Deficit on Traffic Congestion

The parking deficit described in previous sections represents a worst case scenario. It is expected that as project customers and employees become familiar with the traffic congestion and lack of parking supply

in the study area during peak periods, they would shift to other modes of travel, change the time of their trip to a less congested time period, and/or go to other shopping destinations in the larger area. Considering that the project is located in a dense walkable neighborhood with good transit service, any such shifts to other modes of travel would be in keeping with the City's "Transit-First" policy.

As noted above, the secondary effects of drivers searching for parking in congested urban environments are typically offset by a reduction in vehicle trips due to others who are aware of constrained parking conditions in the area. (This phenomenon has been observed with respect to other projects, including the new Trader Joe's store in Berkeley.) Hence, the traffic assumptions used in the transportation analysis, reasonably addresses potential secondary effects, which would be less than significant. Similarly, since air quality and noise analyses are based on the same traffic assumptions, their conclusions also would not change.

As previously discussed, the majority of the weekday and half of the Saturday peak project parking deficits are estimated to be site employees (corresponding to 31 weekday and 32 Saturday parking spaces as shown in Table 5-11). If peak shift employees without on-site parking choose to drive to the project area, they would arrive outside of the peak congestion periods, and the amount of circulation in the neighborhood would be minimal as they would be familiar with the area and would directly drive to and park on the streets with available on-street parking. Therefore, they would have minimal effect on peak hour congestion in the study area.

As previously shown, the overall net project parking deficit is estimated to be a maximum of 42 and 50 parking spaces on weekdays and Saturdays, respectively. However, a deficit of 31 weekday and 32 Saturday parking spaces would be due to project employees who would arrive outside of the peak congestion periods and would not contribute to the peak hour congestion in the study area. Thus, the parking deficit that would contribute to the peak hour congestion (i.e., parking deficit attributable to project customers and non-project parking demand) would be about 11 weekday and 18 Saturday spaces.

It is estimated that each customer parking space is used by about 2.1 automobiles during the weekday peak hour and 1.8 automobiles during the Saturday peak hour.[5] The net customer parking deficit of up to 11 weekday and 18 Saturday parking spaces caused by the project would result in up to 23 weekday and 32 Saturday PM peak hour automobiles circulating in the project area and looking for available parking spaces. It would be overly speculative to attempt to assign these cars to particular streets or intersections.

Improvement Measure TRANS-3 would monitor traffic volumes on residential streets surrounding the project site, which would capture vehicles circulating in the residential streets and looking for parking. See Master Response M-5 for more detail on traffic intrusion in residential neighborhoods.

Parking Analysis Conclusions

Consistent with the DEIR analysis, the worst-case analysis presented in this section shows that the parking supply provided as part of the project is not adequate to meet parking demand generated by the proposed project. Depending on the approval of the project, the mitigation measures, and their design, the project and its mitigation measures would result in a parking deficit of up to 42 parking spaces on

[5] As shown in Table 4.3-10 of the DEIR, the project would generate 325 incoming vehicles during the weekday PM peak hour and 325 vehicles during the Saturday PM peak hour. As shown in Table 5-12, the proposed project customers would have a peak parking demand of 154 and 175 spaces during the weekday and Saturday PM peak hours, respectively. Thus, it is estimated that each parking space is used by 2.1 vehicles (325 / 154 = 2.1) during the weekday PM peak hour and 1.8 vehicles (321 / 175 = 1.8) during the Saturday PM peak hour, which corresponds to an average visit of 29 minutes during the weekday PM peak hour and 33 minutes during the Saturday PM peak hour for project customers.

weekdays and 50 spaces on Saturdays. Thus, project generated parking demand would spill onto adjacent streets when the project parking garage is at or near capacity. Both College and Claremont Avenues have some parking spaces available during the peak demand periods that can be used by the project customers. However, project parking would spill into adjacent residential streets. Although on-street parking within one block of the project entrance may not be available to meet the peak project parking demand, streets within two blocks of the project site can accommodate the project's peak parking deficit and parking spillover is not expected on streets further away from the project.

It is expected that as project customers and employees become familiar with the traffic congestion and the parking shortage in the study area during peak periods, they would shift to other modes of travel, change the time of their trip to a less congested time period, and/or go to other shopping destinations in the larger area. Considering that the project is located in a dense walkable neighborhood with good transit service, any such shifts to other modes of travel would be in keeping with the City's "Transit-First" policy.

The secondary effects of drivers searching for parking in congested urban environments is typically offset by a reduction in vehicle trips due to others who are aware of constrained parking conditions in the area. Hence, any secondary environmental impacts which may result from a shortfall in parking in the vicinity of the proposed project would be minor, and the traffic assignment used in the transportation analysis, as well as in the associated air quality and noise analyses, reasonably addresses potential secondary effects.

The DEIR recommended Improvement Measure TRANS-2 to reduce project parking demand and potential intrusion of parking on adjacent residential neighborhoods. An expanded version of the Improvement Measure is provided below, with additions shown in double underline. It is not yet known which of these strategies may be implemented and if so whether it would be as part of the project or independent of the proposed project, as most of the strategies have pros and cons and would likely be the subject of debate. Some of the suggested strategies may also be found to be infeasible.

Improvement Measure TRANS-2: Although not required to address an adverse environmental impact, the City could consider the following strategies to reduce the expected parking deficit and potential for intrusion in the adjacent residential neighborhoods:

- Consider limiting parking in the majority of spaces in the ground level garage to two hours.
- Per Standard Condition of Approval TRANS-1, implement a Transportation Demand Management (TDM) plan to encourage more project employees to use other travel modes than driving.
- Install an automated parking counting system including variable message signs to inform motorists of the number of parking spaces available in the underground parking garage and reduce potential traffic circulation.
- Consider strategies to maximize the use of available parking spaces. These may include providing tandem parking spaces or parking lifts in the employee parking lot, or attendant parking.
- Consider strategies to manage the on-street parking supply. Potential strategies may include:
    - Consider installing parking meters along the non-residential frontage on both sides of Claremont Avenue to discourage all-day parking and have parking available for customers of the project and the College Avenue commercial district.

- Consider implementing Residential Parking Permit (RPP) on the residential streets west of College Avenue in Oakland. Note that implementation of an RPP is dependent on neighborhood support and is subject to approval by the City of Oakland City Council. The neighborhood support for RPP is currently not known. Currently, residential areas with RPP have lower on-street parking occupancies than streets without RPP. Parking on streets with RPP would not be available for long-term parking such as project employees and would encourage more project employees to shift to other travel modes. However, parking on streets with RPP would continue to be available for short-term parking such as project customers.

Master Response M-4 Safety and Hazards

Some commenters noted concerns regarding the safety of the DEIR Project for pedestrians, bicyclists, and/or motorists on the surrounding streets and sidewalks. Based on the CEQA Thresholds of Significance Guidelines established by City of Oakland (cited in bullet 10 on page 4.3-55 of the DEIR), a project would have a significant impact on pedestrian, bicyclist, or motorist safety if it substantially increases hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment).

The Vehicle, Pedestrian, and Bicycle Safety subsection starting on page 4.3-100 of the DEIR describes the potential impacts of the DEIR project on pedestrian, bicyclist, and motorist safety. Impact TRANS-17A and 17B identified significant impacts to pedestrian safety at the College Avenue/63rd Street/Safeway Driveway intersection due to the intersection and driveway configuration proposed as part of the DEIR Project. and recommended mitigation measures to reduce the impact to a less than significant level. However, the Revised Project would modify the intersection design by (among other changes) providing either a median island or bulbouts on the west side of College Avenue at the 63rd Street/College Avenue intersection, thus shortening the pedestrian crossing distance across College Avenue and eliminating Impact TRANS-17A, thus negating the need for Mitigation Measure TRANS-17A. Further, under Revised Project conditions, the 63rd Street/College Avenue intersection would not meet Caltrans's peak hour signal warrant, thus eliminating DEIR Impact TRANS-13 and the need to install a traffic signal (as proposed in Mitigation Measure TRANS-13). In the absence of a traffic signal, Impact TRANS-17B would also be eliminated, thus negating the need for Mitigation Measure TRANS-17B (See Chapter 2 of this FEIR for a more detailed description and analysis of the Revised Project).

Furthermore, as described in the Vehicle, Pedestrian, and Bicycle Safety subsection, the project would not have design features that would increase hazards to pedestrian, bicyclist, or motorist safety because all features of the proposed project would be designed and constructed based on the latest applicable design standards. As described in the DEIR, the project and the proposed mitigation measures include design features that would improve travel safety in the project vicinity for all users, especially pedestrians. These design features include:

- The project would include a new signal on Claremont Avenue at the project driveway opposite Mystic Street and Auburn Avenue. The new signal would provide a signal protected pedestrian crossing on Claremont Avenue, improving safety for pedestrians from the neighborhoods on the east side of Claremont Avenue. This signal is consistent with the *Pedestrian Master Plan* (PMP) Policy 1.2, which recommends use of traffic signals and their associated features (e.g., pedestrian signal heads) to improve pedestrian safety.

- The project would reduce the number of curb-cuts on College Avenue from four to one and on Claremont Avenue from five to three, reducing number of potential conflict points between automobiles entering and exiting the site and other automobiles, bicycles, and pedestrians along College and Claremont Avenues.
- As noted above, the revised project would provide either a median island or bulbouts on the west side of the College Avenue/63rd Street/Safeway Driveway intersection which reduces the crossing distance for pedestrians and improves their safety.
- Mitigation Measure TRANS-2 (if accepted by the City of Berkeley) would provide protected left-turn signal phasing for the north/south approaches at the Alcatraz Avenue/College Avenue intersection, which would improve safety by reducing potential conflicts between left-turning automobiles and pedestrians crossings along College Avenue.

In addition, the proposed project uses consist of supermarket, retail and restaurant uses in a commercial corridor that is already occupied by many similar uses. Therefore, uses proposed by the project are consistent with current uses in the area. Thus, the proposed project would not introduce to the project area incompatible uses or design features that do not comply with design standards. As a result, while the potential for pedestrian, bicycle, and/or motor vehicle collisions would exist under project conditions as the project would introduce additional automobiles, bicycles, and pedestrians in the project vicinity, the rate at which those collisions occur (i.e., number collisions per number of vehicles or pedestrians) is not be expected to increase as a result of the project. Therefore, the project would have a less-than-significant impact on pedestrian, bicycle, and motorist safety.

Master Response M-5 Traffic Diversion and Intrusion in Residential Streets

Some commenters raised concerns that the project would cause a substantial increase in traffic on residential streets in the surrounding neighborhood, and questioned whether the effect of project-generated traffic on residential streets would constitute a significant impact under CEQA. Residential streets mentioned in the comments included many streets to the west of the project site (such as Hillegass Avenue, and 62nd and 63rd Streets) as well as some to the north (such as Woolsey Street and Eton Avenue) and east (such as Mystic and Florio Streets).

The DEIR assigned few project generated automobile trips to the residential streets adjacent to the project, such as 62nd, or 63rd Streets or Hillegass Avenue as part of the impact analysis on intersection traffic operations. This is an overall conservative assumption, as will be discussed in more detail in this Master Response. The significance criteria used to determine if the project would result in significant impacts are based on the physical capacity of intersections (see page 4.3-54 of the DEIR). Due to the relatively low current traffic volumes on residential streets, such as 62nd and 63rd Streets, even if the majority of the project generated traffic were assigned to 62nd or 63rd Street and other residential streets in the area, the traffic volumes would not meet the thresholds set by City of Oakland's Significance Criteria, and no significant impacts would be identified. In addition, assigning project traffic to these residential streets would reduce the project traffic volumes assigned to the major streets in the area and potentially eliminate some or all of the identified significant impacts and potential mitigation measures on College and Claremont Avenues. Thus, the assumptions used for traffic analysis in the DEIR are conservative in that they identify the most number of potential impacts and mitigation measures that would improve traffic operations on the major streets serving the project site.

In addition, as described in the Neighborhood Traffic Intrusion subsection on page 4.3-117, the DEIR acknowledges that traffic generated by the proposed project may use residential streets in the area as a cut-through route to divert from the potential congestion on College, Claremont, and Alcatraz Avenues or to look for available parking. However as previously described, since neighborhood traffic intrusion would not exceed the capacity of the residential streets, it would not result in a significant impact based on the City of Oakland's significance criteria. Although not identified as a significant impact under CEQA, the DEIR identifies traffic intrusion on residential streets as a non-CEQA quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site in consultation with local residents and in accordance with all legal requirements. This Master Response further explores the potential for traffic intrusion on the adjacent residential streets and explains why it would not constitute a significant environmental impact under CEQA.

Methodology for Analysis

In August 2011, after the project DEIR had been circulated, the City of Oakland added the following guidance to its CEQA Thresholds of Significance Guidelines:

> If the project is found to have a significant and unavoidable impact at a study segment or intersection during any of the study conditions, and there appears to be one or more alternative routes that may have a shorter travel time to the same destination (e.g., a freeway on-ramp), then the alternative route must be analyzed for diverted traffic impacts. An alternative route analysis may also be necessary if a segment or intersection operates at LOS F under the Existing condition or either of the Future Baseline conditions. The transportation consultant shall work with the City to estimate the percentage of project traffic that is expected to use the alternative route and to determine which alternative route(s) and intersection(s) will be analyzed. Generally, intersections along the alternative route expected to experience at least ten project trips per hour per lane (on a critical movement) should be studied.

This requirement, which addresses methodology and not significance thresholds (which were not changed), is generally intended to identify significant impacts along other arterials and major roadways that would provide alternative access to the project site if the project is found to have significant and unavoidable impacts along the primary access routes to the project.

Because of the time frame in which this guidance was added, the City does not require this change in methodology to be incorporated into this EIR. However, in the interest of full disclosure, and for informational purposes only, this Master Response expands the DEIR's analysis of traffic intrusion on residential streets.

Traffic in Colby Street Neighborhood

In a process unrelated to this project, the City of Oakland analyzed existing traffic patterns on Colby Street and adjacent residential streets west of the proposed project site. The results were summarized in the *Analysis of Existing Colby Street Neighborhood Traffic Patterns Draft Memorandum* dated September 13, 2007. This memorandum is provided in attachment to Comment Letter C-232. The analysis, which was based on extensive traffic data collected along Colby Street and adjacent residential streets, found that both Colby Street and Hillegass Avenue are currently used as cut-through traffic routes. Colby Street is primarily used as a cut-through route for vehicles traveling between points west of Alcatraz Avenue and points south of Claremont Avenue. The existing signal at the Forest Street/Claremont Avenue/Colby Street intersection facilitates the movement of vehicles across Claremont Avenue between Colby Street to the north and Forest Street to the south.

Based on the traffic volume data presented in the Colby Street memorandum[6], the "Existing Conditions" column of Table 5-14 summarizes current intersection operations at the unsignalized intersections providing access to the residential neighborhood and within the neighborhood that were not analyzed in the DEIR. The "Existing Conditions" column of Table 5-15 shows the result of the traffic signal warrant analysis at these intersections. As shown in these tables, the seven unsignalized intersections currently operate at LOS B or better during the weekday PM peak hour, with the exception of the side-street stop-controlled northbound movements on Colby Street and Hillegass Avenue at Alcatraz Avenue, which operate at LOS F and LOS E, respectively. However, none of the studied unsignalized intersections currently meet the peak hour volume signal warrant.[7]

Analysis of Project's Potential for Significant Impacts on Residential Streets

Given the configuration of the residential streets surrounding the project site, (including the fact that the streets to the west follow a more regular grid pattern and do not provide barriers to through traffic), Colby Street and other residential streets west of the project site are most likely the residential streets to experience traffic intrusion due to additional congestion generated by the proposed project. A few streets in this neighborhood already experience some cut-through traffic. Therefore, these streets would experience the highest amount of traffic intrusion as a result of the project. An analysis of the intersections in this area is indicative of what would happen in other surrounding areas, which are likely to experience even less cut-through traffic. Based on the City of Oakland significance criteria for unsignalized intersections, a project would have a significant impact at an unsignalized intersection if it would add ten or more vehicles and after the project completion, the intersection would satisfy the Caltrans peak hour signal warrant.

In order to evaluate the project's potential impacts at the intersections studied in the Colby Street memorandum (which as noted above are the intersections that would most likely be affected by the project), the project generated traffic was added to these intersections using the trip distribution assumptions shown in Figures 4.3-12 through 4.3-14 of the DEIR.

Using the same methodologies as the DEIR, 2015 and 2035 intersection traffic volume forecasts for these intersections were developed for this analysis for the FEIR. Considering the residential neighborhoods on these side streets are generally zoned for one or two units per parcel and are currently built-out, little or no growth is expected in the residential neighborhoods. Thus, no growth in traffic volumes is forecasted on the residential streets, such as Hillegass Avenue and Colby, 62nd and 63rd Streets. Consistent with the DEIR analysis, this analysis assigns the majority of growth in traffic to the major streets in the area, such as College, Claremont, and Alcatraz Avenues.

Table 5-14 summarizes the intersection LOS under (unmitigated) Existing Plus Project, 2015 Plus Project, and 2035 Plus Project conditions. Appendix E provides the LOS calculation sheets. Table 5-15 shows the results of the traffic signal warrant analysis under (unmitigated) Existing Plus Project, 2015 Plus Project, and 2035 Plus Project conditions.

[6] The Memorandum is based on traffic data collected in 2007. The differences in traffic volumes at intersections in common with the DEIR that were counted in 2010 are less than five percent, which is within the typical day-to-day fluctuation expected in traffic volumes. Therefore, the traffic data presented in 2007 Memorandum continues to be valid.

[7] The peak hour signal warrant is satisfied when the combination of the total traffic volume on the uncontrolled major streets and the traffic volume on the side-street stop-controlled approach that would benefit from a signal is above a certain threshold. As the traffic volume on the major street increases, the side street requires less traffic to meet the peak hour signal warrant. The minimum traffic volume on a side-street that would meet the signal warrant is 100 vehicles per hour.

Table 5-14 - Weekday PM Peak Hour Intersection Levels of Service

Intersection	Control[1]	Existing Conditions		Existing Plus Project		2015 Plus Project		2035 Plus Project	
		Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS	Delay (seconds)[2]	LOS
Alcatraz Avenue/Colby Street	SSSC	12.6 (**88.0**)	B (**F**)	14.3 (**103.6**)	B **(F)**	20.0 (**>120**)	C (**F**)	**>120 (>120)**	**F (F)**
Alcatraz Avenue/ Hillegass Avenue	SSSC	4.6 (**41.6**)	A (**E**)	4.7 (**44.0**)	A (**E**)	7.0 (**61.3**)	A (**F**)	**20.8 (>120)**	**C (F)**
63rd Street/Colby Street	SSSC	0.8 (10.3)	A (B)	0.8 (10.3)	A (B)	0.8 (10.3)	A (B)	1.3 (10.8)	A (B)
62nd Street/Colby Street	SSSC	0.7 (10.5)	A (B)	0.7 (10.6)	A (B)	0.7 (10.6)	A (B)	1.0 (11.0)	A (B)
61st Street/Colby Street	AWSC	8.6	A	8.6	A	8.6	A	9.0	A
60th Street/Colby Street	SSSC	0.7 (11.6)	A (B)	0.7 (11.7)	A (B)	0.7 (11.7)	A (B)	1.3 (12.4)	A (B)
Claremont Avenue/ Hillegass Avenue	SSSC	2.5 (11.8)	A (B)	2.7 (13.7)	A (B)	3.0 (16.7)	A (B)	2.1 (15.6)	A (B)

Note: **Bold** indicates intersection operating at unacceptable LOS E or LOS F.

1. SSSC = side street stop controlled intersection, AWSC = all-way stop controlled intersection.
2. For side-street stop-controlled intersections, delay is reported as: Intersection average (worst case approach); for all-way stop controlled intersections, the average intersection delay is reported. LOS based on 2000 HCM.

Source: Fehr & Peers, 2012, based on existing traffic volume data presented in *Analysis of Existing Colby Street Neighborhood Traffic Patterns Draft Memorandum* dated September 13, 2007.

Table 5-15 - Weekday Intersection Peak Hour Signal Warrant Analysis

Intersection	Existing Control[1]	Peak Hour Warrant Met?			
		Existing Conditions	Existing Plus Project	2015 Plus Project	2035 Plus Project
Alcatraz Avenue/Colby Street	SSSC	No	No	No	No
Alcatraz Avenue/Hillegass Avenue	SSSC	No	No	No	No
63rd Street/Colby Street	SSSC	No	No	No	No
62nd Street/Colby Street	SSSC	No	No	No	No
61st Street/Colby Street	AWSC	No	No	No	No
60th Street/Colby Street	SSSC	No	No	No	No
Claremont Avenue/ Hillegass Avenue	SSSC	No	No	No	No

Note:

1. SSSC = side-street stop-controlled intersection, AWSC = all-way stop-controlled intersection.

Source: Fehr & Peers, 2012, based on existing traffic volume data presented in *Analysis of Existing Colby Street Neighborhood Traffic Patterns Draft Memorandum* dated September 13, 2007.

As shown in these tables, five of the seven analyzed unsignalized intersections operate at LOS C or better during the weekday PM peak hour under Existing Plus Project, 2015 Plus Project, and 2035 Plus Project conditions. The side-street stop-controlled northbound movements on Colby Street and Hillegass Avenue at Alcatraz Avenue would continue to operate at a deficient LOS with increased delay because as the through traffic volume on Alcatraz Avenue is expected to increase, it will become more difficult for vehicles to find suitable gaps in the traffic flow and turn from the side-streets to Alcatraz Avenue.

As shown in Table 5-15, none of the unsignalized intersections would meet the peak hour volume signal warrant under (unmitigated) Existing Plus Project, 2015 Plus Project, and 2035 Plus Project conditions because the combination of the traffic volumes on the uncontrolled major street and the side-street stop-controlled approach is below the warrant threshold. Therefore, the project would not cause a significant impact at these unsignalized intersections. Furthermore, although the project site currently provides a driveway opposite 63rd Street and intersections along College Avenue are congested through peak periods, the majority of traffic generated by the existing Safeway store nevertheless uses College and Claremont Avenues, and not the residential streets, to travel to and from the site. Based on the existing intersection traffic volumes shown on Figure 4.3-8 of the DEIR, less than two percent of the traffic entering and exiting the project site (corresponding to about five weekday and seven Saturday PM peak hour vehicles) currently directly enters from or exits to 63rd Street, despite the current congestion along College Avenue. As discussed in Chapter 2, the revised project would further minimize traffic on 63rd Street because it will prohibit left turns to and from 63rd Street and through movements between 63rd Street and the project driveway.

Analysis of Potential for Increase in Cut-Through Traffic If All Mitigation Measures Were Implemented

As shown in Tables 4.3-14, 4.3-16, and 4.3-18 of the DEIR, the mitigation measures proposed in the DEIR would mitigate the impacts caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project) at the study intersections; however, similar to current conditions, the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, the mitigation measures would eliminate the additional delay caused by the proposed project at these intersections. As a result, it is expected that most intersections would continue to operate similar to no project conditions after the completion of the proposed project and the mitigation measures. Since conditions would be very similar to existing conditions, it is reasonable to assume that a similar percentage of project patrons would use the residential streets to and from the project site. Therefore, the amount of cut-through traffic on adjacent residential streets is estimated to remain similar to current conditions.

Analysis of Potential for Increase in Cut-Through Traffic If One or More of the Mitigation Measures Within the Jurisdiction of the City of Berkeley Were Not Implemented

If one or more of the mitigation measures proposed in the DEIR that are within the jurisdiction of the City of Berkeley were not implemented, then the study intersections would experience delay similar to the (pre-mitigated) Existing Plus Project, 2015 Plus Project, and 2035 Plus Project conditions. The additional congestion along the major corridors could result in traffic diverting to adjacent residential streets.

However, various features of the existing roadway network in the project vicinity are expected to minimize the amount and location of cut-through traffic. These features include:

- The roadway network in the project vicinity is an irregular grid. Very few residential streets provide direct connections between the major streets in the area.
- Barriers on various streets in Berkeley, such as on Lewiston Street north of Alcatraz Avenue and on Webster Street just west of Claremont Avenue, limit through access on several residential streets.
- Traffic calming devices, such as speed humps on Hillegass Avenue and Colby Street and a traffic circle at the Woolsey Street/Eton Avenue intersection, reduce traffic speeds and the potential for cut-through traffic.
- Some streets, such as Auburn Avenue, are rather narrow and require vehicles to drastically slow down or stop in order to pass vehicles from the opposite direction.
- Traffic and pedestrian volumes on major streets such as College and Alcatraz Avenues provide few suitable gaps for motorists to turn from the unsignalized side-streets (especially left-turns), resulting in additional delay on the residential streets. As a result, vehicles turning from the side-streets experience long delays which make the residential streets less attractive cut-through routes (for example, as shown in Table 5-14, vehicles turning from Colby Street to Alcatraz Avenue currently experience about a minute and a half of delay during the weekday PM peak hour).

Furthermore, the revised project, as described in Chapter 2 of this FEIR, would reconfigure the 63rd Street/Safeway Driveway/College Avenue intersection to limit access between 63rd Street and College Avenue to right-turns only and eliminate direct automobile access between 63rd Street and Safeway. This modification would reduce the potential for cut-through traffic and parking overflow on the residential streets west of College Avenue. Most of the traffic that currently turns left from 63rd Street to southbound College Avenue, turns left from northbound College Avenue to 63rd Street, or travels between Safeway

and 63rd Street would divert to other streets in the area. As a result, the revised project would actually reduce the amount of cut-through traffic, both project generated and non-project traffic, on 63rd Street.

Despite these features, this FEIR quantitatively evaluates the potential for two types of cut-through traffic: project-generated traffic that would divert to other streets and non-project generated traffic that would divert to the residential streets due to the additional congestion caused by the proposed project.[8] This analysis is completed for the weekday PM peak hour because this is the worst peak hour analyzed at most study intersections and the weekday peak hour traffic mostly consists of daily commuters who are more familiar with the project area and are most likely to divert to the residential streets (because diversion requires familiarity with the local street network).

This analysis was completed using the results of the traffic operations analysis presented in the DEIR and multiple peak hour travel time runs conducted in 2012 along both the congested and the potential diversion routes. The potential for cut-through traffic is assessed by comparing the peak hour travel time on both the congested and diversion routes under Existing Plus Project conditions. This analysis also assumes that the proposed mitigation measures located in Berkeley, which the DEIR conservatively identified as significant and unavoidable because they are outside the jurisdiction and control of City of Oakland to implement, would not be implemented. As previously described, travel times along major corridors, such as College Avenue, would be similar to current conditions if these mitigation measures were implemented and the potential for traffic to divert would be similar to current conditions. If the mitigation measures proposed for Berkeley intersections are not implemented, then motorists might shift to the cut-through route so long as it provided substantial travel time savings. Table 5-16 compares the travel times on congested and cut-through routes that may be used by project generated traffic (as opposed to motorists in general). As previously described, not many cut-through options are available to motorists traveling to or from the project site, especially with the reconfiguration of the 63rd Street/College Avenue intersection proposed by the revised project. As shown in Table 5-16, only one of the potential cut-through routes provides a shorter travel time, which may result in traffic diverting from College Avenue to Woolsey Street and Eton Avenue.

Table 5-16 – Travel Time Comparison – Project Generated Traffic

Congested Travel Route	Diversion Travel Route	Existing Plus Project Conditions Travel Time (Minute : Second)		Likelihood of Diverted Traffic
		Congested Route	Diversion Route	
NB on College Ave from Project Driveway to Woolsey St	Project Driveway – NB Claremont Ave – Eton Ave – Woolsey St - College Ave	1:30	1:30	No diversion expected
SB on College Ave from Woolsey St to Project Driveway	SB College Ave – Woolsey St – Eton Ave – Claremont Ave – Project Driveway	3:30	1:30	Some diversion expected
NB on College Ave from Harwood Ave to Project Driveway	NB College Ave – Harwood Ave – Auburn Ave – Florio St – Auburn Ave – Project Driveway on Claremont Ave	1:30	2:00	No diversion expected
From EB on Alcatraz Avenue to Project Driveway on College	EB Alcatraz Ave – Hillegass Ave – 62nd St – Claremont Ave – Project Driveway	2:00	2:00	No diversion expected

[8] The only difference between these two types of traffic is the destination of the drivers (i.e., Safeway or other destinations).

Table 5-16 – Travel Time Comparison – Project Generated Traffic

Congested Travel Route	Diversion Travel Route	Existing Plus Project Conditions Travel Time (Minute : Second)		Likelihood of Diverted Traffic
		Congested Route	Diversion Route	
Ave				

Note:
1. NB = Northbound; SB = southbound; EB = Eastbound; WB = Westbound
2. Travel times rounded to nearest 30 seconds due to variability in peak hour travel times.

Source: Fehr & Peers, 2012.

Table 5-17 compares the congested and cut-through travel times that can be used by general motorists (i.e., non-project generated traffic) to avoid overall congestion along the major streets in the project area, some of which would be due to the project in the absence of the proposed mitigation measures within the City of Berkeley.

As shown in Table 5-17, many of the potential diversion routes provide longer or similar travel times as the congested corridors. Although there is less vehicular traffic and congestion on these residential streets, they are not attractive cut-through routes because they often require longer travel distances, traffic calming features previously described reduce travel speeds, and/or the existing congestion and queues on the major streets (such as College and Alcatraz Avenues) provide few gaps for vehicles to turn between the residential streets and the major streets. For example, as shown in Table 5-15, the stop-controlled northbound approaches on Hillegass Avenue and Colby Street at Alcatraz Avenue currently experience considerable delay mainly due to the traffic volumes on Alcatraz Avenue providing few gaps for vehicles to turn from the side streets. In general, diversion routes that require one or more left-turns do not provide noticeable travel time savings. However, diversion routes that can be completed with one or more right turns do provide some travel time savings.

Table 5-17 – Travel Time Comparison – Congested Routes

Congested Travel Route	Diversion Travel Route	Existing Plus Project Conditions Travel Time (Minute : Second)		Likelihood of Diverted Traffic
		Congested Route	Diversion Route	
From NB Claremont Ave at Colby St to NB College Ave at Woolsey St	Colby Street – Alcatraz Ave – College Ave	3:00	3:30	No diversion expected
	Claremont Ave – Hillegass Ave – Alcatraz Ave – College Ave		3:30	No diversion expected
	Colby St - Alcatraz Ave - Benvenue Ave - Woolsey St		3:30	No diversion expected
From SB on College Ave at Woolsey St to SB Claremont Ave at Colby St	College Ave - Alcatraz Ave - Colby St	3:00	3:00	No diversion expected
	College Ave - Alcatraz Ave -		2:30	Some diversion

Table 5-17 – Travel Time Comparison – Congested Routes

Congested Travel Route	Diversion Travel Route	Existing Plus Project Conditions Travel Time (Minute : Second)		Likelihood of Diverted Traffic
		Congested Route	Diversion Route	
	Hillegass Ave - Claremont Ave			expected
	College Ave - 63rd St - Colby St		3:00	No diversion expected
	College Ave - 63rd St - Hillegass Ave		3:00	No diversion expected
	Woolsey St - Benvenue Ave - Alcatraz Ave - Colby St		3:00	No diversion expected
	Woolsey St - Benvenue Ave - Alcatraz Ave - Hillegass Ave - Claremont Ave		2:30	Some diversion expected
NB College Ave from Claremont Ave to Woolsey St	Claremont Ave - Eton Ave - Woolsey St	2:30	2:30	No diversion expected
SB College Ave from Woolsey St to Claremont Ave	Woolsey St - Eton Ave - Claremont Ave	3:00	2:00	Some diversion expected
From NB College Ave at Harwood Ave to Claremont Ave at Auburn Ave	NB College Ave – Harwood Ave – Auburn Ave – Florio St – Auburn Ave – Claremont Ave	1:30	2:00	No diversion expected
From SB College Ave at Woolsey St to WB Alcatraz Ave at Benvenue Ave	Woolsey St – Benvenue Ave	2:00	2:00	No diversion expected
From WB Alcatraz Ave at Benvenue Ave to NB College Ave at Woolsey St	Benvenue Ave – Woolsey St	2:00	2:00	No diversion expected
From WB Alcatraz Ave at Benvenue Ave to NB College Ave at Webster St	Benvenue Ave – Webster St	2:30	3:00	No diversion expected
SB College Ave from Alcatraz Ave to Forest Street	Alcatraz Ave - Colby St - Forest Ave	2:30	3:30	No diversion expected
	Alcatraz Ave - Hillegass Ave - Claremont Ave - Forest Ave		3:00	No diversion expected
NB College Ave from Forest St to Alcatraz Ave	Forest Ave - Colby St - Alcatraz Ave	3:30	5:00	No diversion expected
	Forest Ave - Claremont Ave - Hillegass Ave - Alcatraz Ave		4:00	No diversion expected
From EB Alcatraz Ave at Colby St to SB College Ave at Forest St	Alcatraz Ave - Colby St - Forest Ave	4:30	3:00	Some diversion expected

Table 5-17 – Travel Time Comparison – Congested Routes

Congested Travel Route	Diversion Travel Route	Existing Plus Project Conditions Travel Time (Minute : Second)		Likelihood of Diverted Traffic
		Congested Route	Diversion Route	
From NB College Ave at Forest St to WB Alcatraz Ave at Colby St	Forest Ave - Colby St - Alcatraz Ave	4:00	5:00	No diversion expected
From EB Alcatraz Ave at Colby St to SB College Ave at 63rd St	Colby St - 63rd Street	2:00	1:30	Some diversion expected
	Hillegass Ave - 63rd Street		1:30	Some diversion expected

Note:
1. NB = Northbound; SB = southbound; EB = Eastbound; WB = Westbound
2. Travel times rounded to nearest 30 seconds due to variability in travel times during the peak hour and time savings of less than 30 seconds is generally not perceived by most drivers.

Source: Fehr & Peers, 2012.

As shown in Table 5-17, some diversion routes do provide shorter travel times than the congested corridors. It is expected that some motorists would divert to these routes. Based on the analysis presented above, the following residential streets are likely to experience additional traffic if the proposed mitigation measures are not implemented within the City of Berkeley:

- Southbound Eton Avenue
- Eastbound Woolsey Street between College and Eton Avenues
- Westbound Woolsey Street between College and Benvenue Avenues
- Southbound Benvenue Avenue between Woolsey Street and Alcatraz Avenue
- Southbound Hillegass Avenue and Colby Street between Alcatraz and Claremont Avenues
- Southbound Forest Avenue between Claremont and College Avenues
- Eastbound 63rd Street between Colby Street and College Avenue

However, it is estimated that very few drivers would divert to the cut-through routes because:

- Not all drivers are familiar with the study area to know the cut-through routes.
- Many of these diversion routes currently provide shorter travel times than the congested route; however, they are only used by some drivers to avoid the congested routes. This current lack of diversion to secondary streets, even when some time savings would already occur, likely would continue in the future.
- As shown in Table 5-17, the estimated travel time savings on most of these diversion routes is one minute or less which is not noticeable to most drivers. As traffic diverts to the residential streets, it results in increased delay along the diverted routes, while the delay along the congested routes would decrease due to the lower traffic volumes. This would lead to a natural "evening-out" whereby some of the drivers who would have diverted to other roads would be induced to stay on the main streets.

The diverted traffic is not expected to result in additional significant impacts for the following reasons:

- The diversion routes identified above are residential streets with relatively low traffic volumes. Almost all intersections on these routes are unsignalized intersections. As described on pages 4.3-54 and 4.3-56 of the DEIR, the significance criteria used to determine significant impacts at unsignalized intersections is based on the intersections meeting the peak hour signal warrant. As shown in Table 5-15, the unsignalized intersections along Colby Street and Hillegass Avenue, which currently experience cut-through traffic, do not currently meet the peak hour signal warrant. Considering that the other residential streets have less volume than Colby Street and Hillegass Avenue, the diverted traffic is not expected to result in additional significant impacts. In addition, considering the through volumes on College, Alcatraz, and Claremont Avenues, the affected side-streets are not expected to meet the peak hour warrants.
- The diverted routes include one signalized intersection, Forest Street/Claremont Avenue/Colby Street. The DEIR identifies Impact TRANS-15 as a significant impact at this intersection. The DEIR also identifies Mitigation Measures TRANS-15 to mitigate this impact to a less than significant level.

The potential for diversion caused by the proposed project under 2015 and 2035 conditions would not change from the potential for diversion caused by the project under existing plus project conditions because the incremental increase in congested travel times caused by the project would continue to be similar in those future years and thus not cumulatively considerable.

Conclusions

As described in the DEIR and reiterated above, traffic intrusion on residential streets is not considered a CEQA issue unless it causes an increase in traffic that results in a significant impact based on the significance criteria outlined in the DEIR; because that is not the case with respect to project-generated traffic, no mitigation measures are necessary. Despite there being no legal requirements to formulate or impose Improvement Measure TRANS-3 at any time, the DEIR nevertheless conservatively suggests its implementation.

The analysis above identified residential streets that may experience additional traffic because of the proposed project, even though such additional traffic would not result in any significant impacts under CEQA. In addition, as described in Master Response M-3, drivers looking for on-street parking may also circulate in the adjacent residential streets. As a result, even though not required under CEQA, the suggested Improvement Measure TRANS-3 is expanded, with additions shown in <u>double underline:</u>

Improvement Measure TRANS-3: Project applicant should pay to monitor traffic volumes and speeds on the following roadways before and after the completion of the proposed project.

- <u>62nd and</u> 63rd Street<u>s</u> between College Avenue and Colby Street
- Hillegass Avenue and <u>Colby Street</u> between Claremont Avenue and Alcatraz Avenue
- Mystic Street
- Auburn Avenue, Manoa Street, and Rockwell Street between Mystic Street and Florio Street
- Alcatraz Avenue between College and Claremont Avenues
- <u>Woolsey Street between Benvenue and Eton Avenues</u>

- Eton Avenue between Woolsey Street and Claremont Avenue
- Benvenue Avenue between Woolsey Street and Alcatraz Avenue

In consultation with local residents, and in accordance with all legal requirements, appropriate traffic calming measures, such as speed humps, or roadway closures, should be considered if and when excessive traffic volumes or speeding are observed. These potential improvements should be funded by the project applicant.

Master Response M-6 Economic Impacts (Urban Decay)

Certain commenters expressed concerns that the project might result in significant urban decay impacts, and some commenters cited court decisions related to potential urban decay effects. Urban decay refers to the potential for certain retail projects to lead to a downward spiral of store closures and long-term vacancies in existing buildings, thus contributing to adverse physical impacts on the environment.[9] While there is no evidence that the proposed project would drive neighboring stores out of business and result in urban decay impacts, in response to these comments, the City of Oakland commissioned a comprehensive urban decay study of the proposed project by ALH Urban & Regional Economics (ALH Economics). A summary of the ALH Economics report follows; the full report is presented in Appendix A. In short, the ALH Economics study concludes that the project will not result in any significant urban decay impacts, either on an individual or cumulative basis. In addition, the facts and project at issue here are distinguishable from the facts and projects at issue in the court cases relied on by some commenters.

Summary of the ALH Economics Urban Decay Study[10]

The purpose of the ALH Economics study was to assess the economic effects, and potential for urban decay impacts, resulting from the proposed expansion of the College Avenue Safeway and associated retail development. The study estimated the potential impacts of the project on existing retailers in the project's market area and other potentially affected areas, primarily in the form of diverted sales from existing retailers. It also estimated the extent to which the opening of the project may or may not contribute to urban decay as a result of potential store closures attributable to diversion of sales from existing retailers. In addition, the ALH Economics study examined these potential economic impacts and the associated potential for urban decay resulting from project operations in conjunction with other cumulative retail projects (including the proposed Safeway project at 51st Street and Broadway/Pleasant Valley Avenue in Oakland).

It is important to note that under CEQA, a project's economic impacts on a community are only considered significant if they lead to adverse physical changes in the environment, specifically urban decay. For the purpose of the ALH Economics analysis, urban decay is defined as, among other characteristics, visible symptoms of physical deterioration that invite vandalism, loitering, and graffiti that is caused by a downward spiral of business closures and long-term vacancies. The outward manifestations

[9] While CEQA does not normally require an evaluation of economic or social effects of a project (*CEQA Guidelines* Section 15131(a)), indirect significant effects on the environment must be clearly identified and described (*CEQA Guidelines* Section 15126.2(a)), and an EIR may trace a chain of cause and effect from a project through anticipated economic or social changes resulting from the project to physical changes in the environment caused in turn by the economic or social changes (*CEQA Guidelines* Section 15131(a). Urban decay is an example of such indirect physical impacts resulting from social or economic changes.

[10] ALH Urban & Regional Economics, *Safeway College & Claremont Store Urban Decay Analysis*, June 2012.

of urban decay include, but are not limited to, plywood-boarded doors and windows, parked trucks and long-term unauthorized use of the properties and parking lots, extensive gang and other graffiti and offensive words painted on buildings, dumping of refuse on site, overturned dumpsters, broken parking barriers, broken glass littering the site, dead trees and shrubbery together with weeds, lack of building maintenance, homeless encampments, and unsightly and/or dilapidated fencing.

Methodology

To perform the analysis, ALH Economics obtained sales, market, real estate, and other relevant data from many sources, including but not limited to Safeway Stores; the 2010 U.S. Census; the Association of Bay Area Governments; the California State Board of Equalization; Claritas, a national provider of economic and demographic data; Neilson Trade Dimensions; and the Planning and Economic Development Departments in the cities of Berkeley, Emeryville, and Oakland. In addition, ALH Economics conducted fieldwork throughout the Berkeley and Oakland portions of the market area.

The urban decay study focused primarily on the expected market area for the project, which was determined through analysis of Safeway sales data, by customer zip code, adjusted to correlate with census tracts, and further refined with mapping software. The defined market area encompasses portions of southern and central Berkeley and northern Oakland. The ALH Economics study included areas outside the defined market area where relevant to the analysis, such as for the cumulative impact analysis.[11]

Project Impacts

ALH Economics estimated that net new stabilized annual project sales will total $26.1 million in 2011 dollars, 80 percent of which is expected to be generated by residents in the project's market area, equivalent to $20.8 million in sales. These sales would fall into the following categories: food and beverages store sales ($17.0 million); other retail sales ($1.9 million); food services and drinking places, i.e., restaurants and bars ($1.0 million); and clothing and clothing accessories ($0.9 million). Stabilized sales are not expected to occur the first year of store operations, but rather the second or third year, which is typical of new retail operations.

By comparison, the market area as a whole is estimated to have base sales of $650.4 million in 2011. In addition, there is a substantial amount of "leakage" of general retail sales (i.e., non food and beverage stores) outside the market area generated by residents living inside the market area. Leakage reflects consumer demand that cannot be met by existing retail stores within the market area. In the food and beverage category, the market area is estimated to achieve 12 percent sales attraction, meaning 12 percent more sales in this category occur than would be expected from resident spending alone.

The proposed project is expected to recapture some existing retail leakage in categories other than food and beverage sales. The amount of recaptured leakage is estimated to be $2.9 million annually. While this recaptured sales leakage amount translates into new project and market area sales, it will come at the expense of existing retailers outside the market area. These outside market area retailers are assumed to be located over a wide area, and it is unlikely that any particular store outside the market area would lose sufficient sales directly attributable to the project to result in store closure, and thus would not lead to urban decay in this more generalized area. This is especially the case given the low amount of assumed recaptured sales, totaling $2.9 million.

[11] In general, the market area used for the economic impact and urban decay analysis is consistent with the geographic area that generates most of the project traffic shown on Figure 4.3-12 (Project Trip Distribution Percentages) of the DEIR and used in the project traffic impact analysis.

The proposed project would also divert sales from existing market area retailers. The larger market area grocery stores most likely to experience these impacts would be Trader Joe's, Whole Foods, and Berkeley Bowl, which are located 0.3, 1.0, and 1.7 miles, respectively, from the project site. In addition, the nearby niche food markets of Yasai Produce Market, Ver Brugge Meat-Fish Poultry, and Star Grocery are anticipated to at least initially experience some sales impacts. These stores may gain customers while the Safeway store is closed for construction, providing an opportunity to build new customer loyalty. These stores already have a strong complement of loyal customers, which is expected to enable these stores to survive following the opening of the proposed project. It is notable that these stores have successfully co-existed with Safeway for many years. They therefore already offer unique products and services valued by customers and have a loyal customer base. Even with the greater volume of goods that will be available at the expanded Safeway, these niche stores will continue to provide quality of service and products seemingly perceived as not being available at Safeway, such as the personal customer service available at Star Grocery, the local farm-based market fresh produce at Yasai, and the high quality meat and fish products available at Ver Brugge.

The ALH Economics study concluded that lost food and beverage sales by market area grocery stores would be partially offset by at least three factors. First, ALH Economics found that most of the larger grocery stores within the market area with which the proposed Safeway store would compete (e.g., Trader Joe's, Whole Foods and Berkeley Bowl), as well as many of the stores outside the market area, are performing above general grocery industry standards based on average sales per square foot. This strong performance has been maintained despite the poor economic conditions associated with the recent national recession. They are thus indicative that the stores in the market area are strong performers with a strong customer base and could withstand the competition from the expanded Safeway store with some still retaining above industry or chain sales performance.

Second, the Andronico's grocery store on Telegraph Avenue in Berkeley (1.2 miles from the project) closed in mid-December 2011 and will most likely be replaced with a CVS Pharmacy. The closure of this conventional grocery store will result in an infusion of additional grocery shopping dollars made available to the remaining market area grocery stores, particularly to those closest to the closing store (Whole Foods and Berkeley Bowl).

Third, total sales in the food and beverage sales category are expected to increase as a result of household growth. Demographic projections indicate that 1,526 new households will be created in the market area between 2011 and 2015 (the projected opening date of the proposed project), which would generate an estimated $43.3 million in additional retail demand in the market area. ALH Economics acknowledged that this amount of projected growth may be exaggerated due to potentially aggressive governmental demographic projections, but estimated that this amount of new growth could generate $7.3 million in new food and beverage demand, which could offset up to 43 percent of the maximum $17.0 million in the project's food sales impacts.

Any lost food and beverage sales caused by the proposed project would be spread among numerous stores, with the greatest impacts experienced by stores that are achieving very high sales performance. ALH Economics concluded that no existing stores would experience sales impacts attributable to the project so severe as to induce store closure.

Cumulative Impacts

The ALH Economics study identified 15 potential cumulative retail development projects in the market area and surrounding areas with the potential to be developed during the same approximate timeframe as the proposed Safeway project. Six of the 15 projects were excluded from consideration in the cumulative impact analysis due to uncertainty with respect to timing of their implementation and/or because they

were not deemed likely to draw from the same market area as the proposed project and thus would not contribute to cumulative urban decay impacts. The ALH Economics study concluded that the remaining nine projects could contribute to cumulative market area sales impacts and these projects were thus included in the cumulative analysis.

The cumulative projects are located in Oakland, Berkeley, and Emeryville, at distances ranging from 1.2 miles to 10.9 miles from the project site. They include the planned expansions of the Rockridge Safeway in Oakland, located at 51st Street/Pleasant Valley Road and Broadway, and the Shattuck Safeway, located on Shattuck Avenue near Rose Street in Berkeley, as well as a variety of mixed-use projects in Oakland and Emeryville. These projects were identified because their market areas may overlap to some extent with the project's market area, thus providing competition for retail expenditures by residents living in the project market area. Additional details on the 9 cumulative projects are provided in Exhibit 14 of the ALH Economics study.

Sales figures for the 9 potential cumulative projects were estimated, based on the size and nature of the prospective retail space. The sales projections ranged from $251 per square foot to $800 per square foot, as general sales estimations. For the full amount of planned retail development among the cumulative projects, which totals 583,266 square feet, these estimated sales total $237.7 million, although it is considered unlikely that all of the potential future projects will be fully developed.

The cumulative retail projects would compete with the proposed project only to the extent that their market areas overlap. The mixed-use project at 51st Street and Telegraph Avenue would have the greatest overlap, estimated at 50 percent because this relatively small project is unlikely to have a significant market draw, and thus is not anticipated to draw customers from the northern portion of the project's market area. The other cumulative projects were assumed to have between 5 percent to 33 percent overlap with the project's market area, with the cumulative projects located outside the project's defined market area assumed to be at the low end of this range.

Of particular relevance to the cumulative analysis are the plans for the Safeway site at 51st Street/Pleasant Valley Road and Broadway, presently undergoing environmental review. This project would relocate and expand the Safeway store in the space currently occupied by a CVS store and develop a shopping center with 212,310 square feet of retail and non-retail space. The project would result in a net increase of 137,072 square feet of commercial space, which is estimated to generate $66.1 million in retail sales. ALH Economics estimated that 80 percent of the increase in retail sales, or $52.9 million, would be generated by that store's market area residents. Indeed, only a portion of the market area for that project will be competitive with and overlap with the Claremont/College Safeway expansion project. ALH Economics developed an estimate of the market area for the 51st/Broadway Safeway store, and determined an estimated 28 percent of the Claremont/College Safeway store's market area households are in common with the 51st/Broadway Safeway project. As a result, it is estimated that approximately $18.5 million of the sales at the 51st/Broadway Safeway project would be generated by the market area for the proposed Claremont/College Safeway project.

For all of the cumulative projects combined (i.e., excluding the Safeway), ALH Economics determined that $42.4 million of cumulative project estimated sales would be competitive with the proposed project and generated by residents within the project's market area, taking into account the market area overlap assumptions referenced above. The largest portions of these cumulative project market area sales would occur in two retail categories: food and beverage stores, with 29 percent ($12.5 million) of the competitive total, and other retail, with another 31 percent ($13.0 million) Economics of the competitive total (both percentages rounded).

While the food and beverage sales impacts are presented as a share of the market area's food and beverage store retail sales base, these impacts are likely to be more dispersed geographically, due to the wide variety of food store shopping opportunities available throughout the region and the nature of the projects generating the incremental cumulative food sales impacts.

ALH Economics concluded that, as with the project impacts, some smaller grocery and food stores within the market area and beyond might experience some short-term changes in demand as shoppers explore the expanded shopping opportunities presented by the cumulative projects. However, these shoppers are ultimately anticipated to restore some, if not all, of their diverted shopping to these small grocery or food stores after an initial time period, especially if the cumulative projects do not comprise a substantially new food store offering, which is not anticipated. Shopping convenience and quality of service and products are anticipated to prevail over the long-run to the benefit of these smaller stores, especially since the configuration of the expanded Safeway may result in a more time intensive shopping trip for Safeway customers compared to the configuration of the current store. As with the project impacts, the majority of the cumulative impacts are expected to be experienced by the larger stores in the market area, namely Trader Joe's, Whole Foods, and Berkeley Bowl. This is because the majority of the cumulative food and beverage sales would continue to be generated by Safeway, and stores directly competitive with Safeway would likely be the stores most impacted. Because of the strong performance of these market area food retailers, future demand pursuant to household growth, and the re-distribution of food sales dollars due to the closure of the Andronico's store on Telegraph Avenue, the cumulative project food sales impacts are not anticipated to result in any store closures.

Potential for Urban Decay

As noted above, it is unlikely that the sales impacts from the proposed project or cumulative projects would cause any market area stores (food or other retail) to close. Furthermore, any vacated spaces would be backfilled by other retail tenants.

The retail real estate markets in both the City of Berkeley and the City of Oakland have historically been relatively healthy, and have continued to have low vacancies during the recent national recession. As of third quarter 2011, Berkeley had an overall retail vacancy rate of 3.6 percent, and its vacancy rate never exceeded 6 percent since the second quarter of 2007. In general, retail markets are deemed most healthy when there is some increment of vacancy, at least 5 percent, which allows for market fluidity and growth of existing retailers. Thus, the current Berkeley retail vacancy rate of 3.6 percent is a low vacancy rate and, with a citywide inventory of approximately 6.7 million square feet of retail space, is indicative of a very strong and tight retail market.

Oakland's retail market is similarly strong, with a third-quarter 2011 vacancy rate of 3.8 percent, and a peak over the past 5.5 years of 4.9 percent. The retail base in Oakland, however, is much larger than Berkeley, estimated at almost 22.4 million square feet.

Retail vacancies in both cities tend to be filled relatively quickly. For example, a recent vacancy near the College Safeway store, created when the shop A Cuppa Tea relocated a few blocks away, was backfilled within a matter of weeks by a Peet's coffee shop. Between October 2010 and October 2011, 60 retail vacancies in Berkeley were leased by new tenants, accounting for absorption of approximately 128,000 square feet of retail space. During the same one-year time frame, 104 retail leases were executed in the City of Oakland, totaling approximately 198,000 square feet of leased space. It would be expected that any store vacancy would be filled, and the proposed project therefore would not contribute to urban decay.

In addition to the strong retail real estate market in the project's market area, existing regulatory controls in both the City of Berkeley and the City of Oakland would limit the potential for urban decay to occur as a result of implementation of the proposed project. Both cities have anti-blight ordinances, as well as ordinances controlling graffiti, weeds, dumping garbage, debris, and litter. Property owners in both cities are required to maintain their properties so as not to create a nuisance resulting from conditions that reduce property values and promote blight and neighborhood deterioration. These ordinances provide regulatory measures that will alleviate the potential for conditions contributing to urban decay to occur.

During the fieldwork conducted in October 2011, ALH Economics observed only a few visible signs of litter, graffiti, weeds, or rubbish associated with existing commercial nodes in the project's market area, most notably in Berkeley. They were mostly associated with properties engaged in the development planning process, or under the control of one property owner with a reputation for weak property maintenance.

Based upon these findings, ALH Economics concluded that the proposed College Avenue Safeway expansion project and the identified cumulative projects would not cause or contribute to urban decay.

Response to cases relied on by some commenters.

Some commenters cite the following cases in support of their position that the project may result in significant urban decay impacts: *Bakersfield Citizens for Local Control v. City of Bakersfield,* 124 Cal.App.4th 1184 (2004); *Citizens Assn. for Sensible Development of Bishop Area v. County of Inyo,* 172 Cal.App.3d 151 (1985); and *Citizens for Quality Growth v. City of Mount Shasta,* 198 Cal.App.3d 433 (1988). As explained below, in none of these decisions did the court rule that the project at issue in the case would result in significant urban decay impacts. Instead, the court ruled that since evidence of potential urban decay impacts had been presented, the issue should have been studied in a CEQA document. Here, an expert urban decay analysis was performed (i.e., the ALH Economics study), and it concludes that the project will not result in any significant impacts.

The development projects at issue in the *Bakersfield Citizens for Local Control v. City of Bakersfield* case involved two proposed shopping centers, located approximately 3.6 miles apart from one another, with a combined total of 1.1 million square feet of retail space. Each shopping center was to include a "Supercenter," which is a Walmart (large big-box discount center) combined with a full-size grocery store. In that case, both Supercenters were to be approximately 220,000 square feet in size. Separate EIRs were prepared by the City of Bakersfield for both projects. The EIRs were challenged for, among other reasons, failing to include a discussion of urban decay impacts. The Court of Appeal ruled that when there is evidence that a project could result in urban decay impacts, an EIR is required to assess this indirect impact. In light of the evidence presented in that case (e.g., an expert report, studies, articles, etc.), the court concluded that both EIRs failed to evaluate whether the Supercenters, either individually or cumulatively, could trigger events leading to urban decay. The Court of Appeal determined that, on remand, the EIRs must analyze whether the Supercenters, individually and/or cumulatively, could indirectly trigger the downward spiral of retail closures and consequent long-term vacancies that ultimately result in urban decay.

In its decision, the court reasoned that it was the size and discount nature of the Supercenters that resulted in their potential to drive other retail businesses (some of which were described as "in serious decline" and "facing extinction") out of business. Another consideration was that an existing large Walmart store in the area would be vacant following completion of one of the Supercenters, and unlikely to be occupied by another retailer. By contrast, the proposed Safeway project would be one-quarter the size of one Supercenter, and it would replace an existing 24,260-square-foot Safeway store that has operated on the

site for more than 46 years. Thus, contrary to the facts of the Bakersfield Citizens case, there will be no remaining vacant commercial structure after the project is constructed and operational. Further, there is no evidence of urban decay impacts here as was the case in the Bakersfield Citizens case. Instead, the ALH Economics study concludes that the project will not result in any significant impacts in this regard.

In *Citizens Assn. for Sensible Development of Bishop Area v. County of Inyo*, the Court of Appeal overturned the approvals granted for a shopping center project based on the agency impermissibly segmenting environmental review of the project based on the different approvals required. In providing guidance to the agency on remand, the court stated that the agency should consider physical deterioration of the downtown Bishop area to the extent that potential is demonstrated to be an indirect environmental effect of the proposed project. The project at issue in that case was an 86,500 square foot shopping center in a rural area. While a 12,000 square foot expansion to an existing Safeway store on the site was also anticipated, it does not appear that Safeway was even part of the proposed project and likewise no indication that the proposed store expansion had the potential to result in significant urban decay impacts. In contrast to the facts of that case, the project here is located in an urban, developed setting and expert evidence concludes that it will not result in significant urban decay impacts.

In *Citizens for Quality Growth v. City of Mount Shasta*, the Court of Appeal ruled that a city failed to consider the possible physical deterioration of the city's downtown area resulting from the rezoning of a large tract of vacant land from residential to commercial and related uses. The EIR in that case identified that the proposed project may pose a significant economic problem for existing businesses in a rural area but offered little analysis of the issue, noting that economic impacts were outside the scope of CEQA. Unlike the facts of this case, the project would not be developed on vacant land zoned for residential use, but rather would be infill development on a parcel zoned for commercial use in an urban, developed setting. Further, the EIR here, unlike the EIR in that case, does not identify that the project has the potential to result in significant urban decay impacts. As noted above, the ALH Economics study concludes that the project will not result in any significant impacts in this regard.

Conclusion

In short, as shown by the ALH Economics study, the project will not result in significant urban decay impacts, either on a project or cumulative level. Similarly, the facts of this case are distinguishable from the facts of the cases relied on by some commenters.

Master Response M-7 Air Quality

Various comments were received regarding the thresholds and methodology used for the air quality analyses in the DEIR. Questions were also raised regarding the DEIR's analysis of vehicle emissions, possible health risks due to air quality, possible environmental impacts due to hexavalent chromium, and cumulative air quality impacts.

CEQA Thresholds Used

Specific air quality comments suggested that the project may emit criteria air pollutants (NOX) in excess of thresholds for operational and construction emissions. The air quality analyses in the DEIR relied upon the thresholds of significance and methodologies recommended by the Bay Area Air Quality Maintenance District (BAAQMD) in its *California Environmental Quality Act* (*CEQA) Air Quality Guidelines*, which the BAAQMD adopted in June 2010 and updated in May 2011. Although the BAAQMD's air quality thresholds were later vacated by court order due to the courts determination that BAAQMD had not complied with the CEQA in adopting its guidelines, the technical and scientific basis for BAAQMD's guidelines were not rejected by the court. At the time of the time of the NOP and preparation of the DEIR,

the City of Oakland had already adopted similar thresholds based upon the BAAQMD guidelines as part of its August 2011 "CEQA Thresholds of Significance Guidelines. This is consistent with and authorized by CEQA Guidelines Section 15064. Oakland's August 2011 thresholds of significance remain in effect, and have not been challenged. Thus, the DEIR's use of the City's guidelines and thresholds (also referred to respectively in this EIR as the "BAAQMD guidelines" and the "BAAQMD thresholds of significance") is proper.

The thresholds and methods used in the DEIR are based on site-specific calculations. The information on current air quality presented in the DEIR was part of the setting information as recommended by the BAAQMD, but does not represent "surrogate data" for the project site. (One commenter erroneously assumed that data collected from West Oakland was use to determine project air quality emissions.). Neither Oakland's thresholds and methods nor the BAAQMD's thresholds and methods are dependent on localized air quality data.

The Initial Study (Appendix N in the EIR) was prepared in October 2009, well in advance of the issuance of the latest BAAQMD thresholds, and thus does not evaluate air quality impacts according to the BAAQMD thresholds. However, the air quality section of the DEIR addresses all thresholds and methods that were recommended by BAAQMD guidance and are now adopted by the City of Oakland. The DEIR thus provides a more comprehensive and up-to-date analysis than described in the Initial Study.

California Emission Estimator Model (CalEEMod) ™

Comments were made regarding the air quality models used in the DEIR analyses, specifically the CALEEMod model and the last of information about calculations and assumptions. The CalEEMod and ISCST-3 models were applied to project construction in accordance with BAAQMD guidelines and, as noted above, adopted by the City of Oakland.[12] Applying the model results to the BAAQMD significance thresholds, the DEIR found that during construction, community risks and hazard impacts would be significant. Mitigation measures were developed to reduce these impacts to levels below the BAAAMQD significance threshold.

CalEEMod is a statewide program designed to calculate both criteria pollutants and GHG emissions for development projects in California. This model was developed under the auspices of the South Coast Air Quality Management District (SCAQMD), which received input from other California air districts, including BAAQMD, and is a currently accepted model by BAAQMD for use in quantifying the emissions associated with development projects undergoing environmental review. Assumptions and methods used with the CalEEMod program are discussed in detail in Chapter 4.5 of the DEIR, and the output of the CalEEMod is provided in Appendix L of the DEIR.

CalEEMod utilizes widely accepted models for emission estimates combined with appropriate default data that can be used if site-specific information is not available. These models and default estimates use sources, such as the USEPA AP-42 emission factors,[13] CARB's on-road and off-road equipment emission models, such as the EMission FACtor model (EMFAC) and the Off-road Emissions Inventory Program model (OFFROAD)[14], and studies commissioned by California agencies such as the CEC and CalRecycle. The appropriate information to evaluate the emission calculations that were performed using

[12] On page 4.5-49 in the DEIR it is noted that BAAQMD notified Oakland that the CalEEMod model was acceptable to use to quantify GHG emissions for the proposed project.

[13] The EPA maintains a compilation of Air Pollutant Emission Factors and process information for several air pollution source categories. The data is based on source test data, material balance studies, and engineering estimates. More information is available at http://www.epa.gov/ttnchie1/ap42/

[14] OFFROAD refers to CARB's emissions estimation model and off-road refers to equipment that operate off the road.

CalEEMod is provided in the supporting text, CalEEMod report output. The supporting text shown in the data output in Appendix L to the DEIR describes any site specific data that was used in the model when the CalEEMod default data was not used. Details regarding the specific calculation methodologies and data sources incorporated into CalEEMod are detailed in the CalEEMod User's Guide available at www.caleemod.com.

Evaluation of Project Emissions

Several comments raised questions about the evaluation of project construction and operational emissions**.** Emissions during the construction and operational phases of the project were evaluated at various scales using the City's thresholds of significance. Emissions of all traffic generated by the project in the regional air basin were estimated, compared to the criteria pollutant thresholds of significance and found to be less than significant. (See DEIR pages 4.4-16 to 21, and Appendix L.)

At the local scale, a screening method was used to evaluate the potential for exceedances of the state/federal ambient air quality standards for carbon monoxide, which were found to be less than significant. (See DEIR p. 4.4-20.) Also at the local scale, community risks and hazards were evaluated (See DEIR p 4.4-20 and -21).

The air quality analysis models included any potential increase in emissions that may be generated by vehicles idling around the project site such as delivery trucks, vehicles waiting to enter the garage, waiting to let off/pick up shoppers, or searching for parking. The emission thresholds account for all types of potential air quality impacts, including the "criteria air pollutants:"[15] ozone (O_3), carbon monoxide (CO), nitrogen dioxide (NO_2), sulfur dioxide (SO_2), particulate matter (PM_{10} and $PM_{2.5}$), and lead (Pb)). The DEIR concluded the project would not have a potentially significant impact on air quality.

Some commenters were concerned about the effects of the proposed project on the residences directly to the north of the store. In fact, the proposed project would improve the dispersion of vehicle emissions compared to the existing conditions. Currently, there is no parking garage to contain and ventilate exhaust fumes. The proposed garage would ventilate exhaust fumes away from the adjacent residences. In addition, air quality modeling indicates that winds generally blow to the east away from the residences which would further disperse exhaust fumes.

Health Risk Analysis

Comments were made regarding the potential health risks associated with increased activity on the project site that would include additional traffic. The DEIR on page 4.4-18 (Impact AIR-3) estimates air quality health risk impacts associated with construction activity in accordance with the BAAQMD's CEQA thresholds of significance. A site-specific health risk assessment was prepared to evaluate potential health risks from exposure to toxic air contaminants (TACs), including diesel particulate matter (DPM). The health risk assessment found that the highest annual DPM concentrations would be located east of the project site along the Claremont Avenue sidewalk. Impact AIR-3 concludes that the DPM concentrations at this location would be significant unless mitigated. Mitigation Measure AIR-3 thus stipulates that the project applicant shall develop a Diesel Emission Reduction Plan which would include, but not be limited to alternatively fueled equipment, engine retrofit technology, after-treatment products and add-on devices such as particulate filters, and/or other options as they become available. This program must be capable of achieving a project wide fleet-average of 70 percent particulate matter reduction compared to the most recent California Air Resources Board (CARB) fleet average. The DEIR concluded that implementation

[15] These pollutants are called "criteria" air pollutants because standards have been established for each of them to meet specific public health and welfare criteria.

of the mitigation measure would reduce TAC, including DPM, exhaust emissions to a less-than-significant level. (See DEIR p. 4.4-19.)

Some commenters questioned whether the DEIR's analysis of air quality impacts took into account potential air quality impacts of truck traffic on the children living in the neighborhood. To assess these potential impacts, the City utilizes BAAQMD guidance documents (which were not voided by court order), that provide a recommended methodology for assessing risks and hazards at a local, or community, scale from air pollutants emitted from common urban source types to nearby receptors. The methodology can be used to assess single-source impacts from either an individual new source or impacts on new receptors (such as new residents in a housing project) from existing sources of toxic emissions.

The BAAQMD guidance document emphasizes impacts on children. The thresholds of significance and methodologies for assessing Community Risks and Hazards account for the increased sensitivity of children. The Health Risk Analysis prepared for the project accounts for the possible differences in risk associated with early-in-life exposures. Age Sensitivity Factors (ASFs) were used to weight exposures that occur early in life for prenatal, postnatal, and juvenile exposures. The Health Risk analysis utilized the recommended application of a 10-fold ASF when assessing the health risks.

According to BAAQMD CEQA guidance, exposure of receptors to substantial concentrations of toxic air contaminants (TACs) and particulate matter ($PM_{2.5}$) could occur from the following situations:

1. Siting a new TAC and/or $PM_{2.5}$ source (e.g., diesel generator, truck distribution center, freeway) near existing or planned receptors; and

2. Siting a new receptor near an existing source of TAC and/or $PM_{2.5}$ emissions.[16]

Although the project does not qualify as a truck distribution center, on-site emissions from idling trucks at the loading dock were evaluated using BAAQMD methods and as an unpermitted (not requiring an air quality permit) source of diesel particulate matter (a TAC).

The first step recommended in the BAAQMD method is to estimate screening-level impacts using trigger levels. On-site idling emissions at the truck loading docks were conservatively estimated and compared to the BAAQMD TAC Trigger Levels. Emissions of $PM_{2.5}$ and diesel particulate matter were found to be below the trigger levels. According to BAAQMD guidance, no further particulate matter or toxics analysis is recommended when emissions are found to be below the trigger levels.

California Air Resources Board's diesel truck idling Air Toxic Control Measure (ATCM) (each ATCM is codified in the California Code of Regulations (CCR)) requires that heavy trucks:

1. shall not idle the vehicle's primary diesel engine for greater than 5.0 minutes at any location; and

2. shall not operate a diesel-fueled auxiliary power system (APS) to power a heater, air conditioner, or any ancillary equipment on that vehicle during sleeping or resting in a sleeper berth for greater than 5.0 minutes at any location when within 100 feet of a restricted area.

A commenter made reference to a 100-foot radius distance that would trigger consideration for a CARB regulation. The 100-foot restriction is applicable to vehicles where drivers would be sleeping or resting in

[16] Bay Area Air Quality Management District, *CEQA Air Quality Guidelines*, May 2011.

[16] Bay Area Air Quality Management District, Recommended Methods for Screening and Modeling Local Risk and Hazards, May 2010.

a sleeper berth and applies to auxiliary power systems, a situation not applicable to the proposed project. The primary diesel engine restriction is applicable at all locations.

Hexavalent Chromium

A commenter raised concerns that the demolition of concrete structures for the project and use of asphalt would release hexavalent chromium into the air which is a Class A known human carcinogen. Hexavalent chromium is considered a cancer-causing TAC, and its non-cancer effects include renal toxicity, gastrointestinal hemorrhage, intravascular hemolysis, contact dermatitis, and skin ulcers. Chrome plating, welding, spray painting, leather tanning, and ship/boat building are examples of activities resulting in hexavalent chromium emissions. The California Air Resources Board adopted an airborne toxic control measure in 1988 to reduce emissions of hexavalent chromium from chrome plating and chromic acid anodizing operations and to prohibit the use of hexavalent chromium in the circulating water of a cooling tower.

Hexavalent chromium is found in concrete in trace amounts, but there are no air quality standards or restrictions imposed by the State of California or the BAAQMD as there are for asbestos, another toxic material found in construction debris. The BAAQMD methodology for addressing construction TACs – which has been adopted by the City of Oakland - does not identify hexavalent chromium as a TAC emitted in significant amounts during construction. Further, neither the BAAQMD nor the City of Oakland have set any CEQA thresholds for the emission of hexavalent chromium. Therefore, the presence of hexavalent chrominum is not considered an impact of the project under CEQA.

Cumulative Air Quality

Comments were received about the project's contribution to cumulative air quality. The BAAQMD methodology (adopted by the City of Oakland) for evaluating projects is based on examining the emissions associated with an individual development, and comparing project emissions to levels established as representing a "cumulatively considerable" impact. The BAAQMD CEQA Air Quality Guidelines stated:

> "The San Francisco Bay Area Air Basin (SFBAAB) is currently designated as a nonattainment area for state and national ozone standards and national particulate matter ambient air quality standards. SFBAAB's nonattainment status is attributed to the region's development history. Past, present and future development projects contribute to the region's adverse air quality impacts on a cumulative basis. By its very nature, air pollution is largely a cumulative impact. No single project is sufficient in size to, by itself; result in nonattainment of ambient air quality standards. Instead, a project's individual emissions contribute to existing cumulatively significant adverse air quality impacts. If a project's contribution to the cumulative impact is considerable, then the project's impact on air quality would be considered significant.
>
> The emission levels for which a project's individual emissions would be cumulatively considerable are considered in developing thresholds of significance for air pollutants. If a project exceeds the identified significance thresholds, its emissions would be cumulatively considerable, resulting in significant adverse air quality impacts to the region's existing air quality conditions. Therefore, additional analysis to assess cumulative impacts is unnecessary. The analysis to assess project-level air quality impacts should be as comprehensive and rigorous as possible."[17]

[17] Bay Area Air Quality Management District, *CEQA Air Quality Guidelines*, May 2011.

Since the significance thresholds are also used to determine what is cumulatively considerable, the air quality analysis not only evaluates the cumulative impact of the project and all Bay Area Safeway proposals but also all "past, present and future development projects." The cumulative analysis was based on regional growth. The project would not result in a significant and unavoidable impact on either a project or cumulative level.

Master Response M-8 Greenhouse Gases (GHGs)

Comments were submitted to the City of Oakland that called into question if the proposed project was going to be "green," utilizing such energy control measures as solar panels, energy efficient refrigeration systems, energy efficient lighting, energy efficient HVAC, and implement customer/employee incentives to reduce GHGs. Comments claimed that construction-generated GHG emissions from the project were not properly accounted for, GHG emissions were not accurately assessed and the goals and policies of the Oakland Energy and Climate Action Plan would not be achieved.

Oakland Energy and Climate Action Plan (ECAP)

The GHG emission inventory associated with Oakland's ECAP involves a different scope and boundary than inventories reported in EIRs for land use development projects and therefore direct comparisons are not appropriate, moreover, the plan has not been adopted by the City of Oakland and is not official policy. The City's inventory of GHG emissions in particular focuses on only the emissions which occur in its physical geographic border. An inventory for an EIR focuses on the emissions caused by the land uses being studied regardless of if the emissions occur outside of the geographic boundary. For example, the vehicle miles traveled in the City's inventory are only on City of Oakland streets. When a car crosses into the next town it would not be counted in the City of Oakland's inventory. On the other hand, the emission inventory used in the EIR does continue to track the emissions associated with the car until it reaches its destination coming to or leaving the land uses studied in the EIR.

The City of Oakland's goal to reduce emissions to 36 percent below 2005 levels by 2020 would come through a combination of state policies for reducing GHGs, proposed climate change reduction policies, other city policies, and community engagement. The proposed project is consistent with the spirit of the city policies and desired actions as outlined in the draft ECAP. The project is making use of an infill, commercial, and transit oriented development which would continue to provide neighborhood serving retail. It would provide for energy use improvements by demolishing an old building and replacing it with a more energy efficient building incorporating many energy efficient and green building design features. The project would feature transportation benefits in that it enhances the bus stops in the area, provides transit incentives for employees, incorporates car-sharing, and provides bicycle parking.

Construction-Generated GHGs

Chapter 4 in the EIR provides a comprehensive analysis of the potential GHG emissions of the project. Subsection 4.5.3 on pages 4.5-44 to 4.5-55 discusses the approach and conclusions to the CEQA analysis of GHG emissions. Appendix L contains the outputs of the CalEEMod computer model and Air Quality Dispersal Map. In order to calculate the criteria and GHG emissions associated with the project, the California Emission Estimator Model (CalEEMod) was used.

The significance criteria used to determine if the GHG emissions would result in a significant impact was if a project involving a land use development, produce total emissions of more than 1,100 metric tons of CO_2e annually or more than 4.6 metric tons of CO_2e per service population annually The service population includes both the residents and the employees of the project. The proposed project's impact would be considered significant if the emissions exceed the 1,100 metric tons threshold or the 4.6 metric tons threshold. Accordingly, the impact would be considered less than significant if a project's emissions are below either of these thresholds. The significance criteria for GHG emissions were provided by the City of Oakland. The City Guidelines explain how construction GHG emissions should be evaluated under CEQA which states:

> "The Project's expected greenhouse gas emissions during construction should be annualized over a period of 40 years and then added to the expected emissions during operation for comparison to the threshold. A 40-year period is used because 40 years is considered the average life expectancy of a building before it is remodeled with considerations for increased energy efficiency. The thresholds are based on the BAAQMD thresholds. The BAAQMD thresholds were originally developed for project operation impacts only. Therefore, combining both the construction emissions and operation emissions for comparison to the threshold represents a conservative analysis of potential greenhouse gas impacts."

This is consistent with BAAQMD's guidance which states that the Lead Agency should quantify and disclose GHG emissions that would occur during construction and make a determination of the significance of these construction-generated GHG emissions impacts.

These thresholds will ensure that the project's cumulative contribution of GHG emissions to climate change would be less than significant and that the project will meet the objectives of AB 32 as assessed by BAAQMD. As stated on page 2-1 of BAAQMD CEQA Guidelines, "BAAQMD's approach to developing a *Threshold of Significance* for GHG emissions is to identify the emissions level for which a project would not be expected to substantially conflict with existing California legislation adopted to reduce statewide GHG emissions needed to move us towards climate stabilization."

In addition to AB32 there is an executive order to reduce emissions to 80 percent below 1990 levels in 2050.[18] At this time no specific strategies have been identified to reach the 2050 goal which would apply to a more macro level rather than specific individual projects. The technologies needed to reach this goal are unknown and speculative but would likely be a result of technologies that reduce building energy use, water use, improve vehicle economy and decarbonization of the fuel supply for vehicles and electricity generation. A recent study by Lawrence Berkeley National Laboratory and Energy and Environmental Economics (Science November 24, 2011) concluded that technically feasible levels of energy efficiency and decarbonized energy supply alone are not sufficient to reach the 2050 goal. Furthermore, it is unknown if the proposed project would be around at this time or have been modified from the use and design evaluated in this EIR, as land uses may change within this time frame. Therefore, it is too speculative at this time to assess if the proposed project is consistent with the GHG emission goal for 2050 identified in the executive order.

Baseline Consumption for GHG Analyses

Commenters questioned the use of the gas station as part of the environmental baseline for calculations. If a proposed project involves the removal of existing emission sources, BAAQMD recommends subtracting the existing emissions levels from the emissions levels estimated for the new proposed land use. This net calculation is permissible only if the existing emission sources were operational at the time

[18] Executive Order S-3-05 by the Governor of the State of California, June 2005.

that the Notice of Preparation (NOP) for the CEQA project was circulated (or in the absence of an NOP when environmental analysis begins). This net calculation is not permitted for emission sources that ceased to operate, or the land uses that were vacated and/or demolished, prior to circulation of the NOP or the commencement of environmental analysis. This approach is consistent with the definition of baseline conditions pursuant to CEQA. The gas station was in operation at the time of the NOP and therefore is appropriate to include in the baseline conditions pursuant to CEQA.

Project "Green Features"

Comments were made on the Draft EIR's analysis of GHGs and the extent to which the proposed project would contain energy conservation features. The proposed project has green features which are identified in the Safeway web site at http://www.safewayoncollege.com/files/43644528.pdf. They include the following:

Lighting

- High Efficiency Lighting
- LED Backlit Exterior Signs
- Automated Lighting Controls
- LED Lighting in Refrigerated Case
- Motion Sensor Controls on LED Lighting in Frozen Food Cases

Refrigeration Systems

- Distributed Refrigeration Systems
- Focused Refrigerant Leak Repair Program
- Upgraded Refrigeration System Components
- Routine Refrigeration Maintenance Including Coil Cleaning

Display Cases

- Energy Efficient Case Designs
- Energy Efficient Case Fan Motors
- High Efficiency Case Coils
- High Efficiency Reach-in Doors
- No Heat / No Fog Doors to Reduce Energy Consumption

HVAC Systems

- High Efficiency HVAC Systems
- State of the Art Energy Management Systems to Monitor and Control Energy Consumption
- Programmable Thermostats for Maximum Comfort & Efficiency
- Routine HVAC Maintenance & Coil Cleaning
- Minimize Heating and Cooling in Unoccupied Areas
- Optimize Ambient Humidity

Facilities

- Fuel Efficient Truck Design
- APU Systems to Reduce Engine Idling
- Fuel Efficient Delivery Schedules and Routes
- Wireless Fleet Monitoring
- Energy Efficient Truck Refrigeration Systems
- Use of Alternative Fuels such as Biodiesel, and Compressed Natural Gas

"Cool" Roofs and Photovoltaic Systems

Commenters suggested that solar panels should be installed on the roof of the proposed project and the DEIR did not contain any analysis of "cool" roofs or photovoltaic arrays. No analysis of cool roofs was performed since reliable methods to estimate the reductions associated with this type of mitigation are not available as concluded in California Air Pollution Control Officers Associate (CAPCOA)'s Quantifying Greenhouse Gas Mitigation Measures Manual[19] in the discussion of strategies to reduce urban heat-island effects. It should be noted that reflective roofs are covered under Title 24 Part 6 which allows for system tradeoffs in the built environment to achieve overall energy reductions for the built environment. Since reflective roofs are only one mechanism at achieving overall built environment energy reductions, it is difficult to determine the effect of a reflective roof without considering the rest of the built environment. Since the Project must comply with Title 24 Part 6, energy efficiency in the built environment is addressed. The methods used in the estimate are conservative and project emissions would be less than estimated.

Photovoltaic panels are not proposed as a project design feature. Based on the roof space available, there is not enough space to off-set all of the electricity demand required by the store. Even partial installation would not be cost effective. In addition, photovoltaic panels do not provide electricity during times when the sun is not shining. Therefore, the use of photovoltaic panels to provide electricity for the proposed project was found to not be a practical project design feature.

Refrigeration Leaks

A comment on the DEIR suggested that the analysis of refrigeration leaks was inadequate as it related to GHG impacts. Improvement in refrigeration systems are part of the proposed project design features which represent a significant reduction in GHG emissions compared to the baseline refrigeration systems in use at the store today. The baseline data was based on actual refrigerant charges for the year at Safeway, which is found in Appendix C of this document. The emission calculation for the proposed project accounted for the total amount of refrigerant that could be in the system. The DEIR analysis factored in a leak rate of 15 percent which is higher than the leak rate in the CalEEMod analysis. A leak rate of 15 percent for new equipment is reasonable as it is in line with estimates used by regulatory agencies and a more conservative assumption. Thus, the EIR provides a conservative estimate of the project's GHG emissions.

The GHG Model utilizes a leak rate of 5-10 percent for refrigeration units[20] which is based on the California Air Resources Board (ARB) Refrigerant Management Program rule[21]. ARB's Refrigerant

[19] http://www.aqmd.gov/ceqa/handbook/mitigation/greenhouse_gases/CAPCOA-Quantification-Report-Final1.pdf, accessed December 15, 2011.

[20] BAAQMD. 2010. BGM User's Manual. April. Available at: http://www.baaqmd.gov/~/media/Files/Planning%20and%20Research/CEQA/BGM%20Users%20Manual.ashx?la=en.

Management Program rule which went into effect in 2011 requires frequent inspection of enclosed refrigeration units or installation of automatic leak detection. The regulation requires prompt fixing of any detected leaks which would minimize leak rates. Therefore it is anticipated that leaks in the project would be minimized and utilizing a value even higher than what regulators assumed is conservative approach for analysis of impacts.

Zero-Net Energy Operation

A commenter suggested that the DEIR should consider the improvements required for the project to achieve a zero-net energy operation. As stated above, the proposed project would be designed to incorporate many energy conserving features. A zero-net energy operation would not be possible or practical given the constraints of operation. Moreover, it was never a stated goal of the project, and is not required under CEQA., i.e., CEQA requires that significant impacts be reduced to less than significant to the extent feasible; CEQA does not require that impacts be reduced to zero or reduced entirely.

Transportation Emissions

Commenters suggested that the proposed project should introduce significant mitigation measures to cap the traffic emissions at the 2009 values. The proposed project does plan to incorporate several means of reducing the GHG emissions associated with traffic and enhance the use of transit such as continuing the use of public transit by employees and customers and providing new bus stops. The site plan has several design features to promote the use of bicycles. Safeway does have an on-line ordering system that does provide grocery delivery service.

Master Response M-9 Land Use/Zoning/Neighborhood Compatibility

Comments related to the land use and planning analysis of the DEIR addressed the following issues:

- The applicability of the CN-1 and/or C-31 zoning designations to the project, and the project's consistency with those designations;
- The project's consistency with the General Plan land use designation for the site and adopted plans and policies;
- The project's ability to meet the required findings for approval of a Conditional Use Permit (CUP);
- The adequacy of the DEIR's analysis of the project's land use impacts; and
- The compatibility of the project with the existing land use character of the site vicinity, including the existing pedestrian-oriented development in the area.

These general comments and related specific comments are addressed by topic below.

[21] http://www.arb.ca.gov/cc/reftrack/reftrack.htm

Zoning Analysis

Applicable Zoning District

As noted in the NOC, at the time of the Notice of Preparation and during preparation of the DEIR, the project site was located within a C-31 Special Retail Commercial zoning district. The C-31 zoning was subsequently eliminated from the City's Planning Code in April 2011, and replaced by the Neighborhood Commercial Zone 1 (CN-1). The project site is therefore currently within a CN-1 district.

The ordinance authorizing the new zoning regulations, passed by resolution of the Oakland City Council on March 15, 2011, explicitly states that "this Ordinance shall be effective 30 days from the date of final passage by the City Council, but shall not apply to . . . zoning applications deemed complete by the City as of the date of final passage" unless the applicant elects to apply the new zoning.[22] Although the project site is now within a CN-1 zoning district, the zoning district was created after the City had deemed Safeway's application for the proposed project complete. Safeway has not elected to have the new zoning apply to the project. As a result, the new CN-1 zoning regulations do not apply to the project. The DEIR evaluated the project's consistency with the former C-31 regulations.

The DEIR did not evaluate the project's consistency with the CN-1 zoning because in this instance the CN-1 regulations do not apply. It is noteworthy, however, that the zoning regulations for the two districts are largely the same, and the findings required under the C-31 zoning for conditional use authorization were largely carried over to the CN-1 zoning.

Consistency with Zoning Regulations

Under California land use law, the General Plan establishes a comprehensive planning framework for development within a city or county via a set of goals, objectives, and policies. The zoning ordinance translates and implements the General Plan's broad policy statements into specific requirements applicable to individual properties. There is some overlap in the functions of the two planning tools, as evidenced by the land use classifications and zoning districts. Land use classifications are established by the General Plan to map out on a macro level where different land uses will be located in the city. The land use classifications also stipulate standards for building density. The zoning districts are more specific, and provide the local government with police power to enforce the General Plan and protect the health, safety, and welfare of the public. Zoning regulations prescribe or restrict what may be done with individual properties, and they usually stipulate allowed uses, bulk of development (including density, height, setbacks, etc.), and performance requirements and restrictions.

As noted on DEIR page 4.1-2, conflicts with a General Plan or zoning do not inherently result in a significant effect on the environment within the context of CEQA. As provided by Section 15358(b) of the *CEQA Guidelines*, effects analyzed under CEQA must be related to a physical change in the environment. As provided in Sections 15126.2 and 15143 of the *CEQA Guidelines*, an EIR shall focus on the *significant* environmental effects of the proposed project.

Information on the project site's commercial zoning is provided on page 56 of the Initial Study and on pages 4.1-8 through 4.1-10 of the DEIR. The DEIR states that the project would conform with the zoning regulations pertaining to height, setback, bicycle parking, and recycling space, but would require a variance for the shortfall of 15 parking spaces and one loading berth. The project would also require four conditional use permits for 1) general food sales, 2) alcoholic beverage sales, 3) size in excess of 7,500 square feet, and 4) driveways on College Avenue and Claremont Avenue. The need for conditional use

[22] Oakland City Council, Ordinance No. 13064 C.M.S., March 15, 2011.

permits would not affect the overall project's consistency with the City's zoning regulations. The discussion also notes that the Planning Commission has broad discretion with respect to the details of specific conditions and interpretations of the Code's provisions and procedures, including design review, and that the analysis of land use consistency will be further developed in the more detailed work of the Planning Commission during the public review process and consideration of the project approvals. Based on the information currently available, the DEIR concluded that the proposed project would be consistent with applicable zoning regulations, subject to approval of the requested Conditional Use Permits and variances. The analysis provided on pages 4.1-3 through 4.1-10 provide the evidence for this conclusion.

Conformance with Size and Density Restrictions

The development regulations for the C-31 zoning district under which the project is grandfathered were promulgated in the former version of Chapter 17.48 of the Planning Code. There were two limits on size that were applicable to the proposed project. First, Section 17.48.080 stated that the total floor area devoted to Commercial or Manufacturing Activities by any single establishment may only exceed 7,500 square feet upon the granting of a Conditional Use Permit (CUP). This did not state or imply an intention on the part of the City to limit food or retail stores in the C-31 zone to 7,500 square feet in size; it simply established the City's right to review such projects and exercise its discretion in whether or not to allow a particular establishment over 7,500 square feet by subjecting it to CUP review.

The second Chapter 17.48 limit on size that was applicable to the project was the maximum allowable height. Except where otherwise provided, Section 17.48.140 restricted the height of commercial buildings in the C-31 district to 35 feet. As noted on page 4.1-10 of the DEIR, the proposed project would conform to this height limit. The proposed 40-foot-tall elevator tower at the southwest corner of the Safeway store would be consistent with Planning Code Section 17.108.030, which allows elevator or stair towers covering less than 10 percent of the roof area to exceed the applicable height limit by up to 12 feet, and allowed decorative features such as bell towers to exceed the limit by up to 15 feet.

The C-31 district did not regulate floor area ratio (FAR), the typical means of limiting size in commercial buildings. The Neighborhood Center Commercial General Plan land use designation applicable to the project site allows an FAR of 4.0. Floor area ratio is a measurement of the density of development on a site, and is derived by dividing the square feet of building space (floor area) by the square feet of site area. Thus, a 20,000-square-foot building on a 10,000-square-foot site would have an FAR of 2.0. The proposed project would have an FAR of 0.72, less than a quarter of the development allowed by the General Plan land use designation.

General Plan Analysis

Regarding a project's consistency with the General Plan in the context of CEQA, the Oakland General Plan states the following:

> The General Plan contains many policies which may in some cases address different goals, policies and objectives and thus some policies may compete with each other. The Planning Commission and City Council, in deciding whether to approve a proposed project, must decide whether, on balance, the project is consistent (i.e., in general harmony) with the General Plan. The fact that a specific project does not meet all General Plan goals, policies and objectives does not inherently result in a significant effect on the environment within the context of the California Environmental Quality Act (CEQA). (City Council Resolution No. 79312 C.M.S.; adopted June 2005)

Under these principles, the project is consistent with the Oakland General Plan.

Land Use Designation

The General Plan land use classification of the site is Neighborhood Center Mixed Use. The General Plan reads:

> The Neighborhood Center Mixed Use classification is intended to identify, create, maintain and enhance mixed-use neighborhood commercial centers. These centers are typically characterized by smaller scale pedestrian-oriented, continuous street frontage with a mix of retail, housing, office active open space, eating and drinking places, personal and business services, or smaller scale educational, cultural or entertainment uses (the General Plan Land Use and Transportation Element, p. 146 (LUTE).

As explained on page 4.1-3 of the DEIR, the existing Safeway embodies an economically viable, small-scale neighborhood-oriented retail development, and the proposed project would continue this use while adding up to eight new commercial storefronts, including a restaurant, which could maintain and enhance the existing mixed-use neighborhood commercial character of the project vicinity. As illustrated in the elevations and visual simulations presented in the DEIR and the figures in Chapter 2 of this FEIR that depict the revised project, the development would be pedestrian-oriented with walk-up storefronts, an outdoor pedestrian plaza, ground-level and elevated pedestrian walkways, and a landscaped rooftop terrace at the prominent apex of the site. Parking would be screened from offsite views by landscaping, a planted trellis, and the new shops. The net result of the project design would be pedestrian-oriented development that would be consistent with the intent of the Neighborhood Center Mixed Use land use classification, as concluded in the DEIR.

As shown in the General Plan, the proposed project is located in an area designated "maintain and enhance," which is designated in areas where the predominant established uses and densities will continue, and changes in use and density will be comparatively minor. As further provided in the General Plan, "the maintain/enhance designation is compatible with preserving the character of established neighborhood housing areas and neighborhood activity centers while providing for development of infill sites that is compatible with surroundings."

The proposed project would be consistent with the development strategy inherent in the "maintain and enhance" designation. The proposed use would maintain and enhance the existing use of the site that has been established and continuously operating for 46 years. The proposed change in use would be small, as provided by the designation, because it would continue the grocery store use in a larger and improved building and would add small retail stores and a restaurant that would be compatible and consistent with surrounding development. Also consistent with this designation, the new density of the project site (0.72 FAR) would be less than one-fourth the maximum density allowed by the General Plan (4.0 FAR). The project would replace the existing suburban type of development with an urban development that would be more compatible with surrounding development and character on College Avenue by adding pedestrian-oriented commercial store fronts in place of an existing surface parking lot.

The project would be consistent with the Neighborhood Center Mixed Use classification despite the fact that it does not include office space. Office use is one of several land uses cited in the General Plan language (quoted above). Other land uses mentioned include retail, housing, active open space, eating and drinking places, personal and business services, or smaller scale educational, cultural or entertainment uses. The intent is to create, maintain, and enhance a neighborhood of mixed uses. Every parcel does not have to be developed with retail, housing, office, active open space, eating and drinking places, personal and business services, and smaller scale educational, cultural and entertainment uses; rather, the intent of

the Neighborhood Center Mixed Use classification is that each neighborhood center, as a whole, include most or all of these elements.

The proposed use would be consistent with the uses permitted in Neighborhood Center Mixed Use classification and with the intent behind the classification.

The DEIR does evaluate the project's consistency with the intent of the Neighborhood Center Mixed Use classification applicable to the project site. The General Plan's description of the land use classification is quoted verbatim on page 4.1-3, and then the project's consistency with the land use category and the supporting objectives and policies is discussed at the bottom of the same page and continuing on to the next page. As noted in the discussion, the proposed project would be focused on serving the neighborhood with groceries, which are typically replenished by households on a weekly or more frequent basis (short-term). The project would concentrate commercial opportunities in the neighborhood-oriented retail district by introducing up to eight ground-floor retail stores along a site frontage currently dominated by an open parking lot, and would integrate the expanded Safeway store into the pedestrian-oriented development by concealing parking in the interior of the site and developing pedestrian storefronts on College Avenue and at the entrance of the pedestrian "walk street." Accordingly, the land use proposed is appropriately classified as small-scale neighborhood commercial retail, as contrasted with large-scale commercial.

General Plan Policy Analysis

The DEIR does address the land use and planning impacts of the proposed project under the City of Oakland's CEQA thresholds. As described above, the DEIR includes a discussion of the existing land use character of the blocks surrounding the project and presents an analysis of the potential impact of the proposed project on existing land uses in the project vicinity. The DEIR also discusses the project site's zoning and General Plan land use designations and evaluates the project's consistency with relevant development standards, such as density, height, parking, and loading requirements. The DEIR identifies numerous General Plan objectives, policies, and actions and evaluates the project's consistency with these policies.

The intent behind the adopted General Plan policies is addressed in the Policy Framework section of the General Plan, which states on page 33 that, "(i)n general, the Land Use and Transportation Element supports growth in industry and commerce, providing the flexibility needed to accommodate evolving trends in retailing, entertainment, manufacturing processes and distribution techniques while also resolving long-standing problems relating to conflicts among different land uses." More specifically, page 102 of the LUTE sets forth the policy framework for neighborhoods which, among other things, establishes as a principal goal the following: "Encourage thriving, diverse, and attractive shopping districts that provide a variety of goods, services, and entertainment, and which are oriented to and well served by public transit, pedestrian, and bicycle facilities." While there is no evidence provided or readily apparent that the General Plan policies cited in the DEIR were adopted for purposes of avoiding significant environmental impacts, it is nevertheless a moot point because the DEIR concluded that the project did not conflict with adopted General Plan policies.

In particular, the project would not conflict with General Plan policies N1.5, which provides that commercial development should be designed in a manner that is sensitive to surrounding residential uses, and N1.8, which states that the height and bulk of commercial development in Neighborhood Mixed-Use Center and Community Commercial areas should be compatible. The City decision makers would ultimately determine whether the project complies with General Plan policies, such as N1.5 and N1.8. As noted above, the project is a conditionally permitted use within an established commercial district. Where

the project would abut existing residential development, it would create a landscaped 10-foot buffer that does not currently exist, and would substantially reduce, through enclosures, the amount of noise currently experienced at the residential receptors. The height of the project would step down where it is adjacent to residential properties.

Additionally, the project would meet LUTE Objective N5, which reads: "Minimize conflicts between residential and non-residential activities while providing opportunities for residents to live and work at the same location." Objective N5 does not require that a project provide opportunities for residents to live and work at the same location. Rather, Objective N5 sets a policy direction for the City to pursue in planning for and permitting future development. The General Plan objectives establish planning goals for the City, which are more specifically achieved through the supporting policies. In the case of Objective N5, there are three more specific policies intended to help the City achieve the planning objective. The first (Policy N5.1) pertains to environmental justice, and establishes the City's commitment to encouraging participation by all of its communities in the development process and avoidance of environmental hazards adversely affecting racial, ethnic, or disadvantaged socio-economic groups. Policy N5.1 is a policy that must be implemented by the City. Similarly, the third policy in support of Objective N5 (Policy N5.3) is a policy to be implemented by the City. It reads: "The city should support and encourage residents desiring to live and work at the same location where neither the residential use nor the work occupation adversely affects nearby properties or the character of the surrounding area."

Policy N5.2, quoted on DEIR page 4.1-5, reads: "Buffering Residential Areas. Residential areas should be buffered and reinforced from conflicting uses through the establishment of performance-based regulations, the removal of nonconforming uses and other tools." Whereas Policies N5.1 and N5.3 are policies to be implemented only by the City, Policy N5.2 also establishes a performance standard against which proposed development can be measured, and for this reason, it was included in the DEIR in the discussion of General Plan policies relevant to the proposed project. The project would not conflict with the objective, and could reduce the potential conflict between residential and non-residential uses by increasing the buffer between the Safeway store and adjacent residences.

LUTE Objective 10.1 encourages activity centers such as plazas, pocket parks, outdoor seating, etc. to be incorporated into a project to support social interaction and attract people to the area, and notes that plazas, pocket parks, etc. can facilitate such interaction. The project would include design features that could further the goal established in Policy N10.1 through the inclusion of pedestrian amenities, including the "walk street," a rooftop plaza, and new sidewalks, bulb-outs, street furniture, bike racks, and landscaping along the College Avenue frontage.

The Pedestrian Master Plan (PMP) Action 3.2.1, states that the City "Use building and zoning codes to encourage a mix of uses, connect entrances and exits to sidewalks, and eliminate 'blank walls' to promote street activity." The policy directs the City to shape its building and zoning codes so as to promote and encourage a mix of uses, connections of entrances and exits to sidewalks, and elimination of blank walls. The project would eliminate what is indeed a blank wall along the west side of the existing Safeway store. As shown in the architectural renderings presented on DEIR Figures 4.2-4 (page 4.2-5), 4.2-6 (page 4.2-7), and 4.2-8 (page 4.2-9), the project would not replace existing development with blank walls. The Claremont Avenue building façade would be articulated by windows with recessed surrounds, overhead trellis, bamboo plantings in front of open bays, with a wrought-iron fence, and street trees.

Findings for the Required Conditional Use Permits (CUPs)

CUPs are different from variances, in that they are specifically enumerated as uses which are allowed within a particular zoning district but for which a public agency wishes to retain some discretionary authority and for which specified findings must be made at the time of approval. For example, alcohol

sales are generally conditional uses, yet they do not represent inherent conflicts or inconsistency with the commercial districts in which they are permitted with a Conditional Use Permit. Absent a CUP requirement, other stipulated permitted uses are permitted by right.

The DEIR provides information that could assist City staff with the preparation of findings for consideration by the Planning Commission, although the findings themselves are not part of the CEQA thresholds of significance. The discussion in the DEIR regarding CUPs is included for informational purposes.

Relevant findings required for the CUP are those promulgated in Section 17.134.050 of the City's Planning Code, which are the findings required for all CUPs.

The required findings include the following:

A. That the location, size, design, and operating characteristics of the proposed development will be compatible with and will not adversely affect the livability or appropriate development of abutting properties and the surrounding neighborhood, with consideration to be given to harmony in scale, bulk, coverage, and density; to the availability of civic facilities and utilities; to harmful effect, if any, upon desirable neighborhood character; to the generation of traffic and the capacity of surrounding streets; and to any other relevant impact of the development;

B. That the location, design, and site planning of the proposed development will provide a convenient and functional living, working, shopping, or civic environment, and will be as attractive as the nature of the use and its location and setting warrant;

C. That the proposed development will enhance the successful operation of the surrounding area in its basic community functions, or will provide an essential service to the community or region;

D. That the proposal conforms to all applicable regular design review criteria set forth in the regular design review procedure at Section 17.136.050;

E. That the proposal conforms in all significant respects with the Oakland General Plan and with any other applicable guidelines or criteria, district plan or development control map which has been adopted by the Planning Commission or City Council.

In addition, the required C-31 zoning findings pursuant to Section 17.48.100 include:

a. That the proposal will not detract from the character desired for the area;
b. That the proposal will not impair a generally continuous wall of building facades;
c. That the proposal will not weaken the concentration and continuity of retail facilities at ground level, and will not impair the retention or creation of an important shopping frontage;
d. That the proposal will not interfere with the movement of people along an important pedestrian street;
e. That no driveway shall connect directly with the area's principal commercial street unless:
    a. Vehicular access cannot be reasonably be provided from a different street or other way, and

b. Every reasonable effort has been made to share means of vehicular access with abutting properties

f. That the amount of off-street parking, if any, provided in excess of the requirements of this code will not contribute significantly to an increased orientation of the area to automobile movement; and

g. That the proposal will conform in all significant respects with any applicable district plan which has been adopted by the City Council

The size and massing of the project is evaluated in Section 4.2 of the DEIR. In addition, as noted on page 4.1-5 of the DEIR, there are three or four commercial or mixed-use buildings opposite the site on College Avenue that are taller than the proposed project and have greater floor area ratios (FARs) (they are three-story buildings on small lots). Furthermore, all but one of the office buildings opposite the site on Claremont Avenue are as tall as, or taller than, the proposed project. Additionally, they are located on more elevated sites, which increases their apparent height, and they have higher FARs. The single-family residential buildings to the north of the site range from 20 to 32 feet in height (the main roof of the project would range from 30 to 33 feet in height), and three of them are as tall as, or taller than, the proposed project. The project would be within the allowable height limit for the C-31 zoning district, demonstrating that the height is inherently consistent with the zoning requirements. As discussed on page 4.1-4 of the DEIR, the project's FAR of 0.72 would also be well under the maximum FAR of 4.0 as set forth in the Neighborhood Center Mixed Use General Plan land use classification (the new CN-1 Zoning allows a maximum of 2.0).

The location of the project is appropriate to the neighborhood and would not adversely affect the livability of neighboring properties because it would be a continuation of an existing use that has been established on the site for more than 46 years. The existing store provides a function that supports the livability of the neighborhood; and the proposed project would continue, and expand upon this function.

On DEIR pages 4.1-11 and 4.1-12, Impact LU-2 provides an evaluation of the project's potential to conflict with adjacent and nearby land uses, and concludes that the proposed new setbacks and extensive site landscaping would render this impact less than significant. Regarding other aspects of the project's design, they are addressed by Impact AES-2 (DEIR pages 4.2-14 through 4.2-16).

The proposed project would be pedestrian in scale, in keeping with the general character of the other development along College Avenue. The project would replace a gas station located at one of the most prominent intersections on the College Avenue corridor with a new restaurant building. The restaurant building will have high ceilings and glass storefronts along College and Claremont avenues that would integrate the restaurant interior with the adjacent sidewalk environment and contribute to the pedestrian scale. A rooftop terrace above the restaurant would also contribute to the pedestrian environment. The remainder of the project would be designed with contemporary architecture featuring a diverse mixture of natural building materials and substantial fenestration articulated through variations in panel size, configuration, and muntin design.[23] Materials in the building façade would include wood composite paneling, smooth stucco, dark anodized aluminum, spandrel glass, dry-stack ledgestone, smooth metal panels, corrugated metal, translucent glass, and louvers. Additional building articulation would be provided by varying rooflines, projecting bays, angled walls, metal and glass pedestrian canopies, a wall trellis, varied signage, and other variations in the façade.

The College Avenue frontage of the project would also be identified by up to four different retail outlets, an entry lobby for the Safeway store, an expanded opening into the pedestrian "walk street," and the

[23] Muntins are the glazing bars separating different panes of glass within a window assembly.

corner restaurant. The commercial uses of the project including the pedestrian oriented uses on College Avenue would contribute to the basic community functions (the third finding).

Regarding consistency with the design review requirements set forth in Section 17.136.050 of the Planning Code (the fourth finding), the Planning Commission will determine if the project conforms with all applicable design review criteria. That is a separate process from environmental review; however, the criteria were reviewed during the environmental review by staff, and no conflicts were identified.

For the required finding of consistency with the General Plan (the fifth finding), that subject is addressed elsewhere in this Master Response, as well as in the discussion provided in Section 4.1 of the DEIR. There is no district plan applicable to the project site.

The proposed project would also be consistent with the C-31 findings, ultimately to be determined by the Planning Commission. As noted above, the required findings are a separate process from the environmental review that is the subject of this EIR.

Land Use Compatibility

The DEIR includes a discussion of the existing land use character of the blocks surrounding the project and presents an analysis of the potential impact of the proposed project on existing land uses in the project vicinity. The analysis of land use impacts presented in Section 4.1 of the DEIR concluded that the proposed project would not result in a fundamental conflict with existing land uses in the project vicinity, nor would it displace any existing land uses, although it would develop a former gas station site at the northeast corner of College and Claremont avenues.

The approximately 62,167 square-foot project, with the highest elevation about 33 feet above grade, was not found to cause a significant impact because it would be under the size allowed by the General Plan land use designation and the zoning of the site. While it is acknowledged that the project would increase the bulk and scale of what is presently on the site, the existing development is a suburban type of development dominated by a parking lot. It is not consistent or compatible with the more dense development that lines neighboring blocks. The proposed project would be comparable in scale and massing to other development in the area, and would be smaller in height than a number of other buildings in the area, which include three- and four-story buildings, while the proposed project would be two stories.

The proposed project would fill in a gap in what is otherwise a continuous row of storefronts lining College Avenue between Alcatraz Avenue and the Rockridge BART station (with the exception of the College/Claremont intersection, which includes the project site). It would transform a gas station, parking lot, and blank wall that currently take up over half of the block into a row of pedestrian-oriented retail shops comparable to storefronts in neighboring blocks. The gas station would be replaced by a restaurant filled with natural light from walls of floor-to-ceiling windows. Above it would be a landscaped patio with tables for eating, open to the public. The project and the east side of College Avenue would reflect the commercial uses, and height of the existing buildings on the west side of this block of College Avenue.

Compatibility with surrounding land uses is also discussed in Impact LU-2, as well as Impact LU-1 (page 4.1.-11). The project's compatibility with existing development is addressed in the DEIR on pages 4.1-3 (consistency with LUTE Objective N1 and Policy N1.1), 4.1-4 (consistency with LUTE Policies N1.1 and N1.4), 4.1-5 (consistency with Policy N1.8), 4.1-6 (consistency with Policy N10.1), and 4.1-8

(consistency with LUTE Action 3.2.3). It is also addressed in the discussion of Impact AES-2, on pages 4.2-14 through 4.2-16.

The project would strengthen the connection between pedestrians and neighboring stores by providing pedestrian-oriented destinations on the project site that are currently missing. In addition to the landscaped "walk street" with benches for enjoyment by the public, the proposed project includes a landscaped rooftop public plaza for use by the public. It would include tables and seating, which could reinforce the pedestrian orientation of the project.

The pedestrian amenities provided by the project would compare to existing conditions, where the College Avenue and Claremont Avenue frontages are dominated by a (former) gas station, a parking lot, and a blank stone wall along the west side of the existing Safeway store.

The DEIR pages 4.3-100 through 4.3-102 presents a discussion and analysis of the proposed project's potential effects on pedestrian flow and safety. As noted therein, the project would include pedestrian improvements, pedestrian bulbouts, a pedestrian walkway, widened sidewalk segments, pedestrian crosswalks, upgraded ramps, tree grates and benches for trees within sidewalks, and repair of cracked/uneven sidewalks. The revised project described in Chapter 2 of this FEIR would reduce the potential conflict points between automobiles and pedestrians.

Big Box/Suburban Mall Development

The project design would be more in common with the existing storefronts along College Avenue than with suburban malls, which are dominated by "big-box" discount stores and large expanses of parking lot, with buildings set far back from the street to accommodate the extensive parking areas, and few if any accommodations for pedestrians. In contrast, the proposed project's storefronts, including the grocery store entrance, would be built right to the sidewalk and would provide pedestrian-only access. The storefronts would be comparable in scale and style to much of the existing development along College Avenue.

Typical megastores are larger than 100,000 square feet and offer a wide variety of merchandise, including clothing, furniture, electronic equipment, household items, and much more, within the confines of a single, very large building with an open floor plan. They typically sell their goods at discounted prices, due to the volume of sales they generate, and sometimes require a paid membership. Walmart is the prototypical and best known superstore; others include Costco and Sam's Club. By contrast, the proposed Safeway would be a smaller, full-service grocery store dedicated to selling food and incidental household items. The project would not be the same as a megastore or "big-box" store. According to the Food Marketing Institute, the national median store size in 2006 was 48,750 square feet.[24] This means that half the grocery stores in the U.S. are larger than 48,750 square feet. At 51,510 square feet, the project would be comparable to the median-sized grocery store, but barely half the typical size of megastores.

[24] Food Marketing Institute, Supermarket Facts: Industry Overview 2006, accessed September 20, 2011 at: http://www.fmi.org/facts_figs/superfact.htm.

Master Response M-10 Piecemeal Analysis of Environmental Impacts

Commenters alleged that the project sponsor was proposing many projects similar to the proposed project in the DEIR, and that all the proposed projects should be collectively analyzed as one large project. The comments suggested that the DEIR was engaged in a piecemeal review which is counter to CEQA.

The Draft EIR is not "piecemealing" by not including other Safeway store projects in the region as part of the proposed project environmental analysis. As noted in the City of Oakland's CEQA thresholds of significance, climate change is a global issue and dealt with cumulatively. No single project would individually cause climate change. It is not accurate to assume that these other Safeway projects would result in increases in GHG emissions. By improving and placing stores that are accessible and meet the needs of the community can result in lower trip lengths which translate into reduced GHG emissions. In the developed world, GHG increases are directly tied to population growth and an increase in vehicles-miles-traveled (VMT). Therefore, it makes sense to consider operational emissions (including vehicular emissions) from new residences as growth, as residences are rarely removed from the housing supply once constructed There are exceptions, such as when one housing development replaces another, and, in those cases, the replacement residential development need not be considered growth.

However, it is not clear that non-residential (i.e. office space, retail space, and industrial buildings) development should automatically be considered new growth for vehicular travel purposes. To the extent that non-residential development serves existing residential development, its vehicular travel may not be new. For instance, if the new non-residential area serves an area with a high residential/ non-residential balance, then this new non-residential growth could reduce shopping and work trip lengths and could reduce GHG emissions associated with mobile sources. If, however, the new non-residential area results in longer trips for its workers and shoppers than they would have previously made, then it adds GHGs emissions. Non-residential development that could potentially increase VMT would be facilities that draw trips from far away that otherwise would not be made. A theme park, for example, may be viewed as such a development.

The redevelopment of other Safeway stores in the region does not constitute a single larger project or a proposed phased project. Each store would require a separate and wholly independent approval, and each would be subject to environmental review pursuant to CEQA under the jurisdiction of multiple lead agencies. Either project may proceed independent of the others or approval or denial of one in no way facilitates or otherwise affects approval or implementation of the others. Under CEQA, such independent projects are not treated as a single project.

Regarding the proposed Safeway project at 51st Street and Broadway, while it is within the jurisdiction of the City of Oakland, it is a separate, independent application being processed as such by the City. However, it was considered in the evaluations of cumulative impacts.

There are CEQA legal decisions prohibiting the "piecemealing" or segmenting of a project into small parts if the effect is to avoid full disclosure of environmental impacts. Cases affirming this well established principle include *Bozung v. Local Agency Formation Commission* (1975) 13 Cal. 3d 263, *Laurel Heights Improvement Association of San Francisco, Inc. v. Regents of the University of California* (1988) 47 Cal. 3d 376 ("*Laurel Heights I*"), *City of Santee v. County of San Diego* (1989) 214 Cal. App. 3d 1438, and *Mountain Lion Coalition v. California Fish and Game Commission* (1989) 263 Cal. Rptr. 104. However, the principle applies to a Lead Agency with authority to approve "the whole of an action" that constitutes a project as defined in Section 15378 of the *CEQA Guidelines*. This distinction is further underlined by Section 15165 of the *CEQA Guidelines*, which states:

> "Where individual projects are, or a phased project is, to be undertaken and where the total undertaking comprises a project with significant environmental effect, the Lead Agency shall prepare a single program EIR for the ultimate project as described in Section 15168. Where an individual project is a necessary precedent for action on a larger project, or commits the Lead Agency to a larger project, with significant environmental effect, an EIR must address itself to the scope of the larger project. Where one project is one of several similar projects of a public agency, but is not deemed a part of the larger undertaking or a larger project, the agency may prepare one EIR for all projects, or one for each project, but shall in either case comment upon the cumulative effect."

Thus, the potential environmental effects of the proposed project as a single development are fully addressed in the DEIR. The proposed project is a single entity that requires individual approval. The cumulative environmental effects of the proposed project and other potential projects in the area are analyzed in the DEIR. There is no segmentation of the project and the DIER complies with Sections 15378 and 15165 of the *CEQA Guidelines.*

5.2 Responses to Comment Letters

The remainder of this chapter comprises all comment letters received from members of the public and agencies and organizations during the Draft EIR review period of July 1, 2011, to August 16, 2011, and responses prepared by the Planning Department to address the concerns contained therein. Comment letters are organized as laid out in Chapter 3, beginning on page 3-1.

Comment Letter A-1

Service Development and Planning Department
1600 Franklin Street, Oakland CA 94612

RECEIVED
AUG 19 2011
City of Oakland
Planning & Zoning Division

August 15, 2011

Peterson Z. Vollman
Planner III
City of Oakland
Community and Economic Development Agency
250 Frank Ogawa Plaza, Suite 2114
Oakland, Ca. 94612

Dear Mr. Vollman:

Thank you for the opportunity to comment on the Draft Environmental Impact Report (EIR) for the Safeway Shopping Center at College & Claremont Avenues in Rockridge. As you know, AC Transit has carefully followed this project, and has commented on the Notice of Preparation and at the Planning Commission Public Hearing.

AC Transit Service at this Site
The College/Claremont location is served by four AC Transit routes. There is one trunk line (line 51B on College Ave.), one local line (line 49 from Rockridge BART north onto Claremont Ave.), one allnighter line (line 851) and one Transbay line (line E). Line 51A, the College-Broadway-Alameda trunk line originates at Rockridge BART, only 1/3 mile away. Line 51B operates every ten minutes during weekday daytimes.

1

Project Summary
The project site is on the block bounded by College Ave. on the west, Claremont Ave. on the south, and Alcatraz Ave. (in Berkeley) on the north. The site is 2.1 acres (over 90,000 square feet) and includes the Safeway store, Safeway parking lot, and a gas station. The existing 25,000 square foot store would be demolished and replaced by a two story, approximately 62,000 square foot building with a 51,500 square foot Safeway, 10,500 square feet of other stores, and 171 parking spaces.

AC Transit Approach to this Type of Project
AC Transit's approach to this type of project includes both transportation and land use considerations. Our primary transportation concern is that buses be able to operate through the area as quickly and reliably as possible, without encountering undue delays. Delay degrades service for our passengers and adds to the cost of bus operation. Reliable operation is especially important for heavily used line 51B, where service is often delayed due to congestion and varying traffic conditions.

Comment Letter A-1, cont'd.

1

From a land use perspective, the Safeway site represents an unusual development situation—a large site on a trunk line in the urban core of the AC Transit district. AC Transit supports the strengthening of urban, pedestrian-friendly land uses on our trunk line corridors. We have advocated this position since 1983. We would have preferred that the site become a mixed use location, with housing as well as retail uses. Housing on site would have allowed additional residents to live in a location where they can commute and meet many daily needs without driving. However, replacing a gas station with retail stores, as the project proposes to do, is a positive step in improving the urban environment for pedestrians. The expanded supermarket and additional retail stores are designed to draw more shoppers to the area, which would also benefit existing retailers in the area.

Timing of the Final EIR and Action by the City of Berkeley

The College-Claremont site is literally on the city line between Oakland and Berkeley. Therefore, although the project would occur in Oakland, many project impacts would occur in Berkeley. College Avenue in Berkeley, at Alcatraz Avenue, Ashby Avenue, and other intersections, would be particularly impacted. Because College Avenue is on the route of line 51B, one of AC Transit's busiest lines, we are greatly concerned with the potential for increased delays there.

2

The EIR proposes traffic and parking changes in Berkeley which would mitigate impacts in Berkeley. However, as the EIR notes, these mitigations can only be approved by the City of Berkeley. We understand that the City of Berkeley is not prepared at this time to approve, modify, or reject the proposed mitigations, but instead would conduct further analysis.

Given Berkeley's critical role in mitigating project impacts, the Final EIR should not be published until Berkeley has determined what actions, if any, it is prepared to undertake to mitigate project impacts. If the Final EIR is published and approved before Berkeley makes its decisions, the Final EIR will have to assume that there are significant and unmitigable impacts from the project. Oakland will have to approve a Statement of Overriding Considerations.

If mitigations in Berkeley are eliminated or reduced substantially, the EIR should analyze what changes to the project and/or the streetscape in Oakland would be required to compensate for those deficiencies.

Project Proposed Physical Changes to College Avenue and to Claremont Avenue

3

As the EIR indicates, the project has proposed changes which would be beneficial to AC Transit operations. As part of the project, the northbound line 51B stop would be moved from the south (nearside) corner of College & Claremont to the north (farside) corner of College & Claremont. A high quality bus stop on a bus bulb would be constructed at this location. Moving stops from the nearside to the farside reduces bus delays, in this case it would also bring the stop closer to the Safeway store—a convenience for passengers.

Comment Letter A-1, cont'd.

4 The EIR indicates that the intersection of Claremont & Mystic will be signalized. This will benefit operation of lines 49 and E. The EIR should also require that the existing southbound bus stop on Claremont Ave. be relocated northward so that is adjacent to the new signal and crosswalk.

5 The project would reduce the number of driveways off College Avenue into the site from the existing five to one, an important change. AC Transit believes that the preferred solution to minimize traffic congestion on College Ave. is to eliminate all driveways from College onto the site. If a driveway is to remain, turning movements into that driveway should be limited to right-in, right-out. At a minimum, left turn movements out onto College Avenue should be prohibited. The EIR should analyze the reduction in traffic congestion and delay from eliminating the driveway, limiting it to right in, right out, and from eliminating left turns out.

Traffic Impacts from the Project

6 As indicated above, AC Transit's key transportation concern is the potential for delay of buses, particularly for line 51B. The EIR indicates that, if the project were built, and no mitigations applied, buses on College Avenue could be delayed by one minute or more per trip. This delay, repeated on dozens of trips per weekday on line 51B, would quickly mount up to a substantial cost. Given the congestion and reliability problems which already occur on line 51B, it is particularly bad line to suffer further delays. In a worst case scenario, AC Transit would be forced to add trips simply to maintain existing frequencies—at the cost of several hundred thousand dollars per added bus per year.

Because the implementation of mitigations is uncertain, the Draft EIR does not resolve what delay to buses, if any, is likely to occur as a result of the project. The Final EIR should clearly state the level of expected project-related delay, if any. The Final EIR should include a mitigation program that ensures that line 51B will suffer minimal, if any, project-related delay.

Parking

7 The current 25,000 square foot store has 96 parking spaces, for a ratio of 3.8 parking spaces per 1,000 square feet of store space. The new project would have 171 parking spaces for 62,000 square feet, for a ratio of 2.7 parking spaces per 1,000 square feet. Reducing the parking ratio is appropriate for a location which is urban, substantially neighborhood serving, and well served by transit. The best approach for quality urban development is to minimize parking to the greatest extent possible. Even at the reduced ratio, however, the project will include approximately 1 square foot of parking space for every square foot of store space.

Comment Letter A-1, cont'd.

Safeway and Project Participation in AC Transit EasyPass Program
AC Transit is pleased that Safeway has committed to participating in the EasyPass program for its employees at the expanded store. Under EasyPass, Safeway will purchase AC Transit passes for all employees at the site. Providing an EasyPass will increase transit ridership among employees. This is a benefit to existing employees and will help mitigate the traffic impact of additional employees.

8

AC Transit recommends that employees in the additional retail stores on the site also be brought into the EasyPass program.

Thank you again for the opportunity to comment on this important project. We look forward to continuing to work on it with the City of Oakland, Safeway, and City of Berkeley If you have any questions about this letter, please contact Nathan Landau at 891-4792.

Yours Truly,



Cory LaVigne
Director of Service Development and Planning

Response to Comment A-1-1

The comment identifies characteristics of the project and does not address the adequacy of the DEIR and is therefore noted. The commenter identifies a preference for a mixed-use project at the project site, with housing in addition to the proposed retail. No response is warranted pursuant to CEQA; however, the City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project.

Response to Comment A-1-2

The comment correctly notes that the project site is located on the city line between Oakland and Berkeley, and that therefore the project would have impacts in Berkeley as well as Oakland. As the comment notes, the City of Oakland has no jurisdiction over the City of Berkeley, and would not be able to enforce implementation of the mitigation measures that would reduce impacts within the City of Berkeley to a less-than-significant level. As the commenter notes, if the City of Berkeley did not implement these mitigation measures, the impacts of the proposed project within Berkeley would remain significant. Because it cannot be ensured that the City of Berkeley will in fact implement these mitigation measures, they are conservatively and appropriately characterized as significant and unavoidable. No further response is warranted pursuant to CEQA; however, the City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project.

Response to Comment A-1-3

The comment notes that some of the characteristics of the proposed project would be beneficial to AC Transit operations. No response is warranted pursuant to CEQA, however, the City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project.

Response to Comment A-1-4

Currently, a bus stop on southbound Claremont Avenue, serving Routes 49 and E, is provided just south of the southern Safeway Driveway. The project proposes to maintain the bus stop at this location because it would be adjacent to the pedestrian street connecting to College Avenue, which provides a direct pedestrian connection to the Safeway store, the other retail uses, and the proposed bus stop on northbound College Avenue adjacent to the project site. Moving the bus stop to just south of the new signal at the Project Driveway/Mystic Street on Claremont Avenue would encourage bus riders from the project to walk through the garage and would not be as convenient for bus riders walking from College Avenue. However, AC Transit can decide to change the location for the bus stop separate from the project approval process. The specific location of the bus stop on southbound Claremont Avenue adjacent to the project site would not affect the on-street parking supply on the west side of Claremont Avenue.

Response to Comment A-1-5

Alternative 3 analyzed in the DEIR includes no project driveways on College Avenue. The Revised Project analyzed for this Final EIR (see Chapter 2 for a description of the Revised Project and analysis of impacts) includes no left-turns out of the project driveway. The DEIR did not analyze a right-in/right-out only driveway on College Avenue because similar to the no driveway alternative (Alternative 3), it would result in excessive amount of traffic on the residential segment of Alcatraz Avenue between College and Claremont Avenues.

Response to Comment A-1-6

Table 4.3-19 presents the delays along College and Claremont Avenues under Existing, Existing Plus Project, and Existing Plus Project Mitigated Conditions.

Currently, it is not known which mitigation measures in City of Berkeley would be implemented as these mitigation measures are not under the jurisdiction of City of Oakland, the lead agency for this EIR. Depending on which mitigation measures are approved by City of Berkeley and implemented, the travel time on College and Claremont Avenues would range between the Existing Plus Project and Existing Plus Project Mitigated Conditions. See Response to Comment A-2-6 regarding the detailed improvements at the Alcatraz Avenue/College Avenue intersection discussed with AC Transit and City of Berkeley.

In addition, the project proposes to move the bus stop on northbound College Avenue at Claremont Avenue from near side of the intersection to the far-side of the intersection and Mitigation Measure TRANS-2 suggests moving the bus stops on northbound and southbound College Avenue at Alcatraz Avenue from near-side to the far-side of the intersection. Although not reflected in the travel times presented in Table 4.3-19, according to AC Transit, moving a bus stop from the near-side to the far-side of an intersection would reduce the bus travel time by about 15 to 20 seconds per direction.

As described on pages 4.3-105 and 4.3-106 of the DEIR, the estimated increase in bus travel time caused by the project would have a minor effect on transit service because it would be within the variability in travel times experienced by each bus. Thus, the impact is considered less than significant.

Response to Comment A-1-7

As described on pages 4.3-56 and 4.3-57 of the DEIR, parking is not considered a CEQA topic. Per City of Oakland's CEQA Guidelines, parking is considered a planning-related non-CEQA issue. The comment does not address the adequacy of the DEIR and is therefore noted. No response is warranted pursuant to CEQA, however, the City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project. See Master Response M-3 for a detailed analysis of parking supply and demand.

Response to Comment A-1-8

The comment does not address the adequacy of the DEIR and is therefore noted. No response is warranted pursuant to CEQA, however, the City will consider this input on the proposed project merits prior to taking action on the EIR and the Proposed Project. However, Safeway is currently exploring if and how participation in AC Transit's EasyPass can be included as part of the lease agreement for the other project site tenants.

Comment Letter A-2

Office of the City Manager

October 17, 2011

Ms. Deanna Santana
City Administrator
City of Oakland
1 Frank Ogawa Plaza, 3rd Floor
Oakland, CA 94612

Subject: Comments on Safeway Shopping Center – College and Claremont Avenue: ER 09-0006

Dear Ms. Santana:

Thank you for the opportunity to comment on the above DEIR document. We are looking forward to working with City of Oakland staff and Safeway representatives to ensure a mutually acceptable project that benefits both cities and their common neighborhood.

1 We received the DEIR document in the middle of July when the Berkeley City Council was on summer recess. The comment letter, submitted and dated August 15, 2011 reflected comments from the City's Transportation Commission and staff. At the September 20, 2011 City Council meeting, Oakland city staff stated that the City would still receive and accept, for the record, comments provided by the Berkeley City Council. We appreciate and thank you for that offer and this letter provides those comments. For clarity, you may develop your responses based solely on this new letter as it incorporates the previous comments sent to you dated August 15, 2011.

The City of Berkeley's comments follow. Page references, when listed, relate to the DEIR document itself.

General Comments

2 1. Do not approve the project nor certify the EIR until the Safeway store itself is altered to minimize traffic congestion, reduce parking demand, and contribute positively to the already successful Rockridge shopping environment and community. All of the alternatives to the proposed expansion listed in the DEIR have been rejected by Safeway as not sufficiently meeting their objectives. A project of this significance in such a unique area must give more weight to the desires and concerns of the community, as well as the ability of the project to serve

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Comment Letter A-2, cont'd.

its own parking needs. Several of these alternatives must be analyzed in detail to afford the opportunity to make an informed decision as to the impacts on the neighborhood. In particular there should be an alternative for which the store is scaled back sufficiently that the resultant parking demand does not exceed the proposed parking supply.

2

2. Truck deliveries are a major concern. Evidence was presented at the Berkeley City Council's September 20, 2011 meeting that trucks currently queue on-site, in the parking lot, and on-street. Inadequate evaluation was undertaken of the actual truck parking and delivery needs – not only for Safeway but for the new retail frontage on College Avenue. Truck counts must be undertaken and observations made of truck operations on several weekday and several Saturdays to ensure an adequate sample – otherwise, the EIR documents can make no legitimate findings as to impact. It is our understanding that trucks would not be able to access the garage lower level due to the low vertical clearance. Therefore, inadequate truck docking facilities would cause an overload of truck parking on the upper level garage. Also, truck delivery needs of the new retail on College would either cause more congestion, due to double parking, or, with the installation of a curb-side truck zone, loss of auto parking. The EIR document must evaluate the impact of this issue and propose a resolution. It is possible that a scaled-back store would increase the space available for truck parking on site to the point where a third truck dock could be provided.

3

3. We are concerned about whether the Safeway customer garage would be available to non-Safeway customers to park. There appears to be only two references to the Project allowing the "general" public to park there (page 4.3-41 and 4.3-111) but it is never stated in any of the project description chapters anywhere in the document. This project proposal must be stated unequivocally and clearly elsewhere such as in the Summary and Project Description chapters.

4

   Also, clarification is needed about who and what type of vehicles could utilize the lower level garage. Page 4.3-108 states the 144 parking spaces in the garage would be "…primarily for customers…" Who else would be using it? Small trucks for deliveries? Again, the "operational" characteristics of the garage must be clarified.

4. The DEIR document identifies numerous significant auto-related traffic impacts and mitigations and also proposes numerous pedestrian oriented improvements. However, it fails to identify any bicycle related impacts or improvements. With bike trips projected to increase by 14 trips during the peak hours, coupled with the increased project auto trip, it is imperative that bicycle improvements be funded. Only in this way would the bicycle network improve and lead to an increase in bicycle trip making, including those to Claremont Avenue, as referenced in the Berkeley Bicycle Plan.

5

Comment Letter A-2, cont'd.

6

5. Implementation of Mitigation Measures Trans-2, Trans-6, and Trans 11 all relate to improvements at the same intersection – College Avenue and Alcatraz Avenue. Among other measures, angled parking is proposed to be converted into parallel parking resulting in the loss of approximately 6 metered spaces. These parking spaces and meters are within the City of Berkeley and such changes cannot be implemented without the City's approval. Moreover, the meters generate revenue to the City, the loss of which would have to be mitigated.

Specific Comments

On-Site Parking Supply and Demand Section (starting on page 4.3-10)

7

The parking surveys were taken on only one weekday and one Saturday. In a location such as the Rockridge neighborhood, where parking is such a critical component of the success of the local merchants, it is imperative that multiple count days be utilized. An absolute minimum of three days each for Saturdays and weekdays is necessary to obtain a reasonable understanding of the parking conditions. Also, to ascertain whether secondary parking impacts, caused by an increase in parking demand as a result of the Project, occurs, cruising must also be surveyed. With parking on-street at and above capacity, no conclusions should be drawn unless sufficient data is collected and utilized as the basis for further analysis.

Trip Generation Section (starting on page 4.3-42)

8

Table 4.3-10 (page 4.3-42) presents a summary of the trip generation methodology and assumes that 36 percent of the vehicle trips generated for the supermarket would be pass-by trips. The cited reference, ITE TRIP GENERATION HANDBOOK, 2nd Edition, presents data on 12 stores surveyed. Much of this data is over 24 years old or the street characteristics on which the stores are located are not consistent with either College Avenue or Claremont Avenue (e.g., most of the stores are located on streets with a much higher traffic volume). Therefore, the DEIR's utilization of 36 percent is inappropriate. Though the concept of use of a pass-by percentage is valid, it is critical that a more valid approach be used – such as an on-site customer survey of their travel patterns. This simple-to-conduct survey would provide a more credible percentage. The use of the 36 percent results in a supermarket trip reduction of 108 vehicles on a typical Saturday – if a customer survey found the pass-by percentage should be only 10 percent, for example, the reduction would be only 30 vehicles. This would mean that the DEIR underestimated the auto trips generated by the project during the Saturday peak hour by 78 vehicles. Therefore, a survey is critical to ensure the proper estimates of project auto trips generated.

9

Also, the DEIR bases its auto trip generation on utilization of rates taken from the ITE TRIP GENERATION MANUAL, 8th Edition. While the ITE manual is generally used as a standard industry-wide guideline for trip generation estimates, if locally generated trip generation data is available, the ITE TRIP GENERATION HANDBOOK, 2nd Edition, states the strong preference to use this local data. The DEIR presents, on Figures 4.3-

Comment Letter A-2, cont'd.

8a and 4.3-8b, Safeway driveway turn count data – data that can directly be utilized as a measure of Safeway's trip generation rates. This data should be utilized as the sole source from which trip generation characteristics for the project are developed or, at the very least, used to temper use of the ITE data. When the driveway-only data is utilized as the basis for auto trip generation for Safeway, the Net New Safeway Trip data shown on Table 4.3-10 would be increased by 11 percent for weekday peak hours and by a significant 63 percent for Saturday peak hours. Therefore, the DEIR document significantly underestimated the project impact on intersections and traffic operations on a Saturday and somewhat underestimated the project impact on a weekday evening.

9

Parking Demand Analysis Section (starting on page 4.3-110)

Table 4.3-22 (page 4.3-110) has Note 2 that does not properly describe the method used for development of urban parking demand rates – the numbers and ratios do not match the numbers shown in the table. Revise the Note to reflect the proper method actually used so we may provide comments on it.

Similar to the comments provided on the trip generation methodology, the methodology utilized for the parking generation is inappropriate. The ITE PARKING GENERATION MANUAL is clear in alerting its users that their data should be considered appropriate only when the project to be evaluated falls within the data range for the ITE land use. In this case, the proposed Safeway Store is estimated at 51,510 gsf while the ITE data range is for store sizes below approximately 45,000 gsf. The DEIR ignored this caveat by applying the ITE data to the proposed project – which is outside the ITE data range.

10

If the consultant-collected on-site parking data is applied to the parking analysis methodology (i.e., by using the on-site data and not the ITE data), the parking demand estimate would increase by up to 10 percent meaning an additional 14 space parking deficit for weekday (for a total of 40 space deficit) and an additional 4 space parking deficit for Saturday (for a total of 42 space deficit).

Parking spaces for employees are limited to the upper deck garage - but only Safeway employees would be permitted to park there. Based on the employee mode split data collected for the DEIR and the DEIR estimate of 67 peak-shift employees, that would mean 44 employee spaces are needed – which translates into a 17 space Safeway employee deficit. However, what about the other retail employees? If there are 20 non-Safeway employees working in the over 10,000 gsf retail and restaurant spaces, looking for parking, that means there is a total employee (and therefore long-term) parking space deficit of 37 spaces. Since the proposed Safeway non-employee garage would be limited to short-term customer-only parking, where would these non-Safeway employees park? Also, with about two-thirds of the on-street parking survey area being Residential Permit Parking or metered, there are few spaces remaining where the longer term parking needed for employees can be met.

11

Comment Letter A-2, cont'd.

Page 4.3-45 discusses the employee survey that was conducted for Safeway employees. Since large grocery stores such as this have their peaking characteristics during and after the PM peak period, employee shifts covering this time period often extend until 9 or 10 PM. What is the data to support the day-time mode split being the same as the evening mode split? Is there any documentation as to which shifts the surveys covered?

12

Also, the BART percentage mode split seems extremely high. When compared to mode split from the year 2000 census, for the block groups immediately north of the Project, only six percent of workers who work in that block group use BART. When compared to downtown Berkeley, the BART use for workers there is only 11 percent. Compare the Safeway survey results to the US Census data for credibility.

Parking for Bicycles and Automobiles (page 4.3-41 and starting on page 4.3-107)

Bicycle parking is being provided (page 3-19 and p 4.3-107) through the installation of 68 short-term and 15 long-term spaces. However, the specific racks and bike parking area must be located to encourage their use – consideration must be given to personal security, weather protection, and proximity to the main store entrances. Otherwise, they would not be properly used and any parking reductions taken by Oakland code (an 8 space reduction per Table 4.3-21) would be inappropriate – creating an even worse neighborhood parking impact and increasing cruising and traffic congestion. Page 4.3-107 makes a general statement that short-term bike parking should be placed within 50 feet of building entrances but does not appear to mandate adherence to this distance. Also, bike parking must be sufficient to accommodate bikes with trailers and longer bicycles.

13

TDM Program (page 4.3-103, 3rd Paragraph)

It is imperative that a robust Transportation Demand Management Program be implemented that includes specific milestones and criteria so that the employee mode split can periodically be measured and, as appropriate, revised. A program that encompasses other retail businesses in the entire Rockridge area would increase the likelihood of success – especially since Safeway is a major employer in the area and could anchor such a program.

14

If your staff needs any clarification of these comments, please contact Farid Javandel, Transportation Manager for the City of Berkeley at 510-981-7010.

Sincerely,



Phil Kamlarz
City Manager

Comment Letter A-2, cont'd.

cc: Honorable Mayor Quan and Oakland City Councilmembers
Honorable Mayor Bates and Berkeley City Councilmembers
Christine Daniel, Deputy City Manager
Deanna Despain, City Clerk
Ann-Marie Hogan, City Auditor
Andrew Clough, Director, Public Works
Wendy Cosin, Interim Director, Planning and Development
Zach Cowan, City Attorney
Farid Javandel, Transportation Division Manager, Public Works
Mary Kay Clunies-Ross, Public Information Officer
Peterson Vollman, Planner III, City of Oakland Community & Economic Development Agency, Planning Division

Response to Comment A-2-1

Regarding the noted extension of the comment period, a 46-day comment period was provided, consistent with the requirements of Section 15105(a) of the *CEQA Guidelines*. While the public review period occurred during summer months, the City does not suspend business during summer months, nor is there any requirement under CEQA to adjust a public review period based on the time of year during which it is held. That said, the comment notes that the City of Oakland accepted comments from the City of Berkeley after the end of the official comment period. The comment does not address the adequacy of the DEIR and is therefore noted; no further response is required.

Response to Comment A-2-2

A number of features have already been designed into the project to minimize traffic congestion, encourage pedestrian, reduce parking demand, and encourage pedestrian, bicycle, and transit access. For example:

- The project would include a left-turn lane on southbound College Avenue into the project driveway which would remove the left-turning vehicles from the through vehicles and reduce the delay experienced by southbound through automobiles and buses currently blocked by left-turning vehicles.
- The project would include a new signal on Claremont Avenue at the project driveway opposite Mystic Street and Auburn Avenue. This signal would encourage more automobiles to use Claremont Avenue instead of the congested College Avenue to travel to and from the site. The new signal would also provide a signal protected pedestrian crossing on Claremont Avenue, further encouraging pedestrian activity from the neighborhoods on the east side of Claremont Avenue.
- The project would provide more bicycle parking spaces than required by the City of Oakland Bicycle Parking Ordinance to further encourage bicycling to and from the site.

- The project would move the existing AC Transit Route 51B bus stop on northbound College Avenue from south to north of Claremont Avenue which would make the bus stop more convenient for Safeway customers, reduce travel time for AC Transit buses, and provide more space for buses to pull out of the traffic flow in order to not block through traffic flow on northbound College Avenue.
- The project would reduce the number of curb-cuts on College Avenue from four to one and on Claremont Avenue from five to three, reducing number of potential conflict points between automobiles entering and exiting the site and other automobiles, bicycles, and pedestrians along College and Claremont Avenues.
- The project would include a Transportation Demand Management (TDM) program to encourage more employees to walk, bike, or use transit to travel to and from the site and reduce the project automobile trip generation and parking demand.

In addition, while potentially significant traffic impacts at a number of intersections could result from implementation of the proposed project, most impacted intersections either currently operate a deficient level or are forecasted to operate at a deficient level in the future, regardless of the proposed project. These significant impacts were identified based on the significance criteria established by both Cities of Oakland and Berkeley. The DEIR includes feasible mitigation measures to mitigate the all identified significant impacts to less-than-significant levels. However, several of these impacts have been identified as significant and unavoidable because they are located in Berkeley, and City of Oakland, as lead agency, does not have jurisdiction. These mitigation measures would need to be approved by City of Berkeley.

The comment states, "(d)o not approve the project nor certify the EIR until the Safeway store itself is altered to … contribute positively to the already successful Rockridge shopping environment and community." The proposed project has been substantially revised in response to community concerns expressed at a series of 16 community meetings of various formats dating back to June 2007. The City believes the current proposal is not only consistent and compatible with the existing commercial neighborhood, but would enhance the neighborhood, while dramatically improving the existing site. As discussed in detail in Master Response M-6, a comprehensive urban decay study indicates that the proposed project would not result in urban decay in the market area.

Regarding evaluation of an alternative under which the parking supply would be sufficient for anticipated demand, as stipulated in Section 15126.6(a) of the *CEQA Guidelines*, "An EIR shall describe a range of reasonable alternatives to the project, or to the location of the project, which would feasibly attain most of the basic objectives of the project but *would avoid or substantially lessen any of the significant effects of the project*, and evaluate the comparative merits of the alternatives." [emphasis added.] Thus, the purpose of alternatives under CEQA, as also noted in DEIR Section 5.1, Criteria for Selecting Alternatives (page 5-1), is to reduce or avoid significant impacts of the proposed project. All of the alternatives evaluated in the DEIR for the proposed Safeway project were developed to achieve this objective. Because the DEIR identifies eleven significant and unavoidable (SU) impacts of the project, all of them related to traffic operations, the alternatives are appropriately focused on reducing or avoiding one or more of these impacts. CEQA does not treat parking effects as significant impacts, and the DEIR does not identify any significant impacts related to parking. Therefore, pursuant to the requirements of CEQA, it would be inappropriate for the City to evaluate an alternative based on a balance between parking supply and demand.

However, that said, the Safeway store size would need to be reduced to 39,000 square feet in order for the project parking demand to be satisfied by the on-site parking supply. This size store would be between Alternatives 2 and 2a in size, analyzed in the DEIR, both of which were rejected (see pages 5-11 and 5-12

of the DEIR). Although these alternatives would eliminate the project parking deficit and reduce the magnitude of identified significant impacts, they would not accomplish some of the project objectives as discussed in the DEIR.

Response to Comment A-2-3

All truck loading and unloading for the Safeway store would occur in the upper level employee lot with access to and from Claremont Avenue. Safeway and vendor semi trucks would use the two loading docks and smaller trucks would use the employee parking lot to load and unload.

The existing Safeway store provides one loading dock (Although the store has two loading docks, one is permanently used for storage). Based on truck traffic data presented in Comment Letter C-159, trucks are at times queued to use the existing single loading dock.

As a result, even if the existing Safeway generated more truck traffic, and the number of truck trips to be generated by the proposed project was higher than estimated in the DEIR; the higher number of trucks would not affect the traffic impact analysis completed for the DEIR.

During the weeklong data collection period (which included a Saturday), there was only one instance, lasting about 15 minutes, when the number of queued trucks exceeded one (i.e., two trucks were waiting to use the loading dock). Although the proposed store would be larger than the existing store, the number of trucks required to serve the store are not expected to increase proportionally because:

- The current store does not have much storage area, which requires frequent truck visits. The proposed store would have more storage area, reducing the need for frequent truck visits.
- Safeway currently uses one truck to serve three stores in one visit. Safeway is planning to change its distribution strategy to serve two stores in one truck visit.

Thus, the two loading docks at the proposed store are expected to meet the majority of the truck demand.

The ground-level parking garage would provide space for truck loading/unloading for the retail and restaurant components of the project in the south end of the garage. Thus, on-street truck loading which would add to traffic congestion would be minimized.

Based on a survey of truck traffic presented in Comment Letter C-159, the highest number of trucks entering and/or exiting the Safeway driveways during the weekday or Saturday PM peak hours is three trucks. The traffic impact analysis completed for the DEIR assumes that two percent of all traffic at the study intersections are trucks, which corresponds to about 10 trucks entering and exiting the site during the weekday PM peak hour and 12 trucks entering and exiting the site during the Saturday PM peak hour. Thus, the traffic impact analysis presented in the DEIR conservatively assumes far more truck traffic than the proposed project would generate. As a result, even if the existing Safeway generated more truck traffic, and the number of truck trips to be generated by the proposed project were higher than estimated in the DEIR. The higher number of trucks would not affect the traffic impact analysis completed for the DEIR.

The impact analysis related to truck traffic delivering items to the proposed store is discussed on pages 4.4-20 and 4.4-21 in the DEIR. The projection of additional trucks is not based on the existing activity at the store, but rather on the program projections for the proposed project. Both the noise analysis and the air quality analysis note that the larger store would generate additional truck traffic, but not in proportion to the existing store. With the project, there would be three or four daily Safeway trucks utilizing the

loading dock. Small vendor truck trips would be approximately five per day, and semi-sized non-Safeway truck deliveries would be about two or three per week. The new design would re-direct truck traffic further away from the closest residences located just north of the project site, with the result that exposures to noise and truck exhausts would be similar to or reduced from existing conditions. This would be a less-than-significant impact.

Response to Comment A-2-4

As described on pages 4.3-56 and 4.3-57 of the DEIR, parking is not considered a CEQA topic. Per City of Oakland's CEQA Guidelines, parking is considered a planning-related non-CEQA issue. As included in Improvement Measure TRANS-2, currently, Safeway is considering allowing public parking limited to two hours for the majority of the parking spaces in the ground-level garage (included in the DEIR as Improvement Measure TRANS-2). These parking spaces would be available to all Safeway and non-Safeway customers. If this were to occur, some parking spaces in the ground-level garage may be reserved for project employees, including retail and restaurant employees. Safeway would adjust its parking policy depending on the observed parking occupancies at the site. Parking will be considered by decision-makers in their review of the proposed project. See Master Response M-3 for a detailed analysis of parking demand and supply.

In addition, a loading space for the retail and restaurant components of the project is also provided in the south end of the ground-level garage near the southern driveway on Claremont Avenue.

Response to Comment A-2-5

Based on the significance criteria established by City of Oakland, a project would have a significant impact on bicyclists if it substantially increases hazards to bicycles due to a design feature or if fundamentally conflicts with adopted policies, plans, or programs regarding bicycles (bullets 10 and 12 on page 4.3-55). Based on the analysis summarized in the DEIR on pages 4.3-100 through 4.3-103 and further described in Master Response M-4, the proposed project does not include design features that would increase hazards to bicyclists; nor would it conflict with adopted policies, plans, or programs regarding bicycles. Therefore, the project would not cause a significant impact related to bicycles.

The project will provide about twice as many bicycle parking spaces than required by the City of Oakland Bicycle Parking Ordinance (Table 4.3-20 on page 4.3-107), and Improvement Measure TRANS-1 provides recommendations to improve safety and operations of bicycle parking.

The City of Oakland is currently planning on installing Class 3A arterial bike routes, consisting of shared lane bicycle stencils, along College Avenue in 2012, and a combination of Class 2 bicycle lanes and Class 3A arterial bike routes along Alcatraz Avenue in 2013. The 2007 *Oakland Bicycle Master Plan Update* identifies Claremont Avenue as a future Class 2 bicycle lane facility. However, there are currently no plans to implement this project. The proposed project would not prevent the implementation of Class 2 bicycle lanes on Claremont Avenue in the future.

The *Berkeley Bicycle Plan Update* (2005) does not identify any bicycle improvements on Claremont Avenue or other streets in Berkeley in the vicinity of the project. The *Berkeley Bicycle Plan Draft for Inclusion in the General Plan* (1998) acknowledges that bicycle improvements may be implemented on Claremont Avenue in Berkeley; however, it does not identify any specific bicycle improvements. The proposed project would not modify Claremont Avenue in Berkeley; thus, it would not prevent the implementation of future bicycle facilities on this street.

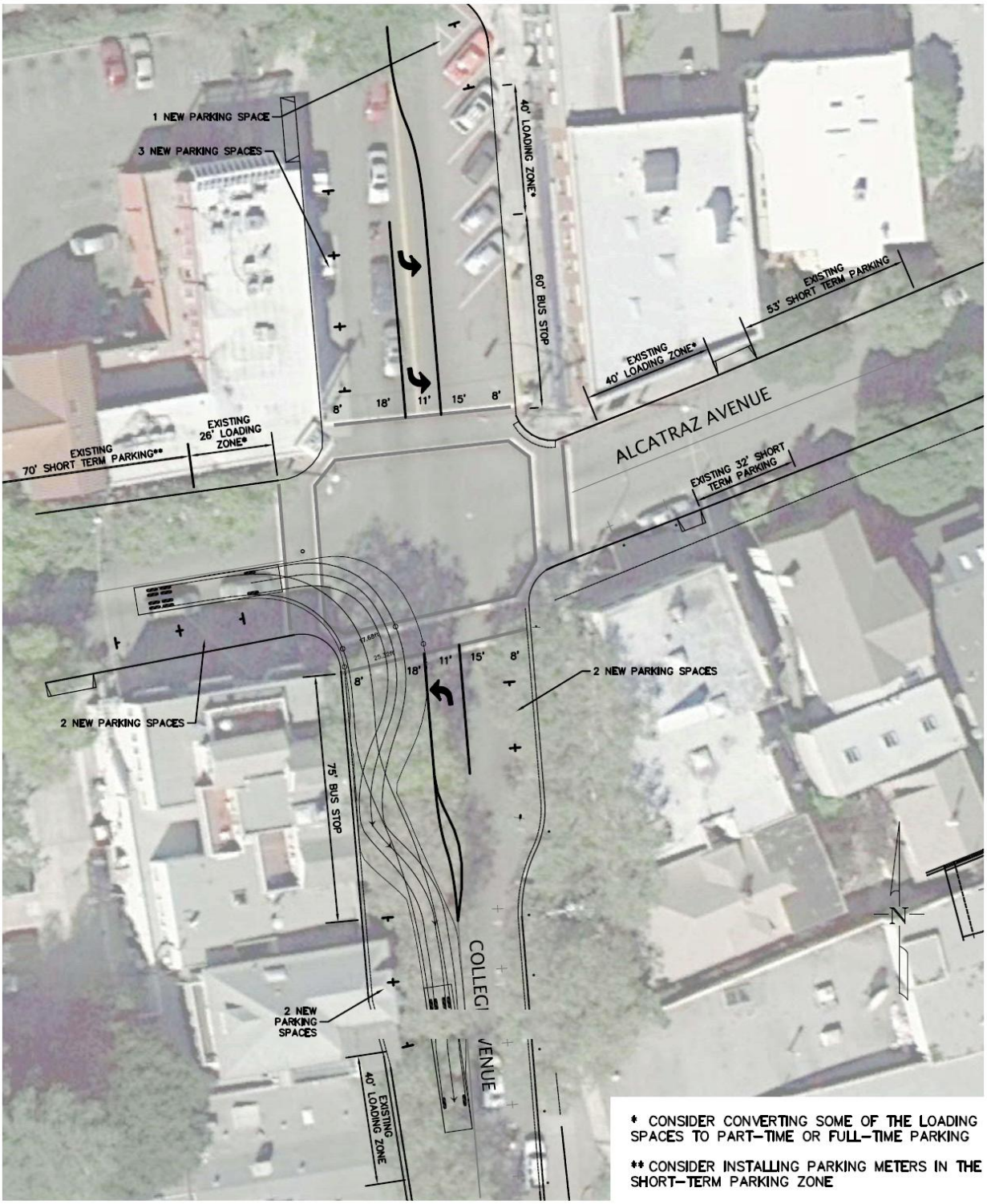
Considering that the project would not cause a significant impact related to bicycles, CEQA does not require the project to provide off-site bicycle improvements.

Response to Comment A-2-6

The DEIR discussions of Impacts and Mitigation Measures TRANS-2 (pages 4.3-65–4.3-66), TRANS-6 (pages 4.3-79–4.3-80), and TRANS-11 (pages 4.3-93–4.3-94) all acknowledge that implementation of the mitigation measures would require approval by the City of Berkeley, and for that reason only the impacts are identified as significant and unavoidable. The discussion of Mitigation Measure TRANS-2 (also applicable to Mitigation Measures TRANS-6 and TRANS-11) notes that implementation of the mitigation would have secondary effects, including increased parking shortage and a beneficial effect of improved pedestrian safety. The discussion does not address the fact that the City of Berkeley would lose revenue from the displaced parking spaces because CEQA does not consider economic or social effects to be significant effects on the environment, unless they would lead to significant physical effects on the environment. However, it is acknowledged that this would be a secondary effect that would result from implementation of Mitigation Measure TRANS-2. Although not relevant to the environmental analysis in this EIR, the City of Oakland and the project sponsor are currently coordinating with the City of Berkeley in an attempt to reach an agreement regarding the implementation of mitigation measures at intersections located in the City of Berkeley.

Figure 5-5 on the following page presents a potential reconfiguration of the Alcatraz Avenue/College Avenue intersection that would implement Mitigation Measure TRANS-2 by providing northbound and southbound left-turn lanes on College Avenue, moving the bus stops on northbound and southbound College Avenue from the near-side to the far-side of the intersection, converting the on-street parking on College Avenue from angled to parallel, and converting the existing AC Transit bus stop on eastbound Alcatraz Avenue just west of College Avenue to two parallel parking spaces. This configuration would result in net loss of three parking spaces, which is less than the net loss of six parking spaces estimated in the DEIR. The following strategies would further reduce the potential loss of parking supply and parking revenue:

- Currently, four loading spaces are provided at the intersection: one space on northbound College Avenue just north of the intersection, two spaces on westbound Alcatraz Avenue just east of the intersection, and one space on westbound Alcatraz Avenue just west of the intersection. Converting one or two of the loading spaces to metered parking spaces either permanently or for part of the day would increase the parking supply and parking revenue in the area.
- Currently, about four parking spaces on westbound Alcatraz Avenue, west of the intersection are designated as 24-minute parking between 9:00 AM and 6:00 PM on weekdays and Saturdays. These spaces are currently not metered. Installing parking meters for these parking spaces would increase the parking revenue in the area.



Source: Fehr & Peers

7·5·12

Implementation of Mitigation Measure TRANS-2 Figure 5-5

Response to Comment A-2-7

See Master Response M-3 for an expanded analysis of parking supply and demand for the project. The expanded analysis is consistent with the conclusions of the parking analysis presented in the DEIR (page 4.3-110 through 4.3-112). Peak project parking demand would exceed the on-site parking supply. Although the project parking supply would not be adequate to meet the estimated demand, and some vehicles are expected to park in the adjacent residential streets, the additional traffic resulting from cruising (i.e., vehicles driving around to find available parking) is not expected to significantly affect traffic conditions because the number of cruising vehicles is small in comparison to the overall traffic volumes in the area.

Response to Comment A-2-8

See Master Response M-1 regarding why the project driveway volumes were not used to estimate project trip generation and the appropriateness of the trip generation and pass-by rates used in the analysis.

Response to Comment A-2-9

See Master Response M-1 regarding why the project driveway volumes were not used to estimate project trip generation and the appropriateness of the trip generation rates used in the analysis

Response to Comment A-2-10

See Master Response M-3 regarding an updated parking demand analysis, why the parking occupancy surveys of the site cannot be used to estimate project parking demand and, why ITE-based parking demand is appropriate.

Response to Comment A-2-11

As stated in the comment, the 27 parking spaces in the upper level employee parking lot would not be adequate to meet the estimated peak demand of 44 employee parking spaces generated by the Safeway Store and the additional employee parking demand generated by the retail and restaurant components of the project. It is expected that some parking spaces in the ground level (most likely the 17 spaces in the dead-end aisle in the northeast corner of the ground-level garage) would be assigned to employee use.

In addition, the TDM program (see Master Response M-3) will encourage more employees to use non-automobile modes to travel to and from work, and the shortage of long-term on-street parking will also discourage some employees from driving to the site.

Response to Comment A-2-12

The day time employee mode split data presented in Table 4.3-12 of the DEIR is based on survey of all Safeway employees and represents mode share data for Safeway employees on site during the peak shift. The mode share data from 2000 US Census for workers in the project's census tract shows that about seven percent of workers use transit to commute to work. The US Census data may not be very accurate because it is currently more the ten years old, it is based on a small sample size, and the census tract includes areas that are not very transit accessible.

Furthermore, the specific project transit mode share based on the survey was not used to complete any analysis. Rather, the overall automobile mode share was used to estimate parking demand for employees. Based on the survey, the employee automobile mode share is about 70 percent, which is comparable to 75

percent for the project census tract reported by 2000 US Census, despite the fact that the 2000 US Census data is likely overly conservative in light of the factors discussed above.

Response to Comment A-2-13

The comment is generally consistent with City of Oakland Bicycle Parking Ordinance and DEIR Improvement Measure TRANS-1 (page 4.3-108). The location and type of bicycle parking will be determined as part of the final project design and approval. Specific recommendations provided in the comment will be considered by City staff prior to taking action.

Response to Comment A-2-14

The comment is consistent with the Standard Condition of Approval TRANS-1 (page 4.3-36) which requires an implementation of a Transportation Demand Management (TDM) Plan. The TDM plan also includes annual monitoring of the plan's effectiveness. Safeway is exploring inclusion of TDM strategies, such as the AC Transit EasyPass, as part of the lease agreement with the site tenants.

Comment Letter A-3

Gordon Wozniak
Councilmember District 8

August 13, 2011

Peterson Z. Vollmann, Planner III
Planning Division, City of Oakland
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: Request for an Extension of the Comment Period on the DEIR: Safeway Project at 6310 College Ave., Oakland, Case Number ER09-0006

Dear Mr. Vollmann:

1

I am writing to ask Oakland to extend to Oct. 31, 2011 the comment period on the Draft Environmental Impact Report ("DEIR") for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland.

I represent Berkeley residents, who reside to the north of the proposed Safeway project. Due to their immediate proximity to the proposed project. the most strongly impacted Safeway neighbors are the Berkeley residents of Alcatraz Ave. Thus, it is ironic that although the preponderance of the significant unavoidable impacts occur in Berkeley, because the project is located across the border, Oakland controls the public process.

Since the DEIR clearly states that Berkeley residents will be impacted by the proposed project, Oakland should allow Berkeley adequate time to conduct its own public review of the significant impacts identified in the DEIR and their proposed mitigations, before the EIR is certified by Oakland.

Currently, both the Berkeley City Council and its Transportation Commission are on summer break until mid-September. At its Sept. 15, 2011 meeting, the Transportation Commission could review the traffic impacts and prepare recommendations for Council, which would allow Council review in October. Due to the long lead times required for public noticing under Berkeley's Open Government Ordinance, the comment period on the DEIR should be extended to October 30, 2011.

Sincerely,

Gordon Wozniak
Berkeley City Council – District 8

Response to Comment A-3-1

Regarding the requested extension of the comment period, a 46-day comment period was provided, consistent with the requirements of Section 15105(a) of the *CEQA Guidelines*. While the public review period occurred during summer months, the City does not suspend business during summer months, nor is there any requirement under CEQA to adjust a public review period based on the time of year during which it is held. That said, the City of Oakland accepted comments from the City of Berkeley after the end of the official comment period. The comment does not address the adequacy of the DEIR and is therefore noted; no further response is required.

Comment Letter A-4

Gordon Wozniak
Councilmember District 8

August 15, 2011

Peterson Z. Vollmann, Planner III
Planning Division, City of Oakland
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: Comments on the DEIR: Safeway Project at 6310 College Ave., Oakland, Case Number ER09-0006

Dear Mr. Vollmann:

I am writing this letter on the behalf of the residents of District 8, to comment on the Draft Environmental Impact Report ("DEIR") for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland. District 8 consists of the southeast section of Berkeley and borders the proposed project.

As the City Councilperson for District 8, I represent Berkeley residents, who reside to the north of the proposed Safeway project. Although the proposed project is entirely in Oakland, its impacts will extend into Berkeley and many of these residents will be strongly impacted due to their proximity to the project.

1

I have had an opportunity to review the DEIR that supports the full-build project and the Variance Applications. It is my opinion that the DEIR is inadequate and incomplete. The full-build design is ranked 4th in terms of minimizing environmental impact. The full-build Safeway store will not be a green building or a green business, since the associated Greenhouse Gas Emissions for operations will increase by 46%. The full-build option will increase the site lot coverage by a factor of three and the building size by a factor of five, yet these dramatic increases in bulk and scale are deemed insignificant. Furthermore, almost all of the significant and unavoidable traffic impacts are in Berkeley, which is in the early stages of a public process to consider the proposed mitigations.

Since there are a number of critical issues that the DEIR fails to adequately address, the Planning Commission should reject the current Safeway expansion design and not certify the EIR.

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E-mail: GWozniak@ci.berkeley.ca.us

Comment Letter A-4, cont'd.

Issues with the Draft Environmental Impact Report:

1. *Pursuant to the CEQA Guidelines Section 15091, no public agency shall approve or carry out a project for which an EIR has been certified which identifies one or more significant effects of the project.*
   a. Since the DEIR has identified numerous significant & unavoidable traffic impacts in Berkeley, Oakland should delay certification of the EIR until the Berkeley City Council has an opportunity for a public review of the traffic impacts and the proposed mitigations.

1

2. The proposed Safeway expansion does not provide a building mass in scale with its location and inadequately describes the bulk of the project. For the full-build option, the new building will have an area of about 140,000 ft2 (two floors) and greater than 90% lot coverage.
   a. The existing 90,000 ft2 site contains a total of 25,389 ft2 of structures (24,269 ft2 single-story store and a 1,120 ft2 gas station service building) for a total lot coverage of only 30%. The full-build project is described as having 62,167 ft2 of retail floor area, but the DEIR does not describe the building area devoted to enclosed parking, which represents a comparable or larger floor area. The entire two-story structure will enclose almost all of the ground floor and about two-thirds of the 2nd floor of the 90,000 ft2 site for a total structure of about 140,000 ft2. Thus, the lot coverage will increase a factor of three from 30% to 90% and the building size will increase by a factor of over five from 25,000 ft2 to 140,000 ft2.
   b. **This dramatic increase in both lot coverage and building mass and their impacts on the surrounding neighborhoods is not adequately discussed or evaluated in the DEIR.**

2

3. Parking
   a. Although the proposed project will provide a total of 171 parking spaces, this is 15 spaces short of the parking required for a project of this configuration. Eight spaces, or 5% of the total, will be sized for compact cars, whereas, 95% of the spaces will be sized for SUVs and full sized cars. Since a majority of East Bay residents drive sub-compact or compact cars, a substantial amount of space is wasted on extra-large parking spaces. The DEIR should analyze whether 15 additional spaces could be generated with a floor plan containing 50/50 mixture of large and compact vehicles. To determine what the actual demand is for different sized parking spaces, Safeway should measure the distribution of different sized vehicles (sub-compact, compact, full sized, SUV, and pickup) in its current parking lot.

3

   b. To make the Safeway a green project:
      i. Electric vehicles should be encouraged by providing 10% of the parking spaces with charging facilities.

4

Comment Letter A-4, cont'd.

5

ii. In addition, several parking spaces should be dedicated to car sharing.
iii. The outdoor employee parking lot should utilize dual-intensity energy efficient lighting with motion detectors. The Mondavi Center at UCDavis has such a lighting system for its parking lot and has reduced its electrical use by over 75%.
iv. Rain water from the roofs should be collected and used for landscaping.

6

4. Conditional Use Permit for a store size in excess of 7,500 ft2.
   a. The project site is within the C-31 Special Retail Commercial Zone. The C-31 Zone is *"intended to create, preserve, and enhance areas with a wide range of retail establishments …."*
   b. For the full-build option store of 51,000 ft2 and an additional 10,000 ft2 of small retail, this store will be an order of magnitude larger than the next largest store in the district. It will dominate this business district which has only very limited on-street parking. Furthermore, Safeway will have 144-parking spaces on site for its customers and the customers of its eight-commercial tenants. Although in the past and present, Safeway has generously allowed its customers to park in its parking lot and shop at other businesses in the district, this policy has never been formalized. Because on-street parking is scarce, the Safeway's commercial tenants will have a significant advantage over other businesses in the district.
   c. In effect, Safeway is similar to an anchor tenant in a mall, but, in contrast, it controls access to the parking for the entire mall, giving it a significant advantage in addition to its large size. To have a healthy shopping district, it is important that all customers have equal access to parking, regardless of which individual business they choose to patronize on a particular trip.
   d. <u>One of the conditions of the Use Permit, should be to allow equal access to the Safeway parking lot, subject to reasonable restrictions</u>. Such a condition would be consistent with Policy N1.1 *"…provide opportunities for small scale, neighborhood-oriented retail."*
   e. Furthermore, page 4.1-8 of the DEIR states *"While the proposed parking would primarily support shopping at Safeway, its layout and proximity to the new and existing small commercial shops on College would effectively promote parking once and walking to multiple destinations."* <u>This current practice should be included as a condition in the Use Permit.</u>

5. Consistency with Oakland's General Plan and Land Use and Transportation Element (LUTE)
   a. Policy N1.4 Locating Large-Scale Commercial Activities. *Commercial uses which serve ….. regional consumers and which primarily offer high volume goods should be located in areas amenable to high volumes of traffic …*

Comment Letter A-4, cont'd.

6

i. Classifying the proposed full-build option Safeway store of 51,000 ft2 as a small-scale neighborhood commercial retail is not justified on the basis of the evidence presented and not a credible classification. This classification is not supported by any facts or analysis. The proposed store is an order of magnitude larger than any other store in the business district.

ii. Furthermore, it will draw the majority of its customers from outside of the neighborhood. The proposed store is more properly classified as a large-scale commercial retail store. Safeway should survey where its current customers reside and analyze this data in the DEIR.

iii. <u>If full-build store is approved, as proposed, then there should be additional mitigations to offset the detriment to the neighborhood, such as undergrounding all utilities on Claremont, College & Alcatraz as well as installing pedestrian scale street lamps. In addition, a Business Improvement District should be created to promote, beautify and maintain the commercial district.</u>

iv. Additional analysis needs to be performed to demonstrate how such a large-scale store will fit into the ecology of the district without damaging the existing small businesses.

b. Policy N1.8: Making Compatible Development. *"The height and bulk of commercial development in 'Neighborhood Mixed-use Center' and 'Community Commercial' areas should be compatible with that which is allowed for residential development."*

I. The ground-floor of the proposed full-build project will occupy 90% of the 90,000 ft2 site and the 2nd floor will occupy more than 50% of the site. To claim that the FAR is only 0.72 substantially understates the bulk of the building. The underground parking should be included in the FAR estimates.

II. In addition, the lot coverage is 90%, which is substantially greater than what is allowed in the adjacent residential zoning. This impact is not analyzed in the DEIR.

III. Additional analysis needs to be done considering both the lot coverage and the FAR for the entire structure, including parking to determine whether or not this development is compatible with adjacent residential and commercial activities.

c. Policy N5.2: *Buffering Residential Areas. Residential areas should be buffered and reinforced from conflicting uses through the establishment of performance-based regulations, the removal of non-conforming uses and other tools.*

Comment Letter A-4, cont'd.

i. The existing store is noisy, produces noxious odors, and abuts the property line. The proposed design calls for a 10-foot wide, landscaped buffer area between the new grocery store and the residential parcels to the north and an enclosing several noisy activities. These buffering measures should reduce the potential land use conflicts between the Safeway store and the adjoining residences, relative to existing conditions. However, the effectiveness of these buffering measures should be regularly monitored and evaluated on an annual basis to ensure that the store is meeting its conditional use obligations. The DEIR should evaluate the impact of increasing the residential setback to 15-feet.

d. Conflict with Adjacent Land Uses – Impact LU-2: *The project would not result in a fundamental conflict between adjacent and nearby land uses.* (Less than Significant)

6

i. The analysis presented in the DEIR is inadequate in that it does not take into account the great increase in the bulk of the proposed full-build option which will increase the lot coverage from about 30% to 90%, In addition, the size of the proposed structure, including the enclosed parking will be more than five times larger than the existing structures. The impact of the bulk of this large, new building of about 140,000 ft2 has not been properly analyzed.

e. Underground Utility Lines. *"Electrical, telephone and related distribution lines should be undergrounded in commercial and residential areas,..."* (LUTE Policy N12.4)

i. The power and utility lines adjacent the site (Claremont & College) should be undergrounded. In addition, Safeway should consider undergrounding the utility lines on Alcatraz between College and Claremont Aves as an additional mitigation measure for the large bulk of the proposed project.

f. Lighting – Safeway should replace the ugly, Cobra-head street lights with pedestrian friendly & energy efficient street lighting along both sides of College Ave.

6. Construction Hours

7

a. Since the project site is adjacent to a residential area, construction should be limited to weekdays.

7. Impact TRANS-2.

8

a. One of the mitigations proposed for this impact at the College & Alcatraz intersection is to eliminate six on-street parking spaces. The DEIR states that "Parking demand on this segment of College Ave is currently at or

Comment Letter A-4, cont'd.

above capacity. Thus, the loss of these parking spaces would contribute to the expected parking shortage in the area (see page 4.3-12)."

8

b. To mitigate this loss of parking, Safeway should provide customers of these businesses access to its off-street parking garage.
c. In addition, Safeway should underground the utilities on Alcatraz and pay for the installation of pedestrian-scale street lamps in this area.

8 Greenhouse Gas (GHG) Emissions

The proposed full-build project is not a green project. According to Table 4.5-3, the proposed full-build project will increase GHGs by 45% over current operations. This increase is contrary to the draft Oakland Energy and Climate Action Plan, which calls for a reduction of city-wide GHG emissions by 36% by 2020.

a. Although Policy CO-13.4 calls for the *"use of alternative energy resources, including solar energy and technologies which convert waste or industrial byproducts to energy, …"*, no analysis of the impact of cool roofs or photovoltaic roof arrays on GHG emissions are presented.

9

b. The full-build project is assigned to not have a significant impact on the environment only after inclusion of the GHG emission associated with the refrigeration leaks, even though the inclusion of refrigeration leaks *"is inconsistent with BAAQMD's justification for deriving the 1,100 metric ton threshold of significance …"* Safeway should present a green store that does not have to resort to such subterfuge avoid a significant finding.

c. Utilizing solar panels of the roof of the project could reduce electrical consumption by 478 MtCO2/year, dramatically decreasing the project's GHG emissions. Solar panels should be evaluated and included in the final design.

d. The DEIR analysis should consider the improvements required for the project to achieve a zero-net-energy operation.

e. Since over 90% of the full-build projects GHG emissions are associated with traffic, Safeway should consider scaling back the size of the project to reduce the associated GHG emissions. Alternatively, it should introduce sufficient mitigations to cap the traffic emissions at the 2009 values, such as incentives to use:
   i. electric vehicles or high-mileage vehicles,
   ii. car shares,
   iii. mass transit,
   iv. a grocery delivery service
   v. and bicycles.

Comment Letter A-4, cont'd.

f. The construction-generated GHG emissions from the project are not properly accounted for. Construction emissions occur at the beginning of the project, before operations begin. Since CO2 has a residency in the atmosphere of hundreds of years, annualizing the construction-generated GHG emission is the wrong approach and grossly underestimates their impact. For example, in Year 1 the construction-generated GHGs are 387 US tons of CO2, whereas the DEIR assumes that only 9 tons are emitted by operation in Year 1 using the annualized methodology. Using this flawed methodology, it takes 40 years for the DEIR estimates to reach the level of 387 tons emitted in the first year by construction. Clearly, this methodology is flawed, grossly underestimates the impact of the actual GHGs emitted by construction activities and should not be utilized.

9

For all of the above reasons, the conclusion of the DEIR that *"the project would not result in a cumulatively considerable contribution of GHG emissions …"* is not justified! The DEIR analysis of GHG emissions needs to be redone with realistic assumptions.

9. Environmentally Superior Alternatives
   a. The DEIR analysis designates:
      i. The No Project Alternative as the environmentally superior alternative.
      ii. Alternative 2b, the 25,250 ft2 Reduce Size Project as 2nd place runner up.
      iii. Alternative 2, the 40,000 ft2 Reduced Size Project is the 3rd place runner up.
      iv. The Full-build option does not even place as a runner-up.

10

Safeway should revise its design for the proposed store to make it a green building of significance. The goal should be a store with zero-energy operations and substantially reduced GHG emissions from transportation. In addition, it should have a goal as a zero-waste store. With a proper redesign, Safeway can create both a green store and one that enhances the ambiance and enriches the ecology of this jewel of a business district.

Sincerely,

Gordon Wozniak
Berkeley City Council – District 8

Response to Comment A-4-1

The comment asserts that the project will not be a green building because greenhouse gas emissions would increase by 46 percent. However, the project would be designed to achieve Leadership in Energy and Environmental Design (LEED) certification through the use of sustainable building materials, energy- and water-efficient systems, waste reduction and recycling, native and drought-tolerant trees and planting, and more. The LEED certification would be determined by a ranking based on points awarded for each sustainable component, with a maximum score of 110 points possible. The LEED certification would document the reduction of greenhouse gas (GHG) emissions attributable to building operations. The comment pertains to project characteristics and does not address the adequacy of the DEIR.

The size of a project in and of itself would not constitute a significant impact. Rather, the size of a project is considered in the relevant sections of environmental analysis. In particular, Draft EIR Chapters 4.1 and 4.2 analyzed the size and scale of the project as they relate to the environmental areas of Land Use, Plans and Policies and Visual Quality, respectively, and found that the proposed project's impacts with respect to those areas would be less than significant. While it is acknowledged that the project would increase the bulk and scale of what is presently on the site, the existing development is a suburban type of development dominated by a parking lot. It is not consistent or compatible with the more dense development that lines neighboring blocks. The proposed project would be comparable in scale and massing to other development in the area, and would be smaller in height than a number of other buildings in the area, which include three- and four-story buildings, while the proposed project would be two stories. For additional discussion on the building's size, scale, and pedestrian orientation, please see Responses to Comments D-31, E-6, E-53, E-142, and Master Response M-9. The DEIR fully discloses the traffic and all other potential impacts of the project, and discloses that the traffic impacts on intersections within the City of Berkeley would remain significant and unavoidable if the City of Berkeley does not implement the mitigation measures. There is therefore no reason for the City to decline to certify the EIR on that basis. It should be noted that the comment selectively quotes Section 15091 of the *CEQA Guidelines*, which says (in part), "No public agency shall approve or carry out a project for which and EIR has been certified which identifies one or more significant environmental effects of the project *unless the public agency makes one or more written findings for each of those significant effects, accompanied by a brief explanation of the rationale for each finding*" [emphasis added.] Thus, the fact that the project would have significant impacts does not preclude the City of Oakland from certifying the EIR or approving the project.

Response to Comment A-4-2

The project would not develop 140,000 square feet of building area. As stated on page 3-10 of the DEIR, the proposed project would develop a total of approximately 62,167 square feet of retail floor area, with the 51,510-square-foot Safeway store on the upper level, a 2,744-square-foot full service restaurant, and seven small retail shops occupying a total of approximately 7,913 square feet of retail floor area.

The DEIR discusses the number of parking spaces included in project design rather than the square footage of the project devoted to parking, because parking and maneuvering aisles are not counted as floor area in the Oakland Planning Code. The number of spaces is the metric that is governed by the Planning Code. Likewise, the square footage of the retail space is the metric that is governed by the Planning Code. The square footage of retail would be well under the size allowed by the zoning of the site. As noted on page 3-19 of the DEIR, the project would provide 15 fewer parking spaces than required by the Planning Code. The parking included in project design would not represent a new use or a significant intensification of an existing use on the project site or the site vicinity. The architectural renderings of the project on pages 3-20 to 3-25 and 4.2-3 to 4.2-9of the DEIR include space devoted to

parking in the renderings. As noted in the previous response, DEIR Chapters 4.1 and 4.2 analyzed the size and scale of the entire project, which includes the space devoted to parking, as they relate to the environmental areas of Land Use, Plans and Policies and Visual Quality, respectively, and found that the proposed project's impacts with respect to those areas would be less than significant.

As discussed in more detail in Master Response M-9,, the project would be well under the amount of developed space allowed by the site's zoning.

Response to Comment A-4-3

See Master Response M-3 for an expanded analysis of parking supply and demand for the project. The expanded analysis is consistent with the conclusions of the parking analysis presented in the DEIR (page 4.3-110 through 4.3-112). Peak project parking demand would exceed the on-site parking supply. Although the project parking supply would not be adequate to meet the estimated demand, and some vehicles are expected to park in the adjacent residential streets, the additional traffic resulting from cruising (i.e., vehicles driving around to find available parking) is not expected to significantly affect traffic conditions because the number of cruising vehicles is small in comparison to the overall traffic volumes in the area.

In general, customer parking for Safeway and other retail uses would have frequent turnover as most shoppers would park for less than 30 minutes. It is common practice to use regular sized parking spaces for supermarket or similar uses with high turnover, because maneuvering in and out of the spaces and loading groceries is easier, making the overall garage circulation more efficient. In addition, compact spaces may sometime result in one automobile parking in more than one parking space and reducing the effectiveness of the larger parking supply created by adding compact spaces.

Response to Comment A-4-4

The City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project.

Response to Comment A-4-5

The City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project.

Response to Comment A-4-6

Please see Response to Comment C-86-5 for a discussion on why the proposed Safeway is classified as small-scale neighborhood commercial retail rather than a regional large-scale commercial facility. What is more relevant to the discussion, however, is the fact that the proposed project is a conditionally permitted use in the C-31 zone, subject to approval of a Conditional Use Permit. Please see Master Response M-9 for a discussion of the project's consistency with the findings required for a Conditional Use Permit.

Regarding the request for additional mitigations or operational requirements, the Planning Commission can consider additional conditions of approval if adequate legal nexus exists, but there is no justification available under CEQA for imposing additional mitigation requirements on the applicant, such as installing new street lamps or underground utilities. The applicant is already proposing to develop numerous pedestrian and other amenities for the public benefit. Please see Response to Comment A-2-2

for further discussion on this point. Regarding how the project will "fit into the ecology of the district" without damaging the existing small businesses, please see Master Response M-6.

The request to include the parking lot in the floor-area ratio (F.A.R.) calculations is not consistent with standard planning practice. As defined by Chapter 17.09, Section 17.09.040 of the Oakland Planning Code, and consistent with other zoning ordinances throughout the State, "'floor-area ratio' means the number resulting from division of the floor area on a lot by the lot area." Pre-eminent land planning expert William Fulton notes in his book *Guide to California Planning* that very low F.A.R.s will typically result in parking and landscaping occupying more of a site than the buildings themselves.[1] He also states that regional commercial centers have a maximum F.A.R. of 0.25, while the proposed project would have an F.A.R. of 0.72.

Allowable lot coverage in residential districts is not relevant to the proposed project, which has a grandfathered zoning designation of C-31 district and is governed by the regulations applicable to that zoning district (see Master Response M-9). Similarly, there is no basis for evaluating a 15-foot rear-yard setback when the zoning regulations require a 10-foot setback; although as noted on page 4.1-9 of the DEIR, even this requirement may not apply because the adjacent residential property is within the jurisdiction of the City of Berkeley. As acknowledged in the comment, the proposed project would result noise and odors experienced at the adjacent residences similar to or reduced from existing conditions, and would create a landscaped buffer where none currently exists. As such, the noise and odor impacts of the proposed project would be less than significant.

Again, the project would not develop 140,000 square feet of building area; see Response to Comment A-4-2 to this comment letter, and Master Response M-9 The DEIR acknowledges and evaluates the impacts of the increased bulk of the project in the discussion of Impact-AES-2, on pages 4.2-14 through 4.2-16. As noted therein, the proposed project would not be out of scale with the existing pattern of development, as taller and bulkier (e.g., higher F.A.R.) buildings are found in close proximity to the site.

LUTE Policy N12.4 is in support of Objective N12, which reads "Provide adequate infrastructure to meet the needs of Oakland's growing community." As is the case with many General Plan goals and policies, both Objective N12 and Policy N12.4 must be implemented by the City; it is not incumbent on every development applicant to implement all General Plan policies adopted by the City. It would not be feasible to require individual project applicants to underground utilities serving their projects; as a practical matter, undergrounding would need to occur over larger distances that would not be the responsibility of individual applicants. The City could consider adopting an assessment district for purposes of undergrounding utilities in the future, but that is beyond the scope of this EIR. The point about lighting was addressed above in the discussion about additional mitigation requirements. However, the City can consider this request during the design review process.

The City will consider this input on the proposed project merits prior to taking action on the EIR and the proposed project. As included in Improvement Measure TRANS-2, currently, Safeway is considering allowing public parking for both Safeway and non-Safeway customers limited to two hours for the majority of the parking spaces in the ground-level garage.

Response to Comment A-4-7

As discussed on pages 4.6-10 of the DEIR, the City's Standard Condition of Approval NOI-1 restricts construction activities to weekdays, although Saturday work may be allowed on Saturdays with the prior

[1] William Fulton, *Guide to California Planning*, page 128, 1999.

written authorization of the Building Services Division for special activities such as concrete pouring. As discussed on pages 4.6-9 through 4.6-13, construction of the project will be required to comply with the noise limits and other restrictions established in Standard Conditions of Approval NOI-1 through NOI-6. The standard conditions are more restrictive than the noise limits established in Section 17.120.050 of the Oakland Planning Code.

Response to Comment A-4-8

The comment does not address the adequacy of the DEIR and is therefore noted.

See Response to Comment A-2-6 for a more detailed design of Mitigation Measure TRANS-2 at the Alcatraz Avenue/College Avenue intersection. The updated mitigation measure would result in loss of three parking spaces, which is less than the loss of six parking spaces estimated in the DEIR. Note that the final design for the intersection will be approved by the City of Berkeley. As stated on page 4.3-41 of the DEIR and in Response to Comment A-4-6, as included in Improvement Measure TRANS-2, Safeway is considering making the underground project parking garage available to the general public for up to two hours. Regarding the suggestion for Safeway to underground utilities and install new street lamps, please see Response to Comment A-4-6.

Response to Comment A-4-9

The comment states that the proposed project is not a green project and that it does not comply with the draft Oakland Energy and Climate Action Plan (ECAP). Compliance with draft plans is not required by CEQA. See Master Response M-8 for an analysis of the proposed project's greenhouse gas (GHG) impacts. The analysis of greenhouse gas impacts in the Draft EIR, Chapter 4.5 found that the proposed project would not result in a significant impact related to greenhouse gas emissions.

Response to Comment A-4-10

There is no basis under CEQA to require Safeway to build a zero-energy store. As noted in the comment, the proposed project is neither the environmentally superior alternative nor a "runner-up;" however, the identified alternatives would fall far short of accomplishing several of the primary objectives of the applicant. The environmental impacts that would result from the project have been disclosed in the DEIR, consistent with the requirements of CEQA, and mitigation measures have been identified to reduce impacts to the maximum extent feasible. As acknowledged in the DEIR, numerous mitigation measures for traffic impacts would be under the jurisdiction of the City of Berkeley, and if that city declines to implement the measures, then the associated impacts would remain significant and unavoidable.

Comment Letter A-5

Madeleine Zayas-Mart
Oakland Planning Commission
Chair, Design Review Committee

September 02nd, 2011

Dear Mr. Vollmann,

1 My apologies for the late response. The following are my comments to the DEIR for the Safeway proposal on College Avenue in Oakland, CA. This letter includes clarifications to and a deeper analysis of the suggestions I previously made in various emails dated August 3rd. Please replace my previous emails regarding the College Ave Safeway EIR with this letter.

LAND USE

2 I agree with statements made by others that the DEIR is lacking a meaningful and accurate analysis of this project's consistency with the goals established by the General Plan related to land use. Environmental impacts should be measured against the more comprehensive goal to "identify, create, maintain and enhance mixed-use neighborhood commercial centers," by "providing smaller scale pedestrian-oriented, continuous street frontage with mix of retail, housing, office, active open space, eating…."etc. Since all of the environmental impacts are measured against so called "Project Goals," these project-specific goals are only valid if they support this primary goal. Please advise.

Mixed-Uses

3 The successful character of this unique and rich retail corridor depends on a traditional land use pattern of small mixed-use housing or office over ground level retail. It is no surprise that the General Plan calls for smaller-scale, pedestrian-oriented mix of retail, housing, office, etc. The proposal's inclusion of small-scale ground level retail is commendable, but does not preclude the explicit goals of the General Plan to provide a mix of land-uses such as housing and office. From a land use perspective alone, given parking, traffic, neighborhood desirability, market economic and proximity to AC Transit and Bart considerations, a mix of retail and rental housing would be a superior option to a single mix of retail uses alone. This site, much larger in size as compared to a typical 50ft x 100 ft mixed-use parcel, is clearly large enough to accommodate a mix of land uses and a large format retail development. Unfortunately, the choice of mixed-use residential alternatives 1a and 1b fail to illustrate this point. More thoughtful and better informed (ie, "reasonable"), mixed-use alternatives can demonstrate the feasibility of my assertion and therefore, replace Alternatives 1a and 1b (I will discuss this in more detail under my discussion of *ALTERNATIVES* further below).

Size of Safeway Store (excluding small retail)

4 The EIR should include a market analysis that shows a relationship between size of store and market demand. In particular, it should analyze how the increase in size does or does not meet a market demand in the neighborhood, given the generous supply of grocery stores in Rockridge and surrounding areas, and in particular the Pleasant Valley Safeway development proposal less than one mile away.

Comment Letter A-5, cont'd.

TRAFFIC, CIRCULATION, AND PARKING

General Comments

1. Impacts to pedestrians should be prioritized over automobile traffic flow with a focus on quality and safety of pedestrians (preserve and enhance C31). Alternatives 3 and 4 address this issue head on. Based on Table 5-21, Alternative 4 is a superior alternative as it balances the need to reduce safety impact to pedestrians produced by wide curb cuts, cars, etc, as well as visual impact from College and adjacent streets with internal circulation needs of the project, as well as eliminates the need for mitigation measure trans-2. **5**
2. A robust PDM plan focused on this site's proximity to Bart and other transit nearby is needed. **6**
3. Mitigation to traffic: consider adding a demand shuttle service for pedestrian shoppers to encourage use of transit and walking. **7**
4. Keep College Ave to its narrowest possible curb to curb dimension. Analyze a street section where College Ave is 35 ft./45 ft wide curb to curb. **8**
5. Seek opportunities to enhance the quality of pedestrians:
    a. Provide wider sidewalks. Clarify lane widths along Claremont Ave (my understanding is that lanes need not exceed 10.5 ft; 10 ft would be preferable, please clarify). Explore sidewalk widths along Claremont of 12 ft. min and along College Ave sidewalks of 14 ft. min. **9**

Comments to Proposed Mitigations

Proposed mitigation measures Trans-2 and Trans-9 may slightly alleviate auto traffic at a very high cost to pedestrians as these measures create secondary unavoidable negative impacts to pedestrian safety and comfort. In response to the identified comprehensive project goal stated above, alternative mitigations should seek to not only to maintain, but moreover enhance the quality of pedestrian experience along College and Claremont Avenues in ways that recognize the fine grain block and street framework and character of this neighborhood. **10**

4.2 VISUAL QUALITY

Impact AES-2

While these issues can be addressed during the Design Review Process at a more detailed level, it is important for the EIR to acknowledge the following potential impacts.

1. Claremont Avenue:
   As proposed, the blank wall of the parking garage and the parking garage entry can create visual blight. The proposed design does not go far enough to address this issue. Mitigation measures can include:
    a. Entrances to upper level residential units can successfully address the negative visual impacts on the street. Entrances help activate the sidewalk, provide safety to pedestrians, and introduce actively used openings into an otherwise blank facade. Residential units at the second floor mezzanine to help break down the façade and provide "eyes on the street." **11**
    b. A reduced garage opening (no wider than 25 feet), and more visual interest
    c. Additional landscape (such as the already proposed bamboo and street trees), trellises and façade treatments should be incorporated to help support a more visually appealing building edge, but cannot be solely relied on to mitigate the visual impact or active the street.
2. Along College Avenue, the horizontal fenestration at the second floor of the Safeway store should be broken down further as to better harmonize with the urban pattern of this neighborhood.

Comment Letter A-5, cont'd.

3. Garage entrances at both College and Claremont Avenues are unsightly (and unsafe to pedestrians and bicyclists). By eliminating egress onto College Ave, Alternative 4 helps mitigate the visual nuisance along College Ave in that it decreases the garage opening to half the width.

11

Therefore, mitigation measures are required.

ALTERNATIVES

Mixed-Use Alternatives

The EIR fails to consider feasible Mixed-Use residential scenarios. The choices that are included do not meet the feasibility test. I would like to propose that an additional scenario be included as follows:

To include a second story, 30 feet deep of residential or office along Claremont Ave above the grocery store, in a mezzanine location so as not to minimize impact on size of Safeway store. Overall building height need not exceed 30-35 ft, depending on roof design. For the residential option, about 8 rental units for students or seniors should yield only 2 dedicated parking spaces at .25 to 1 ratios. All of this can be accomplished with no or minimal additional height reduction to the Safeway Store. The parking garage may be moderately impacted, but the Claremont Avenue façade will be greatly improved.

12

Alternative 3

As proposed, this scenario does not illustrate the goals of the project to provide active ground level retail and harmony with the surrounding context. Therefore, this alternative can include a reduced Safeway store (about 40,000 sq. ft.), that keeps ground level small scale retail.

COORDINATION WITH OTHER PUBLIC AGENCIES

The EIR should include relevant communication amongst staff, as well as recommendations made by all of the parties involved regarding coordination with other Public Agencies such as BART, AC Transit, and Public Works.

13

Response to Comment A-5-1

The comment requests previous comments submitted via email to be replaced with this comment letter. The comment is noted and no further response is required.

Response to Comment A-5-2

The DEIR does evaluate the project's consistency with the comprehensive goal implicit in stated intent of the Neighborhood Center Mixed Use classification applicable to the project site. Please see Master Response M-9 for additional discussion pertaining to this comment.

For additional discussion on the project's compatibility with the existing pedestrian-oriented retail development in the site vicinity, including its aesthetic compatibility, please see Responses to Comments A-5-11, E-53, E-142, and Master Response M-9.

Response to Comment A-5-3

The comment about office use appears to refer to the General Plan statement of intent (discussed in the previous response) behind the Neighborhood Center Mixed Use classification. Please see Master Response M-9 for a discussion of this issue as well as the broader issue of the project's consistency with this land use classification.

Regarding the comment on alternatives, this is addressed in response to the commenter's more detailed Response to Comment A-5-12 of this letter. Please see Response to Comment A-5-12.

Response to Comment A-5-4

The comment says the EIR should include a market analysis of demand in the neighborhood relative to store size. This comment is addressed in Master Response M-6.

Response to Comment A-5-5

The commenter's preference for Alternative 4 is noted. As shown in Table 5-21 of the DEIR, Alternative 4 would reduce the magnitude of Impact TRANS-2 at the College Avenue/Alcatraz Avenue intersection; however, it would not eliminate the need for Mitigation Measure TRANS-2 (See Table 5-22).

In addition, the DEIR identified one impact, TRANS-17, as a significant impact on pedestrian safety at the 63rd Street/College Avenue intersection. However, the Revised Project would reconfigure the intersection and eliminate this significant impact (See Chapter 2 for more detail on the Revised Project and its impacts). Thus, the Revised Project would not cause a significant impact on pedestrians. Also, see Response to Comment A-2-2 for more detailed information on pedestrian features of the proposed project.

Response to Comment A-5-6

The comment is consistent with the DEIR. As shown on page 4.3-36, Standard Condition of Approval TRANS-1 requires implementation of a Transportation Demand Management (TDM) program for the project, which would also reduce project parking demand. See Master Response M-3 for an updated parking demand analysis and a revised Improvement Measure TRANS-2, which provides strategies to reduce and better manage the project parking demand.

Response to Comment A-5-7

A demand shuttle service will be considered as part of the TDM program for the project. However, considering the size of the project and that the project site is well served by AC Transit, a shuttle service most likely would not be very effective in reducing automobile trips.

Response to Comment A-5-8

College Avenue, adjacent to the project site currently has a curb-to-curb width of 40 feet which consists of one travel lane and one parking lane in each direction. This width is consistent with most of College Avenue north of the proposed project.

The Revised Project would widen the curb-to-curb width on College Avenue by up to ten feet to provide a left-turn lane into the project site from southbound College Avenue. The left-turn lane would remove left-turning vehicles from the through vehicle flow and reduce the delay for through moving automobiles and buses. The Revised Project would also provide a median and/or bulbouts on the south approach of the 63rd Street/College Avenue intersection to shorten the pedestrian crossing distance on College Avenue. Reducing the curb-to-curb width on College Avenue to 45 or 35 feet would require the elimination of the southbound left-turn lane and the pedestrian improvements proposed by the Revised Project and/or elimination of parking on one or both sides of the street.

Response to Comment A-5-9

The proposed project would provide the following sidewalk widths along the project frontage:

- The sidewalk along Claremont Avenue would be six-feet wide north of the pedestrian-only street and eight-feet or wider south of the pedestrian-only street.
- The sidewalk adjacent to the project along College Avenue would have a minimum width of eight feet and up to 18 feet just north of Claremont Avenue at the proposed bus stop.

Also, see Response to Comment A-2-2 for more detailed information on pedestrian features of the proposed project.

The travel lanes on College Avenue are currently 12 feet wide and the proposed project would maintain the 12-foot travel lanes. Considering that College Avenue in Oakland is designated as a future Class 3A arterial bike route, travel lanes should continue to be 12 feet wide to safely accommodate both bicycles and automobiles.

The proposed project would not modify the lane configuration on Claremont Avenue. Travel lanes on Claremont Avenue would continue to be between 10 and 10.5 feet wide with the project, which is the minimal width to safely accommodate automobiles and buses on an arterial.

Widening the sidewalks to 12 feet along Claremont Avenue and/or 14 feet along College Avenue would require eliminating on-street parking and/or reducing the size of the project as the travel lanes on both streets cannot be narrowed any further.

Response to Comment A-5-10

Neither Mitigation Measures TRANS-2 nor TRANS-9 would have secondary significant impacts on pedestrian circulation or safety. Both proposed improvements can be accommodated within the existing

curb-to-curb right-of-way and would not require additional right-of-way. Pedestrian crosswalks at both intersections would remain at the existing locations and would not be lengthened.

Mitigation Measure TRANS-2, at the Alcatraz Avenue/College Avenue intersection, would benefit pedestrians by providing protected north/south left-turns so that automobiles turning left from northbound and southbound College Avenue would not conflict with pedestrians crossing Alcatraz Avenue.

Response to Comment A-5-11

The potential aesthetic impacts of the project are evaluated on pages 4.2-1 through 4.2-17 of the DEIR. The analysis found that the single-story building on the corner and the row of eight storefronts (plus the Safeway entrance lobby) would add visual variety and pedestrian appeal on College Avenue, and could add to the vitality of the shopping area. The "walk street" with its small shops, and the rooftop terrace and bridge would contribute to the ambiance and visual appeal. By reducing the visibility of parked cars and eliminating the gas station, the auto-orientation of the site would be visually reduced. By adding the small shops, the walking and sitting areas and other amenities, the east side of College Avenue would be more compatible with the west side, and the site appearance would be more pedestrian than auto-oriented. The proposed buildings have been designed for this site (as contrasted with the existing, corporate name-identity architecture). The project would provide landscaping to soften its edges and integrate with the existing streetscape.

Along Claremont Avenue, the project would add a structure that would be 30 feet tall along almost three-fourths of the Claremont Avenue frontage, and approximately 20 feet tall along the remainder of the Claremont Avenue frontage. No structures currently exist along this frontage. There would be two separate buildings, divided by the "walk street" with its three small shops. The exterior surface of the larger Safeway building would be divided into smaller visual units with the use of a variety of surface textures, colors, and architectural detailing including the storefront windows, upper level windows, landscaped portals in the lower parking level, three entrance driveways and linear planters and a trellis along the sidewalk. Although the building would be a new addition to this street frontage, which now overlooks the parking lot and much smaller store, it would not appear out of context given the commercial development on all corners of the Claremont/College intersection, nor would it be out of scale with the existing office buildings across Claremont Avenue. For these reasons, the DEIR concluded that overall visual impacts of the project would be less-than-significant, and consistent with the City of Oakland Design Review criteria.

Architectural and other details of the project's design are subject to a design review process by the Planning Commission that is separate from the environmental review that is the subject of this EIR. As noted on page 4.2-12 of the DEIR, design review is focused on ensuring quality design and avoiding potentially adverse visual effects. In approving Design Review the Planning Commission must find:

- That the proposal will help achieve or maintain a group of facilities which are well related to one another and which, when taken together, will result in a well-composed design, with consideration given to site, landscape, bulk, height, arrangement, texture, materials, colors and appurtenances; the relation of these factors to other facilities in the vicinity; and the relation of the proposal to the total setting as seen from key points in the surrounding areas. Only elements of the design which have some significant relationship to outside appearance shall be considered, *(Oakland Planning Code, Section 17.136.050 (B) (1)).*
- That the proposed design will be of a quality and character which harmonizes with, and serves to protect the value of, private and public investments in the area. *Oakland Planning Code, (Section 17.136.050 (B) (2)).*

The level of detail provided in the visual impact analysis of the DEIR is sufficient to provide a determination that the proposed project would not result in a significant impact. As provided by Section 15143 of the *CEQA Guidelines*, "The EIR shall focus on the significant effects on the environment. The significant effects should be discussed with emphasis in proportion to their severity and probability of occurrence." In addition, Section 15128 of the Guidelines states, "An EIR shall contain a statement briefly indicating the reasons that various possible significant effects of a project were determined not to be significant and were therefore not discussed in detail in the EIR." The DEIR has adequately documented the less-than-significant visual effect the project would have along College and Claremont Avenues, and additional documentation is provided in Response to Comment E-31. As noted in the comment, further refinements to the project design can occur during the design review process.

Regarding the safety of the garage entrances, the traffic analysis identified a potential safety hazard only at the College Avenue entrance, which would be due to increased crossing distance (Impact TRANS-17A, page 4.3-101) and to the new signalization at the entrance (Impact TRANS-17B, page 4.3-102). However, as described in Chapter 2 of this FEIR, the Revised Project would eliminate Impacts TRANS-17A and TRANS-17B and Mitigation Measures TRANS-17A and TRANS-17B would not be needed. Alternative 4 can be considered by decision makers as another way to avoid Impacts TRANS-17A and TRANS-17B.

Response to Comment A-5-12

The commenter requests evaluation of an alternative with a second level setback approximately 30 feet containing student or senior residential units or office space to improve the Claremont Avenue façade of the proposed project. As noted under Response to Comment Letter A-2-2, regarding evaluation of an alternative to improve the visual quality impacts of the proposed project, as stipulated in Section 15126.6(a) of the *CEQA Guidelines*, "An EIR shall describe a range of reasonable alternatives to the project, or to the location of the project, which would feasibly attain most of the basic objectives of the project but *would avoid or substantially lessen any of the significant effects of the project*, and evaluate the comparative merits of the alternatives." [emphasis added.] Thus, the purpose of alternatives under CEQA, as also noted in DEIR Section 5.1, Criteria for Selecting Alternatives (page 5-1), is to reduce or avoid significant impacts of the proposed project. All of the alternatives evaluated in the DEIR for the proposed Safeway project were developed to achieve this objective. Because the DEIR identifies eleven significant and unavoidable (SU) impacts of the project, all of them related to traffic operations, the alternatives are appropriately focused on reducing or avoiding one or more of these impacts.

It is not feasible, nor is it required under CEQA, to study every possible alternative. Consistent with the requirements of CEQA, the DEIR evaluated a range of reasonable alternatives to the project that would feasibly attain most of the basic objectives of the project but would avoid or reduce one or more of the significant impacts identified for the proposed project. Although provision of housing is not one of the objectives of the project, the DEIR evaluated two alternatives that included a housing component in an attempt to maximize the trip reduction benefits of an integrated mixed-use project. The intent behind these alternatives (Alternative 1a and Alternative 1b) was that a different mix of land uses, with a reduced amount of commercial development, would reduce one or more of the project's significant traffic impacts. However, once the impact analysis of the alternatives was performed, the results revealed that while there would be some reduction of traffic trips generated, it would not be a significant reduction, and all of the SU impacts identified for the project would still occur under Alternative 1a. Alternative 1b (with senior housing) would result in a reduction in the number of vehicle trips in comparison with the proposed project, with the result that it would eliminate one of the project's SU impacts (Impact TRANS-13) and would reduce the magnitude of the other traffic impacts of the project, but not to a level of insignificance. However, as discussed on page 5-9 of the DEIR, Alternative 1b would not meet certain key project objectives; primarily because of the reduced store size.

Analyzing an alternative with a slightly different mix of uses than Alternatives 1a and 1b (e.g., fewer residential units, or office instead of retail), as identified by the commenter, would not reduce the significant impacts of the proposed project beyond those identified for Alternatives 1a or 1b.

As noted in the comment, the DEIR also evaluated an alternative, Alternative 3, that would have no vehicular access to and from College Avenue; it would also be the same as the proposed project in other respects. This alternative would result in a continuous uninterrupted sidewalk along the project frontage on College Avenue and eliminate potential conflicts between pedestrians on the sidewalk and automobiles entering or exiting the driveway. Alternative 3 is described on DEIR page 5-15 and evaluated on pages 5-26 through 5-43. This alternative was selected to improve pedestrian safety along College Avenue. As explained above, it is not feasible nor required under CEQA to study every possible alternative, and consistent with the requirements of CEQA, the DEIR evaluated a range of reasonable alternatives to the project that would feasibly attain most of the basic objectives of the project but would avoid or reduce one or more of the significant impacts identified for the proposed project.

While a combination of the alternatives analyzed could eliminate more significant and unavoidable impacts, this would not change the identification of the Alternative 2b as the Environmentally Superior Alternative, and would still fail to meet many of Safeway's basic objectives.

Response to Comment A-5-13

Consistent with the provisions of Sections 15088, 15089, and 15132 of the *CEQA Guidelines*, the Final EIR contains all of the written comment letters on the DEIR submitted by BART, AC Transit, Public Works, the City of Berkeley, and other public agencies, and provides written responses to all of the comments submitted, including recommendations. Pursuant to Section 15090 of the *CEQA Guidelines*, the City's decision makers will need to certify that they have reviewed and considered all of the comments and responses prior to approving the proposed project.

Comment Letter A-6

STATE OF CALIFORNIA
Governor's Office of Planning and Research
State Clearinghouse and Planning Unit

Edmund G. Brown Jr.
Governor

Ken Alex
Director

August 16, 2011

Peterson Vollman
City of Oakland, Comm and Econ Dev Agency - Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Subject: Safeway Shopping Center - College and Claremont Avenues File No. ER09-0006
SCH#: 2009112008

Dear Peterson Vollman:

1 The State Clearinghouse submitted the above named Draft EIR to selected state agencies for review. The review period closed on August 15, 2011, and no state agencies submitted comments by that date. This letter acknowledges that you have complied with the State Clearinghouse review requirements for draft environmental documents, pursuant to the California Environmental Quality Act.

Please call the State Clearinghouse at (916) 445-0613 if you have any questions regarding the environmental review process. If you have a question about the above-named project, please refer to the ten-digit State Clearinghouse number when contacting this office.

Sincerely,

Scott Morgan
Director, State Clearinghouse

Comment Letter A-6, cont'd.

State Clearinghouse Data Base

SCH#	2009112008
Project Title	Safeway Shopping Center - College and Claremont Avenues File No. ER09-0006
Lead Agency	Oakland, City of
Type	**EIR** Draft EIR
Description	Safeway, Inc. (project applicant) proposes to replace an existing Safeway Store and closed gasoline service station with a two-story building housing a larger Safeway Store, seven separate ground-floor commercial/retail shops and a restaurant, at 6320 College Avenue, at the intersection with Claremont Avenue in the Rockridge District of Oakland, California.

Lead Agency Contact

Name	Peterson Vollman
Agency	City of Oakland, Comm and Econ Dev Agency - Planning Division
Phone	(510) 238-6167 *Fax* 510-238-4730
email	pvollman@oaklandnet.com
Address	250 Frank H. Ogawa Plaza, Suite 2114
City	Oakland *State* CA *Zip* 94612

Project Location

County	Alameda
City	Oakland
Region	
Lat / Long	37° 50' 58.7" N / 122° 15' 10.7" W
Cross Streets	College Avenue & Claremont Avenue
Parcel No.	048A-7070-001-01
Township	*Range* *Section* *Base*

Proximity to:

Highways	Hwy 13, 24, 123 & I-580
Airports	No
Railways	BART
Waterways	No
Schools	K-12, college
Land Use	The General Plan land use classififcation Neighborhood Center Mixed Use
Project Issues	Aesthetic/Visual; Air Quality; Noise; Traffic/Circulation; Landuse; Other Issues
Reviewing Agencies	Resources Agency; Department of Fish and Game, Region 3; Department of Parks and Recreation; Department of Water Resources; Resources, Recycling and Recovery; California Highway Patrol; Caltrans, District 4; Regional Water Quality Control Board, Region 2; Department of Toxic Substances Control; Native American Heritage Commission; Public Utilities Commission
Date Received	07/01/2011 *Start of Review* 07/01/2011 *End of Review* 08/15/2011

Response to Comment A-6-1

The comment acknowledges receipt of the DEIR at the State Clearinghouse, in compliance with CEQA procedural requirements. The comment does not address the adequacy of the DEIR, and no response is necessary.

Comment Letter B-1

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August 15, 2011

Peterson Z. Vollmann, planner III
City of Oakland Community & Economic Development Agency
Planning Division
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Oakland, CA 94612-2031
pvollman@oaklandnet.com

Re: Comments on Draft Environmental Impact Report: Safeway Project at 6310 College Avenue, Oakland, Case Number ER09-0006; Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and 048A-7070-001-01

Dear Mr. Vollmann,

We are writing to comment on the Draft Environmental Impact Report (DEIR"), prepared
under the California Environmental Quality Act ("CEQA"), for the proposed Safeway at College and Claremont Avenues in Oakland, Alameda County Assessor's Parcel Nos. 048A-7070-007-1 and 048A-7070-001-01, Case Number ER09-0006.

1 The DEIR fails to analyses the potential effects of the proposed project on neighborhood character, misidentifies project objectives, avoids meaningful alternatives, lacks evidence supporting its discussion of consistency with the zoning, and does not support its conclusion that greenhouse gas emissions will not exceed the relevant thresholds of significance.

The DEIR also improperly ducks the secondary physical effects of traffic and parking problems that the project would impose on the neighborhood. It

Comment Letter B-1, cont'd.

generally treats only the potential effects of the new Safeway store itself and pretty much ignores the potential effects of the proposed eight new retail establishments.

Overview

The DEIR suffers from legal and factual deficiencies, preventing proper review of the environmental effects of the proposed project. Most importantly, the DEIR fails to evaluate the key environmental issue: the significant change of neighborhood and community character that may result from construction of a large-scale shopping complex in one of the best local, pedestrian communities in the San Francisco Bay Area. The DEIR improperly identifies as the project objectives the project proponents' objectives, rather than the independent objectives of the City on behalf of the public. As a result, the DEIR dooms the proffered project alternatives from the outset because they cannot meet the objectives as defined by the project proponent. The misidentification of project objectives, precluding meaningful evaluation of alternatives, fatally damages the DEIR.

1

Second, for the one City-driven project objective – build-out consistent with the City's C-31 zoning (since April 14, 2011, CN-1 zoning) – the DEIR reaches its conclusory of consistency without evaluation and absent substantial evidence. The lack of evaluation is particularly striking in that many comments on the Notice of Preparation for the DEIR identified harm to the zone as an important focus for project environmental review. The failure to evaluate this central impact renders the DEIR legally inadequate.

2

Third, the DEIR provides no evidence beyond the project proponent's conclusion statements that greenhouse gas ("GHG") emissions from the project will fall within the City's threshold of significance. Also, the GHG evaluation in the DEIR establishes that the emissions from the proposed project are not consistent with the 2005 Governor's Executive Order or with the City of Oakland's GHG emissions policy. The failure of the DEIR to adequately analyze project GHG emissions, and to propose and evaluate mitigation measures for those emissions, violates CEQA.

3

Finally, the DEIR fails to address the secondary effects of the proposed project from the resulting parking shortage, and the environmental effects of the proposed eight new retail stores.

4

Comment Letter B-1, cont'd.

Transportation, Circulation, and Parking

The area of concern for these comments is the Claremont Elmwood neighborhood which borders on the north side of the project. The effects of the Safeway expansion plans for the store at the Broadway and Pleasant Valley Road location will also affect the Claremont/Elmwood neighborhood due to the fact that this intersection is a major feeder route on to College Avenue.

5

Study Area

During the November 2009 Scoping period for this project, it was distinctly requested that the DEIR address the cumulative impacts of other major projects being planned in the area. The DEIR study area for transportation encompasses 15 intersections. It neglects to include a major intersection, just 1.2 miles from this project's site - the one at Broadway & Pleasant Valley Road. This intersection borders the Rockridge Shopping Center and currently includes a 50,000 sq Ft Safeway supermarket. The shopping center is currently listed as #68 of the Active Major Development Projects and includes a new 65,000 sq ft Safeway supermarket along with 260,000 sq ft of new retail spaces, Neglecting to include this intersection which feeds into the south end of College Avenue along with the fact that Safeway already has a larger store just 1.2 miles away is a major deficiency of this DEIR. Two large Safeway's this close together are not needed. It has been said all along, that the College Ave store should be considered a "satellite" to the larger Safeway on Broadway. The neighborhood is already "over served" by grocery stores in the area, as indicated in the Conley Report.

6

The EIR needs to include the Broadway/Pleasant Valley Project and its impacts on the surrounding area that are included in the DEIR.

Traffic

The DEIR underestimates traffic impacts because it assumes roadway improvements funded by Caldecott Tunnel mitigation dollars that may not happen (e.g., Shafter/College/Claremont/Ashby/Keith intersection improvements). In fact, the Caldecott Tunnel mitigation dollars will have no effect on traffic congestion in Berkeley because the selected projects are for safety improvements for all users. None of the selected

7

Comment Letter B-1, cont'd.

7 improvements is for increasing traffic or traffic flow through the Claremont Elmwood neighborhood.

8 The EIR must consider the resulting impacts of this project on the Berkeley traffic congestion without using the Caldecott Tunnel mitigation dollars because the funds will be used to mitigate the increased traffic form the Fourth Bore Project and not used to mitigate the increased traffic problems what will be caused by the new Safeway Shopping Center.

Only five (5) intersections in Berkeley are cited in the DEIR;

1. Ashby Ave/College Ave
2. Ashby Ave/Claremont Ave
3. The Uplands/Claremont Ave
4. Alcatraz Ave/College Ave
5. Alcatraz Ave/ Claremont Ave

9 In fact there are thirteen more intersections that will be impacted by this project:

1. Ashby Ave/Domingo Ave
2. Claremont Ave/Eton Ct
3. Claremont Ave/Eton Ave
4. Claremont Ave/ Brookside Dr
5. Claremont Ave/Hillcrest St
6. Claremont Ave/Woolsey St
7. Claremont Ave/Prince St
8. Claremont Ave/Hazel Rd
9. College Ave/Woolsey St
10. College Ave/Prince St
11. College Ave/Webster St
12. Tunnel Road/The Uplands
13. Ashby Avenue/Telegraph Avenue

10 All of these intersections will become more congested and less safe for pedestrians, bicyclists, and vehicle users. The intersections of Ashby Ave/Domingo Ave and Claremont Ave/Hazel Rd. are of great concern because of the cut through traffic that is going to go south on Domingo Avenue to avoid the Ashby Ave/Claremont Ave intersection to reach the new store.

Comment Letter B-1, cont'd.

10 The EIR must include the resulting impacts on these intersections because the safety of pedestrians and bicyclists is a major component of both the Berkeley and Oakland cities general plan.

11 In the Existing Roadway Network description of State Route 13 (SR 13) the DEIR states that during peak commutes periods a second travel lane is provided by prohibiting on-street parking on one side of the street, it fails to reveal that this does not happen in the section between College Ave and Claremont Ave nor between Telegraph Avenue and College Avenue– one of the most congested sections of SR 13.

The EIR must study the impact on the SR 13 corridor – Ashby Avenue between Telegraph Avenue and Claremont Avenue because the DEIR makes false statements about the road way and its ability to carry the traffic load that exists today or what will happen if this project is built.

12 In Table 4.3-6, the existing Intersection Level of Service is documented for Peak Hours for five (5) intersections. Table 4.3-13 documents the Intersection Level of Service with the project in place as having no impact on those intersections in Berkeley. How can these conclusions be true?

In Table 4.3.14 the intersections in Berkeley, Ashby Avenue/College Avenue, Alcatraz Avenue/College Avenue, Alcatraz Avenue/Claremont Avenue, and College Avenue/Claremont Avenue/62nd Street, show that with the project in place, the impacts are significant after mitigation. They are all "significant and unavoidable".

The EIR must include an analysis of the true impacts on the intersections shown in the tables. Which is correct: no impacts or impacts that cannot be mitigated to a less than Significant and Unavoidable?

Traffic Peak Times

4.3 Transportation, Section 4.3-1

13 Traffic projections were developed using the Alameda Countywide Travel Demand Model provided by the ACCMA (ACCMA Model) which assumes PM peak times. The traffic count surveys for both

Comment Letter B-1, cont'd.

Saturdays and weekdays were done from 4-7 pm assuming a 5:15 pm peak time. While this may be correct for weekdays, the Saturday peak is closer to noon and all most all weekend days around this site.

13

The EIR traffic surveys needs to be expanded to count traffic from noon to 7 pm on both weekend days.

The DEIR indicates at 4.3-56, that a shortage of parking resulting from a proposed project does not require discussion under CEQA. Then, the DEIR correctly implies that parking would need to be considered if it created secondary effects. The DEIR claims that air quality, noise effects, and congestion from drivers circling and hovering can be temporary effects - people may be forced to shift to other modes such as public transit and bicycles. But the amount of groceries or packages that one can carry on a bus or a bicycle is limited. Rain, darkness, illness, inconvenience, physical disability, accompaniment by children, old age, multiple packages, and concerns about personal safety will argue for use of a car. It is unrealistic to think that the lack of adequate parking for the proposed Safeway will force significant numbers of people to use other forms of transportation. Most people will drive, as they do now, only more of them, and from a larger area.

14

Safeway states as one of the project objectives "providing sufficient off-street parking to serve the needs of Safeway and retail shoppers. . . ." DEIR at 3-9. But the project is so large that the expected shortage of parking will require a variance. At the same time, the project will eliminate some existing spaces on College Avenue, and proposes elimination of diagonal parking along College Ave. near Alcatraz Ave. in Berkeley. The DEIR provides for 171 parking spaces, while the existing number of spaces is 105. While this may seem to be an increase of 66 spaces, 44 of those spaces are to be for employees. We are left with an additional 22 spaces. How can this accommodate a doubling of the Safeway shopping space and the additional retail stores if this project is built? Fewer people would be able to park near local businesses; more would circulate in the nearby streets, hovering for a space and blocking the already dismal traffic congestion, in addition to adding to parking and traffic circulation problems. According to the DEIR, Safeway apparently already hands out parking tickets to those who park in Safeway's current parking lot and visit neighborhood stores.

The DEIR reflects a very limited time study of the effects of parking and traffic on side streets. From many years of having lived in the Claremont/

Comment Letter B-1, cont'd.

Elmwood neighborhood, near the project site and having shopped at Safeway by foot, car, and bicycle, we know from observation of the existing Safeway parking lot, Alcatraz, Claremont, and College Avenues, and the frequent blockage of red-painted curbs and our own narrow driveways, that the Safeway parking lot and the side streets are frequently completely filled and not necessarily at predicted times. University of California parties and football games, visits at night to area restaurants after resident commuters return home, night shopping by students and others special neighborhood events all complicate the picture. The DEIR underestimates the parking shortage and the effects on traffic circulation. The additional cars drawn to the significantly expanded Safeway and the project retail stores will seek parking, and they will cause additional congestion and other environmental problems. The DEIR fails to adequately examine these issues.

14

Further, the DEIR considers the parking (and many other) effects of the proposed Safeway store only, and ignores the additive effects of eight proposed retail stores. This failing also needs correction.

15

As the additional cars circulate, searching for that elusive parking space, they will back up traffic on College Avenue and force more cars through neighborhood streets.

The proposed new traffic signal at College and 63rd Street will compel more "queuing." With several nearby intersections already operating at LOS D or F at times, the circulation will deteriorate, notwithstanding proposals to "time" the signal lights. The backup of traffic and hovering for spaces also poses a risk to bicyclists on College - already a major bike-accident site, according to the DEIR (see DEIR at 4.3-28 to 29) - compounded by the proposal to move the bus stop at College and Claremont from south of Claremont to north of Claremont, near Safeway (and perhaps only 50 yards or south of the next stop at Alcatraz and College.

16

Conclusion

Before adopting a final EIR or approving any Safeway project, the City must adequately evaluate circulation, parking and related issues, taking into account the effect of the proposed retail stores as well as the proposed Safeway expansion.

17

Comment Letter B-1, cont'd.

Thank you for the opportunity to comment on the Safeway project DEIR.

Sincerely,

I am authorized to say the following Berkeley citizens join me in this letter.

Dean Metzger 

Mark Humbert – President – Claremont Elmwood neighborhood Association (CENA)
George Frost -Vice President – CENA
Wendy Markel – Secretary – CENA
Mary Ann Clegg – CENA Board Director
Earl Crabb – CENA Board Director
Claudia Hunka – CENA Board Director
Jacquelyn McCormick – CENA Board Director
Ann Smulka – CENA Board Director
Dean Metzger – CENA Board Director
Matt Mitchell – CENA Board Director

Response to Comment B-1-1

Regarding the potential effects of the project on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Regarding the suitability of the project objectives, please see Responses to Comments B-4-12 and C-10-7. Regarding the range of alternatives, please see Responses to Comments C-10-8 through C-10-11 and E-132. Regarding the discussion on consistency with zoning, please see Master Response M-9. Regarding evidence in support of the conclusion that the project's greenhouse gas emissions would not exceed the relevant thresholds of significance, please see Master Response M-8.

Regarding the secondary effects of traffic and parking impacts, these are considered in the DEIR. Master Responses M-3 and M-5 provide additional information on parking and traffic intrusion in residential streets. As far as the assertion that the analysis ignores the eight small retail stores, this is addressed in Master Responses M-1 and M-3. Regarding the other points raised in the comment, please see Response to Comment C-10-2.

Response to Comment B-1-2

Please see Master Response M-9.

Response to Comment B-1-3

The commenter states that the DEIR provides no evidence that the proposed project would not exceed the City's threshold of significance for greenhouse gas (GHG) emissions. Chapter 4 in the EIR provides a comprehensive analysis of the potential GHG emissions of the project. Subsection 4.5.3 on pages 4.5-44 to 4.5-55 discusses the approach and conclusions to the CEQA analysis of GHG emissions. Moreover,

Appendix L in the DEIR contains the outputs of the CalEEMod computer model and Air Quality Dispersal Maps. Data related to energy consumption is found in Appendix D in this FEIR.

Also see Master Response M-8 regarding the 2005 Governor's Executive Order and the City of Oakland's GHG emissions policy.

Response to Comment B-1-4

See Master ResponseM-3 for a more detailed analysis of parking conditions and potential secondary impacts of parking shortage.

The traffic impact and parking demand analyses presented in the DEIR include the traffic and parking generated by the retail and restaurant components of the project as shown in Table 4.3-10 (Project Automobile Trip Generation Estimate) and Table 4.3-22 (Automobile Parking Demand Estimate).

Response to Comment B-1-5

The Broadway/Pleasant Valley Avenue intersection was not analyzed for the DEIR because the proposed project is not expected to add noticeable additional traffic at this intersection. As described on page 4.3-3, study intersections were generally selected where the proposed project would increase volumes by 30 or more peak-hour vehicle trips, or by 10 or more peak-hour vehicle trips at intersections already operating at unacceptable conditions during peak hours. Considering that the Broadway/Pleasant Valley Avenue intersection is adjacent to the 51st and Broadway Shopping Center and a Safeway Store, it is not expected that vehicles would travel through the Broadway/Pleasant Valley intersection to the College Avenue Safeway project.

Response to Comment B-1-6

The future 2015 and 2035 analyses presented in the DEIR account for the traffic generated by the proposed expansion of the 51st and Broadway Shopping Center Project. Appendix G of the DEIR (*Safeway on College Avenue and 51st and Broadway Center – ACCMA Travel Model Land Use Assumptions Memorandum*) describes the methodology and assumptions used to future land uses estimates used to develop future traffic volume forecasts for both Safeway projects. The traffic volume forecasts for both projects were developed at the same time in order to present consistent future conditions for environmental analyses for both projects.

Appendix B of the memorandum lists the land use assumptions for the area surrounding the project site. As shown in this table, the proposed 51st and Broadway Shopping Center Project is included in TAZ (Traffic Analysis Zone) 332.

The following has been added to the first table on page 4-6 of the DEIR in order to clarify that the 51st and Broadway Shopping Center Project was considered as part of the land use assumptions:

51st and Broadway Shopping Center Project	Increase the size of the shopping center from 185,500 square feet to 212,310 square feet of retail and office space.

Response to Comment B-1-7

Consistent with CEQA guidelines, the DEIR only assumes infrastructure projects that have full funding and all approvals to be completed and included in the analysis of future conditions. Page 4.3-31 of the DEIR describes the potential improvements to be funded by the Caldecott Tunnel Improvement Project Settlement Agreement in Oakland. The cost of proposed improvements currently exceeds the available funding; thus not all proposed improvements can be funded at this time. The list of improvements provided on page 4.3-31 of the DEIR indicate if each improvement has full funding and if it is included in the analysis of future conditions. Improvements that have full funding are very likely to be implemented. Therefore, consistent with CEQA guidelines, the DEIR analysis properly included them in the cumulative conditions analysis.

In addition, as correctly stated in the comment, some of the proposed improvement are primarily safety improvements, specifically for pedestrians and bicyclists, and would not affect traffic flow and intersection operations.

Response to Comment B-1-8

Page 4.3-32 of the DEIR describes the potential improvements to be funded by the Caldecott Tunnel Improvement Project Settlement Agreement in Berkeley. As described in the DEIR, the improvements in Berkeley are not known at this time and they do not have full approval from City of Berkeley. Consistent with CEQA guidelines, these improvements were not included in the analysis of future conditions. However, the DEIR discusses these potential improvements in the context of potential project mitigation measures TRANS-1 at the Ashby Avenue/College Avenue intersection and TRANS-10 at the Ashby Avenue/Claremont Avenue intersection. The City of Berkeley is responsible for approving mitigation measures at intersections in the City of Berkeley.

Response to Comment B-1-9

The thirteen intersections listed in the comment were not analyzed in the DEIR for the following reasons:

- The proposed project would increase traffic volumes by less than 10 peak hour vehicles at the Ashby Avenue/Domingo Avenue and Ashby Avenue/Telegraph Avenue intersections as shown on Figures 4.3-13A and 4.3-13B in the DEIR. Therefore, these intersections do not meet the general criteria used in the DEIR to select study intersections.
- The other intersections listed in the comment are controlled by stop-signs on the side-street approaches. Based on significance criteria for both Cities of Oakland and Berkeley described on pages 4.3-54 and 4.3-56 of the DEIR, an impact at a side-street stop-controlled intersection is significant if the intersection meets Caltrans peak hour warrant for signalization. Considering that these side-street stop controlled intersections along College and Claremont Avenues generally serve the adjacent residential neighborhoods, and that barriers on several of these streets, such as Domingo Avenue and Webster and Prince Streets, limit through traffic on these residential streets, it is unlikely that these intersections would meet Caltrans peak hour warrant for signalization. Thus, these intersections were not analyzed in the DEIR and the proposed project is not expected to result in a significant impact at these intersections.

Response to Comment B-1-10

It is unlikely that the proposed project would result in a substantial increase in cut-through traffic using Domingo Avenue and Hazel Road to bypass the Ashby Avenue/Claremont Avenue intersection for the following reasons:

- Fewer than ten peak hour project-generated trips are expected to use Ashby Avenue east of Claremont Avenue. Left-turns from Ashby Avenue to Domingo Avenue are prohibited from 7:00 AM to 9:00 AM and from 4:00 PM to 6:00 PM on weekdays.
- In order for vehicles to use Domingo Avenue and Hazel Road as a short-cut from westbound Ashby Avenue to southbound Claremont Avenue, they must turn left twice from Ashby Avenue to Domingo Avenue and from Hazel Road to Claremont Avenue. Although the Ashby Avenue/Domingo Avenue intersection is signalized, the left-turns do not have a protected phase and must wait for opposing eastbound traffic to clear. The Hazel Road/Claremont Avenue intersection is controlled by a stop sign on Hazel Road; thus, vehicle turning left from westbound Hazel Road to southbound Claremont Avenue must wait for an acceptable gap for traffic in both northbound and southbound Claremont Avenue. Considering the additional delay on this cut-through route, the increase in delay at the Ashby Avenue/Claremont Avenue intersection caused by the proposed project is not expected to result in a substantial increase in cut-through traffic on Domingo Avenue and Hazel Road.

Response to Comment B-1-11

The comment is consistent with the DEIR. In the description of Ashby Avenue (SR 13) on page 4.3-4, the DEIR acknowledges that only parts of Ashby Avenue provide a second travel lane during the peak commute periods.

Furthermore, the availability of travel lanes on Ashby Avenue does not affect the lane configuration of Ashby Avenue at the study intersections. Thus, the intersection operations analysis presented in the DEIR remains valid. In addition, the analysis conducted for the Alameda County Congestion Management Program (CMP), described on page 4.3-104 of the DEIR and the detailed analysis presented in Appendix J of the DEIR, conservatively assumes one travel lane in each direction of Ashby Avenue.

Response to Comment B-1-12

As stated in the comment, Table 4.3-6 documents Levels of Service (LOS) under Existing Conditions (without the proposed project) at all 15 study intersections and Table 4.3-13 compared the LOS under Existing Plus Project conditions with Existing No Project conditions to determine if the proposed project would result in a significant impact. As indicated by the "Impact" column of the table, the proposed project would result in significant impacts to three intersections in Berkeley under Existing Conditions:

- Ashby Avenue/College Avenue (#1)
- College Avenue/Alcatraz Avenue (#5)
- Alcatraz Avenue/ Claremont Avenue (#6)

Mitigation Measures TRANS-1 through TRANS-3 include improvements to mitigate these impacts to a less-than-significant levels. Table 4.3-14 presents the intersection LOS after implementation of these mitigation measures. Table 4.3-14 also indicates if the impact at these intersections would continue to be significant and unavoidable after the implementation of the mitigation measures. As shown in Table 4.3-14, these mitigation measures would reduce the intersection delay and LOS to less than under Existing No

Project conditions and would therefore mitigate the impact caused by the Project to a less than significant level. However, as indicated in footnote 3 of Table 4.3-14, these impacts are identified as significant and unavoidable because the intersections are not within Oakland's jurisdiction, and thus the City of Oakland cannot enforce implementation of these mitigation measures.

Response to Comment B-1-13

See Master Response M-2 for why the DEIR selected the Saturday PM peak hour for analysis and for analysis of traffic conditions during the Saturday midday peak hour. The project would not cause additional impacts during the Saturday midday peak hour.

Response to Comment B-1-14

See Master Response M-3 for a more detailed analysis of parking conditions and potential secondary impacts of parking shortage.

The DEIR did not analyze conditions on a Saturday with football games at UC Berkeley's California Memorial Stadium because football games occur about five or six times a year and do not represent typical operating conditions. However, considering that most intersections currently operate at or near capacity on non-game Saturdays, additional traffic generated by football games is not expected to change the results of the analysis.

Response to Comment B-1-15

The analysis presented in the DEIR accounts for the parking generated by the retail and restaurant components of the project. See Table 4.3-21 on page 4.3-109 for required parking supply based on City of Oakland Zoning Ordinance and see Table 4.3-22 on page 4.3-110 for estimated peak parking demand generated by the project.

Response to Comment B-1-16

As noted in the comment and described on page 4.3-95 of the DEIR, Mitigation Measures TRANS-13, which would signalize the 63rd Street/College Avenue intersection, would result in negative effects on traffic circulation and quality of life issues. Since the mitigation measure may not be implemented because of these secondary impacts, the DEIR conservatively identifies the impact as significant and unavoidable. In addition, the Revised Project, as described in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13 and the need for Mitigation Measure TRANS-13.

The project proposes to move the existing bus stop on northbound College Avenue from south to north of Claremont Avenue in order to improve bus operations and provide a bus stop closer to the project site. Considering that the proposed project would widen College Avenue at the proposed bus stop location so that stopped buses would not block northbound through traffic, the relocation of the bus stop would not affect traffic operations at the 63rd Street/College Avenue intersection.

Response to Comment B-1-17

The comments summarizes the specific comments made above. Please see Responses to Comments B-1-1 through B-1-16.

Comment Letter B-2

OAKLAND BUILDERS ALLIANCE
19 Embarcadero Cove, 2nd Floor
Oakland, CA 94606

SUPPORT OF SAFEWAY AT COLLEGE and CLAREMONT

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Kirk Miller
Kirk Miller Affiliates

Matt Novak
Dogtown Development

Michelle Vasey
Caldecott Properties

The Oakland Builders' Alliance, as in their Mission Statement, advocates Smart Growth and a healthy Oakland economy. Smart Growth means, among other things: mixed use, compact, walkable neighborhoods with a strong sense of place, and development focused along transit corridors and at transportation nodes.

The design for the proposed redevelopment of the Safeway at College and Claremont conforms perfectly not only with our Mission Statement, Oakland's General Plan and the new CN-1 Zoning. It solves many significant Smart Growth and Sustainable Development problems existing on the site without creating new significant environmental problems:

1. It creates a pattern of development of individual storefronts for small businesses along the currently "barren" southern half of the eastern side of the block, transforming it into a pedestrian friendly interesting area.
2. The new corner building on the corner of College and Claremont, where the 76 station once sat, transforms 'dead' space into an inviting 'gateway' to the Rockridge neighborhood with space a major restaurant, public walkways and an outdoor public plaza above.
3. The enlarged Safeway will act as an anchor for the smaller local businesses.
4. The enlarged Safeway, with wider aisles, better lighting greater inventory will provide its customers a vastly improved grocery shopping experience.
5. The Safeway, storefronts, and public space with widened sidewalks with room for seating present an attractive face to, and entrances from, College Avenue.
6. The under-store parking, by removing most of the 1950's suburban asphalt parking creates a well-lit (much of it natural light) secure parking area,.
7. The height and setbacks of the Safeway are within allowable zoning limits and matches the scale of its abutting and confronting neighbors.
8. The proposed density of the project has a Floor Area Ration (FAR) of only .74, versus the allowable FAR of 4. This is less than 20% of the allowable area allowed.
9. The enlarged Safeway creates over 100 new permanent jobs, plus construction jobs. The redevelopment will, initially, increase Oakland and Alameda County tax revenues by over $420,000 per year.
10. By providing over 2X the required bicycle parking, dedicating a new lane to College Avenue to allow for AC Transit bulb outs, re-locating the AC Transit bus stop to the front of the store and building a covered bus shelter to AC Transit specifications, the new Safeway will provide an attractive alternative to private automobile use.
11. The new Safeway is a "building block" towards the realization of the Oakland General Plan vision for a more urban College Avenue.

www.oaklandbuilders.org

Comment Letter B-2, cont'd.

OAKLAND BUILDERS ALLIANCE
19 Embarcadero Cove, 2nd Floor
Oakland, CA 94606

The draft EIR demonstrates that this project, with recommended mitigations will not cause and may in fact reduce the following environmental impacts:

1. **Air Quality**
2. **Noise**
3. **Transportation and Traffic**
4. **Aesthetics; and**
5. **Land Use.**

Moreover, because the proposed Safeway creates enhancements to nearby residents to purchase not only their daily but also specialty product food shopping close to their neighborhood, the project fulfills the purpose and intent of SB 375.

The Oakland Builders Alliance feels that the proposed redevelopment of Safeway on College brings it much closer to consistency with the Oakland Zoning Code and General Plan, and that it supports many of the tenets of Smart Growth and Green technology.

We therefore urge the Oakland Planning Commission to move the approval process forward for the Safeway to be redeveloped at College and Claremont.

Respectfully submitted to the Oakland Planning Commission by the Oakland Builders Alliance.
July 20, 2011

OAKLAND BUILDERS ALLIANCE

Board of Directors

Joe Sarapochillo
President
Sarco Construction

Laura Blair
Vice President
Law Office of Laura Blair

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Terrassett Mgmt. LLC

Charlie Hahn
Developer

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Mark McClure
California Capital & Investments

Kirk Miller
Kirk Miller Affiliates

Matt Novak
Dogtown Development

Michelle Vasey
Caldecott Properties

www.oaklandbuilders.org

Response to Comment B-2-1

The comment expresses support for the project and concurrence with some of the findings in the DEIR, and no response is necessary.

Response to Comment B-2-2

The comment cites anticipated economic and social benefits of the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment B-2-3

The comment cites proposed improvements that will foster use of alternative transportation modes, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment B-2-4

The comment expresses concurrence with the findings in the DEIR, and no response is necessary.

Response to Comment B-2-5

The comment expresses support for the project and concurrence with some of the findings in the DEIR, and no response is necessary.

Comment Letter B-3

OAKLAND
METROPOLITAN CHAMBER OF COMMERCE
Serving the Business Community Since 1905

July 19, 2011
Mr. Walter Cohen
Director, Community & Economic Development Agency
City of Oakland
250 Frank Ogawa Plaza, Suite 3315
Oakland, CA 94612

Re: College Avenue Safeway Project

Dear Mr. Cohen:

Thank you for your continued support of retail leasing and development in Oakland. Several proposed projects meet the objectives of the City from policy, neighborhood development and revenue enhancement objectives. The Oakland Retail Advisory Committee (ORAC) recently reviewed the College Avenue Safeway Project that reflects the City's retail objectives.

1

As you are aware, the ORAC includes experienced retail professionals: developers, brokers, retailers, architects, and members of the Oakland Metropolitan Chamber of Commerce and CEDA staff who share ideas to support the City's Retail Enhancement Strategy. The review by the ORAC does not evaluate the finer details of the project (elevations, material, color, etc.) but rather looks at the viability of the project as designed.

Significance of the project

The Chamber and the ORAC are in agreement that the College Avenue Safeway Project should receive support for the value that it adds to the neighborhood, the City's grocery store sector deficit and revenues that support city services.

2

We support the College Avenue Safeway Project and believe it will be beneficial to both the City at large and the surrounding area for the following reasons:

- The project dramatically improves the pedestrian experience and urban design along College matching the feel of retail across the street and completing the overall streetscape;
- By improving the retail district and attracting additional customers for new and existing retail , this project will capture a portion of Oakland's retail leakage and provides the City with sales tax revenue;
- It provides both new construction and new retail jobs;
- This project is a bright example of sustainable urban in-fill development (more walkable, near BART);
- The project adds a retail draw and community/neighborhood gathering place as well as enhanced architectural features to this main intersection and acts as a catalyst for the redevelopment of the immediately adjacent properties. Safeway on College Avenue positive attributes; and
- The project will invigorate the Rockridge neighborhood and will attract other small retail uses.

3

treet, Oakland, CA 94612-1903 • Telephone 510/874-4800 • Fax: 510/839-8817 • www.oaklandchamber.com

Comment Letter B-3, cont'd.

Recommendations

1. Expedite implementation
To make this project a reality, we believe that the City should work with Safeway representatives to assist in **facilitating entitlements** to the project. By working pro-actively with the developer, the project will able to remain on track and on time.

2. Support market-responsive phasing
Throughout the project, flexibility is critical. To assist with further development, we suggest that approvals by the city **provide flexibility for future modifications** at the site, allowing the developer to be responsive to the changing marketplace. This will maximize the success of the project and provide needed neighborhood services in the Rockridge area.

4

3. Signal investors
The developer is a strong community advocate and has made substantial efforts to incorporate all input from neighborhood and other interest groups, including parking, street frontage design, pedestrian safety and traffic circulation, and much more. We are persuaded that the **overall benefit to the City far exceeds the particular needs of special interests**. In this spirit, the Chamber and ORAC strongly suggest that community benefits in services, a sense of place and increasing tax revenue be considered throughout the development of the project so that individual interests are balanced with City priorities and broader community benefits. Moving this project closer to approval indicates Oakland's readiness for investment in key retail nodes.

Conclusion

The members of Oakland Retail Advisory Committee look forward to the success of efforts such as the College Avenue Safeway Project. On behalf of the ORAC and at the appropriate time, the Chamber will submit its position to the Planning Commission and City Council for the consideration of those official bodies. It is this type of project that catalyzes development in Oakland neighborhoods and provides a gateway into the City that is welcoming and vibrant.

Sincerely,

Joseph Haraburda
President & CEO

Copy: Mayor Jean Quan
Council President Jane Brunner

Response to Comment B-3-1

The comment supporting the project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. The comment does not address environmental issues or the adequacy of the DEIR, and no response is necessary.

Response to Comment B-3-2

The comment expresses support for the project and concurrence with some of the findings in the DEIR, and no response is necessary.

Response to Comment B-3-3

The comment cites anticipated economic and social benefits of the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment B-3-4

The comment provides recommendations to City decision makers to facilitate and expedite approval of the proposed project. No response is necessary.

Comment Letter B-4

RCPC ROCKRIDGE COMMUNITY PLANNING COUNCIL

4123 Broadway PMB 311 ◊OAKLAND, CALIFORNIA 94611 510•869-4200
www.rockridge.org

August 16, 2011

Delivery by electronic mail to pvollman@oaklandnet.com

Mr. Peterson Z. Vollman, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank Ogawa Plaza, Suite 2114
Oakland, CA 94612

RE: College Avenue Safeway Shopping Center Draft Environmental Impact Report, SCH #2009112008; 2009102100

Dear Mr. Vollman:

Thank you for the opportunity to submit comments on the above-referenced Draft Environmental Impact Report ("DEIR"). The Rockridge Community Planning Council ("RCPC") is the official community organization of the Rockridge section of North Oakland, which includes the site of the above-referenced proposed project. RCPC has major concerns about the DEIR and its adequacy.

1 The DEIR appears to have understated or omitted numerous significant environmental impacts. In addition, the DEIR fails to identify feasible mitigation measures or sufficiently analyze project alternatives and has improperly identified some analyzed alternatives as unacceptable for failing to meet project objectives when the project objectives were improperly defined as the project *applicant's* objectives. The remainder of this letter will provide substantiation for RCPC's objections to the DEIR. In addition, RCPC has commissioned two professional analyses of specific sections of the DEIR. One letter, from Prof. Kevan Shafizadeh and dealing with traffic, parking and related impacts, is being submitted separately. The other, addressing air, water, and toxics issues, is attached hereto as Exhibit A. The letters, and the comments contained therein, are incorporated into this comment letter by this reference as if fully set forth herein.

LAND USE

While the Notice of Preparation ("NOP") for the EIR failed to identify land use as an area meriting analysis and discussion, the EIR preparers wisely decided that the degree of public controversy on that issue required its inclusion in the DEIR. Unfortunately, however, the DEIR's discussion of land use impacts is painfully deficient and lacks substantial evidence to support its conclusions.

2 To begin with, the DEIR incorrectly asserts that inconsistency with goals and policies in the general plan, and with zoning requirements for the project site, do not constitute significant impacts because neither the general plan goals and policies nor the zoning were put in place to be protective of the environment. However, as already explained in RCPC's scoping comments, the relevant general plan goals and policies and zoning requirements were indeed designed and adopted in order to protect the environment of the areas involved, and specifically to avoid creating significant environmental impacts through the approval of projects (such as this one) that are inconsistent with the goals, policies, and zoning requirements. In particular, both the "maintain and enhance" designation in the general plan's land use and transportation element

Comment Letter B-4, cont'd.

("LUTE") and the limitations and restrictions contained in the C-31 zoning, and most specifically the requirement for factual findings in order to grant a conditional use permit ("CUP") for a project, were put in place in recognition of the limited available infrastructure to support additional development in this area. The wisdom of these limitations is demonstrated by the DEIR's disclosure that the Safeway project, if approved as proposed, would create numerous significant and unavoidable traffic impacts.[1]

2

College Avenue itself, despite being designated as an "arterial," is a two-lane street that is already highly congested, particularly at peak travel hours. There is also limited on-street parking in the area, and the current Safeway surface parking lot is the only significant off-street parking anywhere in the project vicinity.[2] While this parking is potentially available for retail customers beyond Safeway, Safeway has discouraged such use, to the point of ticketing drivers who park there and then go across the street to other shops. In short, both parking and traffic are limiting factors for auto-oriented development on College Avenue, which is part of why the C-31 zoning emphasizes "pedestrian-oriented comparison shopping."[3] This project will exacerbate both the parking and traffic problems for College Avenue, which, in turn, will discourage potential customers from patronizing the area and potentially lead to negative economic and physical impacts from the failure of other shops on College Avenue and associated physical blight and urban decay. The EIR should have, but failed to discuss these impacts.

3

The Safeway Shopping Center, while paying lip-service to pedestrian and bicycle use, is quite plainly a large, primarily auto-oriented development project. The expansion from a 22,042 sq. ft. store[4] to an over 62,000 sq.ft. shopping center is blatantly inconsistent with the "maintain and enhance" designation for the project site and its surrounding area. There are also serious questions about how a 51,510 sq. ft. second-floor grocery store, with an additional 10,657 sq. ft. of retail space, can be approved, given the required findings for issuance of a CUP for the Project, including specifically that the project "will not detract from the character desired for the area;" "will not weaken the concentration and continuity of retail facilities at ground level;" "will not impair the retention or creation of an important shopping frontage;" and "will not interfere with the movement of people along an important pedestrian street." The EIR needs to specifically address each of the required C-31 CUP findings and discuss whether the factual basis exists for making those findings in light of the parking and traffic deficiencies and pedestrian obstacles that the Project will create.

4

---

[1] As will be explained further below, the impacts disclosed in the DEIR still greatly understate the impacts that the project, as proposed, is likely to create.

[2] The Red Cross Building and the MIEC building across Claremont Avenue from the project site both have off-street parking, as does the Dreyers Building further south on College Avenue, but this parking is primarily for employees, not retail customers.

[3] Similarly, the LUTE designates the area as "Neighborhood Center Mixed Use", which it describes as containing, "smaller scale pedestrian-oriented, continuous street frontage with a mix of retail, housing, office, open space, … etc." Its intent is to "serve nearby neighborhoods…" By contrast, at more than 62,000 sq. ft., this is by far the largest project in the C-31 zone and, according to the DEIR's greenhouse gas impacts analysis, serves customers who, on average, drive 2.7 miles to reach the store. (DEIR at p.4.5-53.) This takes it well beyond the limits of the local Rockridge-Elmwood-Temescal neighborhoods.

[4] This store itself is only allowed because its approval antedated the establishment of C-31 zoning for the area, making it a legal nonconforming use.

Comment Letter B-4, cont'd.

TRANSPORTATION AND TRAFFIC

5 RCPC commissioned a detailed professional analysis of the traffic and parking section of the DEIR. As mentioned, that report is being submitted separately. The report identifies numerous flaws and deficiencies in the DEIR's analysis. Overall, the report concludes that the DEIR grossly underestimates the Project's traffic and parking impacts. Among other things, the report identifies inconsistencies in the modeling of project traffic, as well as inaccuracies and unwarranted assumptions in analyzing traffic generation and resulting impacts. The report also identifies impact areas which should have been studied in the DEIR, but were ignored or dismissed as insignificant without adequate supporting evidence. These include pedestrian and bicycle safety impacts, primary and secondary impacts involving residential side-streets and their intersections due to "cut-through" traffic associated with the degradation of the LOS for College and Alcatraz Avenues, inadequate consideration of cumulative traffic impacts, and secondary impacts caused by a cumulatively significant parking deficit.

6 The DEIR also fails to identify secondary impacts associated with the relocation of the northbound AC Transit 51B stop to College Avenue adjacent to the Project. Especially during the congested PM peak travel hours, this placement of the AC Transit stop, which will involved stopping in and disrupting a northbound travel lane of traffic, is likely to result in following cars being stopped in and blocking the key Claremont/College intersection. This will degrade the level of service for that intersection beyond the already significant level of impact disclosed in the DEIR.

7 It is also disturbing that, according to an e-mail from Jason Patton, Oakland's Bicycle and Pedestrian Program Manager, a copy of which was sent to you, "My involvement in the environmental review of this project has been minor." This perhaps explains, but does not excuse, the DEIR's inaccurate information on the status of Oakland's bicycle projects. It also raises questions about the degree to which there has been consultation, as called for under Public Resources Code §§21092.4 and 21153. The EIR needs to identify all contacts with other agencies, including agencies within the City of Oakland, for the purpose of consulting on the Project and its potential environmental effects.

TOXICS

8 Despite the fact that the project site includes a site that has been occupied until very recently by an automobile service station, and that substantial past uses of other portions of the Project site also involve automotive repair and other uses involving toxic materials, as well as the likely presence in the soil of lead paint residues from the demolition of prior buildings on the site, the DEIR contains absolutely no discussion or analysis of toxic materials impacts. As the attached report indicates, there are potentially significant impacts associated with all of the above circumstances. These impacts should have been analyzed and discussed and, if found significant, appropriate mitigation should have been proposed. Instead, however, the DEIR is silent, failing to perform its function of serving as an "environmental alarm bell" for the public. The DEIR needs to be revised to consider and address the toxics issues and then recirculated to allow public comment on the adequacy of the analysis and of proposed mitigation measures.

AIR AND WATER QUALITY AND GREENHOUSE GAS EMISSIONS

9 Two other areas where the DEIR is sadly deficient are air and water quality. The DEIR does include sections purporting to discuss air quality and greenhouse gas emissions, finding both insignificant. However, there is absolutely no discussion of water quality impacts. For all three

Comment Letter B-4, cont'd.

9 of these topics, the DEIR's consideration (or lack thereof) is flawed by a failure to identify the true extent of the Project.

The entire DEIR is premised on the assumption that the Project consists of the demolition and replacement of a single Safeway store located at the corner of College and Claremont Avenues. (DEIR at pp. 3-1 to 3-26.) However, this "project" is not occurring in isolation. As has been noted by numerous scoping comments, Safeway is also renovating and enlarging another of its stores as part of a much larger demolition and redevelopment project for the Rockridge Shopping Center, roughly a mile away just beyond the southern end of College Avenue at the Broadway/Peasant Valley intersection. (See attached Exhibit B.) In addition to that, Safeway has just received approval for another store expansion project on Henry Street in North Berkeley (See attached Exhibit C) and has submitted an application for another store replacement and expansion project on Solano Avenue in Albany. (See attached Exhibit D.) Even this, however, understates the size of Safeway's overall expansion project in the Bay Area.

10 As acknowledged by Safeway (see Contra Costa Times article attached to Exhibit A), Safeway has proposed and submitted applications for a total of thirteen new or expanded stores or shopping centers in the Bay Area, with a total square footage in excess of 500, 000 sq. ft. of developed space. The EIR needs to address the cumulative air, water, and greenhouse gas impacts of the totality of this "mega-project", all of which is being proposed by a single corporation as part of an acknowledged corporate strategy. As the California Supreme Court stated most recently in *Environmental Protections & Information Center v. California Dept. of Forestry & Fire Protection* (2008) 44 Cal.4th 459, 503, "The requirements of CEQA cannot be avoided by piecemeal review which results from chopping a large project into many little ones – each with a minimal potential impact on the environment – which cumulatively may have disastrous consequences."

11 The entire East Bay area drains, either directly or indirectly, to the San Francisco Bay. Similarly, the entire East Bay is contained in a single air quality basin, which is currently in non-attainment for air pollutants. Obviously also, all of the greenhouse gas emissions of these projects will have a cumulative effect on greenhouse gas levels and global warming. A project in excess of 500,000 sq.ft. is far in excess of the thresholds for considering air and water quality and greenhouse gas emission impacts as potentially significant and providing detailed analysis and, if necessary, mitigation, for the cumulative impacts. By narrowing its analysis to the single Oakland College Avenue store, the DEIR failed to confront these important issues. The EIR needs to be revised to analyze and discuss the overall cumulative impacts of the Safeway "mega-project," and, if found significant, appropriate mitigation measures should be proposed.

PROJECT ALTERNATIVES

12 While RCPC recognizes the need to update Safeway's College Avenue store, and acknowledges that a somewhat larger store might better serve the surrounding neighborhoods, the proposed Safeway Shopping Center Project goes far beyond what is necessary to adequately serve the community. Given the infrastructure limitations of the College Avenue area, and the significant impacts that come from attempting to ignore those limitations, it is incumbent on the City to fully investigate project alternatives that might avoid some or all of the proposed project's significant impacts. The DEIR does indeed examine a number of smaller-scale alternatives that

Comment Letter B-4, cont'd.

12 would avoid some or all of the Project's identified significant impact.[5] However, the DEIR states that all of these alternatives fail to meet, "several of the primary project objectives." (DEIR at p. 5-63.) These project objectives, however, were identified, not by the City, but by Safeway itself. While Safeway is certainly entitled to identify what it considers to be its objectives for the project, those objectives need not, and in some cases should not, be identical to those of the City.

13 For example, Safeway identifies as a primary objective offering a more comprehensive range of commercial services and products to Safeway's customers, including an on-site bakery, pharmacy, florist, deli, meat and seafood markets, and produce market. However review of the available merchants in the area indicates that each one of these services already exists within a one block radius of the current Safeway store. From the community's perspective, it matters little whether these services are located within or outside of the Safeway project. Indeed, from the standpoint of promoting an independent local economy where consumer dollars are more effectively kept within the community, the current situation, where these services are provided outside of Safeway by local independent businesses, may be preferable to having them provided by a single outside business entity, whose failure could potentially eliminate a host of community services in a single blow. Consequently, the project objectives should be rewritten to address the City's and the community's needs rather than those of Safeway. Those revised objectives, rather than the objectives identified by Safeway, should be used to evaluate the effectiveness of project alternatives.

CONCLUSION

14 RCPC is disturbed by the extent to which the DEIR fails to adequately disclose this Project's many significant impacts, fails to propose adequate mitigation for those impacts, and fails to provide an adequate analysis of project alternatives. Based on these failures, RCPC recommends that the EIR be rewritten to address the deficiencies and then recirculated for another round of public comments.

While RCPC recognizes that this will delay somewhat Safeway's schedule for replacing the current store, RCPC would remind the City that the new store may, in all likelihood, be around for another fifty years. Given that potential longevity, RCPC believes it is important that this project be "done right" and in a way that conforms to the general plan and zoning and meets the true needs of the community. Please keep RCPC informed about the future progress of the environmental review of this project.

Sincerely,

Stuart M. Flashman

Stuart M. Flashman
Chair, RCPC Board of Directors

[5] As noted in this letter, the DEIR currently seriously understates the Project's significant impacts. If those impacts are accurately revealed, the contrast with the more modest project alternatives will become all the more striking.

Comment Letter B-4, cont'd.

Exhibit A

Comment Letter B-4, cont'd.

SWAPE Technical Consultation, Data Analysis and Litigation Support for the Environment

2503 Eastbluff Dr., Suite 206
Newport Beach, California 90405

Matt Hagemann, P.G, Ch.G.
Tel: (949) 887-9013
Email: mhagemann@swape.com

August 15, 2011

Stuart Flashman
Law Offices of Stuart Flashman
5626 Ocean View Drive
Oakland, CA 94618-1533

Subject: Comments on the Safeway Shopping Center – College and Claremont Avenues Draft Environmental Impact Report

Dear Mr. Flashman:

I have reviewed the July 1, 2011 Draft Environmental Impact Report (DEIR) for the College Avenue Safeway Project("Project") for issues associated with hazardous substances. The Project will be constructed on a triangular 2.1-acre site (Site) at the north corner of the intersection of College and Claremont Avenues in Oakland, California. The Project would involve demolition of an existing 25,000 square foot Safeway store, parking lot, and gas station, and the construction of a 51,500 square foot, two-story building with ground-floor retail and restaurant and a second floor Safeway store, and partially below-grade covered parking. Construction would occur over a period of approximately 13 months beginning in 2012. **15**

I have identified a number of areas where the October 2009 Initial Study and the DEIR fail to adequately disclose contaminants in the subsurface and fails to address potential contaminants through remediation and mitigation measures. Additionally, the DEIR does not discuss the regulatory status of the Site and the need to conduct additional investigations to obtain closure. Finally, the DEIR does not consider potential cumulative impacts on air and water resources from this and other Safeway projects that are planned in the Bay Area.

Regulatory Status is not Disclosed

The Initial Study found the project to result in less than significant impacts (with development standards) for hazards and hazardous materials (p. 42). Therefore, the DEIR did not include any description of the potential for soil or groundwater contaminants to be associated with former land uses at the project site. The DEIR only states, with respect to hazardous substances **16**

Comment Letter B-4, cont'd.

> The southern corner of the site is occupied by the former Union 76 gasoline station and auto repair garage. It now consists of a vacant shop with about 1,120 square feet, a covered service area, and a canopy over the gasoline pump areas. The gas station site is paved and contains several underground gasoline storage tanks. It is currently surrounded by a security fence and is inaccessible from the adjacent streets. (p. 3-5).

16

The Union 76 gas station was in operation at the site from prior to 1956 to sometime prior to March 2011. Environmental investigations of the former gas station have documented releases of gasoline to soil and groundwater. The Initial Study failed to mention releases of gasoline to soil and groundwater, stating only:

> There were two 12,000-gallon unleaded gasoline USTs [underground storage tanks] that were removed in March 1997. Approximately 516 tons of soil was excavated as part of the UST removal. Three groundwater monitoring wells were installed at the site and were sampled quarterly from August 2000 to March 2007 (p. 42).

Results of the groundwater sampling were not included in the Initial Study. Sampling results, documented below, have shown releases of gasoline and other hydrocarbons to soil and groundwater at the Site. Groundwater under the Site remains contaminated with gasoline-related compounds, as documented below. The DEIR similarly fails to document releases to soil and groundwater.

17

The Initial Study and the DEIR also failed to mention that the former gas station is under active investigation by the Alameda County Department of Environmental Health and the regulatory status of the site is "open," meaning that investigations of soil and groundwater contamination are incomplete. According to the California Regional Water Quality Control Board website, the site needs further source control and that additional sources are to be evaluated.[1] Additionally, the website states that "groundwater has already been impacted" and that residual contamination remains in groundwater. Review of files available online show that contaminants include the gasoline additive methyl tert butyl ether (MTBE) and gasoline, referred to as total petroleum hydrocarbons (gasoline) or TPH-g.

18

Failure to describe the open regulatory status of the site is inadequate disclosure under CEQA. A revised DEIR needs to be prepared to state that the site needs to undergo further regulatory review. Any measures necessary to obtain regulatory closure should also be documented in a revised DEIR.

[1] http://geotracker.swrcb.ca.gov/profile_report.asp?global_id=T0600102231

Comment Letter B-4, cont'd.

Potential Hazards Posed by Residual Contaminants have not been Addressed

19 Disclosure and any necessary mitigation of soil and groundwater contamination that is known to exist at the site are necessary to ensure protection of workers during construction of the project. Workers involved in soil excavation and grading activities, including excavation for subterranean parking, may be exposed to dusts and vapors that could contain contaminants at concentrations that would pose health risks. No discussion of potential construction worker exposure to contaminants in soil, dust, groundwater or through vapors is provided in the DEIR.

Releases of contaminants to soil and shallow groundwater at the Site have been documented.

A release of gasoline from the USTs at the Site occurred prior to 1997 when TPH-g was detected in water in the UST excavation pit at 6,100 ug/L. A release of gasoline from fuel dispensers or associated piping also occurred before 1997 when petroleum hydrocarbons and MTBE were detected beneath the western-most dispenser island.[2]

Two 12,000 gallon USTs were removed in March 1997, along with a 280-gallon waste oil tank. In March 1997, 516 tons of soil were removed and disposed offsite. In July 2000, 2.5 yards of soil were removed and disposed offsite. From August 2000 to September 2005, approximately 400 gallons of contaminated groundwater was treated and disposed offsite. Following

20 groundwater treatment, TPH-gas remained in groundwater at a concentration of 200-300 ug/L and MTBE remained in groundwater at a concentration of 19 ug/L.[3]

In 2011, two USTs were removed from the Site, USTs that were installed in 1997 to replace those removed at that time. Two hydraulic hoists were also removed. No TPHg, TPHo or BTEX compounds were detected in soil samples collected in the area of the USTs following removal. One TPHd sample detected 1.3 mg/kg in soil. TPHd, TPHo, and hydraulic oil were detected in soil samples collected in the area of the hydraulic hoist removal, at concentrations below ESLs. No groundwater samples were collected in the area of the UST removal or the hoist removal.

In summary, releases from the USTs and the gas pumps or pipes were documented in 1997. Despite soil removal and groundwater treatment, residual contamination of TPH-g and MTBE was documented in groundwater in 2005. Sampling conducted in 2011 did not include the collection of on-Site groundwater samples; therefore, groundwater contamination may still be present beneath the site.

The most recent groundwater sampling, conducted at the Site in March 2010, detected contaminants in excess of health-protective screening levels. TPHg was detected at a maximum concentration of 320 ìg/L, an increase from a maximum concentration of 62 ìg/L in the same

[2] Need to ref: Site Concept Model
[3] Need to ref: Case Closure 2005

3

Comment Letter B-4, cont'd.

well (MW-1) during the previous sampling event in September 2009.[4] The detected concentration of TPHg (320 ug/L) exceeds the Bay Area Regional Water Quality Control Board screening level of 100 ug/L for groundwater.[5]

MTBE was detected at a maximum concentration of 11 ìg/L in MW-1 during March 2010.[6] The

20 MTBE concentration of 11 ug/L exceeds the Bay Area Regional Water Quality Control Board groundwater screening level of 5 ug/L.

The releases, the attempt at groundwater treatment, and the existing groundwater contamination and were not disclosed in the Initial Study or the DEIR. A revised DEIR needs to be prepared to disclose the releases and the existing groundwater contamination. Any mitigation measures necessary to protect construction workers from exposure to groundwater (through dermal contact) or though inhalation of vapors needs to be included in the revised DEIR.

Not all Sources are Confirmed to have been Removed

A 2008 report documents USTs for which no removal records were found in searches on online records available at the California Regional Water Quality Control Board website. The 2008 report references a Union Oil Company of California drawing from 1962 that showed two 4,000 gallon and one 5,000 gallon USTs to be located in the southern corner of the site at that time.[7]

21 A 2009 report was conducted to investigate the presence of the USTs concluded that the USTs were "no longer present at the site, and that contamination beneath the former USTs is minimal."[8] The report relied upon the advancement of two soil borings in the general vicinity of the USTs in the southwestern area of the Site. No geophysical studies, typical in the investigation of suspected USTs, were conducted. No records of UST removal were included in the report.

In my opinion, the conclusion made in the 2010 report, that the USTs are no longer present at the Site, is poorly substantiated. To more conclusively determine the presence or absence of USTs at the Site, a geophysical investigation needs to be conducted using common techniques such as ground penetrating radar and electromagnetic induction. Use of these geophysical techniques, and others, is recommended in the Draft 2010, California State Water Resources Control Board Leaking Underground Fuel Tank Guidance Manual, which sates:

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[4] http://geotracker.swrcb.ca.gov/esi/uploads/geo_report/3772958338/T0600102231.PDF

[5] http://www.swrcb.ca.gov/sanfranciscobay/water_issues/available_documents/ESL_May_2008.pdf, groundwater deep or shallow soil sources, current or potential source of drinking water, Tables B and C.

[6] http://geotracker.swrcb.ca.gov/esi/uploads/geo_report/3772958338/T0600102231.PDF

[7] Site Conceptual Model

[8] Additional Investigation Report and Request for Case Closure, report attached to a November 25, 2009 letter to the RWQCB http://geotracker.swrcb.ca.gov/esi/uploads/geo_report/2143960535/T0600102231.PDF

Comment Letter B-4, cont'd.

> Surface geophysical surveys are generally conducted to better understand the location of USTs and associated piping at LUFT [leaking underground fuel tank] sites ...[9]

21

Finally, the absence of the USTs in the southern area of the site has not been confirmed by the Alameda County Department of Environmental Health. No regulatory determination of the presence or the absence of the USTs has been made to date.

USTs that may still be present at the Site would pose potential risks to construction workers involved in site grading and excavation. A geophysical study of the area, along with any necessary soil borings and soil sampling, needs to be conducted to conclusively determine if the USTs are present. The results of the study need to be included in a revised DEIR along with mitigation measures that would be necessary to protect construction worker safety.

A Vapor Intrusion Investigation needs to be Conducted

The potential for contaminants to move from groundwater into soil vapor, and in turn to indoor air, through a process commonly known as vapor intrusion, should be assessed prior to certification of an EIR. A vapor intrusion investigation has not been conducted to date.

22

Components of gasoline, which is known to have been released at the site, may pose a risk to workers in the new building. Of these, benzene is most toxic and may pose a health risk at low concentrations. Whereas benzene was not detected in groundwater during the most recent sampling event (March 2010), benzene may be present in soil vapor which has not been sampled at the Site.

In accordance with draft 2010 California guidance[10], an investigation should be conducted at the Site, to include the collection of paired groundwater and soil vapor samples (at various depths) to assess the potential for vapor intrusion. The results of the study, along with an analysis of potential health risks, should be included in a revised DEIR.

Other Potential Toxics Sources on the Project Site

23

Review of a 1951 Sanborn map of the project site area (copy attached) indicates that additional potential sources of toxics, including several auto service departments and a spray painting service, were present on the project site. All of these uses antedate any effective tracking or regulation of toxic substances. Nor would there have been testing for toxics at the time the current Safeway store and its parking lot were constructed. Consequently, there is a significant risk that the proposed demolition and construction activities will unearth and potentially mobilize significant additional unidentified toxics, including petroleum products, heavy metals (from paint residues) and asbestos (from brake linings). The EIR needs to evaluate the risks involved and propose appropriate mitigation (e.g., testing of soil residues of potentially affected

[9] http://www.swrcb.ca.gov/ust/luft_manual/guidance_manual_v2.pdf
[10] http://www.dtsc.ca.gov/SiteCleanup/upload/SAG_Review_Drft.pdf

5

Comment Letter B-4, cont'd.

23

sites during demolition and excavation and appropriate treatment/containment/disposal of toxics to prevent their mobilization). The revised analysis should then be recirculated for public comment.

Cumulative Air and Water Quality Impacts have not been Identified

A recent newspaper article documents the following planned new and remodeled Safeway stores in the Bay Area.[11] The series of projects will create 13 new or revamped Safeway stores in the Bay Area, including those in the figure from the article below. In addition to the two Rockridge Safeway projects, another Safeway project on Redwood Road in Oakland, and projects in nearby Berkeley and Albany, the article specifically identifies projects in:

- Campbell
- Mountain View
- Los Gatos
- Burlingame
- Millbrae
- Pleasanton
- Daly City
- Pleasant Hill
- El Cerrito

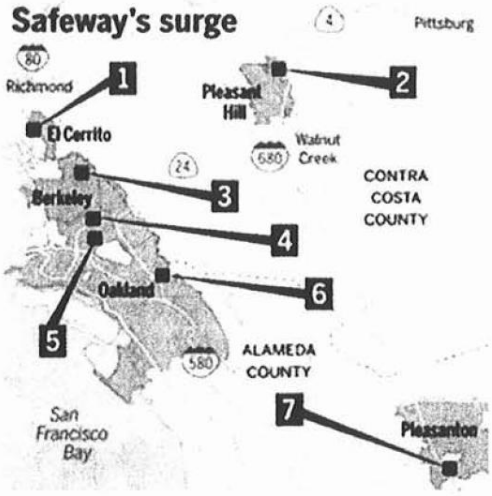
24

Several of these projects, and specifically the Rockridge Shopping Center and Pleasanton projects, are even larger than the square footage identified in the article, as they include not only a new or enlarged Safeway store, but expansion of an entire shopping center through Safeway's Property Development Centers division.

[11] Safeway undertakes largest store replacement, revamp and new construction in Bay Area in years, Contra Costa Times, August 4, 2011 http://www.contracostatimes.com/ci_18610200?IADID=Search-www.contracostatimes.com-www.contracostatimes.com, attached

Comment Letter B-4, cont'd.

24



1. 11450 San Pablo Ave., **El Cerrito** – Safeway moved into a former Target store that is being completely remodeled.
2. 707 Contra Costa Blvd., **Pleasant Hill** – Safeway is moving into a former Mervyn's next to Sunvalley mall.
3. 1425 Henry St., **Berkeley** – A 29,000-square-foot Safeway will be expanded to 48,000 square feet.
4. College and Claremont avenues, **Oakland** – A 24,000-square-foot Safeway will be replaced by a 51,000-square-foot Safeway store. Eight small shops will be added.
5. 51st St. and Broadway, **Oakland** – A new Safeway will anchor a completely remodeled shopping center.
6. 4100 Redwood Road, **Oakland** – A 19,000-square-foot Safeway will be replaced by a 45,000-square-foot store.
7. Bernal Road near I-680, **Pleasanton** – Safeway is building a new store that will be part of a large shopping center.

BAY AREA NEWS GROUP

Assuming a 50/50 mix of new and revamped stores and, assuming an average project size of 25,000 square feet, the 13 stores represent, as a very conservative estimate, 325,000 square feet of new construction. When compared to Bay Area Air Quality Management District (BAAQMD) project screening size thresholds, the aggregate of these stores represents potentially significant cumulative air emissions of criteria air pollutants and greenhouse gas emissions. The BAAQMD CEQA guidance states that supermarket projects in excess of 42,000 square feet may emit criteria air pollutants (NOx) in excess of thresholds.[12] The BAAQMD also states that supermarket projects in excess of 8,000 square feet will emit greenhouse gasses in excess of the threshold. Finally, construction emissions for supermarket projects will exceed criteria pollutant thresholds (ROG) if greater than 277,000 square feet in size.

[12] http://www.baaqmd.gov/~/media/Files/Planning%20and%20Research/CEQA/BAAQMD%20CEQA%20Guidelines%20May%202011.ashx, Table 3-1

7

Comment Letter B-4, cont'd.

24 The project size we have estimated for the Safeway Bay Area initiative greatly exceeds the thresholds for operational emissions of criteria air pollutants and greenhouse gasses and somewhat exceeds the construction emissions threshold. A revised DEIR should be prepared to consider the cumulative impact of the Safeway project's air emissions and should identify any necessary mitigation measures identified in the BAAQMD CEQA guidance.

25 In addition to cumulative air quality impacts, the sum total of these Safeway projects may also result in cumulative water quality impacts. All of these projects are in watersheds that feed into San Francisco Bay. Consequently, given the total amount of construction, and the potential for additional pollution load (including pollutants contributed through project-associated vehicle trips), the EIR should have also have considered the cumulative water quality impacts on the Bay. Again, the EIR should be revisedto consider and discuss the cumulative water quality impact and, if found significant, appropriate mitigation should be proposed.[13]

Sincerely,

Matt Hagemann, P.G., C.Hg.

[13] Since the impact is cumulative, mitigation should be identified for this project's "fair share" contribution to the cumulative impact.

8

Comment Letter B-4, cont'd.

CONTRA COSTA TIMES
ContraCostaTimes.com

Safeway undertakes largest store replacement, revamp and new construction in Bay Area in years

By George Avalos
Contra Costa Times

Posted: 08/04/2011 06:11:38 AM PDT

Updated: 08/04/2011 12:02:08 PM PDT

Safeway is embarking on its most far-ranging effort in years to replace or rebuild aging or smaller stores, the Pleasanton-based retailer said Tuesday.

The series of projects will create 13 new or revamped Safeway stores in the Bay Area, where the retailer has 158 stores. Safeway's push comes amid the backdrop of an invasion by smaller rivals competing for shoppers' dollars in a region Safeway has long dominated.

"The economy has turned, and that has opened up more opportunities in urban areas," said Karl Schroeder, president of Safeway's Northern California Division. "Previously, a lot of the new stores were on the fringes of the division."

Schroeder added that this is the largest store replacement and reconstruction effort "in years."

Fresh & Easy, Whole Foods, Sprouts Farmers Market, Sunflower Farmers Market and Foods Co. have either disclosed or launched new grocery stores in the Bay Area lately.

"Our experience with our new East Bay and Bay Area locations is we have had very favorable customer reaction so far," said Brendan Wonnacott, a spokesman for Fresh & Easy. "Customers are looking for more fresh food options."

"The competition is getting more fierce," said Patricia Edwards, chief investment officer with Seattle-based Trutina Financial. "You have a lot of new players coming into the market, and some existing players ramping up their food offerings."

Target is adding grocery units in more of its

stores, Walgreens is adding a small food section in its drugstores, and Wal-Mart has been adding grocery operations in its outlets.

Safeway is also jumping into attractive locations that once were occupied by other retailers. In Campbell, Safeway just opened a store in a former Mervyn's; in Mountain View, the grocery giant has struck a deal to occupy a former Sears store at San Antonio Plaza.

A number of the projects will replace stores that have existed for decades.

"One of the big things with retail is you have to constantly refresh or go stale," Edwards said.

In Los Gatos, Safeway plans to replace an existing store. In Burlingame, Safeway has nearly completed construction of a big store that completely supplants a tiny, older store. In Millbrae, the grocery chain is planning to tear down and reconstruct an existing small store.

In some instances, a realty unit of Safeway, Property Development Centers, is building or reconstructing a shopping center that would have the supermarket as one of its primary tenants.

That's the case in Pleasanton, where Property Development is building a 58,000-square-foot Safeway that will anchor a mall that's also under construction.

In Oakland's Rockridge district, a large new Safeway

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Comment Letter B-4, cont'd.

CONTRA COSTA TIMES
ContraCostaTimes.com

will be built at 51st and Broadway, and the surrounding shopping center will be completely remodeled.

Safeway may have little choice but to launch these upgrades and new stores.

"Safeway is being attacked on all sides because everyone thinks they can do grocery stores," Edwards said. "Safeway has to prove they can do it better than these up-and-comers."

Contact George Avalos at 925-977-8477. Follow him at twitter.com/george_avalos.

Safeway expansion
Safeway is pushing ahead with new and revamped stores at several South Bay and Peninsula locations.
Mountain View: A new 65,000-square-foot Safeway store will be built on the site of an old Sears department store as part of a complete remodel of the San Antonio shopping center near the corner of San Antonio Road and El Camino Real.
Burlingame: A 52,000-square-foot Safeway will open in October replacing an existing small store at El Camino Real and Howard Avenue.
Los Gatos: A replacement of the existing store is nearly complete, and a 43,000-square-foot Safeway is due to open at 470 N. Santa Cruz Ave. on Aug. 25. The existing store is 24,000 square feet.
Daly City: Safeway is expanding its store at 601 Westlake Ave. The project should be complete by mid-September.
Millbrae: Safeway will build a new 59,000-square-foot store at the location of its existing 34,000-square-foot outlet at 525 El Camino Real. Construction should start in March 2012 and be complete by February 2013.
Campbell: Safeway recently moved into a onetime Mervyn's store at 950 W. Hamilton Ave., taking 56,000 square feet in a remodeled building. The project also includes an adjacent 19,000 square feet in a project that is called The Shops at Safeway Campbell.
Source: Safeway, Bay Area News Group research

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Comment Letter B-4, cont'd.

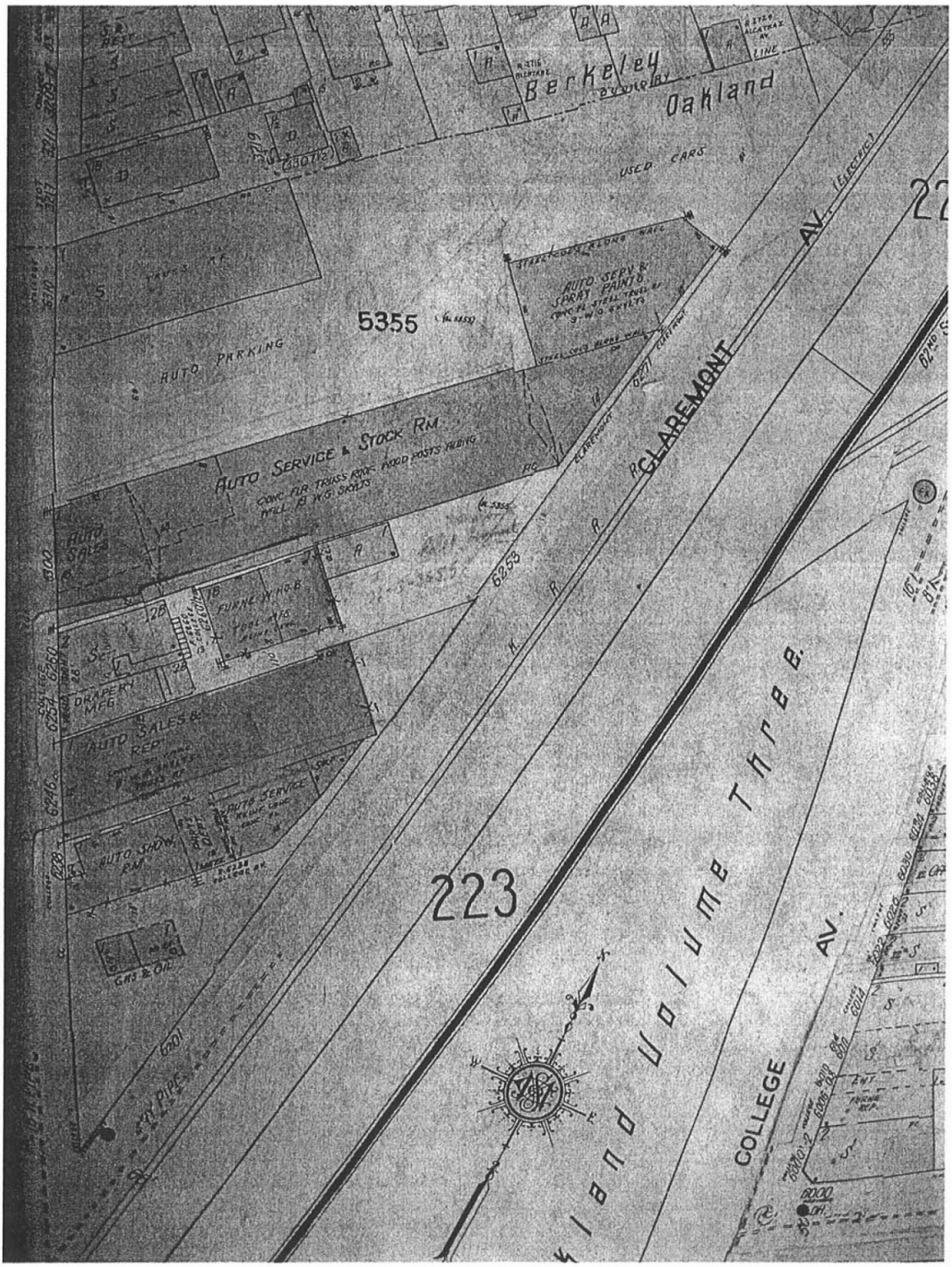

Exhibit B

Comment Letter B-4, cont'd.

CITY OF OAKLAND

Community and Economic Development Agency, Planning & Zoning Division
250 Frank H. Ogawa Plaza, Suite 3315, Oakland, California, 94612-2032

NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE SAFEWAY REDEVELOPMENT PROJECT (BROADWAY @ PLEASANT VALLEY AVE.)

The Oakland Community and Economic Development Agency, Planning and Zoning Division, is preparing a Draft Environmental Impact Report ("EIR") for the Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue) (the "Project") as identified below, and is requesting comments on the scope and content of the EIR. The EIR will address the potential physical, environmental effects for each of the environmental topics outlined in the California Environmental Quality Act ("CEQA"). The City has not prepared an Initial Study.

The City of Oakland is the Lead Agency for the Project and is the public agency with the greatest responsibility for approving the Project or carrying it out. This notice is being sent to Responsible Agencies and other interested parties. Responsible Agencies are those public agencies, besides the City of Oakland, that also have a role in approving or carrying out the Project. When the Draft EIR is published, it will be sent to all Responsible Agencies and to others who respond to this Notice of Preparation ("NOP") or who otherwise indicate that they would like to receive a copy. Responses to this NOP and any questions or comments should be directed in writing to: Darin Ranelletti, Planner III, City of Oakland, Community and Economic Development Agency, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612; (510) 238-3663 (phone); (510) 238-6538 (fax); or dranelletti@oaklandnet.com (e-mail). Comments on the NOP must be received at the above mailing, fax, or e-mail address **by 5:00 p.m. on July 27, 2009**. Please reference case number ER09-007 in all correspondence. In addition, comments may be provided at the EIR Scoping Meeting to be held before the City Planning Commission. Comments should focus on discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the project in light of the EIR's purpose to provide useful and accurate information about such factors.

27

PUBLIC HEARING: The City Planning Commission will conduct a public hearing on the scope of the EIR for the Project on **July 15, 2009**, at **6:00 p.m.** in Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA.

PROJECT TITLE: Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue)

PROJECT LOCATION: 5050-5100 Broadway, Oakland, CA (APN 014-1242-002-03 & 014-1242-005-07) (located at the northeast corner of Broadway and Pleasant Valley Avenue) (see map on reverse)

PROJECT SPONSOR: Safeway, Inc., Northern California Division

EXISTING CONDITIONS: The 15.4-acre project site is the location of the existing Rockridge Shopping Center, which contains several retail stores including Safeway, Long's Drugs (now CVS), and others totaling approximately 185,000 square feet of commercial space. The site is not listed on the Cortese List of hazardous waste sites.

PROJECT DESCRIPTION: The Project includes the demolition of the Safeway and Long's Drugs stores, along with other adjacent stores, and the redevelopment and remodeling of the site with the construction of a new Safeway store, a new CVS store, and other commercial buildings. The project would contain a total of approximately 304,000 square feet of commercial space and 1,006 parking spaces. Also proposed are modifications to adjacent streets including additional vehicle travel lanes and/or turn lanes.

PROBABLE ENVIRONMENTAL EFFECTS: It is anticipated that the Project may have environmental impacts on aesthetics, traffic/circulation, air quality, noise, geology/soils, hazards/hazardous materials, hydrology/water quality, utilities/service systems and biological resources. It is anticipated that the Project will not have significant environmental impacts on agricultural resources, cultural resources; land use plans and policies; mineral resources; population and housing; public services, recreation and cumulative growth. Nevertheless, these environmental factors will be analyzed in the EIR.

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

June 26, 2009
File Number: ER09-007

Eric Angstadt
Deputy Director, Community and Economic Development Agency
Environmental Review Officer

Comment Letter B-4, cont'd.

Exhibit C

Comment Letter B-4, cont'd.

CITY OF BERKELEY

ZONING ADJUSTMENTS BOARD

STAFF REPORT

FOR BOARD ACTION
SEPTEMBER 9, 2010

1444 Shattuck Place/1425 Henry Street - North Shattuck Safeway
Use Permit #09-10000104 to modify an existing Use Permit, remodel an existing 28,250 square foot grocery store, construct 17,250 square feet of new floor area, and extend the hours of operation for the store.

I. Application Basics

A. Land Use Designations:
- General Plan: Neighborhood Commercial and Medium Density Residential
- Zoning: C-NS, North Shattuck Commercial and R-2A, Restricted Multiple Family Residential

28

B. Zoning Permits Required:
- Use Permit to modify Use Permit #A904 to expand the hours of operation and floor/site plan, under BMC Section 23B.56.020;
- Use Permit to reduce a required setback from 15-feet along Henry Street, under BMC Section 23E.04.050.D;
- Use Permit to reduce a required setback from 5-feet adjacent to a Residential District, under BMC Section 23E.04.050.D;
- Administrative Use Permit to allow a fence over 6-feet (9'-5"), under BMC Section 23D.08.060.A;
- Use Permit to vertically extend a non-conforming setback adjacent to a Residential District, under BMC Section 23C.04.070.B;
- Use Permit to allow an addition exceeding 2,000 square feet, under BMC Section 23E.48.050; and
- Administrative Use Permit to allow outdoor seating, under BMC Section 23E.48.030.

C. CEQA Determination: Categorically exempt pursuant to Section 15332 of the CEQA Guidelines ("Class 32, In-Fill Development Projects").

D. Applicant: Lowney Architecture, 360 17th Street, Oakland, CA 94612

2120 Milvia Street, Berkeley, CA 94704 Tel: 510.981.7410 TDD: 510.981.7474 Fax: 510.981.7420
E-mail: zab@ci.berkeley.ca.us

Comment Letter B-4, cont'd.

II. Background

The Zoning Adjustments Board held a public hearing to preview this project at its August 12, 2010 meeting. At that time action by the ZAB was not possible as Preliminary Design Review was not yet complete. At the August 12 ZAB meeting, the applicant provided an overview of the project, members of the public presented comments and concerns, and the ZAB discussed the project and asked questions of the applicant. Following the public hearing, the ZAB identified areas of concern and set the matter for a public hearing for Thursday, September 9, 2010.

Since that time, the Design Review Committee conditionally approved the project's preliminary design (See Section III of this report and Attachment 4.) Following Preliminary Design Review approval, the applicant made further changes to the project.

Staff recommends the ZAB bring the August 12 ZAB staff report to refer to for project analysis and additional project background as needed

III. Summary of Recent Changes

The applicant has made a number of changes to the project since the ZAB's August 12 meeting. 'A' and 'B' below summarize changes made to the project to respond to comments offered by the ZAB and DRC that have preliminary approval from the DRC. 'C' summarizes recent changes made by the applicant that have not been reviewed by the DRC.

28

A. ZAB-directed changes:

1) Added windows at ground level on southwest corner of structure; and
2) Increased height of Henry St. headlight wall to 4 feet above parking lot surface.

B. DRC-directed changes:

1) Increased fence height along Henry Street and added outward-leaning fence cap to deter climbing for increased security along Henry Street;
2) Added two (2) new Deodar Cedar trees below existing Monterey Pines at the North End of the site to provide a continuity of evergreen trees when the Pines are deceased; and
3) Altered landscaping and trees, as follows
4) Removing existing plum trees along Shattuck to make room for appropriate spacing of new trees between existing ginkgos (#30, #32, #34, #36, #38)
5) Removing one additional tree southwest portion of lot adjacent to 1451 Henry (preserving Trees #10, #9, #1)
6) Preserving and relocating one (1) existing Sycamore in parking lot (#56)
7) Revised Tree Species in Plant list
8) Added triangular planting areas along East side of Henry Street headlight wall, for planting shrubs to help diffuse headlight glow
9) Replacing Elderberry tree at southwest corner of site with River Birch tree
10) Added five (5) new flowering pear trees along the drive aisle parallel to the front (North) façade of the store.

Comment Letter B-4, cont'd.

C. Changes not reviewed by the DRC:

1) Enlarged the northern parking garage access by 5' to allow ADA-accessible pedestrian/bicyclist access to underground garage, per ZAB's request;
2) Increased the height of the fence facing Henry Street to 9 feet 6 inches for security and safety reasons;
3) Decreased the height of the fence along the southerly property line to 6 feet to improve northern view of neighbor at 1451 Henry Street.

IV. Design Review Committee

At its August 19, 2010 meeting, the DRC approved the Preliminary Design for the proposed project, subject to the following conditions:

1) Remove every other window on the ground floor of the south elevation.
2) Review a revised, more specific, planting plan with the City Forester and Design Review Staff before Final Design Review (FDR) to ensure that the following landscape objectives are met:
   - Greater amount of parking lot shade coverage is established within a reasonable amount of time. Add more trees in parking area where possible.
   - On-site planting plan respects new and existing street trees.
   - Plant large-scale coniferous trees under the two existing Monterey pines that will eventually make the same evergreen statement that exists now. Existing pine trees should be monitored for safety.
   - Continue line of sycamores for street trees on Henry where space allows.
   - Vines on the trellis should screen the cars on the ramp.

28V

Issues and Analysis

Several issues were raised at the August 12 meeting that required additional consultation with the applicant and research to provide a response to the ZAB. Staff's response follows:

A. Notice board missing. The ZAB was concerned that the public was not being made aware of the project via the Pre-application, or Yellow poster. When the City posted the public hearing notice for the project on August 26, 2010, the two large yellow signs were in place.

B. Excessive Noise from garbage pick-up. The ZAB was concerned that the proposed plan to relocate the garbage storage and pick up area would create new impacts to the Henry Street residences. Presently, garbage is stored near Shattuck Place, and is stored in one large dumpster, which is emptied four (4) times each week at 8 AM (Monday, Wednesday, Friday and Saturday), via City trucks that access the site from Shattuck Place. According to the applicant, approximately 50% of its collected refuse stems from illegal dumping. Under the proposed plan, garbage would be stored within a new enclosure that would accommodate 2 smaller dumpsters that would be collected with the same frequency (4 times per week) and would only be removed via City trucks that access the site from Shattuck Place. To

Comment Letter B-4, cont'd.

reduce the potential for early-morning noise, the City and Safeway are in negotiations to allow for a later pick-up time. In addition, the City's Solid Waste staff is reviewing the proposal to confirm that the loading dock may be used to pick-up garbage. Staff will provide an update to the ZAB, if available, at the meeting.

C. **Interior Lighting.** The ZAB directed the applicant to include measures that limit off-site glare. For the retail floor area, the proposed project would replace approximately 75% of the store's fixtures with new diffused, downward-directed light fixtures designed to minimize exterior light spillage. The remaining fixtures will be replaced a combination of track/spot lights and pendant lights designed to soften and highlight the perimeter. The above-mentioned measures to address interior light sources, along with a standard condition regarding exterior lighting (Condition of Approval #68) will ensure that light levels from the proposed store are consistent with City standards regarding light and glare.

For the storage and offices to be located along Henry Street, tinted glass would be installed to minimize interior heat gain and to reduce the potential for nighttime light and glare.

D. **Privacy Screening, Landscaping, and Buffer to Residence at 1451 Henry.** ZAB raised concerns about security and safety issues about the proposed 8'6" fence along the southern property line and also requested possible measures to provide a landscaped edge for the neighboring residence at 1451 Henry Street. The applicant considered moving the fence but was concerned about maintenance, liability and property line issues. The applicant also considered a double-fencing system (the higher fence set back from the property line with a 6-foot fence along the property line itself), but felt this would interrupt the proposed landscaping plan for the area and present a maintenance issue. Instead of proposing either option, the applicant decreased the height of the fence along the southern property line to 6 feet, consistent with zoning. As noted previously in this report, the DRC has not reviewed this part of the plan.

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E. **Loading Dock and Vehicles.** The ZAB expressed a concern regarding noise associated with store deliveries. Unlike the existing store, the proposed project would move most of the loading activities into an enclosed space that would lessen potential noise impacts. Regarding on-site maneuvering, according to the applicant, Safeway's vehicles do not utilize back-up sound alarms, but that outside vendors may do so. Safeway also informed the City that they expect the following to occur with the new store:

- Three (3) to fifteen (15) vendor trucks currently deliver product to the store 7 days per week; 1-2 deliveries are made on Sunday.
- Vendor delivery times occur between 7 A.M. and 2 P.M.
- Trucks range in size from small vans to full-size trailers, depending on the product.
- Small vendor trucks/vans are currently required to park on the Shattuck side of the store in the existing small parking lot area adjacent to an exterior vendor loading dock door.

Comment Letter B-4, cont'd.

- Large vendor trailer trucks currently use the full size loading dock at the Henry Street side of the building.
- Some small vendor truck deliveries are brought in through the store entries.
- With the store expansion, all vendor truck deliveries will occur at the enclosed loading dock, which is designed with a sound barrier wall.

A condition of approval will require that Safeway prepare a plan, for approval by the City prior to completion of construction, to address the timing and number of Safeway and Vendor trucks, to limit on site congestion and noise.

F. **Graffiti removal plan.** The ZAB expressed a concern regarding the continued presence of graffiti on the existing building. Staff has proposed several conditions of approval to address graffiti to require the applicant to identify a contact person for the community to use to inform Safeway of graffiti and that graffiti be removed within 72 hours. (See Conditions 47-48)

G. **Windows along ground floor facing Henry Street.** To appear more residential, the ZAB asked that additional windows be proposed for the Henry Street addition. As mentioned previously in this report, the present plan includes additional windows. To address potential exterior light spillage, Safeway will install tinted glass. (See Conditions 65-66).

H. **Use of Safeway Parking Garage as Satellite Parking for Temple Beth El.** During the August 12, 2010 meeting, a member of the public indicated that Safeway had entered into a parking arrangement with Temple Beth El, and that the proposed project would create a conflict with the use permit granted to Beth El. To assess the potential for a conflict between the proposed project and any condition of approval for Beth El, staff reviewed Beth El's use permit conditions to find the following:

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"C. Satellite Parking. Beth El has received permission for off-site satellite parking at several different locations, as shown in Appendix 2-A. Of necessity, permission is subject to various reasonable restrictions for the host organization's use of its own parking lot. If the locations listed in Appendix 2-A are not available, Beth El will use best efforts to find other arrangements for satellite parking. Attached as Appendix 2-B is a list of the currently known events or religious services anticipated to have attendance in excess of 150 people, and showing the currently anticipated off-site parking arranged. Beth El is continuing to explore other options for off-site parking, and the availability of the specific locations listed is subject to the future needs of the host organization."

An excerpt of the agreement between Safeway and Beth El follows:

"The Shattuck Avenue Safeway underground garage. This lot, which has a total of approximately 47 parking spaces, is available to Beth El on an as-needed basis. The actual number of spaces available to Beth El will vary depending upon the use to which the garage is put by Safeway customers. The agreement between Beth El and Safeway is attached as Exhibit H."

Comment Letter B-4, cont'd.

The use permit granted to Beth El did not provide a minimum number of spaces that must be found at off-site locations nor did it specifically name potential locations. Should Safeway modify or rescind its offer regarding parking for Beth El, the use permit granted to Beth El would only require that parking be found elsewhere, as needed. The ZAB's consideration of the use permit for Safeway is not bound by the Beth El's use permit or the private agreement. Nevertheless, the plan proposed by Safeway would continue to potentially provide surplus parking to allow the use by Beth El.

I. **Retain open windows**. The ZAB was concerned that Safeway would place store fixtures adjacent to storefront windows that would block views into the store. To address this concern, staff has added a condition to prevent the location of stocking or shelving near any window. Condition of Approval #68 addresses this issue.

J. **Landscaping maintenance.** The ZAB was concerned that, like today, Safeway would not maintain the landscaping. To address this concern, staff has added a condition to require irrigation and maintenance. Condition of Approval #69 addresses this issue.

K. **No employee use of R-2A zoned area.** The ZAB was concerned that the 20' by 100' yard adjacent to the southern elevation would be used by employees which could create detrimental noise impacts to 1451 Henry Street. To address this concern, staff has added a condition to prevent any use of this area, beyond maintenance. Condition of Approval #70 addresses this issue.

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L. **Shift change "noises".** The ZAB asked that Safeway review their employee practices regarding end of shift noise. On most permits, the City places a condition on the permit to address noise related to employees (COA #83) Regarding "people" noise, Safeway will have employees exit via the front of the store or via interior stairways directly to the enclosed parking garage. Regarding vehicular noise, Safeway will require employees who drive to work to only park in the garage.

VI. Remaining Issues

As discussed above, there are four remaining issues that have not been fully resolved, as follows:

A. **Widened parking garage opening.** To provide the pathway requested by the ZAB, the applicant proposes a 5'-wide ADA-accessible pathway that will widen the northern access drive to the parking garage on Henry Street. During preliminary design review by the DRC, efforts were made to limit the width of the driveways to help screen the cars and to limit the potential disruption to the sidewalk. While the added width is minimal, Staff asks that the ZAB weigh the benefit of the improved access for pedestrians with mobility difficulties and for bicycle access with past efforts by the DRC.

Comment Letter B-4, cont'd.

B. Fence Height Change. Independent of direction from the DRC or the ZAB, the applicant revised the fence height along Henry Street to increasing the height by 18" to 9'-4". To address security concerns, the DRC directed that the applicant angle the top of the fence outward to increase its security and deter climbing. However, the DRC did not consider a fence taller than 8'4". Applicant added the additional height to make it more difficult for trespassers to climb over the fence. The current 8'4" sits on a concrete block foundation and would be easier to climb over.

Staff requests the ZAB discuss the above issues to determine if further changes should be made to the project, if the conditions of approval should be revised, or if the project requires these design changes require DRC review now, prior to ZAB taking action on the project.

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VII. Recommendation

Because of the project's consistency with the Zoning Ordinance and General Plan, and minimal impact on surrounding properties, Staff recommends that the Zoning Adjustments Board:

A. APPROVE Use Permit #09-10000104 pursuant to Section 23B.32.040 and subject to the attached Findings and Conditions (see Attachment 1).

Attachments:

1. Findings and Conditions
2. Project Plans, received September 2, 2010,
3. Notice of Public Hearing
4. DRC Summary, August 19, 2010
5. Correspondence Received

Staff Planner: Greg Powell, GPowell@ci.berkeley.ca.us, (510) 981-7414

Comment Letter B-4, cont'd.



Comment Letter B-4, cont'd.

CITY OF ALBANY
PLANNING AND ZONING AGENDA
STAFF REPORT

Agenda date: March 22, 2011
Prepared by: Diane Henderson

ITEM/ 6c

SUBJECT: **1500 Solano. Planning Application #08-031 – Study Session**
A study session to review an alternative design concept associated with an application from Safeway to construct a new grocery store and retail shops totaling approximately 63,411 square feet. The Planning and Zoning Commission will make no final decisions regarding the proposed development in the study session.

SITE: **1500 Solano Avenue**

APPLICANT/OWNER: **Safeway**

ZONING: **SC (Solano Commercial)**

Recommendation

Staff recommends that the Planning and Zoning Commission review the revised design concept, take testimony from the public, and provide the applicant with direction regarding project design. No formal action by the Commission will be taken at this meeting.

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Background

To date, the key issues surrounding the development of a new Safeway store center mainly trade-offs between auto and truck circulation, building height, and treatment at the rear of the site. The Commission has held numerous study sessions and Safeway has prepared numerous alternatives. During a Commission meeting in June, an idea arose of involving other professionals to help brainstorm optional approaches. This idea took shape this past fall when City staff and Safeway agreed that Ken Lowney (Lowney Architecture) and John Ciccarelli (Bicycle Solutions) be asked to look at new approaches to this site. As way of background, Lowney has his own architectural firm, which, among other projects, designs grocery stores. His clients include Whole Foods, Safeway, People's Community Market, and a number of other independent markets. John Ciccarelli is a member of the team currently preparing the City's Pedestrian Master Plan and Bicycle Master Plan update. Mr. Ciccarelli deals with the broader issues of circulation and offered helpful comments during the Traffic and Safety Commission's review of the Safeway project.

Three design options that came out of the brainstorming sessions were presented to the Planning and Zoning Commission at a study session on December 14, 2011. The three design options that were presented at that study session were strictly conceptual in nature and not intended to answer every issue. They were intended to generate conversation and solicit input from the community and the Commission to help foster ideas that might lead to an acceptable project design. The three options included Option 1, "Taking Over the Street" with residential at the rear; Option 2,

Comment Letter B-4, cont'd.

subterranean store with parking deck on top; and Option 3, "Rear Loading" modified Safeway proposal (please see the attached staff report dated December 14, 2010, for a detailed discussion of the three alternatives.) As described in the attached minutes from that meeting, the study session provided the Commission, members of the public and the project applicant to discuss pros and cons of various design options. At the close of the study session, the applicant reviewed the issues that were raised and prepared a revised plan to address those concerns.

Project Goals as Expressed by Various Interest Groups

Based on verbal and written testimony at public meetings, different groups have different goals for this project. Staff has attempted to summarize some of these goals in no order of priority.

- Construct a larger, more contemporary grocery store with expanded services.
- Reduce store size.
- Create a vibrant street presence.
- Be pedestrian and bicycle friendly.
- Accommodate large truck deliveries.
- Use smaller trucks.
- Locate auto and truck access close to Solano Avenue; minimize traffic impacts on neighborhood.
- Attractive design.
- Remodel existing store.
- At the rear, provide large building setback, low building height; do not use rear area for trucks or autos; provide buffer between building and residents.
- Minimize interruption to Solano sidewalk pedestrian traffic.
- Well-functioning store with good variety and quality.
- Avoid attractive nuisance (e.g., loitering at rear).
- No increase in traffic on residential streets.

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Revised Submittal

Following the December 14, 2010 study session, the applicant reviewed the comments that were raised and prepared revised plans in an effort to address those concerns. The revised conceptual drawings include a 56,111 square foot grocery store and 7,300 square feet of retail shops in a three-story building. At the Solano Avenue frontage, the building would appear to be two stories, with retail shops along the ground-level street frontage and a parking garage behind. An additional level of parking would be located one level below, and the Safeway store would be located one level above, on the top (third) floor.

The retail shops at the street level would all orient towards the Solano Avenue frontage. Access to Safeway would be from a ground level lobby at the corner of Solano Avenue and Neilson Street. The upper floor grocery store would be oriented with the front of the store facing Neilson Street and the back of the store adjacent to Curtis Street. The structure would be located eight feet from the Solano Avenue property line, on the Neilson Street property line and within five feet of the property line along the first 68 feet of Curtis Street and then setback 15 feet. At the rear of the building, the two lower parking levels would be located within 15 feet of the rear property line and

Comment Letter B-4, cont'd.

the upper floor grocery would be setback 30 feet from the property line. Due to the sloping terrain of the site, the height of the structure would vary with a maximum height of 55'.

The site plan has been completely reworked from previous submittals to address the very difficult circulation issues. Under the revised plan, delivery trucks would enter the site traveling south on Curtis Street to a new driveway located approximately 110 feet south of the intersection of Solano Avenue and Curtis Street, travelling in a forward direction to the middle of the property and then backing into the loading dock area. Once trucks are unloaded, they would proceed in a forward motion, exiting left onto Neilson Street, to travel north to Solano Avenue. Vehicular traffic could enter and exit the site from the Curtis Street driveway or the Neilson Street driveway, and then turn south into the street level parking garage. At the street (upper) level of the garage, 77 parking spaces for vehicles as well as bicycle parking would be provided. An interior ramp adjacent to the Curtis Street frontage would provide vehicular access to a lower level of parking for an additional 78 cars. A second driveway on Neilson Street at the rear of the site would provide ingress and egress to the lowest level. This solution has reduces the number of neighboring residences impacted by traffic on residential streets, and staff believes the approach to handling trucks is a superior solution to earlier submittals.

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Preliminary perspective drawings have been included to demonstrate how the project would incorporate architectural detail and landscaping to provide attractive street designs. The retail shops at the Solano Avenue frontage would create a vibrant presence along that frontage. Angled parking and the bus stop could be retained along the Solano Avenue frontage.

Staff has met with several residents in the area to discuss the new plans. As a result of the discussion, attached correspondence has been received from a nearby Nielson Street resident.

Next Steps

During the brainstorm sessions of recent months, staff has put the City's environmental impact report (EIR) consultant on hold until the basic design concept is established. Subject to Commission feedback, the next step in the formal processing of the application would be to authorize the consultant to start the environmental studies. At a Commission meeting in the near future, a formal hearing would be held on the scope of the environmental review to provide members of the public an opportunity to identify specific items that should be evaluated.

Attachments:

1. Safeway proposal, March 9, 2011
2. Staff Report to the Planning and Zoning Commission, December 14, 2010
3. Planning and Zoning Commission Minutes, December 14, 2010

Comment Letter B-4, cont'd.

CITY OF ALBANY
PLANNING AND ZONING AGENDA
STAFF REPORT

Agenda date: December 14, 2010
Prepared by: Ann Chaney

ITEM/ **6b**

SUBJECT: **1500 Solano. Planning Application #08-031 – Study Session**
A study session to review alternative design concepts associated with an application from Safeway to construct a new store totaling approximately 52,000 square feet. The Planning and Zoning Commission will make no final decisions regarding the proposed development in the study session.

SITE: **1500 Solano Avenue**

APPLICANT/OWNER: **Safeway**

ZONING: **SC (Solano Commercial)**

Recommendation

Staff recommends that the Planning and Zoning Commission review alternative design concepts, take testimony from the public, and provide the applicant with direction regarding project design. No formal action by the Commission will be taken at this meeting.

Background

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The key issues surrounding the development of a new Safeway store appear to center mainly on auto and truck circulation, height, and treatment at the rear of the site. The Commission has held numerous study sessions and Safeway has prepared a numerous alternatives. During a P&Z Commission meeting in June, an idea arose of involving other professionals to help brainstorm optional approaches. This idea took shape this past fall when City staff and Safeway agreed that Ken Lowney (Lowney Architecture) and John Ciccarelli (Bicycle Solutions) be asked to look at new approaches to this site. As way of background, Lowney has his own architectural firm which, among other project, designs grocery stores. His clients include Whole Foods, Safeway, People's Community Market, and a number of other independent markets. John Ciccarelli is a member of the team currently preparing the City's Pedestrian Master Plan and Bicycle Master Plan update. Mr. Ciccarelli deals with the broader issues of circulation and offered helpful comments during the Traffic and Safety Commission's review of the Safeway project.

Staff and Safeway agreed that the brainstorming be done as an independent exercise without Safeway's architectural team present. It was agreed however, that Barbara Ellis attend. Ms. Ellis is Safeway's community liaison. Two brainstorming sessions were held with City staff, Lowney, Ciccarelli and Ellis. The results are presented below. A third session was held with Safeway staff to present the brainstorming results.

Comment Letter B-4, cont'd.

The designs options are strictly conceptual in nature and not intended to answer every issue. For example, issues of exterior design, bicycle access/parking, and specific landscape treatments were not explicitly addressed. It should be recognized that some of the options are unacceptable to Safeway for various reasons. Ultimately a project must be satisfactory to the applicant/owner, and to the City for permitting purposes. The intent of this exercise is to help foster ideas that might lead to an acceptable project design.

A Word about Truck Loading

The last P&Z Commission meeting on the Safeway project was on July 27, 2010. One issue that seems most challenging, and influences other decisions, involves truck circulation. Last spring, the applicant presented three new alternatives to the truck loading area. Because these options required the trucks to either backup onto city streets or cross heavily used sidewalks, City staff and Planning commissioners were unable to support the concepts. Traffic and Safety Commission did express a preference for Alternative A. These alternatives are not attached to this report, but will be available at the upcoming meeting if needed.

Project Goals as Expressed by Various Interest Groups

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Based on verbal and written testimony at public meeting, different groups have different goals for this project. Staff has attempted to generally summarize some of these goals in no order of priority.

- Construct a larger, more contemporary grocery store with expanded services
- Reduce store size
- Create a vibrant street presence.
- Be pedestrian and bicycle friendly
- Accommodate large truck deliveries
- Use smaller trucks
- Locate auto and truck access close to Solano Avenue; minimize traffic impacts on neighborhood
- Attractive design
- Remodel existing store
- At the rear, provide large building setback, low building height; do not use rear area for trucks or autos; provide buffer between building and residents.
- Minimize interruption to Solano sidewalk pedestrian traffic
- Well functioning store with good variety and quality.
- Avoid attractive nuisance (e.g., loitering at rear)
- No increase in traffic on residential streets

Brainstorming results

To assist in reviewing the concept plans, Options 1, 2, and 3, staff has attempted to summarize key features of each Option below. In addition, attached is a matrix that attempts to compare aspects of the three options with the existing Safeway store and the new Safeway proposal (as of 7/27/10).

Comment Letter B-4, cont'd.

Option 1: "Taking Over the Street" w/ Residential at Rear

Entrance and Exit

- One-way entrance and exit
- Trucks/autos share entrance from Curtis Street (approx. 188' south of Solano)
- Trucks/autos share exit onto Neilson Street (approx. 185' south of Solano)
- Autos only could also use entrance directly off Solano

Truck loading

- Trucks unload inside subterranean parking area at rear of store
- Merchandise reaches store level via elevator

Uses Neilson Right-of-Way as part of project site

- Portions of store encroach into Neilson right-of-way
- Portion of Neilson St. (next to Safeway) narrows to one-way northbound

Residential

- New residential use located at rear of site
- Units face south onto new private street ("mew")
- Residents would use access into residential Parking located inside Safeway parking lot
- Wall separates private street from existing residential units

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Pros	Cons
Creates one-way circulation in an effort to distribute traffic on side streets more evenly.	Car ramp off Solano interferes with pedestrian traffic; breaks up urban streetscape
Widened store could have benefits to the store layout; function and flow.	Safeway finds the inadequate amount of parking (75 stalls) to be unacceptable.
Loading occurs within parking garage	Trucks enter at rear across from residences
Trucks exit across from B of A parking lot	Residential front doors face parking structure
Places residential immediately next to R-1 zone	Residents would use garage to access units
Places private street/path between existing residents and new residential – 48' rear setback	Difficult to prevent non-residents from using private street
Lessens traffic volume on Neilson, south of the Safeway store.	Raises policy issue regarding private use of public r-o-w.
	A larger store may not necessarily need more parking; however may result in lower turnover.
	Safeway concerned about adding residential with usage of garage parking; parties, increased visitors using garage.
	Increased height at rear due to residential – 35'

Comment Letter B-4, cont'd.

Option 2: Subterranean Store (Parking Deck on top)

Entrance and Exit

- Vehicles enter and exit from both Curtis and Neilson streets 60' south of Solano Avenue.
- Vehicles enter and exit directly from/to Solano
- Trucks enter from Curtis Street (approx. 250' south of Solano)
- Trucks exit onto Neilson Street (approx. 224' south of Solano)
- Vehicles park on roof deck; customers use stairs or elevations to the store below

Truck loading

- Trucks unload at rear of store within a fully enclosed area.
- Entrance and exit set back from street to lessen visual impact on residences.
- Possible use of gate operating system that gives truck drivers access; gate closes behind.

View from Streets

- Two "glass-enclosed entry vestibules" housing stairwells and two-sided elevators; located adjacent to Solano Avenue (see photo insert on plan of the Apple Store in NYC)
- Add pavilions on Solano Avenue
- Landscaped areas at either end of glass enclosures (approx. 1,000 sq. ft. each).
- Parking lot behind the glass enclosures with perimeter and internal landscaping.
- Internal and/or perimeter landscaping; trees in large containers at edges; trellis with climbing vegetation in central part of parking (above-ground planters only allowed).
- Add "live wall" on Curtis and Neilson side, plus street trees
- Low level lighting (Designers believe that ground mounted lighting would meet safety lighting standards without having appearance of a suburban-style parking lot.)

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View from Rear

- 13'-15' high building wall of loading area.
- 10' rear setback; could accommodate landscape screening.
- Parking deck on top of roof

View from Inside Store

- Natural light into the store via skylights and glass-enclosed vestibules (possibly clerestory windows)
- Customers could see people walking along the street above

Pros	Cons
Design is innovative; could prove inviting and offer customers an exciting experience	From the street, design concept could feel too much like a parking lot/deck
Auto access concentrated near Solano; reduces traffic impacts on Curtis/Neilson neighbors	May need to widen Curtis near Solano to create separate turn lane onto roof parking
Truck loading area fully enclosed if roll-up or bi-fold doors added; reduces noise	Trucks would use northern portion of Curtis and Neilson for entry and departure (respectively)

Comment Letter B-4, cont'd.

Roll-up doors, or similar treatment, help block view of loading area from neighbors	Need to address how to handle fumes within enclosed truck area
Parking deck could hypothetically provide space for public uses (e.g., farmer's market)	Need to address headlights on parking deck
	Concept generally unacceptable to Safeway due to lack of physical connection with street, street view is pedestrian unfriendly, requires customers to shop underground

Option 3: "Rear Loading" (Modified Safeway proposal)

Entrance and Exit

- Drive aisle at rear (open to above) ramps down from Neilson; ramps up to Curtis.
- Vehicles and trucks enter from Neilson; approx. 260' south of Solano
- Vehicles and trucks exit onto Curtis; approx. 300' south of Solano
- Vehicles park in subterranean garage; take elevators up to store level
  Note: Parking stalls are 9' wide; Safeway using 8 ½' width

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Truck Loading

- Trucks unload at rear and back into enclosed truck dock area
- Merchandise reaches store level via elevator

Street View

- Building extends to property line, except where pulled back along Solano Ave. for store entrance and outdoor seating
- Curtis and Neilson includes 10' of landscaping next to building; and street trees

Rear View (Staff is seeking clarification from concept designer)
27' setback between building and rear property; assumes drive aisle is not enclosed
10' setback between drive aisle structure and rear property; if drive aisle partially enclosed

Pros	Cons
Encloses truck loading area to mitigate noise	Loading gate relies on internal staff to control
One-way circulation distributes traffic equally between Neilson and Curtis	Trucks enter and exit at rear of building
	Autos enter and exit at rear of building
	Height needs daylight plane?

Attachments:

1. Option 1: "Taking Over the Street"
2. Option 2:"Subterranean Store"
3. Option 3: "Rear Loading" (modified Safeway proposal)
4. Safeway proposal as of 7/27/10
5. Comparison of Concept Options, Safeway Proposal, and Existing Conditions

Response to Comment B-4-1

The comment provides an overview of the comment letter and a summary statement asserting that the DEIR appears to have understated or omitted numerous significant environmental impacts. This comment does not go into specifics elaborating on this assertion or providing evidence to support it. More details are provided in the subsequent comments in the letter, and detailed responses are provided below in response to those comments.

Response to Comment B-4-2

The comment asserts generally that the DEIR's discussion of land use impacts is deficient and lacks substantial evidence to support its conclusions, and more specifically that is inconsistent with zoning requirements and General Plan goals and policies which, it is asserted, were put in place to be protective of the environment. The comment also states that the required findings for a conditional use permit were adopted in recognition of limited available infrastructure to support development in the area. Please see Master Response M-9, where all of these issues are addressed.

Regarding the project's significant and unavoidable impacts, as required under CEQA, the DEIR identifies and discloses the project's significant impacts, including the significant and unavoidable impacts, for consideration by the public and the decision makers. As provided by Section 15093 of the *CEQA Guidelines*, prior to approving the proposed project, the City will be required to make findings that economic, legal, social, technological, or other benefits outweigh the unavoidable adverse environmental effects of the project, and thus the adverse environmental effects may be considered "acceptable."

Response to Comment B-4-3

On pages 4.3-1 through 4.3-118 the DEIR provides a thorough evaluation of the proposed project's potential impacts on traffic under six different existing and future development scenarios. With 118 pages of discussion and analysis, the comment incorrectly asserts that the DEIR fails to discuss parking and traffic effects on College Avenue. In fact, the DEIR identifies 15 transportation impacts, including 11 impacts on College Avenue traffic and 11 significant and unavoidable impacts. As noted on page 4.3-106 of the DEIR, although CEQA does not require an evaluation of effects on parking, which are considered social effects, not physical effects on the environment, the DEIR nonetheless provides an evaluation of the project's parking demand; identification of the City's parking requirements for the proposed mix of food, retail, and restaurant uses; comparison of the proposed parking supply relative to demand; and a summary of strategies to reduce parking demand and/or increase parking supply.

Furthermore, Master Response M-3 provides a more detailed discussion of project parking demand, which reaches the same conclusion as the DEIR. The analysis identifies a parking deficit of up to 63 spaces; the project would provide 171 parking spaces but would generate peak demand for 234 spaces. In addition, the proposed parking would be 15 spaces short of the parking required by the City's Municipal Code, which would require approval of a variance, as noted on DEIR page 3-26. Both the DEIR and FEIR acknowledge that project customers and employees would seek on-street parking when project parking facilities operate at or near capacity, which would result in higher on-street parking occupancies. The discussion also notes that parking demand may spill to residential streets west of College Avenue since on-street parking spaces on these streets have no restrictions and no charge.

Regarding use of the Safeway parking lot for customers of other retail businesses in the project vicinity, while it is acknowledged that the proposed project may increase demand for on-street parking in the area, as noted above, CEQA does not treat parking effects as environmental impacts. However, the DEIR encourages the City to consider strategies to reduce the project's parking deficit and the potential for

intrusion into the adjacent residential neighborhoods, including limiting parking duration in the underground parking garage; implementing tandem parking, lift parking, and/or attendant parking; implementing a Transportation Demand Management (TDM) plan; implementing Residential Parking Permit (RPP) on the residential streets west of College Avenue; and others.

Please refer to the following response for a response to the footnote statement that the project would serve more than the local Rockridge-Elmwood-Temescal neighborhoods.

Response to Comment B-4-4

The DEIR acknowledges in numerous ways and many locations throughout the document that the proposed project would result in the generation of new vehicle trips in comparison to the existing Safeway store. As noted in Response to Comment B-4-3 immediately above, the DEIR devotes 118 pages to the analysis of the project's traffic and transportation impacts, and identifies numerous mitigation measures to reduce the impacts. However, the proposed store has been designed at a pedestrian scale, with an orientation around pedestrian access and pedestrian amenities, including, as previously noted, walk-up storefronts, an outdoor pedestrian plaza, ground-level and elevated pedestrian walkways, and a landscaped rooftop terrace at the prominent apex of the site. While the project necessarily includes parking, it would be well screened from offsite views by landscaping, a planted trellis, and the new shops. The net result of the project design would clearly be pedestrian-oriented development, as portrayed in the elevations and architectural renderings presented in Chapter 3 of the DEIR.

By its very nature, a full-service grocery store will of necessity be auto-oriented. A large segment of the population is physically incapable of transporting a significant amount of groceries on foot or by bicycle. However, as illustrated on the peak-hour trip assignments shown on DEIR Figures 4.3-13A and 4.3-13B, that the majority of project-generated automobile trips would originate from 0.7 miles away or less.[2]

The comment states that the EIR needs to address how the project will be able to satisfy the findings required for approval of a Conditional Use Permit (CUP). Please see Master Response M-9 for a response to this comment.

Response to Comment B-4-5

The comment references flaws and deficiencies of the traffic analysis presented in the DEIR, as identified in a separate report, but does not identify any specific flaws or deficiencies. Therefore, a more detailed response to this comment is not possible, but the report referenced in the comment is presented in this FEIR as Comment Letter C-214; responses immediately follow that letter.

Response to Comment B-4-6

As noted in Comment A-1-3 by AC Transit, the proposed relocation of the bus stop on northbound College Avenue from just south to just north of Claremont Avenue would improve operations for both buses and automobiles. Currently, buses stopped at the bus stop may block the through traffic lane and prevent vehicles from proceeding through the intersection, despite the green signal. The project would widen northbound College Avenue at the relocated stop north of Claremont Avenue to 21 feet wide, adequate space for buses to stop and load/unload passengers without blocking and disrupting through traffic flow on northbound College Avenue. In addition, the project would widen the sidewalk to provide a bus shelter without interfering with the pedestrian flow along College Avenue. Although conservatively

[2] The longest road segment that would experience an increase of 31 or more peak-hour trips (on Saturdays) would be between the proposed Safeway and the intersection of College Avenue at Stuart Street, a distance of less than 0.7 miles.

not reflected in the intersection operations analysis, relocating the bus stop is expected to improve traffic operations at the Claremont Avenue/College Avenue intersection.

Response to Comment B-4-7

The comment refers to inaccurate information on the status of Oakland's bicycle projects but does not provide any details. Regarding the consultation required by Public Resources Code §§21092.4 and 21153, the former section requires consultation with transportation planning agencies and public agencies that have transportation facilities within their jurisdictions that could be affected by the project. Section 21092.4 requires consultation "concerning the project's effect on major local arterials, public transit, freeways, highways, overpasses, on-ramps, off-ramps, and rail transit service within the jurisdiction of a transportation planning agency or public agency consulted by the lead agency," but does not specify bicycle facilities. Nonetheless, the City's Transportation Department, including the Bicycle and Pedestrian Program Manager, received all notices pertaining to the environmental review of the proposed project, and the Bicycle and Pedestrian Program Manager participated in a number of early internal City meetings on the project. A list of recipients of public notice is available at the City of Oakland Planning Department.

Response to Comment B-4-8

The Initial Study, published on October 30, 2009, and circulated for 30 days of public review, addressed the potential impacts related to hazardous materials and other hazards. The Initial Study provided a summary of the results of a Phase I and Screening Level Phase II Environmental Assessment Report that was prepared on the Safeway store parcel and that found no evidence of environmentally hazardous conditions on that parcel. A separate asbestos survey determined that asbestos-containing materials (ACM) were present in the floor tiles, drywall and joint tape compounds, exterior stucco, roof cements, transite wall panels, and thermal insulation of the existing Safeway store. The ACMs will be removed using regulatory abatement practices for asbestos as part of the standard conditions of approval.

As noted in the Initial Study, a Phase I and Screening Level Phase II Environmental Assessment Report was also prepared on the Union 76 gas station parcel that included five soil borings, with collected soil samples submitted for laboratory analysis by a State-certified laboratory. The Initial Study disclosed that one or more leaking underground storage tanks (LUST) had been identified on the site in the past, and remediation efforts were underway. Groundwater monitoring wells were installed on the site and methyl tert-butyl ether (MTBE) was detected in one of the wells. The Initial Study listed four pages of additional measures that the applicant would be required to implement as standard conditions of approval to ensure that the proposed project does not expose construction workers, the public, or the environment to significant hazards. The Initial Study concluded that, with implementation of these measures, the project's hazards-related impacts would be less than significant. Consistent with the provisions of CEQA (e.g., Section 15063(c)(3)(A) of the *CEQA Guidelines*), the Initial Study was used to focus effects determined to not be significant out from further, more detailed analysis in the EIR. The topic of hazards was among the effects focused out of the EIR pursuant to this provision.

Since publication of the DEIR, the Alameda County Health Care Services Agency, Department of Public Health, issued a closure letter indicating that the project sponsor had completed remedial action for the LUST(s) formerly at the project site, and no further action related to petroleum releases is required.[3]

[3] Ariu Levi, Director, Alameda County Health Care Services Agency, Department of Environmental Health, *Remedial Action Completion Certification*, February 28, 2012.

Response to Comment B-4-9

As noted in the preceding response (B-4-8), in accordance with standard CEQA practice, the Initial Study was used to focus out effects determined to not be significant from further, more detailed analysis in the EIR. The Initial Study lists five pages of standard conditions of approval intended to ensure that the proposed project's potential construction and operational impacts on water quality would be less than significant. Among other obligations, the applicant will be required to prepare and implement a Stormwater Pollution Prevention Plan and an Erosion and Sedimentation Control Plan during construction and a Post-Construction Stormwater Pollution Management Plan for the life of the project's operations. The applicant will also be required to provide ongoing maintenance of the required on-site stormwater treatment measures. The discussion of water quality impacts was provided in the Initial Study.

The comment also states that the air quality and greenhouse gas (GHG) analyses are deficient but does not provides details about how it is deficient. Therefore, no further response to the comment is feasible or required.

Response to Comment B-4-10

The redevelopment of other Safeway stores in the region does not constitute a single larger project or a phased project. Each store would require a separate and wholly independent approval, and each would be subject to environmental review pursuant to CEQA under the jurisdiction of multiple lead agencies. Under CEQA, such independent projects are not treated as a single project. Also see Master Response M-10 for a discussion of "piecemealing" or segmenting of a project into small parts if the effect is to avoid full disclosure of environmental impacts.

Regarding the Safeway project at the Rockridge Shopping Center, while it is within the jurisdiction of the City of Oakland, it is a separate, independent application being processed as such by the City. However, it was considered in the evaluations of cumulative impacts (see Response to Comment B-4-11 below and Master Response M-6).

The BAAQMD methodology for evaluating projects is based on examining the emissions associated with an individual development but comparing project emissions to levels established as representing a "cumulatively considerable" impact. See Master Response MR-7.

Response to Comment B-4-11

The comment notes that the East Bay area drains to the San Francisco Bay. As noted in Response to Comment B-4-9 to this comment letter, the applicant will be required to prepare and implement a Stormwater Pollution Prevention Plan and an Erosion and Sedimentation Control Plan during construction and a Post-Construction Stormwater Pollution Management Plan for the life of the project's operations as well as other requirements listed on pages 50 through 54 of the Initial Study. Implementation of these standard conditions of approval will ensure that the project does not adversely affect water quality in San Francisco Bay, either individually or in combination with other new development in the watershed.

The comment notes that the East Bay is located in a single air basin that is currently non-attainment for air pollutants. The regional air basin, which encompasses nine Bay Area counties, is described on page 4.4-1 of the DEIR. Also, see Master Response M-7. The 13 Safeway projects identified by the commenter

are included in the cumulative greenhouse gas (GHG) and air quality impact analyses. See Master Responses M-6, M-7 and M-8.. For cumulative traffic impacts, Fehr & Peers utilized the ACCMA travel demand model, which factors in projected regional growth. The cumulative analysis was therefore based on a conservative regional growth estimate, not individual projects. In addition Fehr & Peers manually adjusted the traffic model to include both Oakland Safeway projects in the model. Every planned project included in the City's list of major development projects, was considered in the cumulative analysis for all topics summarized in the DEIR. Cumulative noise impacts are addressed on pages 4.6-19 through 4.6-20 of the DEIR.

Response to Comment B-4-12

The project sponsor may define the objectives of a proposed project in an EIR. The project objectives (set forth on DEIR pages 3-9 and 3-10) are consistent with the policy direction established by the Oakland City General Plan and Zoning Ordinance, CEQA allows a lead agency to reject alternatives that fail to meet most of the basic project objectives, as stipulated in Section 15126.6(c) of the *CEQA Guidelines*.

The City is not ignoring the infrastructure limitations of the College Avenue area. The primary infrastructure constraint is the traffic capacity of the local streets serving the project site. The DEIR identifies the existing constraints in the street network and evaluates the effects the proposed project would have on the network. As required by CEQA, the DEIR evaluates the project's traffic impacts, identifies all feasible mitigation measures to reduce the impacts to the extent feasible, and identifies impacts that would remain significant following implementation of all feasible mitigation measures.

Response to Comment B-4-13

Regarding the objectives of the project, please see the preceding Response to Comment B-4-12. The issues raised in the comment are not environmental issues germane to the adequacy of the DEIR. They relate to economic and social effects, and are outside the scope of CEQA. As stipulated in Section 15126.2(a) of the *CEQA Guidelines*.

Response to Comment B-4-14

The comment represents a summary statement asserting that the DEIR is inadequate, but provides no details or evidence to support the statement. Where more specific comments were presented in the preceding comments in this comment letter, more specific responses have been provided. It is the City's contention that the DEIR as published provides an adequate disclosure to the public of the proposed project's potential environmental impacts, and recirculation of the DEIR is neither required nor warranted.

Response to Comment B-4-15

The comment provides introductory paragraphs summarizing more detailed assertions presented later in the comment letter. Those comments are addressed in the responses below. Regarding cumulative impacts on air and water resources, please see Response to Comment B-4-11 to this comment letter and Master Response MR-7.

Response to Comment B-4-16

As discussed in Response to Comment B-4-8 to this comment letter, the issue of hazards, including soil and groundwater contamination, was not addressed in the DEIR because it was focused out of the EIR,

consistent with the provisions of CEQA (e.g., Section 15063(c)(3)(A) of the *CEQA Guidelines*). The Initial Study determined that, with implementation of the protective measures contained in the standard conditions of approval listed on pages 44 through 48 of the Initial Study, the project's hazards-related impacts would be less than significant. Although the Initial Study did not explicitly state that there had been releases of hazardous materials in so many words, this was implicit in the statement on page 43 that groundwater monitoring wells were installed on the site and MTBE was detected in one of the wells. The Initial Study also disclosed on page 43 that one or more leaking underground storage tanks (LUSTs) had been identified on the site in the past, and remediation efforts were underway. By definition, a LUST entails a release of hazardous materials to soil and/or groundwater. While the quantified results of the groundwater sampling were not provided in the Initial Study, it was sufficient to note that, based on the results of soil and groundwater sampling, evidence of *Recognized Environmental Conditions* was found on the site, necessitating the implementation of the ten conditions of approval listed on pages 44 through 48 of the Initial Study. The Initial Study concluded that, with implementation of these measures, the project's hazards-related impacts would be less than significant.

As noted in Response to Comment B-4-8 to this comment letter, contamination from any LUSTs at the site of the former gas station have since been remediated, and no further action is required.

Response to Comment B-4-17

As noted in the immediately preceding Response to Comment B-4-16, the Initial Study revealed on page 43 that remediation efforts have been initiated at the site, which indicates that they are still underway, and have not been completed. Standard Condition HAZ-1, set forth on page 44 of the Initial Study, requires implementation of appropriate measures to protect human health and the environment and the authorization of the appropriate regulatory agency, including the Alameda County Department of Environmental Health (ACDEH) and the California Regional Water Quality Control Board (RWQCB), prior to performing construction work. The City's Fire Prevention Bureau Hazardous Materials Unit must also sign off before a demolition, grading, or building permit will be issued, as required by Standard Condition HAZ-2. As noted in the immediately preceding Response 16, the Initial Study did disclose that there was groundwater contamination at the site.

As noted in Response to Comment B-4-8 to this comment letter, contamination from any LUSTs at the site of the former gas station have since been remediated, and no further action is required.

Response to Comment B-4-18

As noted in immediately preceding Response to Comment B-4-17, the Initial Study did disclose that groundwater remediation is currently occurring at the site. The Initial Study also identifies measures necessary to obtain regulatory closure, indicating (in Standard Condition HAZ-1) that work cannot proceed until authorized by the appropriate regulatory agency. The standard conditions require review and oversight by the City's Fire Prevention Bureau Hazardous Materials Unit (Standard Condition HAZ-2), RWQCB, and ACDEH (Standard Condition HAZ-8), and explicitly require that the agencies "have granted all required clearances and confirmed that the all applicable standards, regulations and conditions for all previous contamination at the site" have been complied with. The commenter has failed to demonstrate that the DEIR is inadequate; therefore, a revised DEIR is not required.

As noted in Response to Comment B-4-8 to this comment letter, contamination from any LUSTs at the site of the former gas station have since been remediated, and no further action is required.

Response to Comment B-4-19

As noted in the preceding responses, the Initial Study did disclose that there was groundwater contamination at the site, and also noted that, based on soil sampling from five soil borings, evidence of *Recognized Environmental Conditions* was present on the site. Standard Condition HAZ-1 required the applicant to take all appropriate measures to protect human health (including worker health) and the environment, subject to regulatory oversight. Standard Condition HAZ-8 required soil sampling and profiling to identify specific handling and transport procedures in order to safeguard work health and safety, again, subject to regulatory oversight. Standard Condition HAZ-10 required implementation of remedial action identified by the environmental site assessment reports to ensure minimization of risk to human health and the environment, both during and after construction, posed by soil contamination, groundwater contamination, or other surface hazards including, but not limited to, underground storage tanks, fuel distribution lines, waste pits, and sumps. Before being issued a demolition, grading, or building permit, the applicant must provide documentation of the completion of all permits, Phase I and II environmental site assessments, human health and ecological risk assessments, remedial action plans, risk management plans, soil management plans, and groundwater management plans required by local, State, and federal environmental regulatory agencies. These requirements will encompass potential contaminants in soil, dust, groundwater, or vapors that could adversely affect worker health or safety.

Response to Comment B-4-20

Regarding the disclosure of releases of contaminants to soil and groundwater and the protection of construction workers, please see Responses to Comments B-4-6 through B-4-19 to this comment letter.

Response to Comment B-4-21

The Initial Study disclosed that there were two extant USTs present on the Union 76 gas station site. These larger tanks, of 12,000- and 15,000-gallon capacity, respectively, replaced previous tanks in the same location. The comment references 2008, 2009, and 2010 reports, but does not specify what the reports were or who the authors were, making reference to the reports infeasible. However, the general gist of the comment is that there may be USTs still present on the site, which the Initial Study acknowledged. The comment goes on to state that USTs at the site could pose potential risks to construction workers involved in site grading and excavation. Please see Response 19 to this comment letter regarding protection of worker health and safety. As noted in Standard Condition HAZ-9, the applicant would be required to implement any recommendations for remedial action presented in the Phase I and/or Phase II Environmental Site Assessment (ESA). The Phase I/II ESA recommended removal of the existing USTs under permit with Alameda County and/or the Oakland Fire Department. Thus, removal of existing USTs were required prior to project construction. As noted in Response to Comment B-4-8 to this comment letter, contamination from any LUSTs at the site of the former gas station has since been remediated, and no further action is required.

Response to Comment B-4-22

Standard Condition HAZ-9 requires the applicant to submit documentation to determine whether radon or vapor intrusion from the groundwater and soil is located on the project site, and recommend remedial action, if appropriate. The recommendations will be subject to review and approval by the City's Fire Prevention Bureau Hazardous Materials Unit. Because the conditions of approval establish performance standards requiring implementation of any required remedial actions to the satisfaction and approval of the relevant local, State, or federal environmental regulatory agency, presentation of the results of the vapor intrusion investigation in the DEIR is not required. As provided in Section 15126.4 of the *CEQA Guidelines*, "(f)ormulation of mitigation measures should not be deferred until some future time.

However, measures may specify performance standards which would mitigate the significant effect of the project and which may be accomplished in more than one specified way."

Response to Comment B-4-23

The Phase I/II ESA prepared for the Union 76 gas station site, summarized in the Initial Study, noted that, due to the history of the site, there were likely to be some areas of soil impact that were not addressed in the Phase II soil sampling. According to the report, the 76 gas station on the site dates to 1920, but the Safeway site was previously occupied by an automotive sales business and auto repair shops from about 1939 to 1963. The Phase I/II ESA recommended removal of the USTs and hydraulic hoists from the site under permit with Alameda County and/or the Oakland Fire Department, and indicated that the County should determine whether additional soil sampling is required. As noted in Response to Comment B-4-21 to this comment letter, Standard Condition HAZ-9 requires the applicant to implement any recommendations for remedial action presented in the Phase I and/or Phase II ESA. Additional safeguards to worker safety, public health, and the environment would be provided through implementation of the ten standard conditions of approval set forth on pages 44 through 48 of the Initial Study. Among other requirements, the conditions require construction to be halted when any suspected contamination is encountered, with notification of regulatory agencies, evaluation of the potential contamination, and implementation of additional measures to protect human health and the environment. Soil sampling, with laboratory testing, is required beneath all USTs, elevator shafts, clarifiers, and subsurface hydraulic lifts when on-site demolition, or construction activities would potentially affect a particular development or building.

The applicant will be required to consult with the appropriate local, State, and federal environmental regulatory agencies to ensure sufficient minimization of risk to human health and environmental resources, both during and after construction, posed by soil contamination, groundwater contamination, or other surface hazards including, but not limited to, underground storage tanks, fuel distribution lines, waste pits, and sumps. The applicant will be required to obtain and submit to the City written evidence of approval for any remedial action, if required by a local, State, or federal environmental regulatory agency, including but not limited to permit applications, Phase I and II environmental site assessments, human health and ecological risk assessments, remedial action plans, risk management plans, soil management plans, and groundwater management plans. Implementation of the required conditions will ensure that any risks of toxics at the project site are identified and remediated prior to project construction.

Response to Comment B-4-24

The renovation or reconstruction of 13 stores spread across four counties, multiple cities, and separated by a distance of more than 50 miles does not constitute a single project under CEQA. Please see Response to Comment B-4-10 of this letter and Master Responses M-6, M-7, and M-8 for additional discussion on this point.

Response to Comment B-4-25

Please see Response to B-4-9 to this comment letter for a discussion on the proposed project's potential construction and operational impacts on water quality. The project would result in an incremental reduction in the stormwater runoff from the site, and would be required to pre-treat all stormwater runoff from the site prior to discharge to the storm sewer. Because the project would not adversely affect water quality, it would not result in significant cumulative water quality impacts.

Response to Comment B-4-26

The comment consists of a newspaper article submitted with Comment Letter B-4. It does not raise any issues regarding the adequacy of the DEIR, and no further response is necessary. Please see Response to Comment B-4-10 of this letter and Master Responses M-6, M-7 and M-8. None of the material cited in the comment letter discusses the stores identified as part of, or dependent upon, a larger project.

Response to Comment B-4-27

The comment consists of a Notice of Preparation for a separate project submitted with Comment Letter B-4. It does not raise any issues regarding the adequacy of the DEIR, and no further response is necessary. Please see Response to Comment B-4-10 of this letter and Master Responses M-6, M-7 and M-8. None of the material cited in the comment letter discuss the stores identified as part of, or dependent upon, a larger project.

Response to Comment B-4-28

The comment consists of a planning staff report for a separate project in another city submitted with Comment Letter B-4. It does not raise any issues regarding the adequacy of the DEIR, and no further response is necessary. Please see Response to Comment B-4-10 of this letter and Master Responses M-6, M-7 and M-8. None of the material cited in the comment letter discuss the stores identified as part of, or dependent upon,, a larger project.

Response to Comment B-4-29

The comment consists of a planning staff report for a separate project in another city submitted with Comment Letter B-4. It does not raise any issues regarding the adequacy of the DEIR, and no further response is necessary. Please see Response to Comment B-4-10 of this letter and Master Responses M-6, M-7 and M-8. None of the material cited in the comment letter discuss the stores identified as part of, or dependent upon, a larger project.

Response to Comment B-4-30

The comment consists of a planning staff report for a separate project in another city submitted with Comment Letter B-4. It does not raise any issues regarding the adequacy of the DEIR, and no further response is necessary. Please see Response to Comment B-4-10 of this letter and Master Responses M-6, M-7 and M-8. None of the material cited in the comment letter discuss the stores identified as part of, or dependent upon, a larger project.

Comment Letter B-5

Vollmann, Peterson

From: Joan Lichterman [jlichterman@mindspring.com]
Sent: Tuesday, August 16, 2011 3:54 PM
To: Vollmann, Peterson
Cc: John Gatewood; Joyce Roy; Hiroko Kurihara; Joan Lichterman
Subject: DEIR, College Avenue Safeway

August 16, 2011

To: Oakland Planning Commission,
c/o Mr. Peterson Z. Vollmann pvollman@oaklandnet.com
<mailto:pvollman@oaklandnet.com>

RE: DEIR, College Avenue Safeway

We think Safeway has done a good job responding to community concerns, and we would be prepared to accept this plan with tweaks having to do with (1) a redesigned, welcoming entrance on College, (2) pedestrian and bicycle safety, and (3) minimizing congestion on College Avenue.
Consequently, the DEIR should also study the environmental impacts (traffic congestion and pedestrian and bike safety) of having NO vehicle entrance/exit on College Avenue and allowing vehicles to access the site only from Claremont Avenue.

1

*College Avenue Entrance
*College is Safeway's Main Street for pedestrians, and the design itself (without mere signage) should make their entry clear and inviting.
Instead, the proposed entrance on College says loud and clear "CARS WELCOME. If you are a mere pedestrian, you can come in, too, if you can locate the entrance."

Cars should only enter and exit from Claremont. The car entry now shown on College should become a covered entry plaza for pedestrians. It should be a welcoming entrance, that provides seating for people waiting to be picked up by taxi or private car, as now provided at the Rockridge Safeway. The escalator and elevator should be on one side and, to make any waiting pleasant, a coffee shop on the other.

2

A vehicular entrance on College Avenue will be hazardous to pedestrians and cyclists, and will do nothing to ease congestion on College, even with an added traffic lane. We are totally opposed to turning left into Safeway from College because of the congestion on that block and the hazards of left turns for pedestrians and cyclists. (With regard to the hazards of left turns, see http://www.brentadams.com/library/dangers-of-left-turns-north-carolina-car-accident-attorney.cfm.)

*Move the Bus Stop *

3

We don't understand the logic of adding a bus stop next to the Safeway, at an already congested location. We would put the bulb-out and stop at the SE corner of College and Alcatraz. (We would also eliminate the stop at Claremont. Having stops a block apart makes no sense; and we need to walk more than we do.)

Thank you for your attention.

Co-founders, ULTRA (Urbanists for a Livable Temescal Rockridge Area):
John Gatewood,
Hiroko Kurihara
Joan Lichterman
Joyce Roy

Response to Comment B-5-1

The comment requests the redesign of the project to eliminate all automobile access on College Avenue. Alternative 3 of the DEIR, pages 5-26 through 5-43 of the DEIR, analyzes the impacts of the full project with no curb-cuts on College Avenue. As described in the DEIR, eliminating automobile access for the project on College Avenue would worsen some of the identified impacts on intersection operations and would result in additional traffic on the segment of Alcatraz Avenue between College and Claremont Avenues. Also see Chapter 2 of this FEIR for a description of the Revised Project which would reconfigure the project driveway on College Avenue to prohibit left-turns and through movements out of the project driveway.

Response to Comment B-5-2

Currently, left-turns from southbound College Avenue into the Safeway driveways are allowed. Since no dedicated left-turn lanes are provided, the left-turning vehicles block the southbound through traffic while they wait for gaps in the northbound traffic that would allow them to complete the left-turn lane. The proposed project would provide a dedicated left-turn lane into the Safeway driveway and improve safety and traffic operations by separating the through- and left-turn movements on southbound College Avenue.

In comparison to conditions prior to closing of the 76 gas station, the proposed project would reduce the number of driveways from four to one, which reduces the number of conflict points between automobiles turning in and out of the project site and bicyclists and pedestrians along College Avenue.

Response to Comment B-5-3

The project proposes to move the existing bus stop on northbound College Avenue from south to north of Claremont Avenue (near side of the intersection to far side of the intersection) in order to provide a bus stop closer to the project site, improve bus rider amenities such as shelter and bench in a larger right-of-way, accommodate stopped buses in a wider right-of-way without blocking northbound through traffic, and improve bus operations. Comment A-1-3 by AC Transit also reiterates the benefits of moving the bus stop.

In general, AC Transit prefers bus stops on the far side of an intersection, rather than the near side for the following reasons:

- Reduced conflicts between buses and right-turning vehicles at an intersection
- Pedestrians would cross the street behind the bus, rather than in front
- More efficient use of traffic signal as buses are less likely to be delayed by vehicles queued at a traffic signal.
- Mitigation Measure TRANS-2 also includes moving the existing bus stop on northbound College Avenue from south to north of Alcatraz Avenue. Ultimately, the location of bus stops is decided by AC Transit, in conjunction with Cities of Berkeley and Oakland. See Response to Comment A-2-6 for more detail on the improvements on the College Avenue/Alcatraz Avenue intersection.

Comment Letter B-6

WOBO
WALK OAKLAND ↔ BIKE OAKLAND

Working to improve neighborhood quality of life in Oakland by making walking and bicycling safe, accessible, easy and fun

Peterson Vollmann
Community and Economic Development
City of Oakland

DEIR Comments: College/Claremont Safeway Expansion DEIR

Mr. Vollmann,

1 On behalf of Walk Oakland Bike Oakland, I am pleased to submit the following comments on the proposed Safeway expansion at College/Clarement/63rd. This project will substantially increase pedestrian, bicycle, and auto/truck traffic and congestion in the neighborhood. Of particular concerns to WOBO is the critical need to accommodate the existing and future pedestrian and bicycle travel, while minimizing the existing and future points of conflict with autos/trucks. The Whole Foods project reveals that an attractive shopping destination can and will attract large volumes of non-motorized travelers who must have safe and direct access to and within the project area.

2 The City of Oakland's Bicycle Master Plan identifies goals related to bicycle infrastructure, education, coordination and accommodation. The Plan identifies Claremont Avenue as a street for bike lanes (Class 2) and College Avenue is classified as a primary bikeway with a designation as an Arterial Bike Route (Class 3A). However, no bicycle access improvements are included in the DEIR. This is a major shortcoming of the project that needs to be address given the fact that College Avenue has the highest accident rate (bike accidents per mile) of any arterial in the City. The project will make for an unsafe public condition by failing to address this known issue. Bicycle parking and signal detection are nice improvements but do little to make substantive access changes in the project area.

3 The City of Oakland's Pedestrian Master Plan designates both Claremont and College as District Pedestrian routes; however the DEIR fails to recognize this designation and the needed pedestrian improvements. The Pedestrian Master Plans defines "a district route….. (to have) wider sidewalks, street trees, and bike lanes. Pedestrian route signs provide guidance to important neighborhood destinations and pedestrian scale lighting improves safety by providing continuous illumination of the sidewalks." Every effort should be made to increase sidewalk widths and reduce auto travel on these streets. The current DEIR only calls for two new pedestrian bulbouts in the entire project area. This is inadequate.

Recommendations

4
1. Include a comprehensive set of pedestrian bulbouts (6' minimum) surrounding the project area, including both sides of the street where pedestrians will be travelling to the store along College and Claremont.

info@wobo.org
wobo.org

Comment Letter B-6, cont'd.

WOBO
WALK OAKLAND ↔ BIKE OAKLAND

Working to improve neighborhood quality of life in Oakland by making walking and bicycling safe, accessible, easy and fun

5 2. Sidewalks should be at least 8 feet wide with a 6 foot clear right of way from trees and benches to facilitate high pedestrian volumes and those with strollers, walkers, or wheelchairs.

6 3. "Federal standards" for crosswalks do not apply as these are local streets. Crosswalks throughout the project area must be highest visibility crosswalks, such as those in use at Harrision and 8th Avenue.

7 4. No traffic signals affecting normal pedestrian travel along College Avenue as outlined in TRANS-17B should be implemented. This would be similar to the unsafe condition created with the new auto garages on Broadway for the Kaiser expansion. This impedes high pedestrian volumes in the area. As needed, traffic should be redirected to points of access on Claremont where an additional signal and bulbouts should be included. A stop sign for those exiting the Safeway property to College Ave is sufficient.

8 5. Lighting: the project needs to include pedestrian scale lighting at 10-15 feet high around the project area to improve pedestrian and personal safety.

9 6. Traffic calming – a number of neighborhood streets will see increased auto travel as a result of these improvements. Monitoring volumes is inadequate. Systematic traffic calming should be implemented on streets such as 63rd, Hillegass, Mystic and Auburn with regularly spaced speed tables and a traffic circle at 63rd and Hillegass.

10 7. A widened College Avenue should include 14 foot travel lanes to allow for a shared bicycle/auto travel lane

11 8. The "walk street" should be aligned with 63rd and create a through connection to Claremont to increase the pedestrian connectivity in the project area.

12 9. Upgrade the traffic signal at Claremont & College to offer signal priority to AC Transit buses

13 The recommendations in the DEIR attached are inadequate as currently scoped. They are not commensurate with the scale of expansion and the increases in traffic of all kinds. Pedestrians and bicyclist will see significant impediments to safe travel in the area. Comments on the proposed recommendations are below in bold.

Claremont Safeway: Project Area Improvements included in the DEIR

14 ☐ Signalize the Claremont Avenue/Mystic Street/Safeway Driveway intersection. **Inadequate. Requires four bulbouts to reduce pedestrian crossings distance. Does not facilitate bicycle travel consistent with bicycle plan.**

15 ☐ Provide left-turn lanes on northbound and southbound College Avenue into 63rd Street and the Safeway driveway. The new left-turn lanes are accommodated by widening College Avenue on the east side. **Increases cut-through traffic needlessly on 63rd. Impedes pedestrian travel along both sides of College Ave.**

16 ☐ Provide pedestrian bulb-outs on the east side of the 63rd Street/Safeway Driveway/College Avenue intersection on both the north and south crosswalks across College Avenue. **One bulbout is insufficient. Bulbouts should be installed comprehensively like at Whole Foods site.**

Comment Letter B-6, cont'd.

WOBO
WALK OAKLAND ↔ BIKE OAKLAND

Working to improve neighborhood quality of life in Oakland by making walking and bicycling safe, accessible, easy and fun

17 ☐ Provide a pedestrian bulb-out on the project corner of the College Avenue/Claremont Avenue intersection. **One bulbout is insufficient. Bulbouts should be installed comprehensively like at Whole Foods site.**

18 ☐ Provide a bus bulb-out on northbound College Avenue just north of Claremont Avenue and move the existing bus stop from south of Claremont Avenue to north of Claremont Avenue. **One bulbout is insufficient. Bulbouts should be installed comprehensively like at Whole Foods site.**

19 ☐ Provide a short pedestrian only street between College Avenue and Claremont Avenue near the south end of the project site with fronting retail uses. **Align with 63rd to improve pedestrian connectivity.**

On behalf of our members, we look forward to these improvements to your project.

Sincerely,

Doug Johnson
WOBO Policy Chair
510.301.4708
6080 Hillegass Avenue

CC: Jane Brunner, Council District 1
RCPC

Response to Comment B-6-1

The comment summarizes specific points delineated in the rest of the letter. Please see Responses to Comments B-6-2 through B-6-19, below.

Response to Comment B-6-2

See Master Response M-4 regarding project impacts on bicycle safety. As described in Master Response M-4, the proposed project would not cause significant impact on bicycles and the DEIR's treatment of bicycles is consistent with CEQA.

As stated in the comment, City of Oakland *Bicycle Master Plan* identifies College Avenue within City of Oakland as a future Class 3A arterial bike route facility. City of Oakland is currently planning on implementing this improvement in the next few years (source: http://www2.oaklandnet.com/oakca1/groups/pwa/documents/report/oak026930.pdf).

As stated in the comment, City of Oakland Bicycle Master Plan identifies Claremont Avenue within City of Oakland as a future Class 2 bicycle lane facility. Currently, there are no plans to implement this

project. Since this bicycle improvement project is for the entire length of the Claremont Avenue corridor, it is beyond the scope of the proposed project to study and implement.

Response to Comment B-6-3

See Master Response M-4 regarding project impacts on pedestrian safety. As described in Master Response M-4, the proposed project would not cause significant impact on pedestrians and the DEIR's treatment of pedestrians is consistent with CEQA.

As stated in the comment and described on page 4.3-8 of the DEIR, the City of Oakland *Pedestrian Master Plan* identifies both College and Claremont Avenues as District Routes. However, the *Pedestrian Master Plan* does not specify minimum sidewalk widths for District Routes. The proposed project would either maintain or widen the sidewalks along the project frontage.

The proposed project would also improve pedestrian circulation by reducing the number of driveways on both College and Claremont Avenues, and providing lighting and street furniture along the project frontage.

Response to Comment B-6-4

The proposed project and the Mitigation Measures included in the DEIR include pedestrian bulbouts at the following locations:

- At the north corner of the Claremont Avenue/College Avenue intersection
- At the east side of College Avenue north and south of the Project Driveway

In addition, the Revised Project, as described in Chapter 2, would include either bulbouts on the west side of College Avenue at the Project Driveway or a median to reduce the pedestrian crossing distance across College Avenue

The feasibility of pedestrian bulbouts at other locations along the project frontage or as part of proposed mitigation measures can be considered as part of the final design for the project and the mitigation measures. In addition to improving pedestrian circulation, other factors, such as drainage and ability of trucks to turn, will also be considered.

Response to Comment B-6-5

The City will consider this input on the proposed project merits prior to taking action on the EIR and the Proposed Project. Note that the project would provide the following sidewalk widths along the project frontage:

- The sidewalk along Claremont Avenue would continue to be six-feet wide north of the pedestrian-only street and eight-feet or more south of the pedestrian only street.
- The sidewalk adjacent to the project along College Avenue would have a minimum width of eight feet.

Response to Comment B-6-6

Standard Condition of Approval TRANS-1, item c, as described on page 4.3-37 of the DEIR, includes consideration of crosswalk treatments. The specific crosswalk treatment will be determined as part of the final project design and review and the treatment suggested in the comment will be considered.

Response to Comment B-6-7

Mitigation Measure TRANS-17B does not recommend signalization of the 63rd Street/project Driveway/College Avenue intersection. Rather, Mitigation Measure TRANS-13 includes signalization of the intersection because it meets the peak hour signal warrant for signalization. Mitigation Measure TRANS-17B is provided to improve pedestrian environment if Mitigation Measure TRANS-13 is implemented in order to avoid the conditions at the Kaiser Medical Center described in the comment. In addition, as stated on page 4.3-95, Impact TRANS-13 is identified as a significant and unavoidable impact because intersection signalization may not be implemented due to the negative effects on the pedestrian environment as noted in the comment.

Furthermore, the Revised Project, as described in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection to prohibit left-turns and through movements from the Project Driveway and limit access to 63rd Street to right-ins/right-outs only. The Revised Project would eliminate Impacts TRANS-13, TRANS-17A and TRANS-17B and the need for Mitigation Measures TRANS-13, TRANS-17A, and TRANS-17B, which included installing a signal at the 63rd Street/College Avenue intersection.

Response to Comment B-6-8

Standard Condition of Approval TRANS-1, item d, as described on page 4.3-37 of the DEIR, includes provisions for lighting. The specific lighting treatment will be determined as part of the final project design and review.

Response to Comment B-6-9

See Master Response M-5 for a more detailed analysis of potential for traffic intrusion on residential streets. Improvement Measure TRANS-3 includes monitoring of traffic volumes and speeds on the streets listed in the comment and potential implementation of appropriate traffic calming measures if and when excessive traffic volumes are observed and in consultation with local residents and in accordance with all legal requirements.

Response to Comment B-6-10

College Avenue would continue to provide 12-foot travel lanes adjacent to the project site. This lane width is consistent with lane widths along other segments of College Avenue and would provide a consistent experience for both bicyclists and motor vehicles along College Avenue.

Response to Comment B-6-11

The Draft EIR concluded that the design of the proposed project would result in a less-than-significant effect on pedestrian safety. The request to relocate the pedestrian walkway is not a CEQA issue. Relocating the pedestrian walkway at this time would be infeasible as it would require completely redesigning the proposed project.

Response to Comment B-6-12

Providing transit signal priority at the College Avenue/Claremont Avenue intersection would be considered as part of Mitigation Measure TRANS-4, which includes traffic signal improvements at the intersection. In addition, transit signal priority at College Avenue/Claremont Avenue intersection along with other traffic signals along College Avenue is currently under consideration by City of Oakland and AC Transit (See page 4.3-32 of the DEIR).

Response to Comment B-6-13

See Responses to Comments B-6-2 and B-6-3.

Response to Comment B-6-14

As described in Response to Comment B-6-1, the project would not cause a significant impact on bicyclists at the Claremont Avenue/Mystic Street/Project Driveway intersection, therefore no bicycle mitigation measures are required at this intersection. Installation of pedestrian bulbout as part of the signalization of the Claremont Avenue/Mystic Street/Project Driveway intersection will be considered as part of the final project design.

Response to Comment B-6-15

Alternative 3 in the DEIR analyzed conditions with no project driveway on College Avenue. The Revised Project, as described in Chapter 2 of the Final EIR, eliminates left-turn access from northbound College Avenue to westbound 63rd Street. The Revised Project would also prohibit left-turns and through movements from 63rd Street, reducing the traffic volumes on 63rd Street.

Response to Comment B-6-16

As described in Chapter 2 of the FEIR, the Revised Project would include the installation of either bulbouts on the west side of College Avenue or a median at the intersection with 63rd Street in order to reduce the pedestrian crossing distance across College Avenue

Response to Comment B-6-17

Installation of an additional pedestrian bulbout as part of Mitigation Measure TRANS-4 at the College Avenue/Claremont Avenue intersection will be considered as part of the final project design. Additional bulbouts at this intersection are also under consideration as part of the Caldecott Tunnel Improvement Project Settlement Agreement (See page 4.3-31 of DEIR).

Response to Comment B-6-18

See Response to Comment B-6-17, immediately above.

Response to Comment B-6-19

See Response to Comment B-6-11.

Comment Letter C-1

Vollmann, Peterson

From: susan aaron [saaron@LMI.net]
Sent: Friday, August 12, 2011 12:51 PM
To: Vollmann, Peterson
Cc: Gordon. Wozniak@Sbcglobal. Net
Subject: Case Number ER09-0006

Mr. Vollman,

1 I live one block from the proposed Safeway Project in Rockridge. I am writing to you to say that after reading the DEIR for the proposed Safeway Project on College Avenue, there remain several unmitigated, significant issues such as traffic flow, air and noise pollution and, toxic leakages from the former 76 Station, and from Safeway's own freezer units. The DEIR does not adequately address the increased negative impact on traffic

2 volume and type (more trucks) on College Avenue, Alcatraz Avenue, Eton, or Woolsey Street as well as on Colby Street and Hillegass St. Existing traffic on College Ave. is often gridlocked as it is, forcing residents of the area onto side streets such as ours. College Ave. is a two-lane street which cannot adequately support the increased automobile and truck traffic that the proposed large store would draw to the area. Idling time would be increased as well. Increased vehicular traffic, including cars and especially trucks, will

3 increase localized air pollution in the form of particulates and other pollutants, in addition to noise, directly in front of several residences on all of the aforementioned streets. Moreover, Safeway has not adequately addressed the safety issues that would result from the increased traffic on Alcatraz or Woolsey, nor has the company proposed an adequate solution for the increased noise and air pollution that a store of this size would attract. It seems more than unlikely that Safeway could double the store size and

4 add other stores while keeping the truck traffic at current levels. There are many young children who live on Alcatraz, Eton, Lewiston, and Woolsey Streets, who are being unnecessarily being put at risk, which remains significant and unmitigated.

5 I am a long time resident of this neighborhood, and question why, when Safeway already has a large store a mile away, there is a need to create a giant store that is out of scale with the existing businesses and traffic patterns of the neighborhood. I could support a modest makeover of the store to update it to modern codes but I cannot support the proposed project as it presents irremediable difficulties in terms of traffic flow, pollution, and safety for this area. Please revisit the DEIR and revise downward the scale of this project to a size appropriate to the neighborhood in which it exists.

Sincerely,

Susan Aaron
3139 Lewiston Avenue
Berkeley, CA 94705
saaron@LMI.net
510-655-1121

Response to Comment C-1-1

With respect to traffic impacts, please see Response to Comment C-1-2.

With respect to noise impacts, as documented in Section 4.6 of the DEIR, the project's operational noise impacts would not be significant, and consequently there is no requirement pursuant to CEQA for the DEIR to identify required noise mitigation. The DEIR determined that, with compliance with Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5, the project's noise impacts during construction would not be significant. With respect to toxics/hazardous materials impacts, the Initial Study identified numerous standard conditions that the applicant will be required to implement that will ensure that potential releases of hazardous materials to environment will be adequately addressed and will not result in any significant impacts to human health or the environment. For additional information, please see Responses to Comments B-4-8, B-4-16 through B-4-19, and B-4-23.

Response to Comment C-1-2

The existing traffic congestion on College Avenue referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project and therefore reduce the potential for cut-through traffic on nearby residential streets.

See Master Response M-5 regarding traffic intrusion on residential streets.

See Response to Comment C-159-5 regarding truck traffic generated by the proposed project.

Response to Comment C-1-3

The air quality analyses models and screening procedures account for idling vehicles including any potential increase in emissions that may be generated by vehicles idling around the project site. Emissions from idling vehicles are accounted for in both the regional analysis of emissions and the localized CO analysis. The localized CO analysis examined traffic conditions at intersections affected by project traffic. These intersections are the location of maximum vehicle idling (both from project and existing traffic) and would be expected to the location of the highest CO concentrations. The EIR concluded the project would not have a potentially significant impact on air quality, noise and traffic safety. See Master Response M-7.

Response to Comment C-1-4

See Master Response M-4 in regards to impacts on pedestrian and bicycle safety.

Response to Comment C-1-5

Regarding the need for the project, please see Response to Comment C-58-1. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-2

Vollmann, Peterson

From: David Abel [dabel35@gmail.com]
Sent: Sunday, July 17, 2011 10:18 PM
To: Vollmann, Peterson
Subject: case er090006 safeway on college

Dear mr. Vollman;

1 There is not enough time to finish a study of the eir for safeway on college, (why was not enough time, say a month allowed or some prior notice given?) but on a short look the following items occur to attention; to wit:

2 1. There is not enough attention given to emergency access for fire, police, ambulance etc. and the delay which will result from adding more cars, traffic lights etc, to an already dangerous bottleneck situation.

3 2. Parking on side streets will be impacted, as also will traffic density (speeding is already a problem) and I saw no mention of this issue. (It may be there, but there is not enough time before the deadline of 20th July to really cover 1300-1400 pages). The city would have to make the entire surrounding area a parking permit zone part of the requirements; on street parking is already at saturation. as it is.

4 3. Even worse traffic than the already unacceptable situation along the College-Claremont routes will result if the number of cars is increased, and no number of traffic lights etc. will "mitigate" that reality. The number of cars is currently at saturation for much of the day. Even short standing and watching the situation will make that clear to an observer. The only time there is not a problem as from 10pm to 6am and no amount of tables, second delay charts etc. etc. and change an observable fact.

5 4. Loss of existing small and valuable business services is a likely result of corporate policy from safeway, and that is not addressed in the eir. There is nothing in the eir to prevent them from using policies that will drive the existing businesses to failure, replacing them with
tenants more to their liking that would not compete with their own store departments. These businesses are in many cases unique and cannot be duplicated by corporate operations. Only a weak substitute could be expected.

6 5.Pollution by noise, of the air and visual outlooks (blocking of the viewscape from the sidewalks and roads) will result from such an outsized building and the car traffic that will result. I can think of no mitigation methods to address this.

7 6.Size is of course the primary issue from which all others flow. The only mitigation for that is a smaller project involving a remodel, and VERY modest increase in size. The current project proposal is out of place in a small and intimate area, an aesthetic and planning mistake, which will lead to the destruction and degradation of a substantial area of one of the most outstanding parts of Oakland.

Sincerely David Abel 336 62nd St. Oakland Calif. 94618 1/2 block from the proposed project

Please send any required notices of council procedures etc. to the above email. or any other public documents affecting the above referenced.

Response to Comment C-2-1

The City provided six weeks (46 days) to review the EIR, consistent with the requirements of CEQA, as discussed in Responses to Comments E-3 and E-39.

Response to Comment C-2-2

As stated in the comment and shown in Table 4.3-19 of the DEIR, the additional traffic generated by the proposed project would increase travel times along both College and Claremont Avenues. Emergency vehicles would continue to operate similar to current conditions and other urban areas as they would continue to be allowed to travel through red signals, drive on the opposite side of the street, and other vehicles are required to pull to the side of the street to allow emergency vehicles to proceed.

Response to Comment C-2-3

Regarding project effects on on-street parking on side streets, please see Master Response M-3. Regarding traffic intrusion on side streets, please see Master Response M-5.

Response to Comment C-2-4

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analyses presented in the DEIR and Chapter 2 of this FEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections (the only exception would be the impact at 63rd Street/College Avenue intersection which would be eliminated by the revised project) as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-2-5

The comment expresses concern that the proposed project would adversely affect existing businesses in the vicinity. This comment is addressed in Master Response M-6.

Response to Comment C-2-6

With implementation of required mitigation measures and standard conditions identified in the DEIR, the project would not result in any significant air quality or noise impacts, as discussed in detail in DEIR Sections 4.4 and 4.6, respectively. As documented in Section 4.2, the project's visual impacts would be less than significant. Please see Response to Comment E-86 for additional discussion on the project's effects on views of the East Bay hills. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9. Regarding potential traffic impacts and feasible mitigation for the impacts, please see Response to Comment C-80-1.

Response to Comment C-2-7

Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9.

Comment Letter C-3

Vollmann, Peterson

From: David Abel [dabel35@gmail.com]
Sent: Monday, August 15, 2011 1:59 PM
To: Vollmann, Peterson
Subject: deir safeway er090006

Dear Sir;
My Address is 336 62nd St, living there for prox. 30 years. Phone 510 547 4191; issue is no mention of the effects of the proposed project on traffic in the area of the triangle involving 62nd St, Hillegass St., Colby St., Woolsey St., 63rd St., Alcatraz St., Forest St., etc. If it is in the deir I did not see it, and there may be other reasons I am not aware of that the matter is not discussed; also time does not allow reading some 1500 pages and there is no index. So I may have missed something. However the issue needs to be addressed regarding the following points:

1

1. The Bank of America parking lot @ 62nd and Claremont is a hazard currently. The lot is used as a cut through from Claremont on a regular basis to avoid the already often gridlocked intersection. Walking on the sidewalk westerly by the bank requires stopping to see if anyone is coming through the lot to 62nd st. to turn right or left, further blocking traffic on 62nd st. and access to the intersection. I have many times been nearly hit by cars ignoring the stop sign leaving the parking lot. Speeding due to frustration on 62nd st. is normal, even with the speed bump we have in place. I have never seen any attempt to enforce traffic laws regarding speed or stopping.
What is the proposal to address the above facts that are not addressed in the deir?

2

3

2. 62nd. St. is now a major cut through st. from the intersection of college and claremont sts. The problem will only become worse if the car traffic is increased beyond what it already; this fact is not addressed at all in the deir. Why? Further:

4

3.Hillegass is ignored. There is a 4 way stop which is usually honored in the breach. Again, I have nearly been hit by by cars speeding to claremont st. using hillegass as a cut through to avoid the claremont /college intersection. This a serious safety issue which will only become worse as the number of cars grows. Further, Hillegass is a major bicycle route on the City of Oakland bicycle map, and it continues all the way to hillegass and beyond as a route of choice.
Are the persons responsible for the study aware of this fact? One must again ask why not, and point out the danger involved for safety of pedestrians and bicycles.

5

4. Colby St. is also a major cut through st. from Claremont and Alcatraz and a designated bicycle route on the Oakland City Bicycle map. There are Stop signs but again they cannot be trusted by walkers or bicycles, and there in no sign of police enforcement that I or people I have talked with about the matter are aware of. Colby St. hits Claremont at one of the most risky intersections, on Claremont at Forest. I saw no discussion of that intersection in the deir, and further traffic coming down Claremont could only make an already bad intersection only worse. I saw no entry regarding the effects of increased car traffic on bicycle lanes in the deir in this area either.

6

5.Telegraph Ave. is also a bicycle route, often using 63rd st. for access from the college/claremont triangle. The proposal to dump cars from Safeways parking lot onto 63rd st. and on down the road is beyond understanding, and could make using these streets truly dangerous, as they are narrow and always parked full already by bart parkers or people who live there or are shopping in the area.

7

6.Woolsey st. is also on the designated bicycle routes, and ignored in the deir. All of the above points apply again, and in addition it is a major route of choice to bart for bicycle use.

8

7. In summary, the need for mitigation of the above mentioned points in not addressed in the deir. If non professional like myself can see these things, it makes me wonder what else has been left out or glossed over. These are serious matters involving safety of cars bicycles and pedestrians alike; whereas other issues are covered in extreme detail, these are left out. Are we who live here and have been in many ways responsible for what Rockridge is today just to be thrown under the bus? I noticed at the planning com. meeting that one of the com. members complained that people were repeating themselves to much. Exactly so. Repetition is needed in the face of absence of covering issues that will have direct effects on peoples lives. It is to be expected if serious objections are ignored.

9

8. I offer my services gratis to any member of the staff of comittee that might want a tour of the area. It would be informative for them and I suspect that no one has put boots on the ground in our triangle.

1

Comment Letter C-3, cont'd.

10 | 9.How will I know this letter has been read or responded to? I hope so, Thanks for your attention, David Abel

Response to Comment C-3-1

See Neighborhood Traffic Intrusion subsection on page 4.3-117 of the DEIR, and Responses to Comments C-1-2 and C-162-1 regarding cut-through traffic on residential streets.

Response t to Comment C-3-2

As stated in the comment, the DEIR did not analyze the Bank of America driveways on College Avenue and 62nd Street, because the proposed project would not modify either driveway and both driveways would continue to provide access to and from Bank of America similar to current conditions.

Response to Comment C-3-3

See Response to Comment C-3-1 regarding cut-through traffic on residential streets.

Response to Comment C-3-4

Based on the significance criteria established by City of Oakland, a project would have a significant impact on motor vehicle, bicycle, or pedestrian safety if it substantially increases hazards to motor vehicles, bicycles, or pedestrians due to a design feature or incompatible uses (bullet 10 on page 4.3-55). The proposed project does not include any design features on Colby Street, Hillegass Avenue or at the Forest Street/Claremont Avenue/Colby Street intersection and the uses proposed by the project are consistent with current uses in the area. Therefore, the proposed project would not cause a significant impact on safety at this intersection and the DEIR's treatment of this issue is consistent with CEQA.

As shown on Figure 4.3-4 of the DEIR, Hillegass Avenue is not a designated bicycle route in the vicinity of the project in Oakland.

Response to Comment C-3-5

See Response to Comment C-3-1 regarding cut-through traffic on residential streets.

As stated on page 4.3-96 of the DEIR, the proposed project will have a significant impact at the Forest Street/Claremont Avenue/Colby Street intersection. Mitigation Measure TRANS-15 includes upgrading the traffic signal at the intersection, which would include measures that would improve circulation and safety for pedestrians and bicycles.

Response to Comment C-3-6

See Response to Comment C-3-1 regarding cut-through traffic on residential streets.

Response to Comment C-3-7

See Response to Comment C-3-1 regarding cut-through traffic on residential streets.

Response to Comment C-3-8

See Responses to Comments C-3-1 through C-3-7.

Response to Comment C-3-9

The comment is noted and does not address the adequacy of the DEIR. It should be noted that multiple site visits were conducted in the preparation of the DEIR.

Response to Comment C-3-10

Please see Responses to Comments C-3-1 through C-3-9. Commenters on the DEIR who provided contact information receive notification of the publication of this document.

Comment Letter C-4

Denny Abrams
381 63rd Street, Oakland Ca. 94618
phone: 510 435 4650

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: Case No. ETR-0006 Comments on Draft EIR

Dear Mr. Vollman

I am writing you regarding comments to the Safeway DEIR. I found the report completely lacking in its analysis of economic impacts to environments surrounding the Safeway at College as well as a major failure in the Traffic analysis

1 In particular, the market areas of the Safeway at Pleasant Valley at 51 Street was not included in the analysis. The location of this Safeway clearly changes the market areas for the safeway on college. This must be considered in order get the most accurate predictions of traffic street loads on streets near College Ave.

Economic impacts to existing businesses and surrounding residences needs to be studied and reported. Without such studies we risk making variances and decisions based only on the benefits of Safeway expansion without properly assessing true costs of such an expansion upon surrounding properties and local economy of our community.

Finally, the report completely failed to analyze an alternative plan that would deliver a smaller market. The report must include a smaller alternative so that impacts of traffic and economics can be measured against the benefits of the larger plan.

Sincerely,

Denny Abrams
381 63rd Street

Comment Letter C-4, cont'd.

2

PROPERTY TAX PLUS SALES TAX ANALYSIS OF 51,700 SQFT MARKET VS. 27,000 SQFT MARKET

Large market vs. Smaller Market Analysis shows difference between Property taxes plus Sales taxes that actually remain in the City of Oakland. The analysis takes the 51,700 sqft solution and compares it to a 27,000 sq ft solution and calculates the actual dollars that remain in Oakland. The net result is a reduction of $147,000 tax dollars annually if the 27,000 ft is built. The analysis does not include Loss of sales tax by other Oakland purveyors resulting from a Large Market

PROPERTY TAX ANALYSIS SAFEWAY"S PROPOSAL SAFEWAY"S Large Markety PROPOSAL				
New Construction	**Size of Store**	**Estimate Cost / SqFt.**		**Assesed Costs**
Building	**51,700**	**450**	$	23,265,000
Land Purchased			$	1,300,000
Existing Land	???		$	2,000,000
Total Project Cost for Assesment			**$**	**26,565,000**
Property Tax Assesment:	**Tax Rate**			1.35%
TAXES TOTAL PROPERTTY			**$**	**358,628**
annual property tax Dollars to remain in Oakland	**33%**		**$**	**118,347**

PROPERTY TAX ANALYSIS ALTERNATIVE PROPOSAL ALTERNATIVE PROPOSAL				
New Construction	**Size of Store**	**Estimate Cost / SqFt.**		**Assesed Costs**
Building	**27,000**	**450**	$	12,150,000
Land Purchased			$	1,300,000
Existing Land	???		$	2,000,000
Total Project Cost for Assesment			**$**	**15,450,000**
Property Tax Assesment:	**Tax Rate**			1.35%
TAXES TOTAL PROPERTTY			**$**	**208,575**
annual property tax Dollars to remain in Oakland	**33%**		**$**	**68,830**

DIFFERENCE IN PROPERTY TAXES BETWEEN TWO PROPOSALS PER YEAR	**$ (49,517)**

Comment Letter C-4, cont'd.

2

SALES TAX ANALYSIS	SQUARE FEET	per foot ESTIMATED REVENUE		Total Sales
SAFEWAY PROPOSAL	51,700	1,750	$	90,475,000
Per cent of Sales That are taxable:	26%	Total Taxable Sales=	$	23,523,500
Sales Tax That remains in Oakland is 1% of Taxable		1% x=		235,235

SALES TAX ANALYSIS	SQUARE FEET	per foot**** ESTIMATED REVENUE		Total Sales
SAFEWAY PROPOSAL	27,000	1,950	$	52,650,000
Per cent of Sales That are taxable:	26%	Total Taxable Sales=	$	13,689,000
Sales Tax That remains in Oakland is 1% of Taxable		1% x=		136,890

DIFFERENCE IN SALES TAXES BETWEEN TWO PROPOSALS PER YEAR	$ (98,345)

*** Assumption is that a smaller store will gross more per foot

Grand total difference between Safeway and Alternative Proposal=	$ (147,862)

Response to Comment C-4-1

The comment expresses concerns about the economic impacts of the proposed project and the lack of analysis of these effects in the DEIR. This comment is addressed in Master Response M-6. Regarding the inclusion of the proposed Safeway project at Broadway and Pleasant Valley Avenue, please see Responses to Comments B-4-1.

The comment that the DEIR "completely failed to analyze an alternative plan that would deliver a smaller market" is incorrect: five of the seven alternatives evaluated in the DEIR (not including the No Project Alternative) involved smaller grocery stores ranging from 25,000 square feet to 45,000 square feet. The analysis presented in DEIR Chapter 5 includes quantified evaluations of the traffic impacts of the alternatives in comparison with the proposed project. The alternatives analyses do not include consideration of their economic effects because it is not required under CEQA unless such effects would result in a significant adverse physical impact on the environment. As documented in Master Response M-6, an economic analysis of the proposed project determined that there was no potential for the project to cause blight in the neighborhood or otherwise result in a significant adverse physical impact on the environment; that conclusion would apply to the smaller alternatives as well.

Response to Comment C-4-2

The comment consists of a report submitted to the Planning Commission at the public hearing for the project on August 3, 2011 (see Response to Comment E-13).

Comment Letter C-5

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1972. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Denny Abrams

Response to Comment C-5-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-6

Vollmann, Peterson

From: aceble@sbcglobal.net

Sent: Thursday, August 11, 2011 1:36 PM

To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary

Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org

Subject: DEIR Comments CASE ER09-0006

1 I write to express my opposition to the proposed EXPANSION of the Safeway Store at College and Claremont Avenues. I am already impacted by the traffic on Claremont Avenue feeding onto my street during rush hours and on weekends. I don't want more traffic on Claremont Avenue, more cars using the streets feeding into Claremont Avenue, and more idling cars polluting the air I breathe. There already is a very large store on Broadway and 51st Street with ample parking. Why does Safeway have to spoil and pollute my neighborhood?

Response to Comment C-6-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-7

Vollmann, Peterson

From: Christine Acker [ctoc1@sbcglobal.net]

Sent: Saturday, July 09, 2011 11:41 AM

To: Vollmann, Peterson

Subject: Safeway Store at College and Claremont/One vote against the proposed building

1 I want to go on record to ***object*** to the huge proposed Safeway store at Claremont and College. The store should certainly be remodeled, and even modestly enlarged, but the mammoth expansion at this site will draw more traffic to an already congested area, will be completely out of scale at this site, and will have a deleterious effect on the neighborhood stores. Additionally, many Rockridge residents have voiced objections to this project, and have been ignored and steamrollered by Safeway. And down the way there is already a huge Safeway, soon, I understand, to move into the area where the existing Long's store is.

There are already store fronts on College empty because of the economy. Please remember that the remaining stores will be competing against well-funded Safeway specialty stores going in at the new site.

For a number of reasons I urge you to refuse Safeway's application for the oversized new building.

Christine Acker
Oakland, CA 94618

Response to Comment C-7-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9. Regarding the traffic that would be generated by the project, please see Response to Comment C-80-1. Regarding the project's potential impact on existing businesses, as discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

It should be noted that Safeway has met with residents about the project numerous times over the past four years to try to listen to and respond to their concerns. The applicant redesigned the project in response to a number of neighborhood concerns. While it is impossible to please everyone, the company has attempted to develop a project tailored to the site and the context of existing development in the vicinity. Regarding the need for the project, please see Response to Comment C-58-1. The commenter correctly notes that another Safeway store has been proposed at the intersection of 51st Street and Broadway. No further response is required.

Comment Letter C-8

Vollmann, Peterson

From: Christine Acker [ctoc1@sbcglobal.net]
Sent: Tuesday, July 19, 2011 9:39 AM
To: Vollmann, Peterson
Subject: Expansion of Safeway

1 I am writing to protest the proposed plans to expand Safeway at College and Claremont. There were initially town hall meetings, and then meetings hosted by Safeway, at which the vast majority of the public turned up to protest the mammoth structure under consideration. Safeway, seeing that their community tactics were not working, abruptly closed down the meetings--and instead put up a website claiming they had many proponents. We now learn that a large number of people who signed up live out of the area, or work for the store. Hardly a community bulletin board.

2 To the matter of inappropriate scale--the new building will be a magnet to bring out-of-area people to a site where
3 the **street is narrow, the traffic already congested, and the air quality already doubtful**. The **parking** on the
4 street is already difficult and this large building block sprawled across the triangle between College and
5 Claremont will provide no visual relief looking up to the hills. The small specialty stores will be dwarfed and will be in direct competition with Safeway.

6 Safeway should surely remodel the old store--and modestly expand it--but the current proposal is inappropriate and massy--will lead to **horrendous traffic congestion and air pollution** in an already difficult area, and will
7 have a **bad *impact on the existing stores in the area*** where already on College stores are forced to close their doors because of rents and the economy.

8 Please, advocate for a smaller, more appropriate store. Remember, there will be huge big box at 51st and College. A mere couple of miles away.

Christine Acker

Response to Comment C-8-1

It should be noted that Safeway has met with residents about the project numerous times over the past four years to try to listen to and respond to their concerns. The applicant redesigned the project in response to a number of neighborhood concerns. While it is impossible to please everyone, the company has attempted to develop a project tailored to the site and the context of existing development in the vicinity. Please see Response to Comment C-217-11 for more discussion of the community involvement process.

Response to Comment C-8-2

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Also see Master Response M-7.

Response to Comment C-8-3

Please see Master Response M-3 regarding parking conditions with and without the project.

Response to Comment C-8-4

Regarding the project's impact on views of the East Bay hills, please see Response E-86.

Response to Comment C-8-5

Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9. Regarding the potential impact on neighborhood businesses, that comment is addressed in Master Response M-6.

Response to Letter C-8-6

Please see Responses to Comments C-8-2 through C-8-4.

Response to Comment C-8-7

The comment states that the project will economically impact existing stores in the area, forcing them out of business. This comment is addressed in Master Response M-6.

Response to Comment C-8-8

Please see Responses to Comment C-8-2 through C-8-7 above.

Vollmann, Peterson

From: Jimena Acuña Smith [jimena.a.smith@gmail.com]
Sent: Saturday, July 09, 2011 12:32 PM
To: Vollmann, Peterson
Subject: Safeway on College Ave & Claremont

Paul,
I understand there is a public hearing July 20 on the Safeway plan. I cannot attend do to work commitments. However, as a Rockridge resident, I would like to go on record as follows: I am NOT in support of the Safeway model as currently planned. I am concerned that it will overshadow our small shops on College Ave, across from the Safeway. I would support a remodeled Safeway, one that is more in line with the spirit of Rockridge. Also, what that Safeway really needs is to hire more cashiers or buy self-check out machines to help with the long lines.

1

Regards,
Jimena

Response to Comment C-9-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9.

Comment Letter C-10

By Certified U.S. Mail, return receipt, and by email

July 25, 2011 [7/26/11 corrections on p. 5]

2715 Alcatraz Avenue
Berkeley, California 94705

Peterson Z. Vollmann, Planner III
City of Oakland Community & Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031
pvollman@oaklandnet.com

Re: Comments on Draft Environmental Impact Report: Safeway Project at 6310 College Ave., Oakland, Case Number ER09-0006; Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and048A-7070-001-01

Dear Mr. Vollmann:

1 I am writing to comment on the Draft Environmental Impact Report ("DEIR"),prepared under the California Environmental Quality Act ("CEQA"),for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland, Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and048A-7070-001-01, Case Number ER09-0006. The DEIR fails to analyze the potential effects of the proposed project on neighborhood character, misidentifies project objectives, avoids meaningful alternatives, lacks evidence supporting its discussion of consistency with the zoning, and does not support its conclusion that greenhouse gas emissions will not exceed the relevant threshold of significance. The DEIR also improperly ducks the secondary, physical effects of parking problems that the project would impose, and generally treats only the potential effects of the large Safeway itself, often ignoring the effects of the proposed eight new retail establishments.

Overview

2 The DEIR suffers from legal and factual deficiencies, preventingproper review of the environmental effects of the proposed project. Most importantly, the DEIR fails to evaluate the key environmental issue: the significant change of neighborhood and community character that may result from construction of a large-scale shopping complex in one of the best local, pedestrian communities in the San Francisco Bay area. The DEIR improperly identifies as the *project*objectives the project *proponent's*objectives, rather than the independent objectives of the *City* on behalf of the public. As a result, the DEIR dooms the proffered project alternatives from the outset because they cannot meet the objectives as

Comment Letter C-10 cont'd.

2 defined by the project proponent. The misidentification of project objectives,precluding meaningful evaluation of alternatives, fatally damages the DEIR.

3 Second, for the one City-driven project objective – build-out consistent with the City's C-31 zoning (since April 14, 2011, CN-1 zoning) – the DEIR reaches its conclusion of consistency without evaluation and absent substantial evidence. The lack of evaluation is particularly striking in that many commenters on the Notice of Preparation for the DEIR identified harmto the zone as an important focus for project environmental review. The failure to evaluate this central impact renders the DEIR legally inadequate.

4 Third, the DEIR provides no evidence beyond the project proponent's conclusory statements that greenhouse gas ("GHG") emissions from the project will fall within the City's threshold of significance. Also, the GHGevaluation in the DEIR establishes that the emissions from the proposed project are *not* consistent with the 2005 Governor's Executive Order or with the City of Oakland's GHG emissions policy. The failure of the DEIR to adequately analyze project GHG emissions, and to propose and evaluate mitigation measures for those emissions, violates CEQA.

5 Finally, the DEIR fails to address the secondary effects of the proposed project from the resulting parking shortage, and the environmental effects of the proposed eight new retail stores.

CEQA Obligations

6 The Legislature enacted the California Environmental Quality Act ("CEQA"), Public Resources Code sections 21000 et seq., to "[e]nsure that the long-term protection of the environment shall be the guiding criterion in public decisions," Public Resources Code section 21001(d), and intended CEQA "to be interpreted in such a manner as to afford the fullest possible protection to the environment . . . ."*No Oil, Inc. v. City of Los Angeles* (1974) 13 Cal.3d 68, 83, quoting *Friends of Mammoth v. Board of Supervisors* (1972) 8 Cal.3d 247, 259. The EIR is the "heart of CEQA . . . ." CEQA Guidelines section 15003(a); *City of Carmel-by-the Sea v. Board of Supervisors* (1976) 183 Cal.App.3d 229, 241. Most importantly, the purpose of an EIR is to "demonstrate to an apprehensive citizenry that the agency has in fact analyzed and considered the ecological implications of its actions."*No Oil, Inc.*, supra, 13 Cal.3d, at 86; see also *Laurel Heights Improvement Assn. v. Regents of Univ. of Cal.* (1988) 47 Cal.3d 376, 392.

CEQA requires a public agency to accurately identify, analyze, and disclose the adverse impacts of a project.*Kings County Farm Bureau v. City of Hanford* (1990) 221 Cal.App.3d 692, 711-712. In general, an EIR should contain discussion sufficient to advise the decision makers and the public of the nature and importance of the environmental effects being discussed, not merely the ultimate conclusion that an effect is significant. *Assn. of Irritated Residents v. County of Madera* (2003) 107 Cal.App.4th 1383, 1390. The EIR should discuss

Comment Letter C-10 cont'd.

direct and indirect effects, impacts on public health, and effects on the resource base. CEQA Guidelines section 15126.2.

Under Public Resources Code section 21002.1(a), the purposes of an environmental impact report include"identify[ing] the significant effects on the environment of a project, . . . identify[ing] alternatives to the project, and . . . indicat[ing] the manner in which those significant effects can be mitigated or avoided.""Once a significant effect has been identified, the EIR must propose and describe mitigation measures that will minimize [that effect]."*Napa Citizens for Honest Gov't v. Napa County Bd. of Supervisors* (2001) 91 Cal.App.4th 342, 360. A public agency cannot approve a project that will harm the environment unless the agency has adopted all feasible mitigation for that harm. Public Resources Code sections 21002, 21081(a). Mitigation measures must be fully enforceable through permit conditions, agreements, or other legally-binding instruments. CEQA Guidelines section 15126.4(a)(2).

6

The Legislature has declared that "public agencies should not approve projects as proposed if there are feasible alternatives or feasible mitigation measures available which would substantially lessen the significant environmental effects. . . ." Public Resources Code section 21002. "'A major function of an EIR "is to ensure that all reasonable alternatives to proposed projects are thoroughly assessed by the responsible official." [Citation.]'"*Save Round Valley Alliance v. County of Inyo* (2007) 157 Cal.App.4th 1437, 1456, quoting *San Joaquin Raptor/Wildlife Rescue Center v. County of Stanislaus* (1994) 27 Cal.App.4th 713, 735. The alternatives analysis must focus on alternatives "capable of avoiding or substantially lessening any significant effects of the project, even if these alternatives would impede to some degree the attainment of the project objectives, or would be more costly." CEQA Guidelines section 15126.6(b). The range of alternatives discussed must include "those that could feasibly accomplish most of the basic objectives of the project and could avoid or substantially lessen one or more of the significant effects." CEQA Guidelines section 15126.6(c).

Project Objectives

The DEIR states the objectives of the proposed project at 3-9 to 3-10. "*Safeway, Inc., the project applicant*, seeks to achieve the following objectives through implementation of the proposed project[ ]." (Italics added.) A listfollows, including, among other objectives, "[p]rovid[ing] sufficient new store area. . . to Safeway's customers" and "enhanc[ing] the overall shopping experience of Safeway's customers." This DEIR statement of objectives misses the point. Under CEQA, the project objectives form the basis for determining the range of alternatives, and so are essential to an EIR. *See* CEQA Guidelines section 15124(b).But, the CEQA lead agency, herethe *City*, is responsible for the EIR, and the *City* must determine the objectives of the project. For a private, for-profit project proponent like Safeway, the overriding objective is to make money. The list of objectives in the DEIR makes that clear. But while the project proponent's objectives may be relevant to the City's

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Comment Letter C-10 cont'd.

7

objectives, they do not control, and the City must independently determine the objectives. Here, the City has abdicated its obligations, precluding any meaningful consideration of alternatives (which are based on the project objectives) and invalidating the DEIR.

This DEIR flunks from the outset: it fails to properly identify the City's objectives for the project, preventing meaningful evaluation of alternatives, and preordaining their failure. The City must start over.

Alternatives

8

CEQA "charges the agency, not the applicant, with the task of determining whether alternatives are feasible. . . ."*Kings County Farm Bureau v. City of Hanford*, *supra*, 221 Cal.App.3d,at 736. "'Feasible' means capable of being accomplished in a successful manner within a reasonable period of time, taking into account economic, environmental, social, and technological factors." Public Resources Code sections 21061.1."[T]he circumstances that led the applicant in the planning stage to select the project for which approval is sought and to reject alternatives cannot be determinative of their feasibility. The lead agency must *independently* participate, review, analyze and discuss the alternatives in good faith."*Kings County Farm Bureau*, *supra*.

Further,

> An environmentally superior alternative cannot be deemed infeasible absent evidence the additional costs or lost profits are so severe the project would become impractical. (*Citizens of Goleta Valley v. Board of Supervisors, supra,* 197 Cal.App.3d at p. 1181, 243 Cal.Rptr. 339.) Nor can an agency avoid an objective consideration of an alternative simply because, prior to commencing CEQA review, an applicant made substantial investments in the hope of gaining approval for a particular alternative. (*Laurel Heights Improvement Assn. v. Regents of University of California, supra,* 47 Cal.3d at p. 425, 253 Cal.Rptr. 426, 764 P.2d 278.)

Kings County Farm Bureau, supra, at 736.

The proposed project poses problems primarily because its size and scale are incompatible with the neighborhood and the zoning (see below), and because the project would admittedly impose significant, unavoidable adverse traffic and circulation effects. The DEIR purports to propose five alternative projects, including two variants of two of the alternatives, and the no-project alternative. Leaving aside the no-project alternative, all but one would replace the existing one-story building with at least one two- or three-story building. The proposed project would replace an approximately 22,000-square-foot building with a development of over 62,000 square feet, including a parking garage. Supposed alternatives 3 and 4 are really no alternatives at all; they simply call for the full-sized proposed project with only a different driveway arrangement. Alternative 1a would substitute some rental housing for some retail space, but the project would still occupy almost 56,000 square feet and still impose

Comment Letter C-10 cont'd.

8

significant, unavoidable traffic problems and zoning issues. Alternative 1a would construct a project of 55,000 square feet. All of these alternatives should be dismissed as presenting no real alternative, no informative value, and no choice, in light of the common environmental effects that they would all impose.

Deleted: 2

9

Only alternative 2, which would limit the development to a one-story, still outsized market of 40,000 square feet; and alternatives 2a and 2b, which would provide, respectively for a 35,750 square-foot project and a remodeled market of ~~under~~ 25,000 square feet with an additional small restaurant, present real alternatives that stand any chance of addressing, if only partially,the zoning issuesdiscussed in the next section of these comments, and the admitted traffic effects.

The DEIR rejects alternative 2 because it would not meet several of the "primary objectives of the *applicant*," DEIR at 5-11—rather than the objectives of the *City*. Among these "primary objectives"are

> a new Safeway store *sufficient in size* to offer a more comprehensive range of commercial services and products to Safeway'scustomers, including an on-site,"from scratch" bakery, a pharmacy, expanded floral offerings, and expanded deli. . ., a "service" meat and seafood service (as compared to the pre-packaged items currentlyavailable[1]), and a greatly expanded produce section; and create a more functional and efficient shopping area configuration to eliminate current"pinch points"in Safeway customers' path of travel and enhance the overallshoppingexperience of customers.

DEIR at 5-11 (emphasis added). The DEIR (at 5-12), rejects alternative 2b, described as the "environmentally superior alternative,"DEIR at 5-63, and alternative 2a, for very similar reasons. Since the applicant's main objective is expressly a large Safeway, any purported alternative that does not allow a large Safeway is preordained to fail. This type of sham analysis of alternatives does not comport with CEQA. One hopes that the city, in considering the DEIR and future project approval does not actually weigh a more comprehensive range of products to Safeway's customers, and a more efficient shopping area configuration to eliminate "pinch points," against the creation, preservation, and enhancement of the special character of the neighborhood as provided in the City's zoning regulations. (*See* the immediately following section of these comments.).

10

Again, the city may not avoid an objective consideration of an alternative only because the applicant may have made substantial investments hoping for approval ofits preferred project. *Laurel Heights Improvement Assn.*,*supra*,47 Cal.3d, at 425. And, to the extent that the city rejects the "environmentally superior alternative" as infeasible, the city must demonstrate additional costs or lost profits so severe that the project is impractical.*Citizens of Goleta Valley*, *supra*,197 Cal.App.3d, at 1181.

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[1] Having lived nearby and shopped regularly at this Safeway store for 22 years, I know from observation and memory that the existing store used to have a "service" meat counter—until Safeway removed it.

Comment Letter C-10 cont'd.

11

Finally, the DEIR summarily rejects as infeasible an alternative site location, DEIR at 5-4, because this approach would leave a vacant lot, because Safeway owns the project site, and because the site has long been used as a grocery store. But Safeway could sell, and a subsequent market owner could either use the existing structure or construct a replacement market consistent in scale with the neighborhood and its zoning. The DEIR ignores this possibility, and does not make any attempt to explore the feasibility of Safeway finding another nearby neighborhood site. A grocery business in the existing store, whether owned by Safeway or another company, would avoid all potential environmental effects of the proposed project. (*Compare* the discussion of the no-project alternative, alternative 5, DEIR at 5-62.) Nor does the DEIR present any evidence of severe additional costs or lost profits. *Kings County Farm Bureau, supra.* The DEIR should not have rejected an alternative site approach without adequate exploration.

Zoning and Land Use

a. Generally

12

The project proponent identifies"consistency with the C-31 zone" as one project objective. (*See* DEIR at 3-9.) That objective corresponded with the City's goals because the City had approved the (former)C-31 zoning for the project area. The C-31 zone constituted a "special retail commercial zone."FormerOakland Ordinances section 17.40.010. Effective April 14, 2011, the cityredesignated the C-31 zone as a CN-1 Neighborhood Commercial Zone. Under the new Neighborhood Center Commercial Zones Regulations, Oakland Ordinances Ch. 17.33, the city indicates its intent, through the four types of Neighborhood Center Commercial Zones to "create, preserve, and enhance mixed use neighborhood commercial centers," which are "typically characterized by smaller scale pedestrian oriented continuous and active store fronts with opportunities for comparison shopping."Similar to the former C-31 zone, the new CN-1 zoning applicable to the project propertyseeks to "maintain and enhance vibrant commercial districts with a wide range of retail establishments serving both short and long term needs in attractive settings oriented to pedestrian comparison shopping." Oakland Ordinancessection 17.33.010.A.

Oakland Ordinances section 17.33.030 and Table 17.33.01 indicate permitted and conditionally permitted activities in the CN zones, including CN-1. General food sales, full service restaurants, limited service restaurants and cafes, fast food restaurants, and alcoholic beverage sales in CN-1 are subject to specified "Limitations on Table 17.33.01." Conditional use permits must conform to section 17.134.050 and also to additional criteria specified in Limitation L4. L4 item # 1 requires that the proposal not detract from the character desired for the area.L4 Item # 5 requires that "[t]he proposal will conform in all significant respects with any applicable district plan which has been adopted by the City Council."

Comment Letter C-10 cont'd.

Comments of G. Alex on DEIR: Proposed Safeway Project at College and Claremont, Oakland
July 25, 2011 [7/26/11 corrections on p. 5]

12

Under the former C-31 zone, an otherwise allowable project required a conditional use permit if over 7,500 square feet. The current CN-1 zone *reduces* this permit threshold to 5,000 square feet (ground floor), demonstrating the City's increased concern with size. Under both the former and current zoning, the proposed project, 65,000 square feet, requiresa "Major Conditional use permit,"since the proposed development would exceed 25,000 square feet. Oakland Ordinancessection 17.134.020.A.1.b.

Development in the CN-1 zones (as in the former C-31 zones) must aim to maintain and enhance the area, not, as in some other zones, to grow and change the area. The DEIR does not discuss this concept – maintain and enhance – either in describing the project's objectives or in evaluating the environmental effects of the project.

13

The project proponent, not the community, bears the burden of showing that this inordinately large-scale proposed project does not have a significant environmental impact on land use.Oakland may grant Safeway the required Major Conditional Use permit, in accordance with section17.134.040, only if the project meets all of the requirements of section 17.134.050. Those requirements include:

> That the location, size, design, and operation characteristics of the proposed development will be compatible with and will not adversely affect the livability or appropriate development of the abutting properties and the surrounding neighborhood, with consideration to be given to harmony in scale, bulk, coverage, and density; . . . to harmful effect, if any, upon desirable neighborhood character; to the generation of traffic and the capacity of surrounding streets; and to any other relevant impact of the development.

14

The proposed project replaces a one-story, 22,000-square-foot grocery store with a two-story, 65,000 square foot shopping center, and nearly doubles the current the number of parking spaces. The new structure covers the entire triangular area along Claremont and College with a two-story building. Amazingly, the DEIR concludes, without any discussion (see DEIR at 4.1-3 through 4.1-4, and 4.1-11),that the proposed project would be consistent with (former) C-31 zoning. No substantial evidence – no evidence at all –supports this conclusion.[2]

15

Land-use impacts form the central issue for consideration in the DEIR for this proposed project. The conclusion that the proposed project would be consistent with former C-31(currently CN-1) zoning ignores the facts and violatescommon sense. The neighborhood contains multiple, unique, small shops, and enjoys substantial foot traffic. Imposition of a grocery store more than double the size of the current store, together with new franchised

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[2]"The EIR must contain facts and analysis, not just the bare conclusions of the agency. An EIR must include detail sufficient to enable those who did not participate in its preparation to understand and to consider meaningfully the issues raised by the proposed project. (*Irritated Residents*, supra, 107 Cal.App.4th at p. 1390, 133 Cal.Rptr.2d 718.)"*Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4th 1184,1197 (internal quotations and citations omitted).

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Comment Letter C-10 cont'd.

15 retail and food stores, will almost certainly alter the character of the neighborhood and create new pressure on existing small businesses.

b. Physical effects of the project on land use

In *Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4th 1184, the court considered the sufficiency of EIRs for the development of two retail shopping centers. The EIRs failed to consider the projects'"individual and cumulative potential to indirectly cause urban/suburban decay by precipitating a downward spiral of store closures and long-term vacancies in existing shopping centers."*Id.*, at 1193.The court found these defects prejudicial, compelling decertification of the EIRs and rescission of project approvals and associated land use entitlements. *Id.*Similarly, in *Citizens Assn. for Sensible Development of Bishop Area v. County of Inyo* (1985) 172 Cal.App.3d 151, the court found that the CEQA Guidelines required the CEQA lead agency to "consider whether the proposed shopping center will take business away from the downtown shopping area and thereby cause business closures and eventual physical deterioration of downtown Bishop."*Id.*, at 169. Consistent with CEQA Guidelines section 15064, the court determined that the lead agency was required to consider whether the project—which included a large expansion of a Safeway store—would lead to physical deterioration of the area, to the extent that the deterioration was an indirect environmental effect of the proposed shopping center.*Id.*, at. 171.In *Citizens for Quality Growth v. City of Mt. Shasta*(1988) 198 Cal.App.3d 433, the court held an EIR for a proposed shopping center invalid in partfor its failure to consider the potential physical effect of proposed rezoning on the affected area.The court found ananalysis of economic effects necessarybecause potential economic problems resulting from the proposed project could cause business closures and physical deterioration. *Id.*, at 446.

16

Neighborhood shops near the existing Safeway at College and Claremont in Oakland currently include a bakery, a floral shop, a wine shop, a pharmacy, a meat and fish market, a small produce market, several small cafes and restaurants, and a liquor store, among others. The expanded Safeway, with admitted plans for a "'from scratch' bakery, a pharmacy, expanded floral offerings, and expanded deli. . . , [and] a 'service' meat and seafood service," DEIR at 5-11 and elsewhere,will compete more extensively with each of these shops. Safeway has apparently already bought out the small Chimes pharmacy across College Avenue from its store, and has reportedly preempted the lease renewal of an independent cafe on the southwest corner of Alcatraz and College, nearby. Nationally franchised stores, rented or sold by Safeway in eight "condominium" sites, will also compete with existing shops.

Comment Letter C-10 cont'd.

Comments of G. Alex on DEIR: Proposed Safeway Project at College and Claremont, Oakland
July 25, 2011 [7/26/11 corrections on p. 5]

In discussing traffic and circulation, the DEIR says that Safeway expects to draw customers primarily locally.[3] The proposed Safeway would more than double the size of the current store, and cost a large amount of money to build. Will local shoppers increase their Safeway purchases enough to justify the increased size and large construction costs? If so, they will necessarily buy less from small neighborhood markets such as Yasai just across College Avenue. Indeed, Safeway Chief Executive Officer and Chairman Steve Burd stated during a conference call with investors on July 21, 2011 that, for growth, Safeway is relying on gaining market share from competitors. *San Francisco Chronicle*, July 22, 2011, at D-2.

16 The proposed projectthus poses actual risk to the businesses of the local merchants so essential to the character of the neighborhood, and may bankrupt some — potentially endangering this vibrant area with economic and physical decay, deterioration, or blight. In this light, it is hard to see how the City could view the proposed Safeway project as consistent with the zoning, which is designed to "create, preserve, and enhance mixed use neighborhood commercial centers," which are "typically characterized by smaller scale pedestrian oriented continuous and active store fronts with opportunities for comparison shopping." Oakland Ordinances Ch. 17.33, *supra*. Yet the DEIR contains no consideration or evaluation of the economic and physical effects of the project on local shops.[4]

17 Finally, the Rockridge neighborhood into which this outsized project would intrude embracesa varied and eclectic architectural style; the corporate, suburban, franchise façade of the proposed project would disrupt the aesthetics, nature, and feeling of the neighborhood. The Safeway project as proposed would conflict with the neighborhood, but the DEIR disregards this effect.

c. Zoning/land use: conclusion

18 In light of the C-31/CN-1 zoning requirements, the need for a Major Conditional use permit, and the strong argument that the two-story, 65,000 square foot proposed project will alter the nature of the land use and the neighborhood, CEQA requires that the DEIR include consideration of these impacts, including, but not limited to the economic impact on the community and businesses, and possible resulting physical decay, deterioration, or blight; the undermining of the pedestrian-friendly nature of the area; the effect of the proposed

[3] DEIR at 4.3-113. IfSafeway admittedrelyinginstead on a wider, more regional draw of customers, this would raise additional questions about the adequacy and accuracy of the traffic discussion and conclusions in the DEIR. See the discussion below

[4]The DEIR also refers repeatedly to the closed or vacant gas station on the corner of Claremont and College, now part of the project site. But the DEIR fails to mention that it was *Safeway* that over a year ago bought, closed, and fenced the site with cyclone fencing along this busy pedestrian and vehicle road, raising questions about Safeway's concern for the economic and physical condition of the neighborhood. Once again, it must be the City's, and not Safeway's, objectives that inform the objectives presented in the DEIR.

9

Comment Letter C-10 cont'd.

18

projecton the architectural style of the area; and the multiple issues resulting from increased traffic and the identified need for another traffic light.

In failing to evaluate this most basic environmental impact, the DEIR is factually and legal deficient.

Greenhouse Gas Emissions

19

The City of Oakland has generally responded well toGHG emissions and climate change. But this DEIR fails to rise to the level of the City's overall record.Table 4.5-3 (DEIR at 4.5-53) comprises the substance of the GHG evaluationin the DEIR. The inventory, almost magically, finds GHG emissions *just* short of the City's threshold for significance. DEIR at 4.5-52. A closer look at the table reveals multiple assumptions without supporting data in the record. The DEIR bases GHG emissions data for the new Safeway on utility bills "from a newer Safewaystore with similar features."Table 4.5-3, Note 1. Given just how close Safeway is to exceeding the threshold, the specific information about the "similar" store must be provided.

The DEIR also includes GHG emission data for the former gas station as part of its baseline consumption data. DEIR at 4.5-49; Table 4.5-3, Note 1. But the gas station has not functioned for over a year, and should not form part of the baseline calculation. The current, actual baselineGHG emissions arise only from the existing, operating store. The DEIR's conclusion that GHG emissions from the proposed project will not exceed the significance level of 1,100 MTCO2E (metric tons of CO_2 equivalent) very significantly furthers the interest of the project proponent (and therefore the interest of the DEIR consultant, paid by the project proponent). To ensure objectivity and accuracy, the City must independently evaluate each GHG calculation in the DEIR to determine its legitimacy, and include all supporting data in an appendix.

More importantly, the DEIR incorrectly invokes AB 32, rather than Executive Order S-30-05 or Oakland's overall GHG emissions reduction goals,as the basis for theapplicable GHG thresholds of significance. AB 32 requires GHG reductions through 2020; Executive Order S-30-05 provides reduction goals beyond 2020. Since the proposed Safeway store (and the otherproposed project stores) would function beyond 2020, the DEIR must analyze the GHG emissions of the proposed project in relation to the *post*-2020 GHG emission reduction goals, which are not subject to a threshold. If the anticipated post-2020 emissions prove significant (as they likely will, given that the Executive Order identifies the need to reduce by 2050 GHG emissions 80 percentbelow the level required byAB 32), the DEIR must identify and propose adequate mitigation for those emissions. The failure to do so renders the DEIR inadequate.

Finally, the DEIR improperly "annualizes" GHG *construction* emissions and adds them to expected annual *operation* emissions. *See* DEIR at 4.5-47. As the DEIR itself points out,

Comment Letter C-10 cont'd.

19 *id.*, the Bay Area Air Quality Management District Guidelines do not provide for this. Instead, the construction emissions must be independently evaluated for significance, and minimized to the extent possible.

Parking, Traffic, and Circulation; Retail Stores

20 The DEIR indicates at 4.3-56, citing *San Franciscans Upholding the Downtown Plan v. City and County of San Francisco* (2002) 102 Cal.App.4th 656, that a shortage of parking resulting from a proposed project does not require discussion under CEQA. Then, the DEIR correctly implies that parking *would* need to be considered if it created secondary effects.[5] The DEIR claims that air quality, noise effects, and congestion from drivers circling and hovering can be temporary effects—people may be forced to shift to other modes such as public transit and bicycles. But the amount of groceries or packages that one can carry on a bus or a bicycle is limited. Rain, darkness, illness, inconvenience, physical disability, accompaniment by children, old age, multiple packages,and concerns about personal safety will argue for use of a car. It isunrealistic to think thatthe lack of adequate parking for the proposed, outsized Safewaywill force significant numbers of people to use other forms of transportation. Most people will drive, as they do now, only more of them, and from a larger area.

Safeway states as one of the project objectives "[p]rovid[ing] sufficient off-street parking to serve the needs of Safeway and retail shoppers. . . ." DEIR at 3-9. But the project is so large that the expected shortage of parking will require a variance. At the same time, the project will eliminate some existing spaces on College Avenue, and proposes elimination of diagonal parking along College Ave. near Alcatraz Ave. in Berkeley. Fewer people would be able to park near local businesses; more would circulate in the nearby streets, hovering for a space and blocking the already dismal traffic. In addition to adding to parking and traffic circulation problems, this would cause further economic harm to local businesses, to the benefit of Safeway, increasing the possibility of neighborhood blight, as discussed above.And,according to the DEIR, Safeway apparently already hands out parking tickets (!) to those who park in Safeway's current parking lot and visit neighborhood stores.

21 The DEIR reflects a very limited time study of the effects of parking and traffic on side streets. From 22 years of having lived on Alcatraz Avenue just north of the project site and having shopped at Safeway by foot, car, and bicycle, I know from personal observation of the existing Safeway parking lot, Alcatraz, Claremont,and College Avenues, and the frequent blockage of red-painted curbs and my own narrow driveway, that the Safeway parking lot

[5]While"[t]he social inconvenience of having to hunt for scarce parking spaces is not an environmental impact; the secondary effect of scarce parking on traffic and air quality *is.*An EIR must 'address the *secondary physical*impacts that could be triggered by a social impact.' [CEQA] Guidelines, § 15131, subd. (a).)"*San Franciscans Upholding the Downtown Plan, supra,*102 Cal.App.4th, at 697.

Comment Letter C-10 cont'd.

21 and the side streets are frequently completely filled—and not necessarily at predicted times. University of California parties and football games, visits at night to area restaurants after resident commuters return home, night shopping by students and others, special neighborhood events. The DEIR underestimates the parking shortage and the effects on traffic circulation, air quality, and noise. The additional cars drawn to the significantly expanded Safeway and the project retail stores will seek parking, and they will cause additional congestion and other environmental problems. The DEIR fails to adequately examine these issues.

22 Further, the DEIR considers the parking (and many other) effects of the proposed Safeway store only, and ignores the additive effects of eight proposed retail stores. This failing also needs correction.

23 As the additional cars circulate, searching for that elusive parking space, they will back up traffic on College Avenue and force more cars through neighborhood streets.[6] The proposed new traffic signal at College and 63rd Street will compel more "queuing." With several nearby intersections already operating at LOS D or F at times, the circulation will deteriorate, notwithstanding proposals to "time" the signal lights. The backup of traffic and hovering for spaces also poses a risk to bicyclists on College—already a major bike-accident site, according to the DEIR (see DEIR at 4.3-28 to 29)—compounded by the proposal to move the bus stop at College and Claremont from south of Claremont to north of Claremont, near Safeway (and perhaps only 50 yards or so south of the next stop at Alcatraz and College. (I have been a bicycle commuter for 23 years and pass along this dangerousstretch of College Avenue next to Safeway twice every working day, dodging buses, cars, and trucks.)

Conclusion

24 Before adopting a final EIR or approving any Safeway project, the City must (1) reformulate the project objectives to reflect the needs of *the City and the public* rather than the narrow interests of the project proponent; (2) evaluate the most important environmental issue: the impact of the proposed large-scale shopping complex on the local area; (3) provide a fair evaluation of a reasonable range of alternatives, based on *City/public* project objectives; (4) adequately analyze GHG emissions based on the correct standards, and provide sufficient mitigation measures for them; and 5)adequately evaluate circulation, parking and related issues, taking into account the effect of the proposed retail stores as well as the proposed Safeway expansion.

[6] For example, on Saturday, July 23, 2011 at 1:00 p.m., from my personal observation, southbound traffic on College Ave. at Alcatraz was backed up as far as the eye could see, and northbound traffic on College, while moving, was very heavy. Curbside parking on Alcatraz Ave. between College and Claremont was 100 percent full.

Comment Letter C-10 cont'd.

Comments of G. Alex on DEIR: Proposed Safeway Project at College and Claremont, Oakland
July 25, 2011 [7/26/11 corrections on p. 5]

Thank you for the opportunity to comment on the Safeway project DEIR.

Sincerely,

/s/

Glenn C. Alex
Attorney at Law

Response to Comment C-10-1

Regarding the proposed project's potential effects on neighborhood character, please see Master Response M-9. Also note that a detailed discussion and analysis of the project's effects on the aesthetic character of the neighborhood are provided in Section 4.2 of the DEIR. Regarding project objectives, please see Response to Comment B-4-12. The comment states that the DEIR avoids meaningful alternatives, but does not provide any details or clarification of this statement or provide any evidence in its support. Consistent with the requirements of CEQA, the alternatives were developed specifically to avoid or reduce significant impacts of the project. Absent a more detailed comment, further response on this point is not feasible or warranted.

The comment states that the DEIR lacks evidence supporting its discussion of consistency with the zoning without providing specifics. This comment is addressed in Master Response M-9.

The comment states that the DEIR does not support its conclusion that greenhouse gas (GHG) emissions will not exceed the relevant threshold of significance. However, on page 4.5-44 the DEIR clearly sets forth the thresholds of significance for GHG emissions and climate change. The methodology of the analysis is explained on pages 4.5-44 through 4.5-46. See Master Response M-8. from energy use, solid waste disposal, vegetation planting and/or removal, and water use. The detailed output from the CalEEMod model is presented in Appendix L of the DEIR, while the results are summarized on pages 4.5-46 through 4.5-53. The quantified results were compared to the thresholds of significance and provided a clear basis for the determination that the proposed project's impact from GHG emissions would be less than significant.

Regarding the comment that the DEIR "ducks the secondary, physical effects of parking problems," please see Response to Comment B-4-3. Finally, the comment states that the DEIR ignores the potential impacts from the proposed eight or fewer retail establishments. However, these project components were factored into the analysis throughout the DEIR, both implicitly and explicitly. For example, the discussion of consistency with General Plan policies on page 4.1-3 explicitly addresses the eight or fewer new commercial storefronts in discussing the increased concentration of commercial development that would result from the project. Similarly, the new retail businesses are included in the policy consistency discussion on page 4.1-8 and the zoning consistency discussion on pages 4.1-9 and 4.1-10. The new storefronts are explicitly addressed in Impacts LU-1 and AES-2, and they were implicitly considered in the analysis of all impacts. In the case of the traffic analysis, as shown in Table 4.3-10 and discussed on page 4.3-43, the proposed retail shops and restaurant were included in the trip generation estimates that

formed the basis of all project-related traffic impacts identified in the DEIR. The trip generation data provided the basis for the analysis of operational noise impacts, and, therefore, all project noise impacts factored in the eight or fewer storefront uses. The retail uses were also included in the inputs to the CalEEMod model that was used to estimate the project's emissions of criteria air pollutants and GHG, as revealed in Appendix L; they are therefore included in all of the project's air quality and GHG impacts discussed in Sections 4.4 and 4.5 of the DEIR. Finally, the project defined in the Initial Study included the eight or fewer storefront uses, which were accordingly factored in to all of the analysis presented in the Initial Study. Therefore, the effects of the proposed eight or fewer new retail establishments were not ignored in the analysis at any point.

Response to Comment C-10-2

The comment states that the DElR suffers from legal and factual deficiencies, preventing proper review of the environmental effects of the proposed project. Where specific examples of this are cited in this and other comments, such examples are addressed throughout this Responses to Comments document. It is the City's position that the collective responses presented in this document demonstrate the DEIR's adequacy. The comment states that the DEIR does not evaluate the change in neighborhood and community character that would result from implementation of the project. This issue is addressed in Master Response M-9. Regarding project objectives, please see Response to Comment B-4-12. Because the project objectives are legitimate, the conclusions regarding the alternatives are valid and consistent with the provisions of CEQA.

Response to Comment C-10-3

The comment states that the DEIR concludes the project is consistent with the C-31 zoning of the site without an evaluation and absent substantial evidence. This comment is addressed in Master Response M-9.

Response to Comment C-10-4

The commenter states that the DEIR provides no evidence that the proposed project would not exceed the City's threshold of significance for GHG emission. Chapter 4 in the EIR provides a comprehensive analysis of the potential GHG emissions of the project. Subsection 4.5.3 on pages 4.5-44 to 4.5-55 discusses the approach and conclusions to the CEQA analysis of GHG emissions. Moreover, Appendix L contains the outputs of the CalEEMod computer model and Air Quality Dispersal Map.

Also see Response to Comment A-4-10 regarding the 2005 Governor's Executive Order and the City of Oakland's GHG emissions policy; and Response to Comment B-1-3

Response to Comment C-10-5

Regarding the effects of the project resulting from the parking supply shortfall, please see Response to Comment B-4-3. Regarding the statement that the DEIR does not address the environmental effects of the proposed eight or fewer new retail stores, please see Response to Comment C-10-1.

Response to Comment C-10-6

The comment summarizes the purposes of CEQA and some of the primary requirements of EIRs. The comment does not raise any issues regarding the adequacy of the DEIR or specifically address the environmental analysis presented in the DEIR. Therefore, no further response is necessary.

Response to Comment C-10-7

The City has not abdicated its obligations under CEQA. The DEIR was prepared under the direction of the City as Lead Agency, and following internal review and revisions prior to publication. As part of the certification of the EIR, the City's decision makers will need to certify that the EIR represents the City's independent judgment and analysis, pursuant to Section 15090 of the *CEQA Guidelines*. As such, the project objectives presented on DEIR pages 3-9 and 3-10 represent the objectives independently determined by the Lead Agency to be appropriate for the project. CEQA does not distinguish between objectives of a project proponent and objectives of the lead agency. However, the objectives required by *CEQA Guidelines* Section 15124 referenced in the comment are identified as a "statement of objectives sought by the proposed project." The objectives are inherently a function of the goals of a project proponent, in this case Safeway, because there would be no project to evaluate in an EIR without a project sponsor. The project objectives identified in the DEIR were collaboratively defined by City staff and the project sponsor, and contrary to the statement in the comment, they provide a basis for a meaningful evaluation of the alternatives. Please see Response to Comment B-4-12 for additional discussion on the project objectives.

Response to Comment C-10-8

As noted above in Response to Comment C-10-7, the City was involved in identifying the project objectives, and the determination on the feasibility of the alternatives presented in the DEIR represents the Lead Agency's independent judgment. The alternatives were not rejected on the basis of additional costs or lost profits, so the referenced court rulings in *Citizens of Goleta Valley v. Board of Supervisors and King's County* are not relevant to the current DEIR.

The comment states that none of the alternatives presents a real alternative to the project. However, the alternative analysis complies with CEQA, including Section 15126.6(a) of the *CEQA Guidelines*:

> An EIR shall describe a range of reasonable alternatives to the project, or to the location of the project, which would feasibly attain most of the basic objectives of the project but would avoid or substantially lessen any of the significant effects of the project, and evaluate the comparative merits of the alternatives.

The purpose of alternatives under CEQA, as also noted in DEIR Section 5.1, Criteria for Selecting Alternatives (page 5-1), is to reduce or avoid significant impacts of the proposed project. All of the alternatives evaluated in the DEIR for the proposed Safeway project were developed to achieve this objective. Because the DEIR identifies eleven significant and unavoidable (significant and unavoidable) impacts of the project, all of them related to traffic operations, the alternatives are focused on reducing or avoiding one or more of these impacts.

The expectation behind Alternative 1a was that a different mix of land uses, with a reduced amount of commercial development, would reduce one or more of the project's significant traffic impacts. This was a legitimate reason for including the alternative in the DEIR. The amount of commercial development was reduced approximately 10 percent under this alternative. While it is true that provision of housing is not one of the objectives of the project, this component was included to maximize the trip reduction benefits of an integrated mixed-use project. However, once the impact analysis of the alternatives was performed, the results revealed that while there would be some reduction of traffic trips generated, it would not be a significant reduction, and all of the significant and unavoidable impacts identified for the project would still occur.

Alternative 1b entailed a more aggressive reduction in the proposed grocery store, which would be 40 percent smaller (30,000 square feet) than the proposed store (51,510 square feet), but included about an 11-percent increase in "other retail" space. It included more residential units than Alternative 1a (for the same reason noted above), but the senior housing units included in this alternative generate fewer traffic trips than the general multi-family units included in Alternative 1a. This alternative would result in reduction in the number of vehicle trips in comparison with the proposed project. Accordingly, it would reduce one of the project's significant and unavoidable impacts (Impact TRANS-13) to a less-than-significant level and would reduce the magnitude of the other traffic impacts of the project, but not to a level of insignificance.

As noted on page 5-11 of the DEIR, Alternative 2 was specifically developed to reduce significant and unavoidable Impact TRANS-10, at the Ashby Avenue/Claremont Avenue intersection, which was judged to be the impact most likely to be reduced to a less-than-significant level by reducing the size of the project. As noted on DEIR page 5-20, the analysis determined that Impact TRANS-10 would be reduced to a less-than-significant level by this alternative, successfully achieving the objective of the alternative.

Alternative 2a also reduced the store size, while preserving some of the other retail space and adding 5,000 square feet of office space, again with the intention of achieving the trip reduction benefits of an integrated mixed-use project. As noted on DEIR page 5-22, the alternative would reduce five of the proposed project's significant and unavoidable impacts (Impacts TRANS-3, TRANS-7, TRANS-10, TRANS-12, and TRANS-13) to a less-than-significant level and would reduce the magnitude of all others, which would remain significant. Alternative 2b provided a variation on Alternative 2a, slightly increasing the store size and preserving a café/deli in a 750-square-foot building. The alternative would reduce the same impacts to a less-than-significant level identified for Alternative 2a and would result in a greater reduction of the other impacts, which would remain significant under this alternative.

Alternatives 3 and 4 were developed to reduce the project's impacts on traffic along College Avenue by eliminating (Alt. 3) or restricting (Alt. 4) vehicle access to the project site from College Avenue. With seven of the eleven significant and unavoidable impacts of the project related to traffic operations on College Avenue, alternatives to reduce those impacts are very much consistent with the entire purpose of the evaluation of alternatives under CEQA.

For the reasons discussed above, the alternatives evaluated in the DEIR were developed to reduce or avoid significant impacts of the project, and were fully consistent with the requirements of CEQA.

Response to Comment C-10-9

As discussed in the preceding response, Alternative 2 would eliminate a significant and unavoidable impact of the project. The DEIR does not reject any of the alternatives evaluated in the document; it will be up to decision makers to review and weigh the evidence presented in the EIR and make a decision on whether or not to approve the proposed project or one of the alternatives to the project. However, the DEIR does discuss the degree to which each of the alternatives considered would achieve the objectives of the project. As noted in Response to Comment C-10-8, attaining most of the basic objectives of the project is a fundamental purpose of the alternatives, and thus is legitimate information to present in the DEIR for consideration by decision makers.

Regarding the objectives defined in the DEIR and used as one of the bases for evaluating the alternatives, please see Responses to Comments B-4-12 and C-10-7. As noted in more detail therein (along with other points), the project sponsor is inherently entitled to define the objectives of a proposed project, because without the project sponsor, there is no project. If the primary objective is to provide a larger store with

more amenities for customers, a "sham analysis" such as that alleged by the comment would result from evaluation of alternatives that would not satisfy this fundamental objective.

Response to Comment C-10-10

The comment does not identify a specific alternative that the City avoided considering during preparation of the DEIR, so a more detailed response is difficult. However, as established in Section 15126.6(a) of the *CEQA Guidelines*, "An EIR need not consider every conceivable alternative to a project. Rather it must consider a reasonable range of potentially feasible alternatives that will foster informed decision making and public participation. An EIR is not required to consider alternatives which are infeasible. There is no ironclad rule governing the nature or scope of the alternatives to be discussed other than the rule of reason." Note that this section of the *Guidelines* cites both of the court cases referenced in the comment. As set forth in Response to Comment C-10-8, the City evaluated a number of viable alternatives that are consistent with the requirements of CEQA. The comment provides no evidence that the City avoided consideration of an alternative because "the applicant may have made substantial investments hoping for approval of its preferred project."

Response to Comment C-10-11

As noted in the preceding response, the City is not required to consider an alternative that is infeasible. The alternative suggested in the comment would not be a feasible alternative to the proposed project because the City cannot require some unknown, theoretical "market owner" to acquire the property and propose a new grocery store, nor could the City compel Safeway to sell the property. As discussed in Responses to Comments B-4-12, C-10-7, and C-10-9, the project proponent is entitled to define the basic objectives of the project, and the City, as Lead Agency, has independently determined that the objectives defined in the DEIR are appropriate for the project and are consistent with the requirements of CEQA. The comment reiterates a point made in previous comments by the same commenter that the DEIR does not present any evidence of severe additional costs or lost profits. However, as previously noted, the DEIR does not cite costs or lost profits as a reason for rejecting any alternatives from consideration.

Because one of the primary objectives of the project sponsor is to "revitalize the College Avenue/Claremont Avenue" where there is an existing Safeway store, an alternative at another location would be infeasible. When considering whether an analysis of alternative sites is necessary or appropriate, a key question for the lead agency is be whether the project would in fact be implemented at the alternative site. If disapproval of the project in favor of an alternative site would result in no project at all, no purpose would be served by considering that alternative: The environmental consequences of rejecting the project are fully explained by the no-project alternative.

Response to Comment C-10-12

The comment cites one of the required findings for approval of a Major Conditional Use Permit. This comment is addressed in Master Response M-9. Also note that, as quoted in the finding required for a Major Conditional Use Permit, the City is required to give consideration of the harmful effect upon the generation of traffic and the capacity of surrounding streets. This does not mean that the City must reject any proposal that would have adverse effects on traffic. The DEIR gives full consideration of the potential traffic impacts of the proposed project and the alternatives. These effects must be considered by decision makers as part of the decision on whether or not to approve the proposed project or one of the alternatives. Also note that the conditional use authorization is a separate process from the CEQA process that is the subject of this EIR.

Response to Comment C-10-13

Please see Responses to Comments B-4-2 and B-4-4. Also note that, as quoted in the finding required for a Major Conditional Use permit, the City is required to give consideration of the harmful effect upon the generation of traffic and the capacity of surrounding streets. This does not mean that the City must reject any proposal that would have adverse effects on traffic. The DEIR gives full consideration of the potential traffic impacts of the proposed project and the alternatives. These effects must be considered by decision makers as part of the decision on whether or not to approve the proposed project or one of the alternatives. Also note that the conditional use authorization is a separate process from the CEQA process that is the subject of this EIR.

Response to Comment C-10-14

The comment states that the DEIR provides no evidence that the project would be consistent with the C-31 zoning. It is not clear if the comment pertains to the zoning or the General Plan, because the pages cited in the comment pertain to the DEIR's General Plan consistency. Nonetheless, the DEIR makes the case that the proposed project would be consistent with both the General Plan and the applicable zoning regulations. Please see Master Response M-9 for additional response to this comment.

Response to Comment C-10-15

The comment states that land use impacts form the central issue for consideration in the DEIR for the proposed project. It states that the larger store and new retail stores will "almost certainly alter the character of the neighborhood," but provides no evidence is support of this position. This comment is addressed in Master Response M-9.

Response to Comment C-10-16

The comment states that the proposed project would adversely affect existing businesses in the area through competition, and may cause some businesses to go bankrupt, potentially leading to physical decay and blight. The comment cites previous CEQA lawsuit decisions affirming that these effects need to be addressed in the EIR. This comment is addressed in Master Response M-6.

Response to Comment C-10-17

The DEIR does not disregard the potential aesthetic impact the proposed project would have on the neighborhood; the DEIR devotes an entire section to the consideration of such potential effects (Section 4.2). The visual simulations of the project presented on DEIR pages 4.2-3 through 4.2-9, as well as the project plans and elevations presented in Chapter 3, reveal that the project is pedestrian-oriented and aesthetically compatible with surrounding development. The DEIR includes consideration of the project's bulk, height, and massing in this evaluation (see pages 4.2-14 through 4.2-16), and finds that taller and bulkier buildings are present in the area, and the project would therefore not be out of scale with the existing pattern of development. Further, the project was compared to the City of Oakland design review criteria and found consistent. Finally, as noted on DEIR page 4.2-12, the project will be subject to an independent design review process focused on ensuring quality design and avoiding potentially adverse visual effects. The Planning Commission will also be required to make independent findings that the project complies with the City's design review criteria.

Response to Comment C-10-18

Regarding the comments on zoning requirements and the Conditional Use Permit, please see Master Response M-9. The comment that the project will alter the nature of the land use and the neighborhood is addressed in Master Response M-9. Regarding the potential economic impact on the community and businesses, and possible resulting physical decay, deterioration, or blight, please see Master Response M-6. Regarding the effect of the proposed project on the architectural style of the area, please see the preceding response (C-10-17). Regarding increased traffic, a thorough traffic study of the proposed project under six different existing and future development scenarios was performed by a qualified independent traffic consultant, the results of which are summarized in pages 4.3-1 through 4.3-118 of the DEIR. The DEIR acknowledges and fully discloses the impacts on traffic that would result from the proposed project. Among other findings, the DEIR recommends installation of a traffic signal at the intersection of Alcatraz Avenue/Claremont Avenue and, as noted on DEIR page 4.3-41, a traffic signal would be constructed at Mystic Street/Auburn Avenue/ Claremont Avenue as part of the proposed project. As documented in the responses referenced above, the DEIR did include consideration of all impacts identified in the comment.

Response to Comment C-10-19

See Master Response M-8 regarding greenhouse gases. in

Response to Comment C-10-20

See Response to Master Response M-3 for a more detailed analysis of parking conditions and potential secondary impacts of parking shortage.

Response to Comment C-10-21

See Master Response M-3 regarding a more detailed estimate of parking demand generated by the project by time of day.

Response to Comment C-10-22

See Response to Comment B-1-4 and B-1-15.

Response to Comment C-10-23

See Chapter 2 regarding a description of the revised project, which would eliminate the need for signalizing the 63rd Street/College Avenue intersection.

See Master Response M-4 regarding project impacts on pedestrian and bicycle safety.

See Comment A-1-3 and Response to Comments B-4-6 and B-5-3 regarding the benefits of moving the AC Transit bus stop on College Avenue from south to north of Claremont Avenue.

Response to Comment C-10-24

The comment summarizes the more detailed comments previously identified, and responded to in the above responses.

Comment Letter C-11

By Certified U.S. Mail, return receipt

RECEIVED
AUG 16 2011
City of Oakland
Planning & Zoning Division

August 10, 2011

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Re: Additional Comments on Draft Environmental Impact Report: Safeway Project at 6310 College Ave., Oakland, Case Number ER09-0006; Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and 048A-7070-001-01

Dear Ms. Truong and Mr. Vollmann:

1

I earlier provided extensive written comments (July 25/July 26, 2011 letter) on the Draft Environmental Impact Report ("DEIR"), prepared under the California Environmental Quality Act ("CEQA"), for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland, Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and 048A-7070-001-01, Case Number ER09-0006. This current letter provides additional comments, attachments, and references to resources regarding the potential economic effects of the proposed project and resulting physical deterioration. That is a serious land-use impact that the DEIR ignores. I would like these additional comments on the DEIR included in the administrative record.

First, I attach and am incorporating by reference the Declaration of Annette Floystrup regarding potential physical deterioration of the neighborhood resulting from economic distress imposed by a development project.

Second, I appreciated the opportunity to present oral comments to the Oakland Planning Commission on the evening of August 3, 2011. Following my presentation, another speaker noted my July 25/July 26 letter and made reference to three appellate legal cases faulting CEQA lead agencies for failing to address the subject of possible physical deterioration due to economic effects of a project. (One case involved the expansion of a Safeway store.) Ms. Truong requested citations; the speaker said that these would be provided in writing. Although I had cited and discussed these cases in my July 25/July 26 letter, I cite them again here:

Comment Letter C-11, cont'd.

Additional comments of G. Alex on DEIR: Safeway Project at College & Claremont, Oakland
August 10, 2011

1. *Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4th 1184, 1193 (EIRs prejudicially failed to consider the projects' "individual and cumulative potential to indirectly cause urban/suburban decay by precipitating a downward spiral of store closures and long-term vacancies in existing shopping centers.")

2. *Citizens Assn. for Sensible Development of Bishop Area v. County of Inyo* (1985) 172 Cal.App.3d 151, 169 (CEQA Guidelines required lead agency to "consider whether the proposed shopping center [including a large expansion of a Safeway store] will take business away from the downtown shopping area and thereby cause business closures and eventual physical deterioration. . . .")

1

3. *Citizens for Quality Growth v. City of Mt. Shasta* (1988) 198 Cal.App.3d 433, 446 (EIR for a proposed shopping center invalid in part for its failure to consider the potential physical effect of proposed rezoning on the affected area; analysis of economic effects necessary because potential economic problems from the project could cause business closures and physical deterioration.)

Third, I am including and incorporating by reference below several studies comparing the economic effects of small retail with the effects of large chain stores. These studies provide further evidence that the DEIR must evaluate the economic impact of the proposed project, given the identified potential for economic damage leading to neighborhood damage from physical deterioration or decay.

2

The Oakland C-31/CN-1 zone is meant to encourage and maintain small retail. To the extent that the proposed project could expel local retailers and change the character of the neighborhood, the project is not consistent with the zoning. (See the Declaration of Annette Floystrup, referenced above.) The economic effects can cause physical deterioration of the neighborhood. (See the judicial opinions referenced above.) The DEIR is inadequate in that it fails to evaluate these environmental effects and presents only conclusory statements.

3

College Avenue in Rockridge has effectively incubated locally owned businesses. Indeed, a number have started in the area and have become successful, locally owned, regional chains. La Farine has grown to three locations, two in Oakland, and is apparently planning more. Diesel Books, whose owners are leaders in the Northern California Independent Booksellers Association, now has three locations. Pasta Pomadoro opened its third location on College Avenue and now has 21 in northern California. Crepevine opened its second location on College Avenue and now has eight regionally. All of these are locally owned and operated. Noah's Bagels ultimately expanded nationally from College and Alcatraz Avenues (and eventually was bought out by a national chain).

Safeway apparently intends to sell the new project retail spaces as commercial condominiums. If Safeway sets the price of its retail spaces low, national franchisees may be better able to outcompete the local merchants, forcing their closure. If Safeway sets the price of its spaces high, these new spaces may remain vacant; Safeway could then move some of its own departments into them, enlarging Safeway's footprint beyond the purported 51,500 square feet

2

Comment Letter C-11, cont'd.

proposed, and again risking driving local merchants out, with resulting physical effects on the neighborhood. Additionally, many jobs would be lost if the Safeway project forced, for example, La Farine, VerBrugge, Vino, Yasai, Cole Coffee and The Meadows out of business.

Chains and/or franchises would also negatively affect the atmosphere of College Avenue. No one comes to Rockridge to visit chain stores that also exist at home; they come instead for the small town, Main Street feel of the many unique shops. As noted, College Avenue does have a few regional chain stores, but they are locally owned. By contrast, most of Safeway's money leaves the city.

3

For these and other reasons, the proposed project could, contrary to the C-31/CN-1 zoning, destroy the neighborhood character, wreck the "urban village," impose physical deterioration, and render the area just another transit hub with businesses like everywhere else (Starbucks, Jamba Juice, Subway, etc.). The DEIR must examine and evaluate these effects—and yet fails to do so, in violation of CEQA.

Studies and Reports

1. In October 2003, Oakland adopted an ordinance banning "big-box" grocery stores in various zones, including C-31. Although the ordinance applies to stores over 100,000 square feet, the rationale in the 50-page September 23, 2003 City of Oakland Agenda Report, see http://clerkwebsvr1.oaklandnet.com/attachments/2412.pdf., regarding the ordinance, demonstrates how the proposed project, 65,000 square feet, is inconsistent with the zoning:

4

> **RECOMMENDATION AND RATIONALE**
>
> Due to the degree of negative impacts that large-scale combined retail and grocery stores may have on transportation mode split, traffic congestion and associated air pollution, and on the vitality of Oakland's neighborhood commercial districts, staff recommends adopting the proposed text amendment prohibiting "Large-Scale Combined Retail and Grocery Sales Commercial Activities" in the C-5, C-10, C-25, C-27, C-28, C-31, C-52, C-60, M-10, S-1, S-3, and S-15 zones and requiring a conditional use permit for such activities in the C-20, C-30, C-35, '2-36, C- 40, C-45, C-51, C-55, M-20, M-30, M-40, S-2, 5-16, and S-19 zones.

Agenda Report, at 9.

2. On its website, http://www.livingeconomies.org/aboutus/research-and-studies/studies, BALLE, the Business Alliance for Local Living Economies, references studies that confirm the importance and value to communities of their locally owned businesses, local procurement, retail diversity, and the effects of "big-box" projects in enhancing poverty. The BALLE website references, among a number of relevant studies, a 71-page October 28, 2003 Rodino Associates study, "Final Report on Research for [Los Angeles] Big Box

5

Comment Letter C-11, cont'd.

Retail/Superstore[1] Ordinance." See http://www.livingeconomies.org/sites/default/files/file/cd13houscommecdev239629107_04262005.pdf.

5 The Rodino study states that "[b]ig box retailers and superstores can often result in the reduction of consumer choice due to their tendency to cannibalize competing retail businesses." Id., at 13. Further, the "negative potential impact on other local retailers may cause local store closures, thus further reducing sales tax and property tax revenues." Id. And, "[w]hen a big box retailer or superstore closes a store the huge vacancy created often results in a long term blighting condition and a significant reduction in the value of the property on which it was located as well as on the surrounding properties. It can also cause damage to local businesses." Id.

6 3. On its website http://www.amiba.net/resources/the-multiplier-effect, AMIBA, the American Independent Business Alliance, explains that "local independent businesses recirculate a much greater percentage of sales locally compared to absentee-owned businesses (or most locally-owned franchises[ ]"; and cites and links supporting studies.

7 4. Similarly, on its website, http://sfloma.org/, the San Francisco Locally Owned Merchants Alliance references numerous studies regarding the economic effects of chain stores and superstores on a community. See http://www.amiba.net/resources/studies-recommended-reading/impact-of-big-box-development. Among these is a 2007 study by Civic Economics, http://www.civiceconomics.com/SF/SFRDS_May07.pdf, "The San Francisco Retail Diversity Study," which compares market share and enhanced economic impacts of locally-owned firms and their chain competitors in San Francisco in four sectors. The San Francisco study concludes that

> The independent merchants of San Francisco provide the community with a tremendous injection of economic activity. In this analysis, we focused on the positive: increasing independent market share by 10% would yield nearly $200 Million in economic activity and nearly 1,300 new jobs. However, it must be remembered that the reverse is also true: shifting a further 10% of sales to chain merchants would deprive the community of that same $200 Million and put those 1,300 employees out of work.

San Francisco study, at 27.

8 5. On its website, http://www.sustainablebusinessalliance.org/index.html, the Sustainable Business Alliance, a San Francisco Bay area group, states that locally-owned businesses generate two to three times more local economic activity than chain businesses.

9 Finally, I restate in summary form the DEIR's failings, covered in depth in my letter of July 25/26:

[1] The study notes a very flexible definition of "superstore," ranging upwards from as small as 20,000 square feet, but generally meaning over 75,000 square feet, and having certain other characteristics, not all of which are necessarily shared by the currently proposed Safeway project.

Comment Letter C-11, cont'd.

Additional comments of G. Alex on DEIR: Safeway Project at College & Claremont, Oakland
August 10, 2011

9 The DEIR fails to analyze the potential effects of the proposed project on neighborhood character, misidentifies project objectives, avoids meaningful alternatives, lacks evidence supporting its discussion of consistency with the zoning, and does not support its conclusion that greenhouse gas emissions will not exceed the relevant threshold of significance. The DEIR also improperly ducks the secondary, physical effects of parking problems that the project would impose, and generally treats only the potential effects of the large Safeway itself, often ignoring the effects of the proposed eight new retail establishments.

Thank you again for the opportunity to comment on the Safeway project DEIR.

Sincerely,

Glenn C. Alex

Glenn C. Alex
Attorney at Law

Attachment: Declaration of Annette Floystrup

Response to Comment C-11-1

The comment provides introductory remarks and points of clarification that do not specifically address the adequacy of the DEIR, and no further response is necessary. The referenced declaration is included as Comment Letter C-87 of this document. Regarding the general statement that the DEIR ignores the proposed project's potential economic effects and resulting physical deterioration, please see Master Response M-6.

Response to Comment C-11-2

The comment states that the proposed project is not consistent with the zoning of the site and that the DEIR fails to adequately evaluate the conflicts with zoning. The comment also says the project would change the character of the neighborhood. These comments are addressed in Master Response M-9. Regarding the general statement that the DEIR ignores the proposed project's potential economic effects and resulting physical deterioration, please see Master Response M-6.

Response to Comment C-11-3

An independent economic impact and urban decay study for the proposed project was conducted by ALH Economics. As discussed in more detail in Master Response M-6, the proposed project is not expected to result in the closure of any existing stores in the neighborhood, including the shops listed in the comment. If a store were to close, retail leasing data and other information collected by ALH indicate that any vacancy in the project area would be likely filled by a new tenant. For example, the report notes that the tea shop A Cuppa Tea recently relocated from a site near the project site and it was backfilled within weeks by a new Peet's coffee shop.

The cities of Berkeley and Oakland both have adopted regulatory controls that limit the potential for blight to occur in the unlikely event the proposed project resulted in retail vacancies. Both cities have anti-blight ordinances, as well as ordinances controlling graffiti, weeds, dumping garbage, debris, and litter. Property owners in both cities are required to maintain their properties so as not to create a nuisance by creating a condition that reduces property values and promotes blight and neighborhood deterioration.

There is no evidence that the project would cause the failure of area businesses that could, in turn, lead to a physical deterioration of the environment. Please see Master Response M-6 for a detailed summary of the ALH study and its conclusions.

Regarding the potential for chain stores to occupy the project and adversely affect the neighborhood character, the DEIR contains discussion, supplemented in this Responses to Comments document, about the potential effects the project would have on the neighborhood character. These effects are primarily related to the physical changes that would be caused, including the aesthetic effects of the project's size and architectural design. For additional discussion on these effects, please see Master Response M-9.

Regarding whether Safeway leases the retail spaces to independent businesses or chain stores, the comment does not address an environmental issue subject to review under CEQA or address the adequacy of the DEIR, and no further response is necessary. The opposition to certain types of stores is noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-11-4

The comment implies the project is a "big-box" outlet, or a large-scale retail outlet banned by Oakland ordinance from the C-31 and other zoning districts. This comment is addressed in Master Response M-9.

The comment also describes the project as 65,000 square feet in size. The proposed grocery store would not be 65,000 square feet in size, rather the proposed store would be 51,510 square feet, with an additional 10,657 square feet occupied by up to eight separate small retail stores, including a 2,744-square-foot restaurant, as described in Chapter 3 of the DEIR. The proposed grocery store would need to be nearly twice as large as currently proposed in order to be subject to the ordinance referenced in the comment.

Please see Master Response M-9 regarding the project's consistency with zoning.

Response to Comment C-11-5

The inaccuracy of equating the proposed project to "big-box" development is addressed above in the preceding Response to Comment C-11-4 and Master Response M-9. Therefore, citing a study about the negative effects of "big-box" projects that is not comparable in size to the proposed project, is not relevant to consideration of the environmental effects of the proposed project.

Response to Comment C-11-6

This comment does not raise an environmental issue and does not address the adequacy of the DEIR. To the extent that the comment relates to the project's economic impacts under CEQA, see Master Response M-6.

Response to Comment C-11-7

This comment does not raise an environmental issue and does not address the adequacy of the DEIR. To the extent that the comment relates to the project's economic impacts under CEQA, see Master Response M-6.

Response to Comment C-11-8

This comment does not raise an environmental issue and does not address the adequacy of the DEIR. To the extent that the comment relates to the project's economic impacts under CEQA, see Master Response M-6.

Response to Comment C-11-9

The comment is identical to Comment C-10-1. Please see Response to Comment C-10-1.

Comment Letter C-12

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1971. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Jenny Alexander

Response to Comment C-12-1

The commenter concurs with the comments submitted as Comment Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-13

Vollmann, Peterson

From: Susan Shawl [safewayneighbors@sbcglobal.net]
Sent: Friday, July 29, 2011 7:57 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments

Hello Pete:

Please include this email to FANS as a comment on the danger of the current mesh covered fence (barrier) creating a "blind corner" so that drivers in cars have a hard time seeing pedestrians and bicyclists. The new proposed building, if too close to the corner sidewalk, could be a permanent visual obstacle.

-----Original Message-----
From: nalexander@igc.org [mailto:nalexander@igc.org]
Sent: Sunday, July 17, 2011 9:10 PM
To: collegeavefandn@gmail.com
Subject: Dangerous Emergency Traffic Problem at proposed Safeway Expansion
Site

1

Hello,
I am the son of longtime residents on 63rd St. near College and Claremont
Aves. When walking today with my 21 month old son from their house to the
Claremont Diner at College and Claremont, I noticed a hazardous situation
posed by the barrier on the fence chain link enclosing the abandoned/closed
76 station. The canvas-like barrier has created a blind corner for cars
traveling west down Claremont toward College who would make a right onto
College. Either the barrier should be removed or a traffic arrow placed at
the intersection preventing cars from making a right while pedestrians cross
across College from the Bank of America to the gas station comer.
Nick Alexander
Pleasanton, CA
Son of Horace and Jennie Alexander

Response to Comment C-13-1

The comment states that the current fence around the former Union 76 Gas Station at the south end of the project site limits the sight distance for automobiles on westbound Claremont Avenue that turn right on College Avenue. The proposed project design, as shown on Figure 3-8 of the DEIR, would provide adequate sight distance by widening the sidewalk and providing a bulbout at the intersection which would make pedestrians crossing College Avenue more visible to drivers on westbound Claremont Avenue.

Comment Letter C-14

Vollmann, Peterson

From: Lexine Alpert [lexine33@gmail.com]
Sent: Thursday, August 11, 2011 11:02 AM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio
Subject: Safeway on College Avenue - expansion

Pete Vollman,

1 I have been a resident of Rockridge for 19 years. I live on 63rd St., a block down from the Safeway that is being remodeled. I have loved our neighborhood and the quaintness of it. The traffic over the years has become more and more of a problem, with difficulty for cars and pedestrians manuevering those small blocks on College Avenue (those small blocks are one of the reasons the neighborhood has a quaint feeling). I can't imagine a huge Safeway being built on College Avenue, in an area consisting of residential housing and small cafes and shops. It is inappropriate, unnecessary and will only cause much more traffic and congestion.

2 I beg you to reconsider this option. I am all for Safeway remodeling and even expanding a small amount (maybe 10%), but I can't imagine a two story monstrocity taking up an entire block in our neighborhood.

Please feel free to contact me, should you want to discuss this further.

Lexine Alpert
372 63rd St., Oakland 94618
510 910-0954

Response to Comment C-14-1

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in overall delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these

mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-14-2

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, at two stories it would be comparable to much of the existing development in the area, and shorter than the three- and four-story buildings in proximity to the site. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

Comment Letter C-15

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

1 I have lived on 63rd Street since June, 1993. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted.



Response to Comment C-15-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Marjorie M. Alvord
2443 Prince Street
Berkeley, CA 94705

Comment Letter C-16

August 15, 2011

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

RE: Case Number ER09-0006
Draft Environmental Impact Report – Safeway at College and Claremont

Dear Mr. Vollman:

I have reviewed the DEIR for the Safeway project at College and Claremont, and in general I am concerned that this project is too large for the location and for the character of the surrounding neighborhood. I encourage all decision-makers to seriously consider these points and also to consider a significantly scaled-down project.

1

My concerns stem from the fact that I have resided in a Berkeley neighborhood for many years and shop frequently at the stores in the vicinity of College near Alcatraz and Claremont, and I believe this project would have a significant negative impact on the area and the community as a whole in many respects.

More specific concerns on the analysis provided in the DEIR include the following:

1] While the DEIR analysis includes some discussion of traffic overflow in residential areas, the DEIR seems to assume that all such overflow would stop south of Alcatraz. If this project gets built as intended by Safeway, I would expect A LOT more traffic using the Claremont-to-Hillegass-to-Alcatraz-to-Benevenue-to-Woolsey-to-Hillegass (or to College, or to Benvenue) alternate throughway, to the detriment of pedestrian and biker safety, and having a significant impact on traffic at various intersections that were not considered by the report (Hillegass/Alcatraz; Benvenue/Alcatraz; Woolsey/College; Benevenue/Ashby; Hillegass/Ashby).

2

That is, there would be significant impacts both to the Fairview (Oakland), Bateman (Berkeley) and Claremont/Elmwood (Berkeley) neighborhoods and the streets and intersections supporting those neighborhoods. The DEIR should have considered those impacts. I would like the planners to consider those impacts, I think the planners SHOULD consider those impacts, to traffic overflow into neighborhoods as well as to affected intersections.

2] These impacts related to a greater volume of "through" traffic going north of the project site would be even greater if the additional UC-bound vehicular traffic is included in the analysis.

3

It does not appear that the DEIR analysis adequately addresses the additional cumulative impacts which will result from the completion of the UC training facility project at the U.C. Memorial Stadium site. Once the training facility/stadium project is complete, there will be

Comment Letter C-16, cont'd.

3

significantly more UC-bound vehicular traffic to be using the eastern-most arterials of College and Claremont, including private as well as commercial (delivery) vehicles. This is not adequately addressed in the College/Claremont Safeway DEIR analysis, suggesting that the overall traffic impacts are somewhat understated and the impact of proposed mitigation measures somewhat overstated.

4

3] The Safeway project DEIR does not adequately address the impacts to my Berkeley neighbors who reside on Alcatraz between College and Claremont. It seems that having a double-decker parking lot right next to the backyard fences would serve to funnel A LOT more exhaust into their yards and homes than currently exists. Currently, the parking lot is uncovered, so exhaust can dissipate. With the covering of the majority of the lot, and the openings adjacent to those yards, instead of dissipating, the exhaust would be funneled right into those yards (having few other options of where to go). The DEIR analysis, however, casually notes that impacts to the adjacent uses would not be significant. It should be recognized that having vehicle exhaust funneled into the yards of those homes is indeed a significant impact, arguably resulting in an inconsistent usage.

Please accept my comments for the record for the DEIR, Safeway project at Claremont and College.

Response to Comment C-16-1

The City will consider the comment opposing the project prior to taking action on the proposed project. The size of the project was factored in to all of the impact analysis presented in the DEIR, and Chapter 5 evaluates five alternatives that represent varying degrees of a scaled-down project.

Response to Comment C-16-2

As stated in the comment, Improvement Measure TRANS-3, which would monitor traffic volumes and speeds on residential streets in the vicinity of the project, only includes residential streets south of Alcatraz Avenue because they are most likely to be affected by the proposed project. Other residential streets were not included in Improvement Measure TRANS-3 because they are further away from the project site and less likely to experience additional traffic. See Master Response M-5 for a more detailed analysis of potential for traffic intrusion in the residential areas, reasons why traffic intrusion in the residential streets is not considered a CEQA issue, and an expanded Improvement Measure TRANS-3

The intersections mentioned in the comment were not analyzed in the DEIR because they are controlled by stop-signs on the side-street approaches. Based on significance criteria for both Cities of Oakland and Berkeley described on pages 4.3-54 and 4.3-56 of the DEIR, an impact at a side-street stop-controlled intersection is significant if the intersection meets Caltrans peak hour warrant for signalization. Considering that these side-street stop controlled intersections along College and Claremont Avenues generally serve the adjacent residential neighborhoods, and that barriers on several of these streets limit through traffic, it is expected that these intersections would meet Caltrans peak hour warrant for signalization. Thus, these intersections were not analyzed in the DEIR and the proposed project is not expected to result in a significant impact at these intersections.

Response to Comment C-16-3

The year 2015 and 2035 analyses presented in the DEIR are based on the results of the Countywide Travel Demand Model developed by the Alameda County Congestion Management Agency (ACCMA, now Alameda County Transportation Commission [ACTC]). The ACCMA Model uses growth in land use as one of the inputs to forecast future traffic volumes. The future land use database in the ACCMA Model includes the expected growth on UC Berkeley and Lawrence Berkeley National Laboratory campuses. As a result, the 2035 No Project traffic volumes presented in the DEIR (Figure 4.3-19) are about 25 percent higher on College Avenue and about 60 percent higher on Claremont Avenue in comparison to the existing 2010 traffic volumes (Figure 4.3-8).

Response to Comment C-16-4

The proposed project would improve the dispersion of vehicle emissions compared to the existing conditions. See Master Response M-7.

Comment Letter C-17

Ethan B. Andelman
6111 Colby St.
Oakland, CA 94618

August 15, 2011

VIA EMAIL (pvollman@oaklandnet.com)

Peterson Z. Vollman
Planner III
City of Oakland
Community and Economic Development Agency, Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Safeway on College DEIR (No. ER09-0006)

Dear Mr. Vollman:

I am writing to comment on the Draft Environmental Impact Report for the "Safeway Shopping Center — College and Claremont Avenues." Oakland cannot properly consider whether to approve the project based on this DEIR because the issue of cut-through traffic in the neighborhood is recognized but effectively ignored through a lack of data collection and analysis.

1 I had previously written you during the scoping phase of the DEIR process, indicating my concern that neighborhood streets likely to be directly affected by the project — namely, Colby, Hillegass, and 63rd Street — would be left out of the scope of the study. I was therefore heartened to see that the DEIR contains a "neighborhood traffic intrusion" section on page 4.3-117. Unfortunately, this section contains no analysis — only assumptions — primarily because, as I had feared, Colby and Hillegass were absent from the data collection and analysis performed for the DEIR.

2 The DEIR expressly notes that it "assumed that automobiles would access the site using arterials and major streets in the project vicinity." *Id.* However, there is no data collection, modeling, or analysis of any kind in the DEIR to support this assumption. Indeed, the DEIR's next sentence calls into question whether this assumption is even reasonable: "[C]onsidering the existing and expected traffic congestion in the area, ***the proposed project may result in additional traffic on surrounding residential neighborhood streets***." *Id.* (emphasis added). Given that the DEIR recognizes a possibility that the project will result in additional traffic on streets such as Colby and Hillegass, the applicant must collect and analyze the relevant data during the DEIR phase to determine (a) whether there will actually be additional traffic on these streets and (b) what the impact of this additional traffic might be. The "improvements" proposed to resolve this issue — that the applicant monitor traffic levels on certain streets before and after completion of the project — are wholly inadequate. As I understand it, the entire DEIR process is designed to determine what the negative effects of a project will be and to mitigate these effects ***before*** the project is approved. Thus, the failure to properly

Comment Letter C-17, cont'd.

model for the anticipated additional traffic on surrounding residential neighborhood streets is a serious flaw in this DEIR. 2

The DEIR attempts to excuse the lack of current data collection and analysis by claiming that "[s]ince neighborhood traffic intrusion would not exceed the capacity of these residential streets, it would not result in a significant impact based on the identified significant criteria." *Id.* Again, this is an assumption without any support — there is simply no data presented regarding how much cut-through traffic may occur on any of the residential streets in the neighborhood. Moreover, the DEIR conflates the potential impact on street capacity with the potential impact on intersection capacity. Even if the residential streets in the neighborhood (primarily Colby and Hillegass) can carry the amount of total (cut-through) traffic expected as a result of the project, the various intersections (Colby/Alcatraz; Hillegass/Alcatraz; Hillegass/Claremont/60th; Colby/Claremont/Forest) may suffer significant (and unavoidable) impacts. Indeed, during weekday PM rush hour, I have frequently noted lines of 4-5 cars waiting on Colby to turn onto Alcatraz (with left turns being particularly difficult at times). With additional traffic on Alcatraz as a result of the project, this line will grow even longer, and may qualify as a significant environment impact. 3

Unfortunately, there is no way to determine how serious this impact will be, since there has been no data collected that permits any analysis of the uncontrolled intersections above. The lone controlled intersection — Colby/Claremont/Forest — has data collected, but the analysis performed did not incorporate the stated conclusion that "[a]dditional traffic generated by the proposed project may use adjacent residential streets, such as 63rd Street, as cut-through routes to divert from potential congestion on College, Alcatraz or Claremont Avenues." *Id.* The number of additional trips modeled for this intersection is noted in box 10 of figure 4.3-14B: 3-4 extra trips on Colby towards Claremont, all turning left (northbound) — towards the store. In other words, the "net new project trips" projected only models the number of trips expected ***to the store***, not "as cut-through routes to divert from potential congestion on College, Alcatraz, or Claremont Avenues." 4

Furthermore, although the Neighborhood Traffic Intrusion section talks about the mere possibility of cut-through traffic, there is ample data present to show that cut-through traffic is a current reality. First, the City of Oakland conducted a study within the past few years which concluded that the vast majority of traffic on Colby Street is merely cutting through the neighborhood to avoid College Avenue traffic between Alcatraz and Claremont. Second, the DEIR's own PM rush data show that 205 cars are on Colby approaching Claremont (Fig. 4.3-8B, box 10), and that, between Telegraph and College, eastbound Alcatraz loses nearly 200 cars (Fig. 4.3-8B, box 4 (701 total cars heading eastbound on Alcatraz) and box 5 (510 total cars arriving on Alcatraz at College)). This near match in traffic totals suggests that most, if not all, of the cars heading eastbound on Alcatraz from Telegraph which do not continue to College turn right on Colby to head to Claremont. (Of course, this conclusion cannot be proven at this point, because the Colby/Alcatraz intersection was not studied.) Given that (a) cut-through traffic is currently present on Colby Street and (b) the DEIR notes that even more cut-through 5

Comment Letter C-17, cont'd.

5 traffic can be expected as a result of the project, the failure to study the effects of the project on cut-through traffic on Colby Street (and Hillegass, which as a parallel street to Colby and College must be included in any mitigation measures, lest all cut-through traffic move to that street) renders the DEIR useless in determining whether there will be significant environmental impacts on Colby and Hillegass.

6 The expected increase in cut-through traffic on Colby Street will also affect bicyclists. Colby Street lies on a signed bike route, and was named a Bicycle Boulevard in the recent Oakland bicycle master plan. Although the DEIR declines to study bike traffic on Colby Street because the bike boulevard is not "currently planned for implementation" (p. 4.3-31), this does not take into account the present signed bike route on Colby Street. Moreover, my understanding is that the Bike Boulevard designation is currently operational, even though the appropriate lane markings (sharrows) have not been placed on the street. This is another flaw in failing to model the effects of additional cut-through traffic on Colby Street.

7 Additionally, there are several pedestrian impacts from additional cut-through traffic on Colby which need to be studied. For instance, the stop sign on Colby at 61st is often ignored by drivers (in both directions) who are in "commute mode" and not paying appropriate attention while driving through a residential neighborhood. That particular intersection is used by, among others, families with young children on their way to Colby Park (west of Colby on 61st). Any increase in cut-through traffic on Colby — e.g., by people attempting to save time on their commutes — could cause a significant impact on young pedestrians at this intersection. Similarly, the intersections at either end of Colby are busy and any additional vehicle activity at these intersections may cause problems. (I have had several instances personally, while walking with my children, of drivers on Alcatraz failing to stop — and even once, attempting to drive around us — when using the crosswalk at Colby crossing Alcatraz.)

8 As I noted in my comments on scoping, the Colby/Claremont/Forest intersection is dangerous and has had many accidents. The collision analysis conducted in the DEIR does not cover this intersection, even though it carries more traffic overall (nearly 1900 vehicles) than any of the intersections for which collisions were reviewed on pages 4.3-28 to 29. Once an analysis is performed for cut-through traffic on Colby and other neighborhood streets, the accident data for this intersection should be reviewed to determine whether there is yet another significant environmental impact from cut-through traffic associated with the project.

9 Finally, I would like to note that I am not, as a general matter, implacably opposed to the project. I am definitely concerned about the additional traffic the project would generate, and the DEIR as it stands confirms that my concern is valid. The DEIR, however, does not provide an adequate analysis of all the direct and foreseeable traffic effects of the project in the immediate neighborhood (including effects on bicycles and pedestrians), and should not be used as a basis for approving the project. I hope and expect that the City of Oakland will require the applicant to perform adequate data collection and

Comment Letter C-17, cont'd.

9 analysis regarding cut-through traffic so all interested parties may have a reasonable estimate of the full environmental impact of this project on the surrounding neighborhood.

Sincerely,

/s/

Ethan B. Andelman

Response to Comment C-17-1

See Master Response M-5, Traffic Intrusion on Residential Streets, for more detail.

Response to Comment C-17-2

As described in the DEIR and Master Response M-5, traffic intrusion on residential streets is not considered a CEQA issue; therefore, no mitigation measures are necessary. Despite there being no legal requirements to formulate or impose Improvement Measure TRANS-3 at any time, the DEIR nevertheless conservatively suggests its implementation. Furthermore, since the extent and location of traffic intrusion on residential streets cannot be accurately estimated at this time, appropriate type and location of traffic management strategies or traffic calming devices cannot be determined at this time. Thus, Improvement Measure TRANS-3 recommends collection of appropriate traffic data after the completion of the project to determine the potential extent of traffic intrusion on the residential streets and recommend appropriate improvements.

Response to Comment C-17-3

See Master Response M-5 regarding current traffic operations at intersections along Colby Street and Hillegass Avenue. As described in Master Response M-5, potential traffic diverted to these streets is not expected to result in significant impacts at the intersections on these streets.

Response to Comment C-17-4

The comment is correct in stating that the DEIR analysis did not assume any project-generated traffic would use Colby Street as a cut through route to access the project site. Based on current traffic volumes, there is very little traffic that cuts through the residential streets west of College Avenue to directly access the existing Safeway store.

Although the project site currently provides a driveway opposite 63rd Street and College Avenue is congested through peak periods, the majority of traffic generated by the existing Safeway store use College and Claremont Avenues to travel to and from the site. Based on the existing intersection traffic volumes shown on Figure 4.3-8 of the DEIR, less than two percent of the traffic entering and exiting the project site (corresponding to about five weekday and seven Saturday PM peak hour vehicles) currently directly uses 63rd Street.

Despite the current congestion along College Avenue, very few project customers currently choose to use the residential streets west of College Avenue as a cut-through route to directly access the project site. Considering that the level of congestion on College Avenue would remain similar to current conditions after the implementation of the mitigation measures, it is reasonable to expect that the proposed project would generate minimal traffic on these residential streets. However, if one or more of the mitigation measures along College Avenue are not implemented, it is likely that additional traffic may divert to Colby Street. See Master Response M-5 for more detail.

Furthermore, the revised project, as described in Chapter 2 of this FEIR, would reconfigure the 63rd Street/Safeway Driveway/College Avenue intersection to limit access between 63rd Street and College Avenue to right-turns only and eliminate direct automobile access between 63rd Street and Safeway. This modification would reduce the potential for cut-through traffic on 63rd Street and other residential streets west of College Avenue.

Also, see Master Response M-5 for more detail.

Response to Comment C-17-5

As stated in the comment, there are currently about 200 more vehicles on eastbound Alcatraz Avenue just east of Telegraph Avenue than just west of College Avenue during the weekday PM peak hour. In other words, those 200 vehicles drive off of eastbound Alcatraz Avenue somewhere between Telegraph and College Avenues. Dana, Colby, and Regent Streets, and Hillegass and Benvenue Streets intersect Alcatraz Avenue between Telegraph and College Avenue. Considering the residential neighborhoods north and south of Alcatraz Avenue, it is reasonable to assume that most of the 200 vehicles mentioned above would be locally generated traffic that use the five streets mentioned above. The City of Oakland's 2007 *Colby Street Neighborhood Traffic Patterns* study acknowledges that some non-local traffic currently cuts through Colby Street. However, based on the current traffic volumes presented on Figure 4.3-8 of the DEIR, It is unlikely that a majority of these 200 vehicles would use Colby Street as a cut through route because:

- As stated in the comment, there are currently about 200 vehicles on southbound Colby Street at the intersection with Claremont Avenue. About one-third of these vehicles turn right on westbound Claremont Avenue. It is very unlikely that vehicles on eastbound Alcatraz Avenue turn right on Colby Street to then turn right again on Claremont Avenue to return to the same general direction that they came from.

- About two-thirds of the traffic volume on southbound Colby Street at the intersection with Claremont Avenue proceeds through to Forest Street in a southeasterly direction. Therefore, some of the vehicles currently turning right from eastbound Alcatraz Avenue to Colby Street may continue on to Forest Street. The Colby Street-Forest Street route provides a shorter route than Alcatraz Avenue-College Avenue. Considering that the existing traffic signal at the Claremont Avenue/Colby Street/Forest Street intersection provides protected access across Claremont Avenue between Colby and Forest Streets, these vehicles most likely use the Colby Street-Forest Street route regardless of the congestion on College Avenue. Thus, the proposed project is not expected to contribute or change this cut-through route.

Also, see Master Response M-5 for more detail.

Response to Comment C-17-6

As described in Master Response M-4, based on the significance criteria established by City of Oakland, a project would have a significant impact on motor vehicle, bicycle, or pedestrian safety if it substantially increases hazards to motor vehicles, bicycles, or pedestrians due to a design feature or incompatible uses (bullet 10 on page 4.3-55). The proposed project does not include any design features on Colby Street, Hillegass Avenue or at the Forest Street/Claremont Avenue/Colby Street intersection and the uses proposed by the project are consistent with current uses in the area. Therefore, the proposed project would not cause a significant impact on safety at this intersection and the DEIR's treatment of this issue is consistent with CEQA.

As stated in the comment, Colby Street currently is signed as a bicycle route. In addition, City of Oakland expects to install sharrows on Colby Street and designate the route as a bicycle boulevard in the near future. The proposed improvements would let both motorists and bicyclists know that Colby Street is a bicycle priority route. The proposed project would not prevent the installation of the planned bicycle improvements on Colby Street. Therefore, the proposed project would not cause a significant impact on bicyclists on Colby Streets.

In addition, Improvement Measure TRANS-3 provides for monitoring of traffic volumes on Colby Street after the completion of the project and implementation of appropriate traffic calming measures if excessive traffic volumes or speeds are observed.

Response to Comment C-17-7

See preceding Response to Comment C-17-6 and Master Response M-4.

Comment states that motorists currently do not obey stop signs and other driving regulations on Colby Street and other surrounding streets. As described in Response to Comment C-17-6, the proposed project would not alter or include design features on Colby Street or other streets not adjacent to the project site. The proposed may increase the number of pedestrians or motorists (as described in Master Response M-5) on Colby Street or other residential streets. However, as described in Master Response M-4, while the potential for pedestrian, bicycle, and/or motor vehicle collisions may continue to exist under project conditions, the rate at which those collisions occur (i.e., collisions per number of vehicles or pedestrians) would not be expected to increase as a result of the project. Therefore, the project would have a less-than-significant impact on pedestrian, bicycle, and motorist safety.

Response to Comment C-17-8

As stated on page 4.3-96 of the DEIR, the proposed project will have a significant impact at the Forest Street/Claremont Avenue/Colby Street intersection. Mitigation Measure TRANS-15 includes upgrading the traffic signal at the intersection, which would include measures that would improve circulation and safety for pedestrians and bicycles compared to existing conditions at this intersection.

Response to Comment C-17-9

The comment summarizes the more detailed comments previously identified, and responded to in the above responses.

Comment Letter C-18

Vollmann, Peterson

From: Sonny Antonio [S.Antonio@sunshinedesignllc.net]
Sent: Monday, July 11, 2011 8:12 AM
To: Vollmann, Peterson
Subject: Support of New Safeway Store.

1 | Sunshine Design and myself have total support of the New Safeway store and what is being planned.

Sonny Antonio I CEO/Founder
2475 Ten Gate Road
Fairfield, CA 94534

Direct 707.429.5858 x21

Fax 707.429.5454.

Cell 925.250.9389
s.antonio@sunshinedesignllc.net

Response to Comment C-18-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-19

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since2009. I am very familiar with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1 I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Krste Asanovic

Response to Comment C-19-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-20

Vollmann, Peterson

From: Paul Ash [pash@sffb.org]
Sent: Tuesday, August 02, 2011 10:58 PM
To: Vollmann, Peterson
Subject: Claremont Safeway

Mr. Vollman,

I live in upper Rockridge and shop on College Avenue including the Claremont Safeway. I find that the current size of the Safeway serves my needs well.

1 The project as proposed seems out of scale with the neighborhood and it's c-31 zoning. The proposed expansion threatens to negatively change the nature of the neighborhood.

The Safeway site nearby on Broadway is an appropriate site for a "super-store" or "mega-store". This location should continue to be a modest sized store consistent with the district.

Ethan Ash
95 Sheridan Road

Response to Comment C-20-1

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The project would be within the maximum floor-area ratio (F.A.R.) allowed by the General Plan and is conditionally permitted by the zoning ordinance, as discussed in more detail in Master Response M-9. For additional discussion on the project's consistency with zoning, please see Master Response M-9. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. As explained in more detail in Master Response M-9, the proposed Safeway store would not be a "megastore."

Comment Letter C-21

Vollmann, Peterson

From: Jon Bain-Chekal [jonbain@berkeley.edu]
Sent: Saturday, July 09, 2011 7:09 PM
To: Vollmann, Peterson
Subject: Safeway on College

1 I strongly support the proposed new construction at this site. The architects have done a great job of tieing this space in with market hall making college from rockridge bart to the berkeley border a great mixed use space. This will offer great shopping opportunities in the nieghborhood rather than having to go to emeryville or el cerrito. I am even happier with my pharmacy of 20 years now being a partner so I will be able to shop while I wait for a prescription.

Thank you for your thoughtful consideration of the proposal that is sure to be a jewel for all in northeast oakland and southeast berkeley.

Jon Bain-Chekal
Elmwood (Berkeley) resident
3034 Hillegass

Sent from my Samsung Mobile

Response to Comment C-21-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-22

Vollmann, Peterson

From: Jonathan Bair [j@jonathanbair.com]
Sent: Tuesday, August 16, 2011 3:00 PM
To: Vollmann, Peterson
Cc: wobo
Subject: Comment on Safeway DEIR, ER09-0006

Dear Mr. Vollman,

I would like to submit the following information as comments on the Draft Environmental Impact report for 6310 College Avenue, the Safeway project #ER09-0006. All comments are in reference to section 4.3, transportation, parking and circulation, with a focus on pedestrian impacts.

I will divide my comments by the 3 intersections of the project: Claremont and College Avenues, Claremont Avenue by the Safeway driveway, and College Ave at 63rd St.

1 Claremont & College.

I am very concerned about the adequacy of signal timing to allow pedestrians to cross this very large intersection. Are the signals in compliance with best practices to allow seniors and disabled people adequate time to cross the street when they have the light? I understand that federal guidelines for seconds per linear foot of crossing time has increased, meaning that signals should be retimed to increase pedestrian crossing time. Is that planned for this project?

2 Pedestrian safety is a big problem especially because of the high volume of right turns from College onto Claremont during the same period when pedestrians are crossing Claremont to continue along College. Would higher-visibility striping schemes, and a restriping of the intersection to reduce the linear crossing distance, reduce pedestrian danger and accomodate increased numbers of pedestrians? Would a "scramble system," where
3 pedestrian and car traffic is completely separated during signals, be a more elegant solution to reducing pedestrian danger and crossing time while reducing vehicle waiting time by not having pedestrians slow down
4 right turns? Should right turns be banned during red lights in order to protect pedestrians and provide more predictable vehicle traffic?
5 Are the number of bulbouts planned by the preferred alternative adequate to reduce pedestrian crossing time and improve pedestrian safety, and mitigate the impacts of additional pedestrians caused by project success? Should bulbouts be installed on every corner of the Claremont and College intersection, including on the smaller streets?

6 Additionally, the two-story building planned for the corner of Claremont is a pedestrian improvement because it will visually reduce the intersection's size and therefore encourage more pedestrian activity. This is a huge improvement over the gas station at the corner which is not a substantial building and therefore currently magnifies the visual size of the intersection and discourages pedestrian crossing and probably increases vehicle speeds. Taller buildings at large intersections is a well-established urban planning principle reflected in Oakland's recently Zoning Update. Please consider this design feature an additional mitigation for pedestrian safety at this intersection.

Claremont by Safeway driveway

7 A new, high-visibility crosswalk should be added here with signalize protection. How will pedestrians cross safely without it? Currently this is a dangerous, though legal, crossing and it could be improved. There is an office building across the street from Safeway at this location so the potential demand for a pedestrian crossing is high.

Claremont at 63rd.

8 The reduction in driveways is a big improvement for pedestrians, as is the changes to the bus stop and the widened sidewalks proposed by Safeway. These changes will not only mitigate impacts of increased pedestrian activity but will also encourage transit-oriented shopping, reducing overall vehicle use in the area and therefore

Comment Letter C-22, cont'd.

8 also mitigating traffic impacts.

9 Again I would like to see a scramble system studied. Would an all-way stop promote the smooth flow of traffic and improve pedestrian safety? Certainly a high-visibility crosswalk rather than a standard one would be a better mitigation for pedestrians.

10 I am very concerned about the proposed driveway traffic signal. How would this signal be actuated? Is it legal to prevent pedestrians from continuing along the sidewalk when there is not a legal intersection? The signal on Broadway as part of the Kaiser Hospital project is very inconvenient, sharply reduces pedestrian access along Broadway, and is of dubious legality. Certainly pedestrians should never have to wait along the sidewalk if there is not a car in the driveway - that would be an unacceptable pedestrian impact. Traffic is being estimated at a rate of sharp increase over time, is the same standard held for pedestrians? If not, why not? Doesn't this violate the City of Oakland's transit-first policy? If the driveway is signalized so pedestrians have to stop, doesn't this create an additional intersection that needs to be timed for pedestrians and account for disabled and senior pedestrians? You can't just give cars superior access to the sidealk and not mitigate that impact for pedestrians, and the only fair mitigation would be to give pedestrians much more time than the cars.

11 Currently traffic is delayed considerably at this area. Why does Safeway need to make improvements for cars if the current car environment is poor?

12 As a Rockridge native I know that current Safeway has much more parking than necessary. There are always spaces available even at peak shopping times, as Safeway's studies have shown. Additionally, many people park at Safeway and then patronize nearby businesses but not Safeway. It is not Safeway's responsibility to provide parking for offsite businesses. Please consider that parking is already more than adequate, even though it is being used by more than Safeway customers, when looking at parking impacts. How is it fair, legal, or in keeping with transit-first policies, to ask Safeway to provide parking based on area demand when Safeway is only responsible for parking impacts caused by its own project? Also providing more parking than necessary has environmental impacts including increasing traffic and greenhouse gas emissions.

13 In addition to the above comments I'd like to ask if the project has been discussed at the City of Oakland Bicycle and Pedestrian Advisory Committee, and if not, why not?

Thank you,

Jonathan Bair
510 847 0632

Response to Comment C-22-1

The timing for pedestrian crossings at the Claremont Avenue/College Avenue intersection will be determined as part of the final design for improvements at this intersection, based on applicable standards and best practices in place at the time.

The *California Manual on Uniform Traffic Control Devices* (CA MUTCD) recommends that pedestrian crossings at traffic signals be timed at 3.5 feet per second. Note that this is guidance, and not a mandatory standard.

Response to Comment C-22-2

The DEIR did not consider the type of striping for the pedestrian crossings at the College Avenue/Claremont Avenue intersection because it is considered a detailed design issue that will be considered as part of the final design for improvements at the intersection. The City will consider this input prior to finalizing the intersection design.

Response to Comment C-22-3

A scramble signal phase, where all vehicular approaches are stopped and pedestrians can cross the intersection in any direction, was studied at the College Avenue/Claremont Avenue intersection. The analysis determined that a scramble phase is not feasible because the large size of the intersection requires a long time for pedestrians to cross and would result in unacceptable delays for vehicles and pedestrians.

Response to Comment C-22-4

Currently, vehicles on northbound and southbound College Avenue at the intersection with Claremont Avenue are prohibited from turning right during the red signal phase. The DEIR analysis assumes that this strategy will continue in the future after Mitigation Measure TRANS-4 at this intersection is implemented.

Response to Comment C-22-5

The proposed project includes bulbouts at the north corner (between College and Claremont Avenues) of the College Avenue/Claremont Avenue intersection. As part of the Caldecott Tunnel Settlement Agreement, City of Oakland is planning to install bulbouts at the northwest (between College Avenue and 62nd Street), southwest (between 62nd Street and Claremont Avenue), and east (between Claremont Avenue and Florio Street) corners of the intersection in order to reduce the pedestrian crossing distances and increase pedestrian visibility. As stated on page 4.3-31 of the DEIR, this improvement is currently not funded.

Response to Comment C-22-6

The comment considers the project building planned for the north corner of College Avenue/Claremont Avenue intersection an improvement to the pedestrian environment and is noted.

Response to Comment C-22-7

The proposed project will signalize the driveway on Claremont Avenue opposite Mystic Street and Auburn Avenue. As shown on Figure 3-9 in the DEIR, a crosswalk is proposed on the south approach of the intersection across Claremont Avenue. The type of crosswalk has not been determined as it is considered a detailed design issue that will be considered as part of the final design for improvements at the intersection. The City will consider this input prior to finalizing the intersection design.

Response to Comment C-22-8

The comment considers the reduction in number of driveways, widened sidewalks, and relocated bus stop as improvements to the pedestrian improvement and is noted.

Response to Comment C-22-9

The comment refers to the 63rd Street/Claremont Avenue intersection. However, no such intersection exists. This response assumes that the comment refers to the 63rd Street/College Avenue intersection.

The revised project, as described in Chapter 2 of the FEIR, would reconfigure the intersection and eliminate the need for signalization that was included in Mitigation Measure TRANS-13. Thus, a scramble signal phase would not be applicable at this intersection. Based on a preliminary analysis, all-way stop controls would not be effective at the intersection primarily due to the high volume of

pedestrians. Since pedestrians would have the right-of-way at all times, it would cause delays for automobiles and buses.

As shown on the revised project site plan on Figure 2-3, the project currently proposes high-visibility crosswalks, as suggested in the comment, on both north and side crossings of College Avenue at 63rd Street. The type of crosswalk and other detailed design features will be considered as part of the final improvements designs at the intersection. The City will consider this input prior to finalizing the intersection design.

Response to Comment C-22-10

The revised project, as described in Chapter 2 of the FEIR, would reconfigure the intersection and eliminate Impacts TRANS-13, TRANS-17A, and TRANS-17B, and the need for Mitigation Measures TRANS-13, TRANS-17A, and TRANS-17B. Mitigation Measures TRANS-13 consisted of signalizing the 63rd Street/College Avenue intersection and Mitigation Measure TRANS-17B included pedestrian improvements if the intersection was signalized. Neither mitigation measure is necessary under the revised project. Thus, comment is not applicable to the revised project.

Response to Comment C-22-11

The proposed project would cause impacts on the transportation and circulation system in the vicinity of the project site based on the significance criteria established by Cities of Oakland and Berkeley and described on pages 4.3-54 through 4.3-46. The DEIR identifies the significant impacts and proposes mitigation measures to mitigate the impacts caused by the project, as required by CEQA.

Response to Comment C-22-12

The commenter considers the parking supply provided as part of the project to be more than needed. The comment is noted. See Master Response M-3 for a more detail analysis of parking demand at the project site.

Response to Comment C-22-13

The project proposal and Initial Study were submitted to the Transportation Services Division (TSD) in 2009; subsequent meetings included TSD for overview of traffic and capital improvements; the Public Works Administration regarding sidewalk improvements; and meetings with the Bicycle and Pedestrian Program. Please see Responses to Comments B-4-7 and C-156-3 for additional information regarding the public notification process for this project, as well as other Oakland projects.

Comment Letter C-23

Vollmann, Peterson

From: Jeff and Millie [jeffmillie@yahoo.com]
Sent: Sunday, July 10, 2011 9:07 PM
To: Vollmann, Peterson
Subject: Voicing support for the new Safeway on College and Claremont

Dear Mr. Vollman,

I am writing this letter as a resident of Oakland to voice my and my family's support for the proposal to construct a new Safeway and additional retail shop space along College Ave. at Claremont. We live above Tunnel Road not far from the proposed site and are semi-regular shoppers at this Safeway and regular customers at several of the nearby retail shops. We think the design for the new store will greatly enhance the entire neighborhood, and the additional parking will benefit not only Safeway, but the entire stretch of College Ave. (There have been literally dozens of times when we have tried to shop along College Ave. only to give up in frustration at the lack of parking along that stretch.)

1

We have no affiliation with the project, but wanted to voice our support as residents of the neighborhood.

Thank you for your time and attention.

Regards,
Jeffrey, Millie, Ai-li and Anya Baird
600 Alvarado Road, Oakland, CA 94705

Response to Comment C-23-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-24

Vollmann, Peterson

From: Carolyn Baker [chbaker0055@att.net]
Sent: Monday, August 15, 2011 1:07 PM
To: Vollmann, Peterson
Cc: VienV.Truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com
Subject: Comments, DIER, ER09-0006

Dear Mr. Vollman and Planning Committee Members,

I'm a Rockridge home owner at 5833 Colby St, writing to you for the first time about the DEIR for the proposed Safeway on College project (ER09-0006).

Thank you for the opportunity to comment. I'm sure you've listened to a lot about this already.

I was curious what Safeway's "lifestyle" improvements would be. I googled "Safeway and lifestyle" and learned:

Like other supermarket chains, Safeway's growth has been stalled and its profits have plunged, due partly to increased competition from Wal-Mart's Superstores, which have taken a huge chunk of the grocery business away from supermarkets….The embattled chain says it is trying to shift to a "brand-focused identity," changing its tagline from "Giving Our Best" to "Ingredients for Life." (http://www.consumeraffairs.com/news04/2005/safeway.html)

1

Nothing wrong with the idea, but the proposal - to more than double the size of the store to 62,000 sq ft, increase parking by 65 spaces, install a new traffic light at Claremont Ave and Mystic, widen College Ave for a turning lane, create multiple pedestrian "bulblets," – has me greatly concerned.

These radical changes in building scale and traffic volume may help Safeway get more people into its store, but what about those of us who are NOT GOING TO SAFEWAY? Will the changes be beneficial or at least neutral to the rest of us?

Frankly, I think not.

2 Traffic on College is already bumper-to-bumper, in deference to the pedestrians who are the life of the neighborhood, and because through traffic has nowhere else to go.

Comment Letter C-24, cont'd.

Traffic on Claremont is fast and hazardous, as commuters and service vehicles speed in both directions to freeways, workplaces, and homes in the hills.

A few years ago, I used to quickly pick up a few items at Safeway and drive to a regular appointment in Albany in mid-afternoon, but noticed I was always running late. Stress led me to speed and use my cell phone to say I'd be late. I realized I couldn't continue to do that, so now when I need to drive and be on time, I avoid College altogether, as I can't estimate how long it will take to get through the constant gridlock.

Recently (when I didn't have to be somewhere on time), I shopped at Safeway by car. I approached the parking exit on Claremont gingerly, because it takes much more caution than in the past to slip into the fast traffic stream or wait for someone to let you in. Even so, as I waited and then pulled out from a stopped position, a speeding car came up behind me, nearly colliding with me, and it seemed, as it tailgated me, expressing irritation at having to slow down and miss the light.

2

Experiences like these convinced me it is faster and safer to walk to College than drive, so now I walk everywhere. I even make guests walk, telling them it's much easier and more fun that way. I buy food, toys, jewelry, clothes, all my Christmas gifts, get library books, go out to eat by foot. To pick up a big item like furniture by car, I go early Saturday morning or pay to have the item delivered. For big grocery trips, I drive 2.6 miles (10 minutes) in the opposite direction to Berkeley Bowl West at 920 Heinz Ave.

I might add I used to take the AC Transit 51 bus on College Ave to the UC campus, but now I take the 1R bus on Telegraph and save 5 minutes each way.

I have made these changes as a direct result of slow traffic on College and fast, hazardous traffic on Claremont.

3

Turning lanes and new lights will not change the existing conditions on College and Claremont but worsen them. While Safeway patrons are being ushered in by special lanes, the rest of humanity will be backed up waiting to get through narrow choke points, with idling engines and irritated tempers.

4

Drivers will seek alternatives routes around the gridlock, but there are none (I've sought them for years); the residential streets are not designed for through traffic. My street, Colby, is already heavily used as a partial alternate to College and is noisy and dirty as a result. I must constantly sweep my porch, and plantings at the curb wither.

5

My home is close to the five-corner crossing of Claremont, Colby, and Forest, long a dangerous spot because, going west, it's the last traffic light before the route 24 freeway entrance. By the time westbound cars get my corner, drivers have experienced delays at the Claremont Hotel turning lane, the tricky intersection of Claremont and Ashby, and the long light at Claremont and College. They have ignored pedestrian crossings along the way –

I see that every day. Finally reaching my corner, some drivers feel entitled to run the light. There are frequent collisions, and there have been at least two fatalities.

5

With additional narrowing, stopping and starting complexities on upper Claremont, my corner will bear the brunt of more speeding and more running the light, with drivers more concerned than ever for their lateness and less concerned for pedestrians. As you may know, there are many pedestrians at my corner: residents walking to shops, exercise walkers, runners, nannies with strollers, many bicyclists, middle school students, people going to the laundry and sandwich shop, parents taking kids to Frog Park, and commuters who park on Colby and walk to BART.)

It seems to me anything that would worsen safety conditions at the corner of Claremont and Colby should be rejected out of hand.

I find it grossly inappropriate to expect the general public to just shrink out of the way so one store can draw in more patrons. If the proposed project were a community center, park, or fire station that served everyone, or if it were a grocery that brought fresh food to a neighborhood that lacked it, a small increase in traffic might be worth it, but to take a pick axe to College Ave, make Claremont more dangerous, strand strolling shoppers on "bulblets" for the sake of one chain's profits, is outrageously unfair.

An attractive remodel, better quality meat and produce are all the College Ave Safeway needs to attract new customers the parking spots it acquired from Union 76.

6

Safeway could then focus on building a larger, Walmart-competive store a mile away at its site at Broadway and Pleasant Valley Road. Here, traffic moves smoothly through wider streets, a turning lane is already in place, there are fewer pedestrians, small businesses, and historic values to protect, and the immediate surroundings are ready for redevelopment. I understand new condos are to be built nearby.

At the Broadway site I would hope green building practices would be adhered to, and Safeway could boast of a high LEED rating and exemplary design, while at the same time offer its lifestyle brand to a greater number of shoppers.

Mr. Vollman and Planning Commission members, as you consider the proposed project and DEIR, please err on the side of caution, and for public safety and the public good, insist that Safeway limit its ambitions for the College Ave store to what the small-scale, already-crowded Rockridge streets can realistically accommodate.

With thanks considering my views,

Sincerely,

Carolyn Baker

Response to Comment C-24-1

The grocery use on the project site would increase from approximately 25,000 square feet to 51,500 square feet under the proposed project, not 62,000 square feet as cited by the comment. Other retail and restaurant uses would comprise the remaining 10,500 square feet. The DEIR evaluates the changes likely to result from project implementation, including the potential adverse impacts on traffic. With implementation of all identified mitigation measures, the potential changes could be construed as "neutral" but, as noted in the DEIR, implementation of ten mitigation measures would require approval by the City of Berkeley, which the City of Oakland cannot guarantee. For that reason, those impacts (plus Impact TRANS-13) were identified as significant and unavoidable, though it is possible that they could be mitigated to a less-than-significant level. The City's decision makers will need to determine if the public benefits of the proposed project would outweigh the potentially adverse environmental consequences of its implementation.

Response to Comment C-24-2

The comment provides personal experiences of traffic and congestion on College and Claremont Avenues. The comment does not address the adequacy of the DEIR and is therefore noted. The City will consider this input on the proposed project's merits prior to taking action on the proposed project. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, if implemented, mitigation measures recommended in the DEIR would reduce overall delay and eliminate the additional delay caused by the proposed project at intersections along College and Claremont Avenues as compared to conditions without the proposed project.

Response to Comment C-24-3

The DEIR proposes mitigation measures to mitigate the significant impacts caused by the proposed project. If implemented, these mitigation measures would benefit all motorists in the project area. The City's decision makers will need to determine if the public benefits of the proposed project would outweigh the potentially adverse environmental consequences of its implementation.

Response to Comment C-24-4

As described in the Neighborhood Traffic Intrusion subsection on page 4.3-117 and Master Response M-5, the EIR acknowledges that traffic generated by the proposed project may use residential streets in the vicinity of the project as a cut-through route to divert from potential congestion. However, as described in Master Response M-5, traffic intrusion on residential streets is not considered a CEQA issue; therefore, no mitigation measures are necessary. Despite there being no legal requirements to formulate or impose improvements, The DEIR includes Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site, in consultation with local residents and in accordance with all legal requirements.

Response to Comment C-24-5

As described in Master Response M-4, based on the significance criteria established by City of Oakland, a project would have a significant impact on motor vehicle, bicycle, or pedestrian safety if it substantially increases hazards to pedestrians due to a design feature or incompatible uses (bullet 10 on page 4.3-55). The proposed project does not include any design features at the Forrest Street/Claremont Avenue/Colby Street intersection and the uses proposed by the project are consistent with current uses in the area. Therefore, the proposed project would not cause a significant impact on safety at this intersection and the DEIR's treatment of this issue is consistent with CEQA.

In addition, as stated on page 4.3-96 of the DEIR, the project would cause a significant impact at the Forrest Street/Claremont Avenue/Colby Street intersection. The mitigation proposed in the DEIR includes improvements, such as accessible pedestrian signals, which would benefit pedestrians at the intersection.

Response to Comment C-24-6

See Master Response M-4 for a discussion of potential project impacts on pedestrian, bicyclists, and automobile safety and project features that would improve pedestrian safety compared to current conditions.

Regarding the needs of Safeway in proposing the project, please see Responses to Comments B-4-12, C-10-7, and C-158-1. Also note that, as mentioned on page 3-10 of the DEIR, the applicant will be constructing the project to achieve LEED certification as a green building.

Comment Letter C-25

Vollmann, Peterson

From: Tom Balawejder [thomasbalawejder@gmail.com]
Sent: Friday, August 12, 2011 1:22 PM
To: Vollmann, Peterson
Subject: Rockridge Safeway ERI comment

1 I would like to register my opposition to the proposed Rockridge Safeway plan. In my view, this plan is out of scale with the existing vibrant neighborhood. Please consider the negative impact this proposed plan would have to existing shopping and traffic flow.

Tom Balawejder
5375 Miles Ave.
Oakland, CA. 94618

Response to Comment C-25-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in detail in Master Response M-6, the project is not expected to adversely affect existing businesses in the neighborhood.

Comment Letter C-26

Vollmann, Peterson

From: Michael Barrett [michael@madzoga.com]
Sent: Sunday, August 14, 2011 10:48 PM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

Dear Mr. Vollman

1 Please find attached comments from my wife and I on the proposed "Safeway on College" project, ER09-0006. As we are residents of Berkeley and this Safeway store is our direct neighbor, we have unique insight into the operation of the current store and of likely impacts of the proposed project.

I believe that these comments strongly suggest a number of areas where the current Draft EIR falls short in describing the details of the impact of the project, and in a few cases represent significant errors and omissions. I hope that they are of use in making the DEIR more accurate.

Sincerely,
Michael & Kelly Barrett

Comment Letter C-26, cont'd.

Michael & Kelly Barrett
PO Box 5103, Berkeley, CA 94705

Pete Vollman, Planner III
City of Oakland, Community and Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

August 14th, 2011

Case Number: ER09-0006 / Safeway on College

Dear Mr. Vollman

I'm writing to offer you feedback on a number of critical areas where significant errors or omissions appear to have been made in the Draft Environmental Impact Report (DEIR) for the proposed new Safeway on College project. We live immediately behind the project site and so we are extremely familiar with the day-to-day operations of the current Safeway store.

Noise

Problem one:
In section 4.6, the DEIR describes how sound measurements were taken at the project site in February 2008. It further describes the various sources of noise at the North end of the Safeway parking lot, including a glass recycling center. While there are certainly sources of noise from the current Safeway at this section of their parking lot, the glass recycling center was by far the largest source of noise. Breaking glass is extremely loud – estimates range from 95db to 135db.

2

The operation of the recycling continuously bothered the residents and Safeway removed the recycling center in early July 2008. In an e-mail from Elisabeth Jewel, a Safeway representative, to various neighbors she stated on July 15th, 2008 "The recycling is gone FOREVER.".

The DEIR however seems to be laboring under the delusion that the recycling center is still in place and operational, and indeed shows a photograph of it. While it certainly was in place when the original sound study was done in February of 2008, it has not existed on the current Safeway for three years. As such, the noise baseline data is effectively useless, given how loud breaking glass is relative to other sources of noise. It was by far the predominant source of noise while it was in operation.

Comment Letter C-26, cont'd.

The only way to address this problem is to resample the ambient noise in the area, presumably using the same measurement approach as was utilized in February 2008, and re-perform the entire sound analysis.

Problem two:
The current project proposal contemplates an entrance / exit ramp to Claremont/Mystic immediately to the South of the contiguous neighbors.

2

While the sound study asserts that there will be no significant ambient noise increase. However, the study rightly points out that the physics of sound diminution over distance is different based on whether the sound source is a point (such as a single vehicle) vs. a line (such as a stopped line of idling vehicles). It's apparent that the study assumes that the sources of noise on this ramp will be single vehicles moving fairly quickly up or down the ramp. However, it's entirely possible that multiple vehicles will be forced to queue on this ramp (either due to traffic congestion on Claremont due to the additional traffic signals, or due to congestion in the parking garage because of inadequate provision of parking spaces). In which case, the perceived noise level could well be significantly higher. *The sound study needs to consider this problem, and study the possible increase in sound levels due to queuing on the ramp.*

Air quality

Problem one:
As mentioned above, under *Sound / Problem two*, it's quite possible that a line of vehicles will be forced to queue on the entrance/exit ramp on the North side of the project. It's not evident that the study considered this possibility, and given that the ramp is 10 feet from the property line of several residences this could adversely affect the air quality in those residences. *This part of the air quality analysis needs to be redone and consider this factor.*

Problem two:
The DEIR quotes two different numbers (in different sections) for the expected number of daily truck operations at the revised store. It's my belief that there are at least two separate issues with this.

3

First, given that I see every delivery truck visiting the store, because they back down the parking lot by my rear yard fence, I believe that both numbers quoted in the DEIR are in fact lower than the averages at the current store, and certainly lower than the peak truck operations at the weekend. I've seen as many as 8 truck deliveries per day on busy weekends at the current store, as a personal observation of peak delivery traffic.

The Planning Department should undertake a study, perhaps using time lapse photography over a period of a week or two, to determine what the actual truck traffic is at the current store.

Second, the DEIR seems to be undercounting the impact of the additional store space (as well as the new stores on College) in terms of its estimates of delivery traffic. *This part of the analysis needs to be reconsidered and made more rigorous & defensible.*

Comment Letter C-26, cont'd.

Problem three:

In previous years, Safeway has had trouble in getting its truck drivers to conform to CARB requirements about idling time for diesel trucks. In general, trucks only exceeded the mandated 5 minute idle time on very hot days, but in those cases idling time of 40 to 45 minutes was not unusual. It's worth noting that Safeway appears to have made some progress in controlling this problem - albeit we seem to have had somewhat cooler summers for the last couple of years.

3

The new loading dock on the proposed project is further away from the property lot line than is the current dock. However, it would appear to still be just within the 100ft line that is the triggering consideration for CARB regulation. Unfortunately, the air quality analysis within the project DEIR doesn't include any assessment of how much the air pollution problem might worsen for the immediate neighbors under these conditions. Given that particulates from diesel emissions are a notorious health hazard, especially to those people with asthma this is a significant oversight. *This part of the analysis needs to be reconsidered to take account of this possibility.*

Traffic

Problem one:

The project proposal calls for the signalization of Claremont/Mystic (and the new Safeway entrance/exit ramp). In the DEIR, it (I believe correctly) infers that increased traffic from the proposed project will degrade LOS at the Claremont/Alcatraz intersection to the point that signalization would be necessary at that intersection. This means that within a very short length of Claremont, there would be three traffic lights (Alcatraz, Mystic and College). It's a truism that the closer together that signalized intersections are, the higher the likelihood that queued traffic will backup through the intersections behind it.

4

However, the DEIR gloriously ignores this possibility. Given that traffic is already noted by the DEIR as the largest single category of project impact, this oversight is frankly baffling. *The traffic analysis as described in the DEIR needs to be redone to consider the impact of these additional signalized intersections on traffic moving up and down Claremont Avenue.*

Problem two:

As referenced above, the DEIR recognizes the likelihood of increased traffic on Alcatraz between College and Claremont, but it doesn't take into account the rules and protocol that Berkeley observes in managing traffic on its streets, nor does it call into account the difference between this section of Alcatraz (which is much narrower, and carries much less arterial traffic than all of the other sections of the road).

5

The latter is worth noting explicitly. Today, there is a certain amount of traffic that uses this section of Alcatraz as a cut-through from Claremont. The traffic that does this is highly variable based on the time of day (generally rush hour), and it tends to be relatively fast & dangerous. The remaining traffic is mostly due to people looking to park on this section of Alcatraz in order to visit businesses at the corner

Comment Letter C-26, cont'd.

of Alcatraz & College, such as the dance studio, etc. This traffic is generally very slow and relatively safe.

The DEIR takes a very statistically based view of how traffic volumes would change, but it doesn't attempt to assess how the traffic risk on this generally quiet residential street would be altered by the proposed project. It's reasonable to presume that the increased traffic due to the proposed project would behave more like current cut-through traffic, but the DEIR is mute on this.

5 Today, exiting from the driveway of our house can be either a boring or terrifying experience. If there isn't much in the way of parked vehicles, and it's a time of day when there isn't much cut-through traffic, it's quite easy to exit. On the other hand, if there is a great deal of cut-through traffic, and there's a lot of parked vehicles, it can be extremely difficult to exit safely. If, in the future, traffic starts to queue on Alcatraz waiting to exit onto Claremont – as seems likely due to the proposed signalization – it could be effectively impossible to exit safely from our houses onto the very street directly in front of us.

Increased traffic on residential streets is not simply a matter of statistics. This can affect the safety of individuals who live on these streets, and the DEIR seems to simply not even have considered the idea that additional traffic can cause additional accidents. This is literally a matter of life and death.

The DEIR needs to do a much more thorough job of analyzing the traffic on Alcatraz between College & Claremont, due to its unique likelihood of impact by the proposed project.

Problem three:

6 Due to the generally inadequate parking proposed in the project, and the removal of parking spaces from College avenue, one likely impact is that there will be more in the way of traffic circling the neighborhood looking for parking. There are only some streets that are likely to be highly impacted by this, and Alcatraz between College & Claremont is arguably the single most likely candidate.

The DEIR takes a statistically based approach, rather than attempting to model actual traffic behavior using simulations. Simulation technology has improved radically over the last few years, and it is surprising that the DEIR did not apparently avail itself of such approaches. *This aspect of the DEIR should be redone to model this behavior in detail.*

<u>Proposed mitigations / project alternatives:</u>

Problem one:

7 One of the things about the proposed project that is commendable in its intention is the so-called buffer zone between the neighboring properties to the North and the project. However, the current project design hasn't considered the problems that this buffer zone might generate, nor landscaping alternatives that would minimize these issues.

In general, urban land that is secluded and largely out of view, but still within easy access of urban centers tends to attract issues such as drug dealing, drinking, assaults, use by gangs, as well as

Comment Letter C-26, cont'd.

possible homeless encampments. The current project proposal seems to be hopelessly naïve about the possibility of this occurrence.

Additionally, the landscaping trees suggested for the project will do nothing to minimize this possibility, but will instead simply block light from the neighbors back yards. A number of us grow own vegetables; today, we're not shaded by Safeway, but sixty foot trees will ensure that we never seen sunlight in our yards again. **7**

Instead, the buffer zone could be landscaped using clumping bamboo (with an appropriate rhizome barrier installed). Varieties which grow to about twelve to fifteen feet high would not shade the neighbors back yards too much, but would represent a much better sound & air pollution barrier than trees. Additionally, bamboo tends to grow very closely together and form an impenetrable barrier to humans. As such, planting bamboo in this location would largely guarantee that the buffer zone wouldn't have these kinds of impacts.

It surprised us to see that the DEIR didn't consider the possible inadvertent impact of this particular design element, nor the possible mitigations. *We recommend that this aspect of the design should be analyzed, and the alternative landscaping solution suggested above be taken into account.*

Problem two:

Siting one of the major entrance/exit ramps for the proposed project right almost directly contiguous with the residences to the North seems incongruous and not in-keeping with any real good-faith intention to respect the impact of the project on those residences. One of our neighbors has stated ever since he saw the proposed project design that this was the single "non-negotiable" factor for him. Candidly, we agree with him. **8**

It therefore surprises us that alternatives that don't impose such a road, immediately behind several residences, haven't been considered in the DEIR. We recommend that this part of the DEIR is redone to consider what alternatives may be available to relocate this particular entrance/exit.

Problem three:

The DEIR considered various alternative proposals, including Option 3, which would significantly increase traffic on Alcatraz between College & Claremont. Some commentators at the recent Planning Commission meeting even went so far as to suggest that all entrances to the proposed project on College should be closed. Presumably, this would increase traffic considerably more than the estimated 42% that Option 3 would represent. **9**

We find it unconscionable that the DEIR measures all traffic impacts the same, regardless of circumstance. So, one hundred extra vehicles on College, between Claremont & Alcatraz – a fully commercial section of street are considered to have the same impact as one hundred extra vehicles on Alcatraz between College and Claremont – a small, generally quiet residential street. What?

10 Worse, as implied above, Berkeley has quite stringent rules about traffic, and so mitigations which are proposed in the DEIR in fact are not functionally available. For example, in Option 3, the DEIR

Comment Letter C-26, cont'd.

suggests that Berkeley should consider traffic calming measures such as speed bumps. However, the City of Berkeley has not implemented any speed bumps for over a decade, due to concerns expressed by Berkeley FD about damage to emergency vehicles by these road features. And, Berkeley traffic rules forbid either removal of street parking or widening of the street, merely due to increased traffic.

As a practical matter, the only mitigation that's available in Berkeley that could be described as traffic calming would be to close the last section of Alcatraz, at either College or more likely Claremont, to all but emergency vehicles. However, given that the DEIR in fact contemplates that the proposed project will push more traffic onto this section of Alcatraz, it's silent about what the impact of such a mitigation would then do to overall traffic from the proposed project.

10

The DEIR needs to be realistic about the options that are available for mitigating the proposed project's impact within Berkeley, and given the city's rules for traffic management. *This section of the DEIR should reassess these options.*

Problem four:

In the DEIR, there are a number of alternatives to the proposed projects that are covered. However, it's not clear that these options were given much thought. In particular, Safeway has always stated that if it can't get its way and get the current project approved, then it would simply perform a minor remodeling of the current store. In other words, Safeway is being pretty explicit that the only options that it would consider are alternatives within the universe expressed in Option 2.

However, it's not clear that either of the Options assessed in Option 2 would be sane alternatives. The DEIR should consider design alternatives, within the overall idea of minor remodels of the current building & site, which would modestly increase square footage for the current store and perhaps add one or two small retail shops/restaurants on the Safeway side of College.

11

The DEIR should consider actual alternatives to the proposed project that Safeway has historically indicated that it would be prepared to consider, rather than alternatives which would make little sense for it economically.

Berkeley

Problem one:

The DEIR suggests that traffic is likely to be the single biggest impact from this proposed project. And, the vast majority of these traffic impacts will occur within the City of Berkeley, not within Oakland. However, the DEIR is silent about what should be done if Berkeley doesn't agree to make the various mitigations suggested in the study.

12

Given that many of the opponents of the current proposed project – in which number we count ourselves – live within the City of Berkeley, it is entirely possible that the city may choose not to cooperate with this project.

Comment Letter C-26, cont'd.

12 *The DEIR simply doesn't describe what options might be available in this – quite likely – outcome. It needs to do so.*

Problem two:

13 The DEIR was published while Berkeley city council was on vacation, and we understand from the comments of at least one Berkeley councilor that it's impossible for any formal response to the DEIR to be ratified by Berkeley city council until at least October. Given that the proposed project will – by the DEIR's own admission – have a major impact on Berkeley, it's simply incomprehensible that the DEIR comment period will not permit them to formally provide any input to this proposed project.

The comment period on the DEIR needs to be adjusted to allow the City of Berkeley to provide its feedback on the project.

Sincerely,

Michael & Kelly Barrett

Response to Comment C-26-1

The comment provides an overview of the attached letter, stating generally that there are errors and omissions in the DEIR. The specific examples are addressed in the following responses.

Response to Comment C-26-2

Regarding the noise from former recycling operations, please see Response to Comment E-101.

Regarding the noise from the entrance ramp, as discussed on page 4.6-18 of the DEIR, traffic on the ramp would generate noise levels well below 60 dBA at 5 to 10 feet, which would be reduced to 45 dBA or less by the shielding effect of the retaining structure and sound wall. There is no reason to expect extensive queuing on the ramp because there are three parking aisles that could be entered immediately from the bottom of the ramp, and there are four circulation aisles in the garage, each wide enough to allow vehicles to drive around a car that might be stopped, waiting for a parked car to pull out of an occupied space. Any queuing that might occur would be infrequent and of short duration, and would undoubtedly be limited to peak daytime hours, not the more noise-sensitive evening and nighttime hours.

Appendix K of the DEIR summarizes queues at various study intersections. As shown in the appendix, the peak hour 95th percentile queue at the outbound project driveway on Claremont Avenue opposite Mystic Street would be four to five automobiles. Similar queues would also occur on both northbound and southbound approaches of Claremont Avenue at the intersection. All queues would last less than one minute as they would clear at the end of each green signal cycle.

It takes a doubling of a noise source to produce a 3-dBA increase in the sound level. Thus, if just a single car was assumed in the discussion on DEIR page 4.6-18, then two cars would produce less than 48 dBA (accounting for the attenuation from the wall), four cars would produce less than 51 dBA, and eight cars

would produce less than 54 dBA. This sound level would be well below daytime noise limits established in Oakland's General Plan and Noise Ordinance of 60 – 80 dBA (the range is dependent on the duration of the noise). With attenuation from distance, the maximum noise level at the nearest residence, more than 40 feet away, would be between 45 and 48 dBA. Therefore, noise from queuing vehicles would be less than significant. Nevertheless, as noted on DEIR page 4.6-18, decision makers could consider as a condition of approval under CEQA the added noise control measure of applying sound-absorptive material to the ramp walls to further reduce noise from vehicle movements on the ramp. Potential tire noise could be reduced by avoiding a polished (squeaky) concrete slab surface. (Improvement Measure 3)

Response to Comment C-26-3

The 100 foot restriction is applicable to vehicles where drivers would be sleeping or resting in a sleeper berth and applies to auxiliary power systems, a situation not applicable to the proposed project. The primary diesel engine restriction is applicable at all locations.

CEQA analyses may assume compliance with the law. Anyone witnessing a violation of the 5.0 minute idling limit can report the violation by:

- Calling the Air Resources Board at 1-800-363-7664.
- Submitting a complaint online at http://www.arb.ca.gov/enf/complaints/complaints.htm

See Master Response M-7 regarding air quality and the effects of truck loading and queuing. See responses to Comment Letter C-159 regarding the number of truck deliveries.

Response to Comment C-26-4

As stated in the comment, the proposed project includes signalization of the project driveway on Claremont Avenue opposite Mystic Street and Auburn Avenue, as part of the proposed project. Mitigation Measure TRANS-3 includes signalization of the Alcatraz Avenue/Claremont Avenue intersection because the project would cause a significant impact at this intersection based on the intersection meeting Caltrans peak hour signal warrant regardless of the proposed project as stated in the significance criteria used in the DEIR (page 4.3-54).

The analysis of mitigated conditions presented in the DEIR includes provision of three signals on Claremont Avenue at College Avenue, project driveway, and Alcatraz Avenue within less than 1,000 feet of each other. Table 4.3-19 shows travel times along Claremont Avenue. As shown in the "Existing Plus Project Mitigated" column, the proposed mitigation measure would increase travel times along Claremont Avenue by less than ten seconds.

Appendix K of the DEIR shows queues at the three intersections along Claremont Avenue under all scenarios with and without the project analyzed in the DEIR. The signals on Claremont Avenue at the project driveway and at Alcatraz Avenue would result in queues along Claremont Avenue. Thus, the DEIR has analyzed the issue raised in the comment.

The decision to implement this mitigation measure is made by the City of Berkeley. Since City of Oakland, as lead agency for this EIR, does not have jurisdiction over the Alcatraz Avenue/Claremont Avenue intersection, the DEIR identifies Impact TRANS-3 as significant and unavoidable. Therefore, the City of Berkeley can decide to not implement this mitigation measure. If City of Berkeley decides to not implement Mitigation Measure TRANS-3, then the Alcatraz Avenue/Claremont Avenue intersection would operate similar to the "Plus Project" conditions summarized in the DEIR.

Response to Comment C-26-5

The DEIR, in the Neighborhood Traffic Intrusion subsection on page 4.3-117, acknowledges that the segment of Alcatraz Avenue, between College and Claremont Avenues, is a primarily residential street that may be used as a potential cut-through route to divert from other congested routes.

As described in Master Response M-5, since neighborhood traffic intrusion would not exceed the capacity of the residential streets, it would not result in a significant impact based on significance criteria established by Cities of Berkeley and Oakland, and used in the DEIR. Although not identified as a significant impact under CEQA, the DEIR identifies traffic intrusion on residential streets as a non-CEQA quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site, including Alcatraz Avenue between College and Claremont Avenues, in consultation with local residents and in accordance with all legal requirements.

As described in Master Response M-4, based on the significance criteria established by City of Oakland, a project would have a significant impact on motor vehicle, bicycle, or pedestrian safety if it substantially increases hazards to pedestrians due to a design feature or incompatible uses (bullet 10 on page 4.3-55). The proposed project does not include any design features on this segment of Alcatraz Avenue and the uses proposed by the project are consistent with current uses in the area. Therefore, the proposed project would not cause a significant impact on safety at this intersection and the DEIR's treatment of this issue is consistent with CEQA.

Response to Comment C-26-6

The comment is consistent with the DEIR in acknowledging that the parking demand generated by the proposed project would exceed on-site parking supply and parking may spill into adjacent streets. See Master Response M-3 for a more detailed analysis of parking demand and supply.

Response to Comment C-26-7

In general, public safety is considered a social issue and not an environmental issue under CEQA. Nevertheless, public safety features are included as part of the project description. Please see Responses to Comments C-156-5 and E-128 regarding the proposed public safety features and the discretionary authority the City has to request additional measures as deemed necessary.

The DEIR states on page 4.1-12: "The project's landscaping plans call for extensive tree planting in the buffer strip along the northern boundary. These trees would, over time, filter, soften and even hide views of the project's buildings when seen from the adjacent residences. The trees proposed are: Japanese Hackberry (*celtis sinensis*), a fast growing, deciduous, shade tree, 40+ feet tall, and with seeds that attract birds and squirrels; Southern Magnolia (*magnolia grandifloria*), a broadleaf evergreen, with showy, fragrant spring flowers that can reach 60 feet in height; and Brisbane Box (*lophostemon confertus*), a leafy evergreen that grows to a height of 35+ feet."

At the time of the hearing for project approval the City could modify the landscape plans for the buffer zone. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-26-8

As referenced in the comment, the northern project driveway on Claremont Avenue is located at the north edge of the project site. The proposed driveway is located at the site of an existing driveway. Considering that the project proposes to signalize the driveway, the location opposite Mystic Street and Auburn Avenue provides the best location as it would provide the most convenient location for pedestrian crossings, reduce mid-block turning movements and the potential for mid-block queues.

The DEIR did not analyze an alternative without a driveway on Claremont Avenue opposite Mystic Street because it would not eliminate or reduce the magnitude of the identified significant impacts and would further contribute to the identified significant impacts along College Avenue.

Response to Comment C-26-9

Table 5-21 in the DEIR compares significant transportation impacts and other non-CEQA impacts under the proposed project with Alternative 3 (No driveway on College Avenue) and Alternative 4 (Inbound only access on College Avenue). As shown in the table, eliminating all project driveways on College Avenue would increase weekday PM peak hour traffic on the segment of Alcatraz Avenue between College and Claremont Avenues by about 42 percent.

The DEIR, consistent with other recent environmental documents completed in Oakland and Berkeley, determines if a project has a significant impact at an intersection based on the physical capacity of the intersection. However, this DEIR acknowledges that the segment of Alcatraz Avenue between College and Claremont Avenues is a primary residential street and that increased traffic may result in non-CEQA quality-of-life issues for the local residents (See Response to Comment C-26-5.) .

Response to Comment C-26-10

As stated in the comment, one of the traffic calming strategies that City of Berkeley may implement would be to close Alcatraz Avenue between College and Claremont Avenues to through traffic. The DEIR provides an analysis of this strategy on page 5-39 as part of the analysis for Alternative 3 (No driveway on College Avenue) and Alternative 4 (Inbound only access on College Avenue).

The DEIR provides mitigation measures for the significant impacts that the project would cause at study intersections located in Berkeley. These mitigation measures would reduce the impacts to less-than-significant levels. However, the DEIR identifies all the impacts in Berkeley as significant and unavoidable in case the mitigation measures are not implemented for any reason.

Response to Comment C-26-11

Regarding the alternatives evaluated in the DEIR, please see Responses to Comments C-10-8, C-10-9, C-10-10, C-10-11, and E-132. Regarding Safeway's objectives, which formed the basis of an important component of the alternatives evaluations, please see Responses to Comments B-4-12 and C-10-7.

Response to Comment C-26-12

As stated in the comment, City of Berkeley may not approve or implement any of the mitigation measures proposed in the DEIR in the City of Berkeley. The DEIR acknowledges that City of Oakland, as lead agency for this EIR, does not have jurisdiction at these locations and therefore, identifies the impacts as significant and unavoidable.

If none of the mitigation measures located in City of Berkeley is implemented, then the traffic conditions would be as described under Existing Plus Project, 2015 Plus Project, and 2035 Plus Project conditions presented in the DEIR.

Response to Comment C-26-13

Please see Responses to Comments E-3, E-39, and E-91.

Comment Letter C-27

August 10, 2011

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Peterson Vollman
Planner III, Planning and Zoning Division
Community & Economic Development Agency
250 Frank H. Ogawa Plaza
Oakland , CA 94612

Dear Mr. Vollman:

1 I am vastly opposed to the Safeway Corporation's plans to build a massive Safeway at Claremont and College with 3 times its current retail space.

My primary issue with this massive store is primarily the traffic problems it will bring to our neighborhood and neighbors. A huge new store, two and a half times the size of the current store, will vastly change the amount and pattern of vehicle traffic on our neighborhood streets.

2 The few blocks of College Avenue close to Safeway are already jammed with traffic all day and evening. Add to that the increase of delivery trucks and remote customers that will result from a giant Safeway and the traffic in our neighborhood will come to a standstill.

Berkeley has, for many years, blocked its intersections to keep traffic off its side streets, which means instead that all traffic gets pushed onto major roads and onto Oakland side streets. When you combine that with the increase in traffic in our Rockridge neighborhood because of this super store, we on the Oakland side of the line will be doubly punished. I live on the one block of Benvenue that is in Oakland, and it is already a raceway. I hate to think what it could become.

Traffic will be vastly increased from the Claremont exit of 24 to the Safeway with people dropping off there on the way home from work to buy groceries. Claremont Avenue, though wide, is a residential street and will become even more dangerous to residents and pedestrians.

3 Because of the increased customer cars and delivery trucks -- and the traffic gridlock as people try to negotiate the neighborhood's more crowded streets -- more exhaust will fill the air as they all idle in the stopped traffic. Our air will get noticeably worse, local shops and restaurants will be more polluted with [illegible] and our homes and gardens will be negatively impacted.

4 In addition to air pollution will come noise pollution resulting from in[illegible] traffic.

5 As noise and air pollution increase, the neighborhood will lose the pede[illegible] that the small, individually owned shops and restaurants here rely on.

Brooke Battles Design
6469 Benvenue Ave
Oakland, CA 94618
brookebattles.com
510-652-3532

Comment Letter C-27, cont'd.

6

Our whole neighborhood will change. We have all chosen this neighborhood and have nurtured it for many years. Changing it to be like 15 other neighborhoods in the Bay Area is to no one's advantage (except perhaps the Safeway Corporation). This project will potentially lower real estate values and diminish the personal involvement that we residents have always had in our neighborhood.

Of course, if Rockridge and its inhabitants needed this massive store, perhaps we would be willing to overlook some of the problems it brings.

But A LARGER STORE IS NOT NEEDED.

We currently have the existing Safeway, Trader Joe's and Whole Foods, with Berkeley Bowl only a mile away.

Safeway is already underway with a HUGE Rockridge redevelopment at the corner of College and Pleasant Valley Road. No neighborhood needs TWO giant Safeway stores. It is Safeway's greed, not the neighborhood need, that is driving this out-of-scale development.

7

Part of the reason people come here from outside our neighborhood is the number of individual, unique shops and restaurants, owned by community members and loved by the neighbors. The competition from inside Safeway (a meat market, a flower shop, a seafood department, a bakery, etc.) will put pressure on the individually shop owners who have served this neighborhood and been our friends for years, which will change the nature and destroy the charm of Rockridge.

RECOMMENDATION:

Safeway should remodel and improve the current store at its current size. It could be made an upscale store to fit the personality and needs of the community. This would save some of the chaos of construction, be a more "green" solution, and improve their position without changing the traffic patterns and pedestrian nature of Rockridge.

I ask the Planning and Zoning Department to move Safeway into this more conservative direction – a remodel rather than a massive rebuilding.

Thank you for hearing me and for acting to protect our very special neighborhood.

Sincerely,

Brooke Battles

Response to Comment C-27-1

The comment expresses opposition to the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment C-27-2

The comment is generally consistent with the DEIR in that the proposed project would generate additional traffic in the project vicinity. Consistent with the comment, the traffic operations analysis presented in the DEIR identifies deficient intersections and significant impacts caused by the proposed project at intersections along College and Claremont Avenues. The DEIR also includes potential mitigation measures to mitigate these project impacts. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at most study intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

The comment incorrectly states that Claremont Avenue is a residential street. Although segments of Claremont Avenue have residential frontage, City of Oakland General Plan identifies Claremont Avenue as an arterial and City of Berkeley General Plan identifies Claremont Avenue as a collector street.

See Master Response M-4 regarding project impacts on safety and Master Response M-5 regarding potential for traffic intrusion in residential streets.

The comment also states traffic volumes would increase due to additional regional traffic diverted from freeways, such as SR 24. As described in the Trip Distribution and Assignment subsection of the DEIR starting on page 4.3-45, the proposed project, similar to other supermarkets, would attract customers from local neighborhoods and very few customers would divert from the freeways.

Response to Comment C-27-3

See Master Response MR-7 regarding evaluation of vehicular emissions.

Response to Comment C-27-4

The City will consider this input on the proposed project's merits prior to taking action on the proposed project. Consistent with the comment, the noise analysis presented in the DEIR identifies additional project-generated noise. The DEIR concludes that the project would result in less-than-significant noise impacts.

Response to Comment C-27-5

Please see the preceding two responses (C-27-3 and C-27-4). The DEIR identified no significant and unavoidable noise or air quality impacts. Therefore, the store's less-than-significant noise and air quality effects would be expected to have a less-than-significant impact on pedestrian health and enjoyment in the site vicinity, and would not be expected to reduce pedestrian traffic in the site vicinity.

Response to Comment C-27-6

There is no evidence that the project would have a significant adverse economic impact on the neighborhood, as discussed in detail in Master Response M-6. In any event, economic effects are not treated as environmental impacts under CEQA unless they would lead to adverse physical changes in the

environment, such as blight. As discussed in Master Response M-6, the project is not expected to cause economic effects that could cause blight or lead to other adverse physical changes. There is no reason to expect a decline in residential property values effected by the proposed project. The comment predicting a decline in residential property values does not offer any evidence to support its conclusion. The proposed project is not introducing a new grocery use to the property site, nor is the expansion of the Safeway store introducing a new retail chain to the site vicinity.

Response to Comment C-27-7

As discussed in Master Response M-6, the project is expected to have a limited economic impact on neighboring businesses, and is not expected to lead to the closure of these businesses or others located further away. Also see the preceding Response to Comment C-27-6. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-28

Vollmann, Peterson

From: Benson Mary Ann [wwmabenson@gmail.com]
Sent: Friday, August 12, 2011 6:51 PM
To: Vollmann, Peterson
Subject: College Avenue Safeway

1 I am a Rockridge resident and I'm in favor of the Safeway plans. I think it will be a great improvement over the present store and I don't believe it will impact the neighborhood negatively.

Mary Ann Benson
5617 Ocean View Drive
Oakland, CA 94618

Response to Comment C-28-1

The comment in support of the project is noted; no response is necessary.

Comment Letter C-29

8/12/11

To whom it may concern,

I am writing to express concern about the Safeway renovations at College and Clarimont (ER090096). I am a small business owner and have a psychotherapy practice at 6239 College Ave and have strong concerns about this project.

1 The primary concern is the scale and scope of the project. Rockridge is a community which enjoys a neighborhood feel. One thing I and my clients love about the neighborhood is the the diversity of shops. Clients often comment about how they enjoy the neighborhood and they make use of the local businesses before and after sessions. What is bring proposed is a multi-level corporate grocery store that just does not fit with what is happening in the neighborhood and I worry that it would ruin the feeling of the community and be a major detractor for people wanting to visit Rockridge.

2 Second is the noise factor. Both in building and the increase in traffic could have the potential of impacting my business. As a psychotherapist, I can not imagine having to endure the noise of the construction along with increased traffic on College and Clairmont. This project will likely force me to have to move in order to retain my income.

3 Third, I don't sense that the community wants it. Safeway is already rebuilding their store on Pleasant Valley. There is no need for another. Please don't turn Oakland into a haven of strip malls. The Oakland community prides itself in diversity and the type of business which this project would attract is not consistent with what this city is about.

thank you for your consideration,

Christine Benvenuto, LMFT

Response to Comment C-29-1

Regarding the scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Master Response M-9, the project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. For discussion on the project's compatibility with the existing pedestrian-oriented retail development in the site vicinity, including its aesthetic compatibility, please see Responses to Comments A-5-3, A-5-4, A-5-11, E-53, E-73, E-142, and Master Response M-9.

Response to Comment C-29-2

As acknowledged in the discussion of Impact NOI-1 (DEIR pages 4.6-14 through 4.6-16), construction of the project would result in increased noise levels in close proximity to the project site. Equipment noise levels in close vicinity to the construction site would range from 80 dBA up to 88 dBA without noise abatement. This is a reality of any construction project. The City threshold of significance for long-term weekday construction activities is 65 dBA, and for short-term weekday construction noise is 80 dBA, as identified in Table 4.6-3 of the DEIR.

It is standard CEQA practice throughout the State to find construction noise to be a less-than-significant impact if the project is constructed in accordance with noise controls established in the relevant jurisdictions' General Plan and Noise Ordinance. In the case of the College Avenue Safeway project, construction would also need to comply with more rigorous controls established in Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5. The detailed requirements of these standard conditions are listed on pages 4.6-10 through 4.6-13 of the DEIR. Among other requirements, construction activities are limited to between 7:00 a.m. and 7:00 p.m. Monday through Friday, with especially noisy activities (those generating greater than 90 dBA) limited to between 8:00 a.m. and 4:00 p.m. Monday through Friday. The DEIR determined that, with compliance with Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5, the project's noise impacts during construction would not be significant.

Regarding operational traffic noise following completion of construction, the negligible increase in ambient noise from traffic generated by the project would not be perceptible. The project would increase traffic noise in the site vicinity by up to 10 percent. It has been empirically demonstrated, and is a commonly accepted fact by noise experts, that approximately a doubling of vehicle traffic is required before a perceptible increase in noise (3 dBA) occurs. As discussed on page 4.6-16 of the DEIR, traffic from the project would increase ambient noise by approximately 0.4 dBA, which is below the threshold of human hearing, and well below the 5-dBA threshold of significance for permanent project noise increases.

Response to Comment C-29-3

This Final EIR is not the appropriate forum for a debate on whether or not the community wants the proposed project. (Certainly the comment letters presented herein demonstrate that there are both supporters and opponents.) The Planning Commission will conduct one or more separate hearings to conduct design review of the project and consider the required Conditional Use Permit and variance applications. The City will provide notice of the hearing(s) by posting an enlarged notice on the premises of the subject property involved in the application, and by mailing notices to Oakland property owners within 300 feet of the project site and to any other citizens requesting such notice. All such notices must be provided a minimum of 17 days prior to the date set for the hearing. These hearings are the appropriate venue for citizens to present comments on the merits or demerits of the project or to express opposition or support for the project, which can also be made in writing. Nonetheless, the Planning Commissioners will read and consider the transcripts of all oral comments made during the public hearings on the DEIR as well as all written comments submitted during the public review period for the DEIR, including a large number of comments that express support or opposition of the project or features of the project.

Comment Letter C-30

Vollmann, Peterson

From: MB [mb50_00@yahoo.com]
Sent: Sunday, August 14, 2011 5:25 PM
To: Vollmann, Peterson
Subject: Case # 09-0006 Safeway on College

Dear Mr. Vollman:

We have owned and lived in our home two blocks from Safeway on College for more than 25 years. We respectfully submit that the Draft EIR on this proposed mall-sized Safeway does not accurately describe the substantial adverse environmental impact or the expected benefits of the proposed mitigation measures.

1 We understand that it is expected that the proposed new Safeway will produce a near doubling of car traffic. As you know, traffic on College for several blocks in either direction of Safeway is already a mess most times of the day. Doubling that traffic would produce paralyzing gridlock. The idea that adding three traffic lights and making a few other minor changes in traffic practices would mitigate this effect is simply not credible.

2 Indeed, we think that some of the proposed traffic lights would further slow traffic. And, we expect that the lights would push traffic onto the surrounding residential streets where we live, harming our neighborhood and threatening the safety of the area's families and children. We have already noticed an increase in traffic attempting to escape the College congestion on our street, and clearly this traffic will increase substantially with a mall-sized Safeway. The proposed mitigation measures will not diminish these substantial adverse environmental impacts.

3 The Oakland Planning Commission and Oakland's zoning laws have produced a successful and diverse neighborhood in this part of Rockridge. Small shops, Safeway, houses and apartments have thrived in close proximity to each other in this wonderful example of urban life. The Draft EIR does not accurately describe the harmful environmental impact on our beloved neighborhood, and the expected benefits of the mitigation described are not credible. Those inaccuracies should be corrected.

Thank you.

Michael Bergeisen
Laurie Stoneham

Response to Comment C-30-1

The comment expresses concerned that the proposed project would increase automobile traffic in the project area and that the mitigation measures proposed in the DEIR are not adequate to mitigate the impact caused by the additional traffic generated by the proposed project. The transportation analysis presented in the DEIR was completed using standard transportation engineering best-practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland. Based on the analysis presented in the DEIR, if implemented, mitigation measures recommended in the DEIR would reduce

overall delay and eliminate the additional delay caused by the proposed project at most intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-30-2

As stated in the comment and shown on Tables 4.3-14, 4.3-16, and 4.3-18, the signals at Alcatraz Avenue/Claremont Avenue and 63rd Street/College Avenue intersection, as proposed by Mitigation Measures TRANS 3 and TRANS-13, would increase delay experienced by motorists along Claremont Avenue and College Avenue respectively. These movements currently experience little or no delay as they are not controlled by a signal or stop-sign. However, the proposed mitigation measures would reduce the delay experienced by the side-street stop-controlled movements on Alcatraz Avenue and 63rd Street.

However, the signalization of Alcatraz Avenue/Claremont Avenue intersection is proposed as Mitigation Measures TRANS-3. The decision to implement this mitigation measures is by City of Berkeley. Since City of Oakland, as lead agency for this EIR, does not have jurisdiction over the Alcatraz Avenue/Claremont Avenue intersection, the DEIR identifies Impact TRANS-3 as significant and unavoidable. Since Mitigation Measures TRANS-3 may not be implemented, the DEIR conservatively identifies both impacts as significant and unavoidable. Thus, the EIR presents a valid worst-case scenario that contemplates if City of Berkeley decides to not signalize the intersection.

In regards to Mitigation TRANS-13 which would have signalized the 63rd Street/College Avenue intersection, the revised project, as described in Chapter 2 of the FEIR, would reconfigure the intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13, which would have signalized the 63rd Street/College Avenue intersection. Thus, the comment is no longer applicable to the 63rd Street/College Avenue intersection.

In addition, as described in the Neighborhood Traffic Intrusion subsection on page 4.3-117 and Master Response M-5, the DEIR acknowledges that traffic generated by the proposed project may use residential streets as a cut-through route to divert from potential congestion. The DEIR recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site.

Response to Comment C-30-3

Regarding the adequacy of the impact analysis and the recommended mitigation, the specific examples raised in Comment C-30-1 and C-30-2 are addressed above in the preceding responses. The comment does not introduce any additional specific examples. The DEIR accurately describes the adverse environmental effects that would result from implementation of the proposed project, and that the DEIR identifies feasible mitigation measures to reduce the impacts to less-than-significant levels. In the case of the mitigation measures for traffic impacts, the DEIR acknowledges that it may not be possible to implement the identified mitigation measures (in cases because they are outside the City's jurisdiction), in which case the impacts would remain significant and unavoidable.

Comment Letter C-31

Vollmann, Peterson

From: Arthur R. Bergen [bergen@calmail.berkeley.edu]
Sent: Saturday, July 09, 2011 1:47 PM
To: Vollmann, Peterson
Subject: support remodeled Safeway

1 I want to add my name to the list of supporters of a remodeled Safeway. As a neighborhood center, as well as general food and home-supply store, the Safeway needs to be more convenient and comfortable to use. Additional, better designed spaces inside, and a more attractive exterior will provide improvement for the neighborhood and for shoppers from a wide area.

Jane Bergen
24 Bridge Road
Berkeley 94705

Response to Comment C-31-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-32

Comments on College Ave. Safeway draft EIR

Light & Building Height
Walking along College Ave from Claremont to Alcatraz is an enjoyable experience. The shade provided is from the trees and the open air feeling is due to the amount of natural light available currently from existing structures. The proposed 2-story structure along College Ave. will add more shade, decrease natural light exposure and give a tunneling affect to that corridor. Part of the appeal of the neighborhood is that many of the older buildings have unique designs and their scale is smaller which feels more in keeping with a human walking to do their shopping. The proposed 2-story height is not in keeping with the height of the Yasai market building which is directly across the street. The grandness of the proposed Safeway structure is more along the scale of a large mall in a suburban area. The "tower" is unnecessary and another structure which will add to the shadowing affect.

1

Scale
As I walk from Bank of America to Cole's Coffee I feel more of the outdoor community. There are people sitting at the sidewalk level café and around the corner on 63rd St. It's a small scale business district and people are shopping and milling about at Yasai market and the flower shop etc.... People like to walk around there because it's accessible and esthetically pleasing with older unique architecture, with trees and light and a variety of useful businesses, bakery, meat market & a pharmacy. It is scaled to a size which is comfortable for people to walk. The projected Safeway building will be more than double the current size. This size of a building is not within the C-31 zoning and will be out of scale with most of the surrounding buildings on College Ave. at this section between Claremont and Alcatraz Ave. This College Ave. Safeway store has been there at least 40+ years that I remember, and has been a sufficient size to serve the community in this area for that time. I would like to see that the new project stays within the zoning limits and to scale with existing buildings in this area. The size of this project doesn't fit in this area with narrow streets and many near by homes.

Traffic, Air Pollution and Noise Pollution
Yes, as I walk along College Ave. there is motor traffic too. Traffic moves slowly between Claremont and Alcatraz, making it much better if you are walking than in a car. Traffic circles onto all of the side streets at the peak times of the day and weekends, there are also buses, bikes and motorcycles that use College Ave. to get to

2

UCB which add to the congestion. Existing houses cannot move themselves farther from the project, residents on the side streets will have to absorb the new levels of motor traffic, air pollution and noise. If the Safeway store size more than doubles what currently exists, the amount of cars and delivery trucks and idling motor exhaust and noise from those same things mentioned will also more than double. We don't need more auto traffic, air pollution and noise pollution, we can barely get through that corridor in a timely manner in a car now.

Thank you for considering these area of concern regarding the Safeway DEIR.
Mary Biagini – Oakland Resident
biagima@ymail.com

Response to Comment C-32-1

The amount of shade cast by the proposed project onto adjoining sidewalks would be limited to the morning hours, and would be comparable to that cast by other development along College Avenue. At two stories, the proposed project would not be unduly tall; College Avenue is lined with many two- to four-story buildings in the blocks in proximity to the project. Any building, and even landscaping, creates shadow when the sun is shining, but the proposed project would not cast a particularly large shadow, or one that would be larger than that cast by much of the other development along College Avenue. The project would not be expected to cast shadow onto the buildings along the west side of College Avenue. This would not be a significant, adverse impact.

The project would not create a "tunneling effect" to College Avenue any more than other existing development does. To the contrary, a number of the letters received indicate that there is appreciation for the aesthetic pedestrian experience on College Avenue. The proposed project would not adversely affect that experience, and in fact would improve upon the experience along the project's street frontage.

The project design has much more in common with the existing storefronts along College Avenue than it does with suburban malls, which are dominated by big-box discount stores and large expanses of parking lot, with buildings set far back from the street to accommodate the extensive parking areas, and few if any accommodations for pedestrians. In contrast, the proposed project's storefronts, including the grocery store entrance, would be built right to the sidewalk and would provide pedestrian-only access. The storefronts would be comparable in scale and style to much of the existing development along College Avenue.

For additional discussion on the project's compatibility with the existing pedestrian-oriented retail development in the site vicinity, including its aesthetic compatibility, please see Responses to Comments A-5-3, A-5-4, A-5-11, E-53, E-73, E-142, and Master Response M-9. The size and scale of the building would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance, as discussed in more detail in Master Response M-9.

Response to Comment C-32-2

The comment expresses concerned about the increase in automobile traffic caused by the proposed project. The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment. , The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Regarding the increase in noise that would result from project-generated traffic, the increase would be imperceptible because an increase in ambient sound levels of 3 decibels is required before the average person can perceive an increase in sound, and a doubling of traffic volumes is required before sound levels will increase by this increment. As noted above in Response to Comment C-29-2, the project would not cause a doubling of existing traffic. The air quality analysis presented in Section 4.4 (pages 4.4-1

through 4.4-21) of the DEIR documents that the proposed project's operational impacts on air quality would not be significant and, with implementation of Mitigation Measure AIR-1, the project's construction impacts on air quality would be reduced to a less-than-significant level.

Comment Letter C-33

Vollmann, Peterson

From: Stephanie Bianco [stephaniembianco@hotmail.com]
Sent: Friday, August 12, 2011 9:02 PM
To: Vollmann, Peterson
Subject: AGAINSTSafeway expansion project 6310 College Ave Oakland

I've lived in Rockridge for over 30 years.

Small, neighborhood stores and walkability set this neighborhood apart from most city neighborhoods in the area and across the country.

1 The Safeway expansion at 6310 College Avenue is TOO BIG for the area!!!!!!

Once you change the size of buildings, you can't go back. Traffic will be horrible, not to mention the effect on the small business across the street from the Safeway.

PLEASE Stop this Huge expansion!!! We enjoy the *current* size of the store.

Stephanie Bianco
5316 Locksley Avenue
Oakland, CA 94618

510 655 8335

Response to Comment C-33-1

The size of the project would be comparable to existing development in the area. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Response to Master Response M-9, the project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance. The project has been designed to be very pedestrian-friendly, as discussed in more detail in Responses to Comments A-2-2, A-5-3, A-5-4, A-5-11, E-53, E-73, and Master Response M-9.

Comment Letter C-34

Vollmann, Peterson

From: Damian [damianbickett@gmail.com]
Sent: Wednesday, August 03, 2011 10:27 PM
To: Vollmann, Peterson
Cc: Stephen LaBonge
Subject: comment for the College Ave Safeway DEIR, ER09-0006 CMDV09-107 & TPM-09889

Hi Peterson - Here are my comments for the DEIR for the Safeway on College.

I find fault in the traffic impact analysis and find it biased upward for the following reasons:

1

1) The equations used from the ITE manual are not specifically calibrated to Rockridge. This is a huge flaw. Because Rockridge has more grocery stores and more density than the average community in the US, the equations overestimate trip numbers. A new grocery store in Pleasanton or Bakersfield will attract new driving trips, a new store in Rockridge will not to the same degree. The DEIR on page 4.3-45 explicitly says that the predictions for new trips are an overestimate because they are based on data from areas where people do not walk. Because people do walk a lot more in Rockridge than in surrounding areas, it is probable that a larger, better store will actually reduce car trips as local residents may now avoid driving to Berkeley Bowl and Whole Foods. This is not taken into account.

2

2) Furthermore, to the extent that the Safeway does attract new car trips and shoppers, these will be mostly reallocations from existing nearby stores, thus alleviating traffic congestion at other intersections in exactly the same way the the new West Berkeley Bowl did for the old Berkeley Bowl on Shattuck. For example, if the Safeway brings in more customers, some will come away from Whole Foods, thus alleviating traffic at Telegraph and Ashby. These impacts are quite local and ought to be included. I conclude that a bigger Safeway will be mainly reallocations from existing stores because this area is not starved for groceries. The possibility that it will result in smaller, more frequent trips seems implausible given that Safeway does not specialize in fresh food like Berkeley Bowl or Yasai.

3

3) Because the safeway is a larger, one-stop grocery store, to the extent that shoppers reallocate their trips from smaller grocery stores, they may actually make fewer driving stops while out shopping if they can get everything in one place, thus resulting in more efficient time and car usage.

4

4) It is one of the few stores that is open 24 hours. I would love to be able to avoid traffic and shop at midnight some times, but currently do not have that option. If the Safeway does reallocate from Whole Foods and Berkeley Bowl, not only does this alleviate traffic there, but it has the potential to reallocate the traffic from rush hour to off-peak periods.

5

5) The traffic engineer himself told me it was a worst-case scenario. It is foolish to then include much of the traffic information like it is fact.

Thanks for including these comments

Damian Bickett

Response to Comment C-34-1

The transportation and circulation analysis for the DEIR were completed using standard transportation engineering practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland. The comment is correct in that the project trip generation likely overestimates the automobile trips generated by the proposed project in order to present a worst-case analysis. Also Master Response M-1 for more detail.

Response to Comment C-34-2

The comment is correct in that the DEIR analysis does not account for traffic generated by other supermarkets in the area decreasing as a result of the proposed project. The DEIR did not assume that the proposed project may reduce traffic in the vicinity of other grocery stores in order to present a worst-case analysis. Also see Response to Comment C-34-1.

Response to Comment C-34-3

See Response to Comment C-34-1.

Response to Comment C-34-4

See Responses to Comments C-34-1 and C-34-2.

Response to Comment C-34-5

See Response to Comment C-34-1.

August 12, 2011

Comment Letter C-35

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street since 2006. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Jenny Greenburg Binnings

Peter Greenburg Binnings

Response to Comment C-35-1

The commenter concurs with the comments submitted as letter C-162. For responses to the comments raised, please see the responses to comment letter C-162.

Comment Letter C-36

Vollmann, Peterson

From: Lee Birch [leebirch@pacbell.net]
Sent: Saturday, August 13, 2011 7:29 PM
To: Vollmann, Peterson
Subject: No Safeway at Rockridge !!!

Dear Mr. Vollmann,

1 I am against the Safeway at Rockridge between Claremont and Alcatraz. The dominating size of the Safeway building in a small community neighbor will destroy the overall beauty of the area. The parking impact will be devastating. This neighborhood is walkable with open air cafes that create an ambiance unique to the area.

Please, NO SAFEWAY AT ROCKRIDGE

Thank you,
Lee Birch

Response to Comment C-36-1

The comment opposing the proposed project is noted. There is no evidence that the project will destroy the beauty of the area. A detailed analysis of the project's potential aesthetic impacts is provided in Section 4.2 of the DEIR. The analysis determined that the project would not adversely affect a scenic vista, would not substantially degrade the existing visual quality of the site and its surroundings, and would be consistent with the City of Oakland design review criteria for non-residential projects.

Regarding the scale of the project, please see Responses to Comments A-5-11, E-142, and Master Response M-9. As discussed in Response to Master Response M-9, the project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance. The project has been designed to be very pedestrian-friendly, as discussed in more detail in Responses to Comments A-2-2, A-5-3, A-5-4, A-5-11, E-53, E-73, and Master Response M-9.

Regarding the parking impact of the project, please see Response Master Response M-3.

Comment Letter C-37

Vollmann, Peterson

From: Robin Bishop [wakerobins@yahoo.com]
Sent: Tuesday, August 16, 2011 4:02 PM
To: Vollmann, Peterson
Subject: DEIR Safeway

8/16/11
To: Mr. Vollmann, Planner lll, and associates
From: Robin Bishop, independent Rockridge resident
Re: DEIR Safeway at College/Claremont, Oakland Rockridge/Berkeley Elmwood border

I would like to compare the parking spaces per square footage of retail grocery store space of another Lowney architectural project near the proposed new Safeway and associated retail spaces including a large, for the area, restaurant.

This comparison would be between the Whole Foods Market at Bay Place near the densely populated section of urban Oakland on the shores of Lake Merritt, which is full of multiple-storey apartment buildings and senior residential complexes such as the 24-floor Saint Pauls Towers, where my own mother is located, and the proposed new, improved Safeway grocery store and ground-level retail stores of unknown and unnamed type, size, and affiliation, and additional restaurant, now in planning and development for College at Claremont Avenue in area code 94618 of North Oakland at the interface between Oakland and Berkeley (it would straddle the city line and effectively inhabit both Rockridge in Oakland and Elmwood in Berkeley).

According to the documents submitted to the City of Oakland on February 4, 2004, for Whole Foods Market at Bay Place, there were to be "approximately 349 parking spaces" on site for this project. Whether or not this projecting was fulfilled or adhered to,
My personal estimate of about 250 parking spaces was corroborated as only an estimate on the low end of the scale by one Hannah at customer service at WF today, with about 200 of those being on the upper, roof, level and 50 being down at the harder-to-maneuver street level. When asked, "would you say that these parking lots are packed most of the time?" this daily employee replied, without hesitation, "Absolutely!"

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So, no matter how many actual spaces there are or should have been, for a store that was proposed, according to this above-named and other City of Oakland documents, to be 40,000 and, according to more recent non-City-generated documents to have topped put at as much as 55,000 sf, it is far more than the number now proposed for our new Safeway shopping center, which is a measly 177 parking spots for a grocery store of 50,000 sf or greater and another entire layer of retail stores and a sizable restaurant, all in an area clearly "maxed out" as it is in terms of both parking availability and traffic congestion. One need not read the DEIR but simply spend an hour trying to park or maneuver through the narrow passages that pass for boulevards in our quaint village, which we longtime and recent residents chose exactly for its rustic walkable charm, and not for its proximity to suburban-style malls and big-box stores.

Therefore, if a project, done by the very same architectural firm, in a nearby, extremely high-density region of Oakland well within shopping distance of our neighborhood, allowed at least 250 and perhaps as many as 377 parking spaces for a one-level grocery store with no competition or other such amenities across the street or in the immediately walkable surrounds, as we have practically as a Rockridge/Elmwood bungalow-filled trademark ambience here, how can a mere 177 parking places be at all considered within acceptable limits for the new Lowney Safeway Shopping Center? This has to be considered a real flaw or out-and-out mistake.

This is just for starters. There is no way I as a private citizen, much less one unschooled in the protocols and language of the planning commission and its associated personnel and works, can hope to grasp, analyze, research, access and compare data, write up, edit, and review an entire DEIR of hundreds of pages of definitions, precedents, data, studies, waivers, potential impacts and their mitigations, surmises correct and

1

Comment Letter C-37, cont'd.

incorrect, and so forth and compare these findings or lack thereof with my own and others' experience, with or without reproducible, adequately documented evidence of the reality of which we virtually all, as local residents, speak in the brief time allowed. This DEIR took many moths to prepare, I am sure, and yet the comment period is only a matter of less than a month, if I am not mistaken, in the high summer vacation and family season.

1

I have noticed that a number of planners and board members also have had other obligations and excursions that this and other weighty civic matters have not prevented in any way. The Berkeley city offices are also more or less either on holiday, furlough, or family time until the school year is in full swing, and so it almost seems that this comment period, so very important to us longtime residents and top contributors to Oakland's overall welfare, is so scheduled to fall within an impossible time period and inconveniently non-civic month--August!

Another thing I have noticed is the lack of regard for some verbal comments by local organized or disorganized but highly motivated and impacted residents by some board members. I am sure it is unintentional, and I understand that is much work with little reward, but members are routinely distracted, absent, or dismissive of what seem to be repetitive alarms about real problems by the neighborhood denizens. One member practically replied a yawning "yada-yada-yada" to one too many late-night citizen appeals re relentless traffic and parking problems now, much less later, when it is way too late to have thought it through better and in the light of reality. Many are fiddling with their smart phones, eating, talking to each other, etc., as in a modern-day Roman forum during Saturnalia. A board member went so far as to publicly apologize to the few Safeway Corporation personnel there for taking too much of their obviously more valuable time for this citizen-commentary hearing. We know where Safeway Corp stands, both in terms of their wide-ranging expansion plans and their corporate income in the East Bay Alameda County area. But I digress. My apologies.

2

I have made three calls today to the Planning Department, including one directly to Peter Vollmann, and have gotten no reply about the protocol or procedure for an extension, waiver, or acceptance of addenda for my conjures to be considered after four O'clock today, August 16, 2011. I know just how busy and overwrought he and other staff must be, and this is not an easy issue for any of us, so I will have to assume that there is a way, and I will proceed as if I had that information rather than not submit anything at all.

Suffice it to say that, as few pages of the DEIR I have been able to absorb and think about, there is scarcely a section save for those on definitions that does not bear my further attention both as a concerned and engaged citizen and as a technical writer/editor. I do not wish to simply criticize the work that has obviously gone into the generation of the DEIR, and have no dispute with Mr. Vollmann, but something is not right in Rockridge, and we must make it as right as we can before girders and canceled hill views, tiny parking lots and megastores, out-of-town corporations and a too-attractive neighborhood collide and make it a place not worth caring so very much about any more.

As any good carpenter knows, and as someone who "rehabbed right" an Oakland Victorian, you always measure at least twice in order to cut only once. This project is still flawed, from estimates of the traffic problems now and to come (for instance, no one who lives around here would describe the already-laughable intersection at 63rd and College as an A (E) at any time, as shown on table 4.3-6 on page 4.3-25), to the adequacy of even fewer parking spaces than there are now for a two-storey and much-enlarged shopping center in an area where residents know for a daily fact of life already that one can only find street parking near one's sometimes drivewayless bungalow or brown shingle after six PM (now that Wood Tavern and other hefty crowd-pleasers are open late, sometimes not until after 10 or 11 PM, when opportunists from a nearby area of relative poverty tend to stalk us and strike with regularity.)

Therefore, I will probably submit a revised and annotated version of this, or possibly just an addendum, when, like the readers, I have more time. Surely this will not be the end of the subject nor the planning for the best Safeway the world has yet seen, to which we all look forward with the same gusto as the disgust we have for this overamped and underthought would-be Trumpish Tower of Power in the midst of our fair village.

Robin Bishop
wakerobins@yahoo.com
344 63rd Street

2

Response to Comment C-37-1

The Oakland Whole Foods Market is a 50,000-square-foot supermarket and provides 204 parking spaces. City of Oakland zoning code requires different number of parking spaces for the same use located in different zones throughout the City based on a variety of factors including proximity to transit and other retail uses, or residential areas.

As shown in Table 4.3-21 of the DEIR, the parking supply provided as part of the proposed project is not adequate to meet the City's zoning code requirements for this project. However, as described on page 4.3-56 of the DEIR, parking is not considered an impact under CEQA. See Response to Master Response M-3 for a more detailed analysis of parking conditions and potential secondary impacts of parking shortage.

Regarding the review of the DEIR, consistent with Section 15140 of the *CEQA Guidelines*, the DEIR was written in plain language to be comprehensible to the average literate citizen. While much of the analysis is indeed technical, methodologies are explained, technical terms are defined, and the results are summarized in non-technical terms or in terms that have been clearly defined in the text. Consistent with Section 15147 of the *CEQA Guidelines*, technical and specialized analysis and data have been placed in appendices to the main document.

Response to Comment C-37-2

Please see Responses to Comments E-3 and E-91. Also, as demonstrated by this response, the commenter's letter submitted on August 16, 2011, was accepted by the City for comment on the DEIR.

The comment regarding the attentiveness of Planning Commissioners during the public hearings is noted. The Commissioners will review this and all other comments, including transcripts of the oral comments made during the public hearings, as part of their deliberations on whether or not to certify the EIR.

Regarding "cancelled hill views," please see Response to Comment E-86. Regarding tiny parking lots, see below. Regarding "megastores," please see Responses to Comments C-11-4 and E-62. Regarding "out-of-town corporations and a too-attractive neighborhood collide," please see Master Responses M-6 and M-9.

Regarding the 63rd Street/College Avenue intersection, see Chapter 2 for a description of the revised project and proposed reconfiguration of the 63rd Street/College Avenue intersection. The revised project would reconfigure the intersection to limit automobile traffic to right-in/right-out only between 63rd Street and College Avenue. The proposed reconfiguration would reduce the amount of traffic and the delay experienced by motorists on 63rd Street. Regarding the adequacy of the proposed parking, please see Master Response M-3.

August 12, 2011

Comment Letter C-38

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1988. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted,

Robin Bishop 8/16/11
Robin Bishop

Donald Day 8/16/11
Donald Day

Response to Comment C-38-1

The commenter concurs with the comments submitted as letter C-162. For responses to the comments raised, please see the responses to comment letter C-162.

Comment Letter C-39

Maryann Blouin
15 Marguerite Drive
Oakland, CA 94618

August 14, 2011

Peterson Z. Vollmann
Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Dear Mr. Vollman:

RE: Safeway Shopping Center – College and Claremont Avenue Draft EIR
(File No. ER09-0006)

I write to submit comments on the Draft Environmental Impact Report (EIR) for the Safeway Shopping Center at College and Claremont. I am a resident of Oakland and I frequently travel down College Avenue, including the area with the Safeway near Claremont Avenue. I also occasionally take the #51B bus down College Avenue from the Rockridge Bart station to the U.C. Berkeley campus.

Objectives

Section 3.2 of the Draft EIR contains 14 objectives for the project. I found this section presented several problems.

1

- Some of the objectives are so specific that it appears that they effectively eliminate consideration of any alternatives to the proposed project. For example, one objective states that the proposed project will add 77 new full-time union jobs. Given the size of the proposed project, this suggests that alternatives with smaller stores will be rejected because they do not provide the same employment level, and this is born out in the alternatives analysis. (See, for example, Alternatives 1b, 2, 2a, and 2b.)

- No supporting information is provided explaining why these objectives have been chosen or what is necessary to meet these objectives. For example, one of the objectives is "to eliminate 'pinch points' in Safeway customers' path of travel and enhance the overall shopping experience of Safeway's customers." No explanation is offered regarding what creates a pinch point and what solves a pinch point. Would redesign of the internal layout of the store eliminate pinch points? Is a certain amount of space needed to eliminate pinch points and, if so, what is it? The evaluation of reduced size alternatives

1

Comment Letter C-39, cont'd.

states that they would not eliminate pinch points without explaining the reasons. This lack of information explaining the objectives and how they can be met puts the public at great disadvantage in commenting on the EIR because we have not been provided the necessary information to make an informed assessment of how the objectives support (or don't support) selection of other alternatives.

- One objective would add a grocery store and tenants "to generate pedestrian activity on a portion of College Avenue which does not now encourage pedestrian activity or comparison shopping." In my experience, this block of College Avenue with Safeway has a great deal of pedestrian activity. While driving in this area, I frequently stop for pedestrians crossing College Avenue (in and out of the crosswalk). Many people are on the sidewalks outside the small stores opposite Safeway.

- No information is provided regarding the relative importance of each objective. Given that there are 14 very specific objectives, this puts the public at a disadvantage in understanding how well alternatives meet the most important objectives of the project. Are all objectives given equal weight? Is "retaining an important vehicular access point from College Avenue" as important as "establishing a gateway presence"? How do these objectives compare to the first objective – building a two-story building with a grocery store and seven tenants?

1

Evaluation of Alternatives

- The EIR appears to reject Alternative 3 even though it meets 13 of the 14 objectives while eliminating significant impacts. An alternative that does such an effective job of meeting the objectives while reducing impacts warrants further consideration.

- The EIR provides only conclusory reasons for rejecting the reduced-size alternatives. For example, the discussion of alternative 2 concludes that it would not eliminate pinch point areas or be able to offer an array of departments but offers no reasons for these conclusions. The 40,000 square feet is clearly smaller than the proposed project, but it still offers an additional 15,000 square feet over the existing store. The EIR does not explain why this is insufficient to eliminate pinch points or preclude Safeway from offering a wider range of services. Combined with the scarcity of information in the objectives section, the conclusions regarding the reduced-size alternatives are not well supported.

- The EIR does not appear to adequately consider alternate site locations. Page 5-4 states that abandoning the site would be infeasible because it would leave the site vacant and "[f]urthermore, the Safeway company owns the existing site and does not control other sites in the vicinity." Is this correct? Safeway has another store at 51st Street and Broadway, which is just 1.2 miles away from the store at Claremont and College Avenue. It is a large store and I believe that Safeway is attempting to expand it further. Why didn't the EIR consider a store at Claremont and College that is reduced in size from the current project in combination with a larger store at 51st and Broadway?

2

Comment Letter C-39, cont'd.

Evaluation of Impacts

2

- *Methodology in analyzing parking*: Page 4.3-12 states that the current site actually has a slightly higher demand than estimated by ITE urban supermarket 85th percentile rates, but concludes that the rates are appropriate because some non-Safeway customers also use the parking lot. I admit I found the methodology difficult to follow, but it appeared to me that the EIR concluded it was okay to use a specific rate in estimating future demand, even if that rate would on its face seem to not fully account for actual parking demand, because some non-Safeway customers use the Safeway lot. I'm not clear why this makes sense. Won't non-Safeway customers still use the Safeway lot in the future?

3

- *Inadequate parking*: The proposed project would have only 144 parking spaces for customers, compared to the current 105 spaces. However, the store would more than double in size and additional retail stores would be added to this location. Section 4.3 of the EIR concedes that the proposed project would not provide the amount of parking required by the City of Oakland and customers will seek on-street parking. A reduced-size store would generate less demand for parking and likely meet Oakland requirements.

4

- *Effects of inadequate parking on traffic:* In this area, on-street parking is already oversubscribed and in my experience the movement in and out of parking spaces frequently holds up traffic. For example, on a recent drive I took south-bound down College Avenue on the block with the current Safeway store, through traffic was held up as a driver maneuvered into a parallel parking space. The signal at College and Claremont routinely has a long wait and it is not uncommon to miss a green light while waiting for drivers attempting to park, as was the case on this day. Has the impact of drivers circling for parking and moving in and out of on-street parking been factored into the traffic analysis?

5

- *Effects of a larger store on transit:* AC Transit's #51 bus was recently split to improve reliability and timeliness. Currently the #51B bus travels from the Rockridge Bart Station down College Avenue to UC Berkeley. Many UC Berkeley students use this bus to travel to Safeway and buy groceries, and a larger store is likely to generate more student trips to Safeway. As a recent Daily Cal editorial put it, "the expansion of Safeway means more cheap groceries for cash-strapped students," noting that the 51B provides an inexpensive means to reach Safeway. (See http://www.dailycal.org/2011/08/07/store-of-plenty).

  Does the Draft EIR transit modeling and analysis account for this impact to the 51B? The transit analysis appears to be based on theoretical models, and it wasn't clear to me whether these account for the university. Also, onsite surveys seem to have been done on nights when students would not traditionally be doing grocery shopping. The additional ridership demand on the 51B combined with more traffic may create a significant impact on this important bus line between Safeway and the university. Also, the additional traffic may slow the 51B's progress from UC Berkeley to the Rockridge Bart Station, causing riders wishing to transfer to the 51A to miss their connection.

3

Comment Letter C-39, cont'd.

- Bicycle riders traveling from Rockridge to Berkeley often use the bicycle boulevard on Hillegass Avenue, which requires crossing Ashby, a fairly busy street that the traffic analysis suggests will get busier if the project is built. This intersection is not currently signalized. I am concerned that this increased traffic will make it harder for bicyclists to safely cross Ashby and that this has not been evaluated in the EIR. 7

Need for Further Public Review

For the reasons noted above, the public's ability to offer meaningful comments on the relative merits of the proposed project and other alternatives is hampered by the lack of information in the description of objectives and in the alternatives analysis. Additionally, it appears that significant impacts related to parking, traffic, transit and bicycle safety may have been overlooked. I therefore request that this document be withdrawn so that a revised version with more informative analysis can be circulated for public comment.

Thank you very much for considering my comments.

Sincerely,

Maryann Blouin

Response to Comment C-39-1

The project objectives required by *CEQA Guidelines* Section 15124 and set forth on DEIR pages 3-9 and 3-10 are identified as a "statement of objectives sought by the proposed project." The objectives are inherently a function of the goals of a project proponent, in this case Safeway, because there would be no project to evaluate in an EIR without a project sponsor. While the project objectives identified in the DEIR were identified by Safeway as the key objectives of the project, the City is supportive of the project objectives, which are consistent with the policy direction established by the General Plan and Zoning Ordinance, and are both implicitly and explicitly intended to minimize the project's environmental impacts and maximize the quality and neighborhood compatibility of the site and building design.

Employment was only one of several base for eliminating alternatives from consideration. However, the discussion of Alternatives 1b, 2, 2a, and 2b notes that they would provide a lower level of employment than the proposed project.

Pinch points are narrow locations on the sales floor that impede customer circulation and/or create a bottleneck. Pinch points lead to overall customer dissatisfaction, frustration, and shopping delays. The existing store has multiple locations around the store where shopping carts cannot pass one another or cannot maneuver comfortably around merchandise displays. In particular, pinch points occur in the frozen goods aisle when doors are opened to take out frozen goods, and within the customer checkout area located between the checkout stands and the shopping aisles. The perimeter of the store (where the produce, deli, and floral departments are located) also has very narrow aisles that become congested and lead to customer and shopping cart gridlock.

A key objective of the project is to provide a full range of departments that do not currently exist at the store, as well as improve on the offerings of each of the existing departments. The departments added

would include a full "from scratch" bakery, a pharmacy, full-service meat and seafood, and a coffee bar. The existing deli, floral, and produce departments will be expanded to add more products such as organic produce, prepared home meals, and a better selection of flowers and plants. In the project sponsor's experience with over a thousand stores in North America, the store must be at least the size currently proposed in order to accommodate additional departments, permit the expansion and improvement of existing departments, and eliminate pinch points in customer circulation.

To clarify the objective pertaining to pedestrian activity, the objective does not pertain to the amount of passing pedestrians but rather to the number of pedestrians drawn to the site. Currently, the Safeway store draws a certain amount of pedestrian activity, but the amount is small in relation to other nearby blocks of College Avenue. The objective is to draw more pedestrians to the site with the new pedestrian-oriented retail development on the site.

Please see Responses to Comments B-4-12 and C-10-7 for more discussion of project objectives.

It is true that Alternative 3 would meet nearly all of the project objectives. However, four of the five of the affected roadway intersections surrounding the project site would operate at worse conditions in comparison to project conditions under all operating scenarios studied because of the traffic diverting from College Avenue to Claremont Avenue. Under 2015 and 2035 conditions, traffic operations at the 63rd Street/College Avenue intersection would improve due to the elimination of the project driveway. More importantly, however, Impacts TRANS-4, TRANS-8, and TRANS-14 at the College Avenue/Claremont Avenue intersection, which can be mitigated under the proposed project, would be significant and unavoidable under Alternative 3. Alternative 3 would therefore have more significant and unavoidable impacts than the proposed project, and it is for this reason that it is not a viable alternative to the project.

Regarding alternative site locations, Safeway is already pursuing expansion of the existing Safeway store located at Broadway and Pleasant Valley Avenue as a separate project. Because grocery stores serve local neighborhoods, that store serves a different market area than the College Avenue Safeway. In order to serve the market area currently served by the College Avenue Safeway, an alternative site would need to be located in close proximity to the existing site, and no suitable sites are available. As already noted in DEIR and repeated in the comment, development of an alternative site would have the undesirable consequence of leaving the current large site vacant.

For additional discussion on the range of alternatives analyzed in the DEIR, please see Responses to Comments C-10-8 through C-10-11 and E-132.

Response to Comment C-39-2

See Master Response M-3 for a more detailed analysis of project parking demand that accounts for the existing non-Safeway vehicles that currently park in the Safeway parking lot.

Response to Comment C-39-3

The comment is consistent with the DEIR in that the proposed project would not provide adequate parking to meet the estimated demand it would generate. See master Response M-3 for an expanded analysis of parking supply and demand. Note that the 105 spaces in the existing Safeway parking lot are currently used by Safeway customers and employees, as well as visitors to the area who are not Safeway customers.

Response to Comment C-39-4

As shown in the LOS calculation worksheets presented in the Appendix, the intersection operations analysis conducted for the DEIR accounts for automobiles maneuvering into and out of the on-street parking spaces on the intersection approaches.

Also, see Master Response M-3 for a discussion of effects of project parking deficit on traffic congestion.

Response to Comment C-39-5

This EIR, similar to other recent EIRs completed in the City of Oakland, analyzes bus ridership as a non-CEQA issue because bus service including bus size, routes and frequency of service can easily be modified. Thus, it is not considered part of the built environment. However, the DEIR analyzes impacts on bus travel times as a CEQA issue.

The transit ridership impact analysis starting on page 4.3-112 of the DEIR is based on the existing (2009) peak ridership on Route 51 and the estimated number of bus riders the proposed project would generate during the peak hour of activity at the proposed project based on current mode share of store customers shown in Table 4.3-11 of the DEIR. The mode share of the Safeway customers presented in Table 4.3-11 of the DEIR is based on survey conducted at the store during the peak commute times and accounts for UC Berkeley students who use Route 51B to access the store. Based on the analysis, although Route 51B buses currently operate above seating capacity, and the proposed project would increase ridership, the impact is not considered significant based on the significance criteria used in the DEIR.

Starting on page 4.3-105, the DEIR presents an analysis of project impact on bus travel times. The additional traffic generated by the proposed project would increase bus travel times for Route 51B along College Avenue. However, the mitigation measures proposed in the DEIR would also improve bus travel times. The project also includes moving the Route 51B bus stop on northbound College Avenue from south to north of Claremont Avenue, and Mitigation Measure TRANS-2 suggests moving both bus stops on northbound and southbound College Avenue at Alcatraz Avenue from near-side to far-side of the intersection. Both bus relocations would reduce the delay experienced by buses at signalized intersections by 15 to 20 seconds per direction.

Response to Comment C-39-6

Please see Response to Comment B-6-2 regarding analysis of project impacts on bicyclists.

Response to Comment C-39-7

The responses to the preceding comments provide clarification on the issues raised in the comments. The comments do not raise evidence of deficiency of the DEIR. Therefore, there is no need or requirement to recirculate a revised DEIR.

Comment Letter C-40

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1973. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted.

Diana Boegel

Response to Comment C-40-1

The commenter concurs with the comments submitted as letter C-162. For responses to the comments raised, please see the responses to comments raised in letter C-162.

Comment Letter C-41

Vollmann, Peterson

From: Rick Bohner [rick.s.bohner626@comcast.net]
Sent: Saturday, July 09, 2011 2:04 PM
To: Vollmann, Peterson
Subject: Rockridge Safeway

1 I am a long-time resident of Oakland (27 years) and I support the Rockridge Safeway plans. My wife and I shop at the Orinda Safeway because it's a bigger store with more choices and better parking. I would like to spend more dollars in Oakland and would shop at the Rockridge Safeway if it had more choices and better parking. I also think the plans for the store would enhance the general area.

Rick Bohner

Response to Comment C-41-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-42

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 2006. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted.

Brian Borchert

Response to Comment C-42-1

The commenter concurs with the comments submitted as letter C-162. For responses to the comments raised, please see the responses to comments raised in letter C-162.

Comment Letter C-43

Vollmann, Peterson

From: Sherman Boyson [boyson@berkeley.edu]
Sent: Monday, August 08, 2011 11:41 AM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

1 I for one am in great support of the expansion of the Safeway store located just over the Berkeley border. I use the 51 to get there and as a disabled senior, it's the only store I can get to by bus without having to switch lines. The current store is too crowded and dingy -- a new store would be wonderful.

For those who complain about traffic, they should take the bus like I do.

Sherman Boyson

Response to Comment C-43-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-44

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since '92. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted.

Paul Brandes

Katherine Sox

Response to Comment C-44-1

The commenter concurs with the comments submitted as letter C-162. For responses to the comments raised, please see the responses to comments raised in letter C-162.

Comment Letter C-45

Vollmann, Peterson

From: RAB [RAB510@earthlink.net]
Sent: Sunday, August 14, 2011 3:57 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

To : City of Oakland Planning Department

I live in Berkeley's Elmwood neighborhood, east of College Ave. & north of Ashby. I have shopped at Safeway for over 30 years.

I have great concerns about the **increased traffic congestion** that this project will undoubtedly incur. 1

I feel the DEIR does not adequately address the traffic that will be affected on streets in Berkeley. I observed gridlock traffic on College Ave.between Ashby & Russell on a Thursday afternoon at 2:30 p.m. and Cal students are not even back for school yet. Traveling north on College from Dwight, I regularly cannot turn onto my own street east of College without waiting for numerous light changes at Ashby.

A proposed mitigation of a traffic light at 63rd St. & College does not seem to adequately solve the problem, seems to me it will make it worse. 2

For this reason, I believe the DEIR needs to be redone to look more seriously at Berkeley intersections that are currently overloaded and are on direct driving routes to Safeway.

Thank you for your consideration,

Rita Brenner
2728 Garber St
Berkeley, 94705

Response to Comment C-45-1

The comment is consistent with Table 4.3-6 of the DEIR which shows that the Ashby Avenue/College Avenue intersection currently operates at unacceptable LOS E or LOS F during weekday and Saturday peak hours.

Response to Comment C-45-2

See Chapter 2 for a description of the revised project and reconfiguration of the 63rd Street/College Avenue intersection which would eliminate the need for mitigation measure which would signalize the intersection.

Comment Letter C-46

Gretchen Brosius

484 North St.
Oakland, Ca 94609

Phone: (510) 652-8699
gretchenbrosius@yahoo.com

July 8, 2011

Peterson Z. Volmann
Planner III
City of Oakland
pvollman@oaklandnet.com

Case # College Ave Safeway- ER09-0006, CMDV09-107, TM-09889 etc

Dear Mr. Vollmann:

Thank you for your review of this project and the ability to comment.

1

As a neighborhood resident I am absolutely opposed to the planned expansion of the Safeway store. What is proposed is far too large for this neighborhood.

In reviewing your document what is immediately eye-catching are the renderings of the new structure—there is never traffic! Each rendering shows a calm and quiet street, while those of us who live here know it's congested both for vehicle and foot traffic at all hours of the day.

2

The "up to the curb" proposal is oppressive and will increase congestion. In fact, at the size proposed will dramatically increase congestion and diminish the neighborhood.

I would be open to Alternatives 2 (a) and 2 (b) and 5. Safeway can make the current store size work if they simply increased customer service. We are not in Walnut Creek and do need, given the local produce, meat and fish store, bakery etc that exist in the neighborhood, a suburban type store.

Alternative 5 is my vote with diminished impact by size -2 a and 2 b as alternatives. As proposed the store is simply not in keeping with the neighborhood, will cause massive traffic jams, increase all congestion in an already congested narrow street area.

It's insulting to the existing shops, us residents, and the climate of the streets for Safeway to try to impose this kind of development.

Thank you.

Sincerely,

Gretchen Brosius

Response to Comment C-46-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9.

The renderings do show cars, both parked and in the roadways. However, congested traffic conditions were not depicted because the purpose of these renderings is to show what the project would look like, and showing additional cars would obscure the project and interfere with the whole purpose of the renderings. The DEIR does not obscure traffic conditions in the project area, and the traffic analysis presented in Section 4.3 makes clear that traffic congestion is experienced during peak periods at numerous study intersections.

There is no evidence that the "up to the curb" design will increase congestion, but it will improve the pedestrian orientation of the site, in keeping with the desires of many residents (as expressed in the comment letters on the DEIR) and in keeping with the existing neighboring development. This pedestrian focus is in keeping with the policy direction established by the General Plan and zoning ordinance, and will help reduce traffic trips in comparison with the current auto-centric development on the site.

Response to Comment C-46-2

Regarding the need for the project, please see Response to Comment C-58-1. The comment expressing preference for Alternative 5, with Alternatives 2a and 2b as alternates, is noted, and will be considered by the City prior to taking action on the proposed project. Regarding the traffic that would be generated by the project, please see Response to Comment C-80-1.

Comment Letter C-47

Vollmann, Peterson

From: Don Brown [berkeleydon@gmail.com]
Sent: Sunday, July 10, 2011 3:47 PM
To: Vollmann, Peterson
Subject: New Safeway Store

Dear Mr. Vollman,

1 Unfortunately I have a conflicting meeting on the night of July 20th or I'd be present for the public hearing on the plans for a new Safeway store and retail space at College and Claremont Ave.

I'm happy to be one of the neighbors who supports this effort whole heartedly. I'm urge approval for this project.

Don Brown
2821 Claremont Blvd.
Berkeley, CA 94705

Response to Comment C-47-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-48

Vollmann, Peterson

From: SANDRA BRYSON [sandrabry@gmail.com]
Sent: Thursday, August 11, 2011 9:28 AM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

Dear Pete,

1 I live on Eton Avenue in Berkeley, a currently lovely, one block street between Claremont and Woolsey. I am very concerned about the proposed huge development of the Safeway on College Avenue and the way cars and trucks will be accessing the parking and the impact on my street. Currently many large trucks drive down the street each day and because of the barrier on Lewiston, all the Lewiston residents use Eton to access Claremont. Once the configuration of access to the Safeway parking lot is changed, I am convinced there will be even more traffic on Eton as a result. How could there not be? In addition, with the increased size of the store there will likely be more and more people shopping there adding to the traffic problem even more.

What is being proposed to deal with the traffic issues in our neighborhood? The impact of increased traffic on my street is a huge concern to me and to all of my neighbors. We have politely dealt with the increase since the Lewiston barrier was put up, but this seems like too big of an issue to just accept.

Thank you for your attention to this.

Yours truly,
Sandra Bryson
3120 Eton Ave.
Berkeley, CA 94705
510-816-6272

Response to Comment C-48-1

The proposed project would not change access for automobiles and trucks for the project. Automobiles would continue to access the project site from both College and Claremont Avenue, and all major truck deliveries would continue from Claremont Avenue. Also, the proposed project would not change access for Lewiston Avenue residents and their need to use Eton Avenue.

Safeway's delivery trucks are instructed to not use Eton Avenue or other residential streets in the area. Safeway does not have control over vendors' trucks or other commercial delivery trucks in the area.

As described in Master Response M-5, the proposed project may result in an increase of traffic on Eton Avenue if the mitigation measures recommended in the DEIR are not implemented.

As described in the DEIR and Master Response M-5, traffic intrusion on residential streets is not considered a CEQA issue; therefore, no mitigation measures are necessary. Despite there being no legal requirements to formulate or impose Improvement Measure TRANS-3 at any time, the DEIR nevertheless conservatively suggests its implementation. Furthermore, since the extent and location of traffic intrusion on residential streets cannot be accurately estimated at this time, appropriate type and location of traffic management strategies or traffic calming devices cannot be determined at this time. Thus, Improvement Measure TRANS-3 recommends collection of appropriate traffic data after the completion of the project to determine the potential extent of traffic intrusion on the residential streets and recommend appropriate improvements.

Comment Letter C-49

Vollmann, Peterson

From: Alex Busansky [abusansky@mac.com]
Sent: Friday, August 12, 2011 1:12 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com
Subject: Case Number ER09-0006

Case Number ER09-0006

August 10, 2011

To Pete Vollman, Planner III:

1 I am writing concerning Case Number ER09-0006, the proposed plan to expand the current Safeway located at College and Claremont. I am opposed to the current expansion. I have reviewed key parts of the EIR, attended the first public hearing and live in the neighborhood. It is clear that the traffic congestion, delays and problems that will be caused by the massive expansion of the Safeway are not adequately addressed in the plan. Just this morning at the intersection of College and Claremont I stood and waited to cross as cars were backed up in all directions. A 50,000 plus Safeway will only add to traffic.

2 Looking at the plans to build almost 200 additional parking spots and many more bike spots meansthat all sorts of traffic is anticipated. The current mitigation plan of adding a few lights is grossly inadequate for the plans. A much smaller renovation will still adequately serve the needs of the community AND allow for a manageable addition to the current traffic patterns. I have gone to the Safeway on Broadway and Pleasant Valley and watched the traffic backing up to get in to that shopping plaza. And even with major dedicated traffic lanes, there are still delays.

Thank you,

Alexander Busansky
6231 Chabot Road
Oakland, Ca 94618

Response to Comment C-49-1

The comment states that the DEIR does not adequately address the impacts caused by the proposed project. The comment does not raise any specific concerns with the analysis presented in the DEIR. Note

that the transportation analysis presented in the DEIR was completed using standard transportation engineering best-practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

The existing traffic congestion at the College Avenue/Claremont Avenue intersection referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that this intersection currently operates at unacceptable LOS E during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project) at this and other impacted intersections; however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-49-2

The comment states that the mitigation measures proposed in the DEIR are not adequate to mitigate project impacts. However, it does not raise any specific concerns with any of the mitigation measures. Since it does not address the adequacy of the DEIR, the comment is noted. The City will consider this input on the project merits prior to taking action on the proposed project. In addition, the proposed project would provide 171 parking spaces, 66 more spaces than the existing store.

The comment also compares conditions at the project site with the existing shopping center at the51st-Broadway Shopping Center. However, the two sites are not comparable as they are located in different settings. The proposed Safeway on College Avenue is along a pedestrian oriented commercial corridor, whereas the Safeway in the 51st-Broadway Shopping Center is part of a larger shopping center that is generally auto-oriented and adjacent to wider streets (i.e., Broadway and Pleasant Valley Avenue) with higher traffic volumes.

Comment Letter C-50

Vollmann, Peterson

From:	Jerome Buttrick [jerome@buttrickwong.com]
Sent:	Thursday, August 11, 2011 9:55 PM
To:	Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc:	Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject:	DEIR Comments CASE ER09-0006

Proposed Site
lan w_ ped path.

Dear Mr Vollman-

1 Given that Rockridge is a pedestrian-oriented neighborhood, that pedestrian paths are the lifeblood of any city and that Oakland has identified pedestrian streets as a priority, the DEIR is deficient in its consideration of this important element of city life. Pedestrians make cities, safer, more connected, healthier and more local. The DEIR barely mentions, and does not adequately document or seriously analyze pedestrian issues.

2 For example, consider a less than obvious pedestrian route. The many homeowners on the east side of Claremont Avenue who cross at Auburn, are currently confronted by a 670' foot long sidewalk between College and Alcatraz. The most popular solution to this is to cut across the existing site in order to get to College. A benefit to many, this is essential to elderly residents I see regularly making their way over to College. Please see attached plan showing the current path grafted onto the proposed site plan. While the new project offers a misnamed 'cut through,' it is rendered useless due to its proximity to College Avenue. This eastern side of the subject lot is a tremendously long block --over the size of two football fields-- and is not suited to walking in a 'pedestrian' neighborhood. Small blocks of reasonable dimension are essential. The City's objective should be to make a meaningful cut through across the lot, preserving what is in place and used by many. This project is not in accord with PMP Policy 3.2 Land Use 'site designs that make walking convenient and enjoyable' --in fact, this is what we happily have now. How is the massive, long wall facing Claremont without any significant cut throughs, or wider sidewalk, making what currently exists, any better? The stone wall on College that all point to as an eyesore, will be sorely missed when compared to the pedestrian experience of those approaching from the east. It is an adorned, but ill considered aspect to the project.

3 The DEIR needs to take a thorough and complete look at this path across the site, as well as other pedestrian path surrounding the site, and adequately address the proposed project's deficiencies in this regard. Is the eastern sidewalk wide enough at 4'? What other abutting pedestrian paths have not been identified? Where are people coming from at what frequency and where are they headed? How can the use of sidewalks be encouraged so that the area can be enlivened?

4 This is another of myriad reasons the DEIR needs to be withdrawn, rewritten and recirculated.

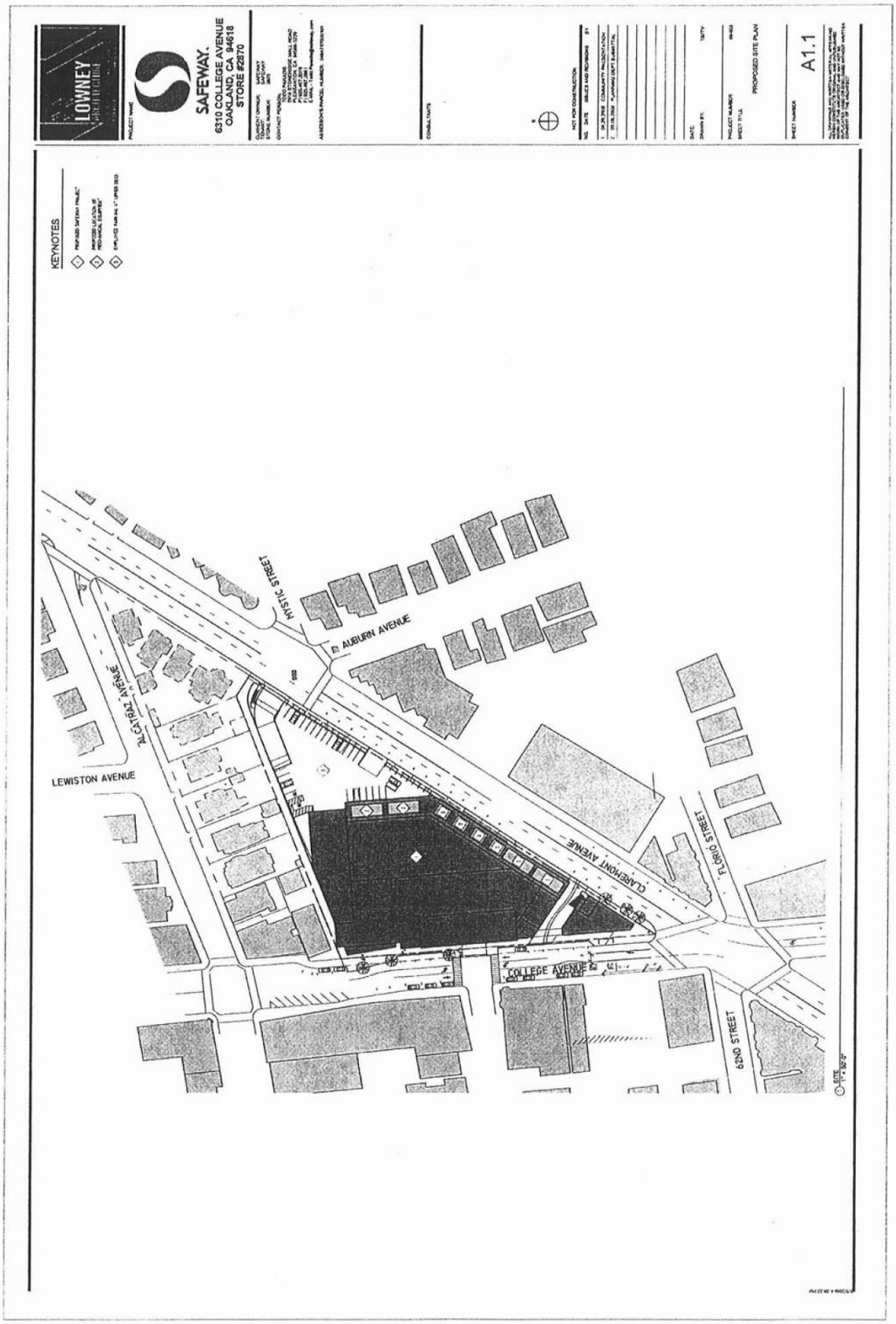
The applicant needs to get serious about understanding the neighborhood and its needs before spending the city's precious resources on such a far fetched proposal. A big box in the this neighborhood is traffic-friendly, therefore misplaced.The most basic urban analysis and cursory understanding of Oakland zoning yields a plain simple fact --only a 27,000sf max. neighborhood grocery store will support what is at the core of C31, namely, pedestrian life.

Thank you for your work on this matter,

Jerome Buttrick

1

Comment Letter C-50, cont'd.



Response to Comment C-50-1

As described in Master Response M-4, based on the significance criteria established by City of Oakland, a project would have a significant impact on pedestrians if it substantially increases hazards to pedestrians due to a design feature or if fundamentally conflicts with adopted policies, plans, or programs regarding pedestrians (bullets 10 and 12 on page 4.3-55). Based on the analysis summarized in the DEIR on pages 4.3-100 through 4.3-103, the proposed project does not include design features that would increase hazards to pedestrians; nor would it conflict with adopted policies, plans, or programs regarding pedestrians. In fact, the project would include many features that would improve the pedestrian experience. Therefore, the proposed project would not cause significant impact on pedestrians and the DEIR's treatment of pedestrians is consistent with CEQA.

Response to Comment C-50-2

As stated in the comment, pedestrians from the residential areas east of Claremont Avenue can currently cross Claremont Avenue at Auburn Avenue and walk across the existing Safeway parking lot to Safeway and other destinations on College Avenue. The proposed project would eliminate the existing Safeway parking lot and direct pedestrians to the pedestrian street about 400 feet south of crosswalk at Auburn Avenue. Although the new pedestrian route would be longer than the existing route for Safeway customers, the proposed project would improve access and safety for pedestrians from east of Claremont Avenue by signalizing the crosswalk on Claremont Avenue at Auburn Avenue. In addition, the proposed project would eliminate the existing parking lot where pedestrians walking across it would no longer conflict with automobiles circulating through the parking lot.

The project may increase the distance that pedestrians from the east side of Claremont Avenue would need to walk to access College Avenue, depending on their final destination. As described in the preceding Response to Comment C-50-1, this is not considered a significant impact.

Response to Comment C-50-3

The sidewalk along project frontage on Claremont Avenue north of the pedestrian-only street would be six-feet wide. Figure 4.3-10 of the DEIR shows current pedestrian volumes around the project site. Also, see Response to Comment A-2-2 for a summary of project features and strategies that encourage pedestrian activity.

Response to Comment C-50-4

As explained in Master Response M-9, the proposed project is quite different from what is typically known as big-box development. The project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance, as explained in Master Response M-9. For additional discussion on the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9. The comments do not raise evidence of deficiency of the DEIR. Therefore, there is no need or requirement to recirculate a revised DEIR.

Comment Letter C-51

August 15, 2011.

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031.

RE: Case Number ER09-0006 – Rockridge Safeway

Dear Sir,

The Rockridge Safeway DEIR recently submitted for public comment is majorly flawed in its CEQA analysis of the potential physical impacts to the surrounding businesses. The absence of any acknowledgment let alone consideration of the potential urban decay impacts associated with the major expansion of the existing Safeway (and the additional related associated new retail and restaurant businesses)is a clear and major deficiency of the DEIR. The proposed project requires numerous variances, contravenes the site's zoning, and would have significant traffic impacts that would require new mitigation in the form of circulation and traffic light installed.[1] As such, the proposed project clearly has numerous potential physical effects on the surrounding neighborhood which the DEIR has not provide any substantive information to

1

Urban Decay Analysis Requirements Under CEQA
As the City staff and the EIR consultants are no doubt aware:

According to the California Environmental Quality Act (CEQA) Guidelines (15358 [b]), impacts to be analyzed in an environmental impact report (EIR) must be "related to physical changes" in the environment. While the CEQA Guidelines (15131 [a]) do not directly require an analysis of a project's social or economic effects because such impacts are not in and of themselves considered significant effects on the environment, the guidelines also state:

> "An EIR may trace a chain of cause and effect from a proposed decision on a project through anticipated economic or social changes resulting from the project to physical changes caused in turn by the economic or social changes. The intermediate economic or social changes caused in turn by economic or social changes need not be analyzed in any detail greater than necessary to trace the chain of cause and effect. The focus of the analysis shall be on the physical changes."

---

[1] Mitigation whose implementation the City of Oakland cannot ensure would occur since the improvements are located on the Berkeley side of the site and therefore require the City of Berkeley's approval.

1

Comment Letter C-51, cont'd.

The CEQA Guidelines also provide that physical effects on the environment related to changes in land use, population, and growth rate induced by a project may be indirect or secondary impacts of the project and should be analyzed in an EIR if the physical effects would be significant (see Guidelines 15358[a][2]).

The State of California Fifth District Court of Appeal has also ruled that CEQA can require analysis of physical urban decay or deterioration resulting from the development of new shopping centers (Bakersfield Citizens for Local Control v. City of Bakersfield (2004) F044943 (Super. Ct. No. 249669)). The Court also ruled that the cumulative impact analysis for the proposed shopping centers should consider all other past, present, or reasonably foreseeable future retail projects within the project's market area.

1

In a second case (Anderson First Coalition v. City of Anderson [2005] 130 Cal. App. 4th 1173) the Third District Court of Appeal upheld an EIR analyzing a proposed shopping center. In this case, the EIR included an economic analysis that evaluated the proposed retail development project's impact on other businesses. In upholding the EIR, the court determined that the lead agency had evaluated the urban decay issue adequately and had provided sufficient substantial evidence to support its findings.

In these cases and a multitude of subsequent EIRs for new or expanded major commercial developments, urban decay issues have been analyzed by economic impact assessments and/or market studies evaluating the potential for the proposed project to have an adverse economic impact on other local retails that would lead to business closures, property vacancies and consequently urban decay. However, no such supporting technical analysis or even mention of the applicability of Urban Decay issues was raised in the Initial Study or Draft EIS despite extensive and well documented public scoping concerns that the proposed store expansion was to large and likely to have highly detrimental effects on existing local businesses and possibly irreversible physical effects on the area's character and viability as a mixed small scale commercial and pedestrian-friendly neighborhood.

The DEIR Fails to Analysis of the Safeway's Sales Shift Impacts on Local Competing Businesses and the Major Likelihood of Resulting Business Closures

Safeway's decision to develop a regional serving rather than neighborhood serving grocery store will require it to greatly increase the number of customers served, selection of goods and service to achieve the annual sales necessary to justify its expansion. However, no information has been provided to the public to understand the magnitude and origin of the new customers that would be the market base for the proposed project. In the absence of any such substantial evidence of the degree of local sales leakage that the store would capture, it can only be expected that a substantial amount if not the majority of the expanded Safeway's sales will be obtained from the existing local businesses.

2

Comment Letter C-51, cont'd.

As discussed in recent analysis of Safeway's market position and its management strategy by the University of Iowa's School of Management Report,[2] Safeway'scurrent market approach is conversion of its stores to new larger "lifestyle" format

> "Safeway is undergoing an aggressive remodeling and expansion strategy that was initiated in 2003. Remodeling of stores to "Lifestyle Stores" has been instrumental in increasing per store sales, and will offer growth opportunities as the number of remodeled stores increases.
>
> Lifestyle format stores feature subdued lighting that highlights what the company views as high-quality fresh products and unique offerings, including a large selection of natural and organic foods, full-service meat counters, full- service bakeries and floral design centers as well as sushi and olive bars. The rebranding has been successful in increasing footfall as well as per-store sales at Safeway.
>
> The average size of Safeway stores is about 46,000 square feet,[3] which exceeds the industry average of 33,300 square feet. Additionally, the company's sales per square foot ($527 per square foot) are much higher than the supermarket industry average of $460 per square foot.
>
> With a size of 55,000 square feet, Lifestyle stores will be much bigger stores than average supermarket stores of 33,000 square feet."

2

Based on a conservative assumption of the 2009 average sales per square foot of $527 for the net increase in the proposed project of approximately at least 25,400 square feet suggests annual sales target increase by more than $13.34 million.[4] Unless the majority of the new sales are drawn from outside the neighborhood, most of these sales will likely be obtained as "sales shift" impacts that drawing customers spending from existing business. Given that most small retailers in the neighborhood will have lower per square foot sales averages, it might reasonably be expected that an equal if not larger square footage as Safeway's expanded footprint retail business closures and vacancies could result from the project.

Existing Market Saturation and Sales Conditions Have Not Been Analyzed

A key issue in determining the likelihood of such closures will depend on the current level of retail market saturation within Rockridge and the competitive

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[2] Henry Fund Research, Consumer Staples – Food Retail March 12, 2009. Available at http://tippie.uiowa.edu/henry/reports09/swy_sp09.pdf

[3] Reflecting the high proportion of larger "lifestyle" stores now amongst Safeway's 1,740 stores nationwide.

[4] This does not include any net sales increase for the current 25,000 square foot store nor allowances for the additional 11,572 of 8 small store tenants and new restaurant.

3

Comment Letter C-51, cont'd.

relationship between other existing businesses with the proposed project. This is an issue generally addressed and evaluated by any competent and comprehensive sales leakage and urban decay analysis.

However, even limited familiarity with North Oakland (and partly shown in Figure 4.3-11)[5]will recognized that the area is currently fully served by a diverse collection of food retail options. In addition to the adjacent vegetable market (Yasi Market), butcher, bakery (La Farine) and liquor store, there is also a Trader Joe's (occupying the failed former Albertson's) three blocks south, Market Hall four blocks south and Star Market grocery (with its own specialty butcher) east of the site. Also of particular note is an existing regional serving Safeway (also proposed for remodeling) and nearby Whole Foods, Andronicos and Berkeley Bowl within the two mile radius of a neighbor grocery store's typical market area. While much of Oakland maybe admittedly under-served by groceries andother retailers[6][7], Rockridge clearly is not. Consequently, the over 36,000 square feet of added retail will likely cannibalize business from current retailers. It seems clear that allowing over-development by Safeway within North Oakland will not encourage it (or other grocers) to develop new grocery stores in more needy and transitional areas – thus further discouraging redevelopment elsewhere within Oakland and hence continuation of existing urban decay conditions and likely continued deterioration within those other Oakland communities.

2

Unavailability of Hausrauth Economics' Market Analysis

During August 3rd public comment session, Linda Hausrauth of Hausrauth Economics claimed that she had performed a full inventory and analysis of the proposed project's retail impacts on the local Rockridge businesses and assured all present that their analysis only identified positive sales synergies between Safeway and other local retail businesses. Ms. Hausrauth position was presumably partly based on market differentiation between Safeway and "gourmet" retailers such as Market Hall. While Ms. Hausrauth claimed that her report would be made public before the end of the comment period it has not been publically released and therefore it is not possible to examine its approach or findings.

Perhaps more it is more telling that Hausrauth Economics was commissioned by Safeway to perform retail impact / market analysis and yet the analysis was not included in the DEIR and/or otherwise provided for public review.

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5 Figure omits smaller specialty retail and the Montclair grocery stores.

6 Hannah Laurison and Nella Young, Oakland Food Retail Impact Study, February 2009. Available at: http://www.community-wealth.org/_pdfs/articles-publications/commons/paper-laurison-young.pdf

7 Conley Consulting Group, Oakland Retail Enhancement Strategy – Implementation Plan. July 2008. Available at http://www2.oaklandnet.com/oakca/groups/ceda/documents/report/oak022132.pdf

Comment Letter C-51, cont'd.

The DEIR Under-represents the Project's Competitive Relationship to Existing Businesses

The DEIR consistently under-represents the project's economic impact on the existing businesses in its immediate vicinity by failing to include the additional retail impact of the eight additional small business tenantsalso to be developed as part of the proposed project. In addition, it is unclear that the traffic impacts of these businesses (both from customers and delivery requirements) have been included in the impact analysis. Within the current DEIR, nearly 20% of the size of the total project is omitted from analysis. Consequently, most of the impacts may be expected to be underestimated.

2

Traffic Impacts on Existing Retailers

The DEIR identifies significant traffic impacts for the area from the increased customers to the project and the insufficient parking that will be located at the store. It is unclear whether the identified mitigation will occur given that most of the necessary improvements are located within the City of Berkeley's jurisdiction and the Berkeley is not a lead or co-operating agency for the project's CEQA compliance.

In any case, the DEIR does not acknowledge the disproportionate negative affect that Safeway's additional parking demand for street parking and the added congestion on the surrounding streets will have in degrading the shopping experience at College Avenues existing businesses. Reduced parking availability will directly reduce the customers that can easily park and shop at these other businesses. Customers for these shops will be forced to park further away (generally increasing the parking along residential streets and/or may be discouraged from shopping at College Avenue businesses in the vicinity of Safeway. This effect will increase the adverse competitive effect on these businesses and contribute to their likelihood of business closures, vacancies and potential physical effect of urban decay or de-commercialization of the retail district.

3

In recent years, the Rockridge retail district has seen applications for non-retail use (primarily for office use) of existing properties zoned for retail as well as a greater proportion of restaurants rather than retail businesses. Continued transformation of the district to more occasional retail businesses (e.g. sales of glasses, furniture etc) and/or evening and expensive restaurants instead of everyday goods (e.g. food sales, florists, pharmacy goods) will undermine the entire district's vitality and viability as a neighborhood serving retail area. Clearly, the imposition of a "regional" supermarket within this setting will catalyst the transformation by causing the closures of the small businesses that sell "everyday" goods. In the absence of any economic impact and urban decay assessment, the proposed Safeway's role both through its increased competition and the physical impacts from its expansion have not be considered. Consequently, the DEIR does not adequately assess the full physical impacts of the project.

5

Comment Letter C-51, cont'd.

Project Objectives

The project primary objectives selected for the DEIR are excessively narrow and pre-determinational for the subsequent CEQA analysis. Specifically [emphasis added]:

- Revitalize the College Avenue/Claremont Avenue 2.1-acre site by demolishing the existing approximately 24,260-square-foot store, parking lot, and service station—all 1960s suburban style, and inconsistent with current C-31 Zoning and General Plan and replacing it with a design and uses consistent with both the zoning and General Plan: a *larger urban two-story* building that would contain a Safeway grocery store and as many as *seven (7) new, ground floor individual retail tenants and a restaurant.*

4

- Provide *sufficient new store* area to offer a more comprehensive range of retail services and products to Safeway's customers, including: an on-site, from scratch bakery; a pharmacy; expanded floral offerings; an expanded deli (including warm food table, and prepared catering food items); a service meat and seafood service (as compared to the pre-packaged items currently available); and a greatly expanded produce section.

In the absence of any supporting retail and economic analysis, it is unsubstantiated that these project objectives are appropriate for the City of Oakland and its residents. While the demolition of the 1960's building in advance of its impending eligibility for historical designation and the opportunity for intensification of the site may be clear objectives for Safeway's business interests, inclusion of store expansion as a leading project objective is inappropriate and pre-disposes the subsequent analysis by reducing the legitimacy of more moderate future expansion of the store. The Chapter 5 discussion of reduced size Alternatives in perfunctory and largely based on these alternatives failure to satisfy the above mentioned project objectives. No substantial analysis is provided to demonstrate the claims that no reduced sized alternatives are feasible and not environmentally preferable to the proposed project. The alternatives analysis also provides rational for project selection (i.e. employment) that are inappropriate[8] and do not represent likely net employment effects of Safeway duplicating existing businesses (i.e. full service bakery, butcher, florists etc.) that would be displaced and hence result in some offsetting local employment losses.

5

Central to the DEIR's argument is the assertion that store redesign (and more critically and implicitly *expansion*) is necessary that "promotes pedestrian activity and comparison shopping at the College/Claremont corner or providing more street-front retail opportunities similar in scope and scale to the retail frontage on College Avenue." No substantial analysis is provide in the DEIR that addresses this

[8] The project is not intended to be an economic development project.

6

Comment Letter C-51, cont'd.

5

issue or demonstrates that the proposed project is the only or best way that these objectives can be achieved.

Even if, for the sake of argument, it is conceded that that these objectives may are appropriate as primary objectives for the Safeway upgrade project, in the absence of any retail impact analysis it remains speculative and unsubstantiated that the addition of nearly 40,000 square feet of new directly competing retail would in actuality result in greater pedestrian activity and comparison shopping. It seems equally plausible that the existing competing neighbor business would likely be displaced by Safeway and its tenants which in turn would reduce pedestrian and comparison shopping. As discussed above, the current market conditions (i.e. degree of grocery market saturation) and relationship between an expanded "life style" Safeway (and its small business tenants) must be understood and analyzed before any conclusions on the project's ability to fulfill these objectives can be made. Again, the lack of retail analysis also prevents any substantiated analysis of the potential for any alternative reduced size (though still expanded from the current conditions) store configurations to adequately meet the project objectives – especially with reduced environmental impacts.

Cumulative Analysis

As discussed in the recommended approach for the necessary urban decay analysis for the project below, cumulative analysis should be performed that includes the contributory effects that other current, future and reasonably forseeable other development in North Oakland maybe expected to have on the project's environmental impacts. Specifically, at a minimum the DEIR cumulative impacts should clearly identify the effects that redevelopment of Pleasant Valley Safeway and Auto Row Retail Redevelopment can be expected to contribute the Rockridge Safeway's environmental impacts.

Urban Decay Analysis Should Be Performed to Determine the Potential for Project-Related Business Closures, Resulting Vacancies and Potential Urban Decay Impacts to North Oakland

The DEIR is flawed as a result of its failure to consider the potential urban decay impacts and economic repercussion of the proposed project. At a minimum a urban analysis should be performed with the central task of estimating the current (and future) sales leakage that the proposed project may be expected to capture and related the potential for the proposed Safeway expansion to generate "sales shift" impacts that divert sales away from North Oakland's existing businesses.

Determining the nature and magnitude of any such "sales shift" impacts will be central for evaluating the potential for project-related adverse economic impacts that could lead to existing retail business closures and related store vacancies that would result in increased urban decay within North Oakland.

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Comment Letter C-51, cont'd.

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The urban decay analysis should determining Existing Conditions by identifying and evaluating:

- Key socioeconomic and demographic indicators of the North Oakland current population, housing supply and expected future trends based on readily available published sources.
- Current business activity, trends and economic development conditions within the North Oakland including the current availability of commercial retail space vacancies.
- Identify primary competing businesses to the proposed Safeway expansion (including its tenant stores). The inventory should characterize these competing grocery and retail businesses's key operating characteristics including: retail categories, location, gross square footage, date opened and estimated annual sales. Comparisons with industry benchmark standards should be provided. Interviews and on-site investigations should also be performed as necessary to assess the current performance and viability of key retail competitors.
- Determine Safeway's trade area and its characteristics to assess market areas and market impacts.
- Conduct a leakage analysis identifying the buying power of residents living within the project's market area and the actual current retail sales. The analysis should thereby estimate the amount of existing leakage (if any)that the proposed Safeway expansion would be expected to capture and hence the projected "sales shifts" it will drawaway from existing local retailers.

This information on the existing business conditions should be used to identify the baseline conditions and subsequently use to evaluate the proposed project's projected economic impacts to the City of Oakland.

The urban decay analysis should determining impact effects by identifying and evaluating the magnitude and extent that the Safeway expansion will serve regional customers. More specifically, the impact analysis for the urban decay analysis should:

- Estimate the proposed expanded Safeway's expected future sales revenues and determine future sales origin using industry data (e.g SEC filing reports).
- Evaluate expected project-related "sales shift" impacts to existing businesses. The analysis should consider the impacts of any projected revenues losses on these businesses' viability.
- Assess real estate market conditions. The urban decay analysis should assess the likely tenant demand for any project-related business property vacancies within North Oakland. The real estate analysis should also assess the likelihood that any such properties would be permitted to deteriorate so as to result in urban decay impacts to the City that could be associated with the project.

8

Comment Letter C-51, cont'd.

- Perform a cumulative impact analysis. In accordance with the Bakersfield case, a detailed cumulative impact analysis of the contributory effects that recently approved and reasonably foreseeable projects may be expected to contribute to the Safeway expansion's impacts on existing businesses.The urban decay analysis should project sales for any other new and planned retail developments in the vicinity of North Oakland (e.g. the Pleasant Valley Safeway Expansion, Auto Row Retail Redevelopment).

5

Only once the proposed project's potential future effects on the existing businesses are assessed by such an urban decay / retail impact analysis can it be adequately determined whether or not the proposed project can be expected to result in significant future adverse physical impacts to the North Oakland business district. Relatedly, the potential for other reduced size alternatives cannot also be fairly assessed.

In the absence of any such analysis, the DEIR is inadequate and therefore should be dismissed until the necessary analysis is performed and its findings integrated in the project design, impact analysis and evaluation of project alternatives.

Sincerely,

A. Nicholas Carlson

6026 Harwood Avenue,
Oakland, CA. 94618

Response to Comment C-51-1

For a detailed discussion on the proposed project's potential impact on surrounding businesses, including the potential for urban decay, please see Master Response M-6. That response addresses the points raised in the comment.

The project would require two variances for parking and loading requirements, but the project would not contravene the site's zoning. For additional discussion on the project's consistency with the applicable zoning regulations, please see Master Response M-9.

The commenter is correct that the project could result in numerous significant impacts that could be mitigated to less-than-significant levels, but would remain significant and unavoidable if the City of Berkeley elected not to implement the measures. The DEIR discloses these impacts, consistent with the requirements of CEQA. It will be up to the City's decision makers to determine if the public benefits of the project would outweigh the adverse environmental consequences associated with the project.

Response to Comment C-51-2

As discussed in more detail in Response to Comment C-86-5, the proposed project would be expected to serve the local neighborhood and, by its nature, would not be a regional commercial facility. The other issues raised in the comment are addressed by the economic impact study summarized in Master Response M-6. Regarding whether the eight small retail businesses were included in the analysis presented in the DEIR, please see Response C-10-1.

Response to Comment C-51-3

The project would not cause urban blight, or decay, as discussed in detail in Master Response M-6. The effects of the proposed project on parking shortages are discussed in detail in Master Response M-3. Generally speaking, lack of parking is generally not considered a driver of economic blight.

Response to Comment C-51-4

Please see Responses to Comments B-4-12 and C-10-7. The project sponsor may define the objectives of a proposed project in an EIR. The project sponsor has determined the proposed store size, as is consistent with the policy direction established by the Oakland City General Plan and Zoning Ordinance. In addition to project objectives relating to the proposed size of the project, the project objectives listed on pages 3.9 and 3.10 of the DEIR include objectives not related to project size, such as encouraging additional pedestrian activity along the College Avenue façade.

The identification of the size of the proposed project as one of the project objectives does not predetermine the outcome of the subsequent environmental analysis in the DEIR. CEQA allows a lead agency to reject alternatives that fail to meet most of the basic project objectives, as stipulated in Section 15126.6(c) of the *CEQA Guidelines*.

Response to Comment C-51-5

Please see Responses to Comments B-4-12, C-10-7, and Master Response M-6. Regarding demolition of a building that might one day be designated an historical resource, as noted on page 35 of the Initial Study, the existing Safeway store and gas station that would be demolished are not listed on, or believed to be eligible for listing on, the applicable local, State or National registers of historic resources. The proposed project would not adversely affect historic resources.

Given the adequacy and appropriateness of the project objectives, as discussed in Responses to Comments B-4-12 and C-10-7, the conclusions that the alternatives would not achieve key project objectives or would not achieve them to the same degree as the project are valid. And while it is true that the project is not an economic development project, one of the stated objectives of the project is to add approximately 77 full-time new union jobs at the Safeway store. Therefore, noting that an alternative would not generate as many jobs as the proposed project is a legitimate point to make in discussing the degree to which an alternative would meet the project objectives. As discussed in detail in Master Response M-6, the project is not expected to adversely affect neighboring businesses, and therefore would not cause employment at other businesses to decline.

Regarding whether store redesign and expansion are necessary to promote pedestrian activity and comparison shopping, it is not the role of CEQA to evaluate a need for a project. Rather, the role of CEQA is to evaluate the potential environmental effects that would result if a proposed project were implemented. The DEIR fulfills this role.

Regarding the analysis of cumulative impacts, please see Responses to Comments B-4-11, E-14, and C-156-4, and Master Responses M-7 and M-8.

The other concerns raised in the comment about the potential for the project to cause urban decay are addressed in the economic impact analysis presented in Appendix A of this document, the results of which are summarized in Master Response M-6.

Comment Letter C-52

Vollmann, Peterson

From: kcarp [kcarp@berkeley.edu]
Sent: Wednesday, July 27, 2011 4:25 PM
To: Vollmann, Peterson

Dear Mr Vollman,

We wish to add our voice to that of many neighbors who feel that the proposed great expansion of our local 'Safeway' is even more out of proportion to the rest of the successful retail activity along College Avenue. The intention of our area was that it should be mix of residential and retail and it was never envisaged that shopping in the area would be dominated by a single giant. 1

Secondly, the present supermart caters perfectly well for local needs. One can only believe that the Safeway company is hoping, with a larger store, to attract more people from farther away. That will inevitably cause more traffic congestion in roads that are already saturated at certain times of the day.

Yours sincerely,

Kenneth & Antonina Carpenter
(6201 Rockwell St, Oakland CA94618)

Response to Comment C-52-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding traffic impacts, please see Response to Comment C-80-1.

Comment Letter C-53

Vollmann, Peterson

From: Alan Caudill [alancaudill@gmail.com]
Sent: Wednesday, July 13, 2011 8:26 AM
To: Vollmann, Peterson
Subject: New Safeway on College

Hello.

1 I'm an Oakland resident living in the Bushrod neighborhood (Shattuck and 56th) and I was writing to state my support for the construction of a new Safeway on College.

I've been following the design proposals and I'm excited to have what I believe will be a better shopping destination at that location. It's probably the most easily accessible store to where I live but I rarely go because the current store doesn't have the variety of offerings of other local stores.

I also find it a bit of an eyesore on the neighborhood and I believe the new design will create more of a unified destination for that section of College with the existing shops and cafes.

I appreciate your taking the time to consider my support and hope that you allow the new Safeway store to be built.

Thank you.

Alan Caudill

Response to Comment C-53-1

The comment expresses support for the project and concurrence with some of the findings in the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-54

Vollmann, Peterson

From: NELSONYA CAUSBY [nelsonyacausby@sbcglobal.net]
Sent: Monday, August 15, 2011 4:20 PM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

Dear Mr. Vollman:

I am writing to request that the Oakland Planning Commission mitgiate the tarffic consequences of the planned Safeway store by reducing the size of the store.

1 I live on Eton Avenue between Clarement and Woolsey. Our neighborhood is extremely congested on weekends. The traffic is often completely at a stand-still on College Avenue. Our streets are clogged with people parking on them on Sunday to attend a religious center that is nearby. Other events further aggrevate these conditions, such a football games.

2 I have two small children and had hoped that the neighborhood could be a family-friendly place for kids to play. Already we have traffic that darts down Eton as a shortcut from College to Claremont-- making outside play dangerous for kids. Claremont itself is clogged during rush hour. The traffic caused by the Safeway plan will make the area even more dangerous for kids.

3 The Safeway project promises to make the existing traffic congestion even worse. We do not need a Safeway store that is so large it attracts more traffic and causes further congestion. We also do not need additional retail stores. There are already many empty stores on College which creates a blighted atmosphere.

4 I realize that Safeway is bringing significant financial resources to push through this project, but I ask that you consider the affect on families in the neighborhood that have invested in real estate and are supporting their cities and Alameda County through the property taxes they pay

In closing, I ask that the Planning Commission reject Safeway's current plan and ask that the plan be revised to incorporate a smaller store without retail space.

Thanks,
Nelsonya Causby

Response to Comment C-54-1

See Response to Comment C-1-2 and C-48-1 regarding current congestion on College Avenue and project effects on Eton Avenue, respectively. See response to Comment C-180-4 for traffic conditions on Saturdays with a football game at the California Memorial Stadium.

Response to Comment C-54-2

See Master Responses M-4 and M-5 regarding pedestrian safety and potential for traffic intrusion on residential streets.

Response to Comment C-54-3

See Response to Comment C-1-2 regarding increased congestion caused by the proposed project in the study area. Also see Master Response M-6 regarding the likely effects of the project with respect to the retail environment along College Avenue.

Response to Comment C-54-4

The City will consider the comment opposing the project prior to taking action on the proposed project. The potential effects of the project on the neighborhood have been evaluated throughout the DEIR, and will also be considered by the City.

Comment Letter C-55

Vollmann, Peterson

From: John Chalik [jchalik@prodigy.net]

Sent: Friday, July 08, 2011 7:59 AM

To: Vollmann, Peterson; Angstadt, Eric; Miller, Scott

Cc: michaelcolbruno@clearchannel.com; Sandra Galvez; Vien Truong; Blake Huntsman; Madeleine Zayas-Mart; Jonelyn Whales; Chris Pattillo; Brunner, Jane; Wald, Zachary; David de Figueiredo; Becky O'Malley; Earl Crabb; Annette Floystrup; Jerome Buttrick; Dean Metzger; Jacquelyn McCormick; Larry Henry; Mark Humbert; Andrew Charman; Nancy McKay; Stuart Flashman; John Chalik; Zachary Walton; Susan Shawl; Patrick Ansari; Carl Vino! Davidson; Jeff Dodge; Maggie Hutchens; Youza Pak; Bophavi Pak; Alan Pricco; Mike Temple x12; Jerry Ver Brugge; Rich & Rebekah Wood

Subject: Oakland Planning Commission Case #ER09-0006 (Safeway on College)

Dear Mr. Vollman, Mr. Angstadt and Mr. Miller;

We write to request extension of the comment period to at least seventy-five days and postponement of the hearing scheduled for July 20th until at least August 10th, preferably later.

As has been done in the past, we also request that an entire meeting be devoted to this case as we believe there will be a large number of people wishing to comment on the report. The July 20th agenda already appears to be quite full and we note that our matter will not be called until some time after 8 pm.

Please note that the report was released on July 1st, the beginning of an extended holiday weekend. Starting Tuesday, July 5th, this leaves only 12 business days until the hearing. As you know, the report has been more than 19 months in the making and contains 382 pages of data and analysis plus voluminous (1000 pages) appendices. As you also know, this case is already a high-visibility project of great concern to the surrounding residential and commercial communities in both Oakland and Berkeley. Further, July and August are traditionally times when many community members and their families take extended vacation trips. This DEIR was released, with no advance public notice, at the peak of this vacation period.

1

Especially given the inopportune timing of the DEIR's public release, we believe it grossly unfair to anyone wishing to make an intelligent and informed response to the DEIR to rush the process in the way it is presently configured. Additional time is hereby requested to enable a reasonable review of the information, claims, and mitigation analysis including the opportunity to consult with professionals. This material, infused with unfamiliar language and complex technical data, compels the assistance of experts which cannot possibly be accomplished in the time allotted.

The City of Oakland, Safeway's architects and representatives, and the consulting engineers spent 590 days producing the DEIR. Given the level of concern this proposal has already generated, is it not reasonable, at a minimum, to allow those who will live with this project for generations a small fraction of that amount of time to formulate and present an adequate response?

Thank you,

Comment Letter C-55, cont'd.

David de Figueiredo
Chair, FANS

Stuart Flashman
Chair, RCPC

Susan Shawl
Co-Chair, Concerned Neighbors

Nancy McKay
Co-Chair, Concerned Neighbors

Larry Henry
Contiguous Neighbors

Dean Metzger
Chair, CENA

Mark Humbert
President, CENA

Jacquelyn McCormick
FANS Board Member

John Gatewood
ULTRA

Annette Floystrup
FANS Board Member

Jerome Buttrick
Local Architects and Planners Group

Zachary Walton
FANS Board Member

John Chalik
Contiguous Merchants

Response to Comment C-55-1

It has been common practice that the City has placed items that are expected to have a large number of speakers at the end of the agenda. This is so that members of the public that are at the hearing for projects that are projected to take less time may proceed through the hearing process more expeditiously rather than sitting through a long item as the Safeway DEIR was expected to be (and in fact, was). This scheduling also allowed the City to observe a "not to be heard before 8 pm" restriction that was designed to be a time-saving benefit for interested parties on the Safeway item. Regarding the idea of having a one-item agenda, that was not feasible due to the large backlog in Planning Commission items. While the City

was unable to delay the public hearing beyond the scheduled July 20th date, a second hearing was held on August 3, 2011, providing concerned residents a second opportunity to speak before the Planning Commission.

With regard to the request to extend the comment period to 75 days, the City has not extended Draft EIR comment periods beyond those required under the State CEQA Guidelines, even for much larger and more complex EIRs. The DEIR comment period extended beyond the July 20th hearing date, and lasted for 45 days (plus a one-day extension for a furlough), which is the longer of the required public comment periods compared to the regular 30-day comment period. All members of the public, whether they spoke at the public hearings or not, had the opportunity to submit written comments on the DEIR any time during the 46-day public review period for consideration by the Planning Commissioners.

Comment Letter C-56

John Chalik
308 63rd Street
Oakland, CA 94618
(510) 652-6312
Fax: (510) 652-2300
jchalik@prodigy.net

August 15, 2011

Mr. Peterson Z. Vollman, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank Ogawa Plaza, Suite 2114
Oakland, CA 94612

RE: College Avenue Safeway Shopping Center Draft Environmental Impact Report, SCH #2009112008; 2009102100

Thank you for the opportunity to submit comments on the above-referenced Draft Environmental Impact Report ("DEIR").

I am the owner of the property located at 6301 – 6323 College Avenue, Oakland, directly across College Avenue from the proposed project. My tenants include Yasai Market, The Meadows, Heartware, Southie, Wood Tavern, Vino!, Ver Brugge Meat, Fish & Poultry, and La Farine. My concerns center on various issues raised in the DEIR that will significantly and irrevocably impact on my tenants' ability to successfully conduct their business. These impacts could lead to loss of revenues, layoffs and potentially even blight. It should be noted that the vast majority of those employed by these businesses live and shop in the immediate area.

Stated Size of Existing Store.

1 The DEIR states that the existing store consists of **24,260 square feet**. Our measurement, taken by a licensed architect, indicates a footprint of something closer to 22,000 square feet. But, you need not take our word for it. An article published in the September 16, 1964, Oakland Tribune (infra, p. 8) states that the (then) new store consists of **"22,042 square feet."** Thus, the proposed new Safeway would actually be 234% larger than the existing, not 212%. The significance of this lies in the use of the existing square footage number in much of the comparative data throughout the report. If the baseline area measurement is incorrect, then all comparisons calculated from that number are wrong. Various speakers at the public hearing noted other factual and numerical discrepancies in the DEIR. If the applicant misses something as fundamental as the existing square footage by a factor of 10%, one wonders how many other important pieces of information may be flawed.

Comment Letter C-56, cont'd.

1 **The DEIR should be corrected to reflect the correct amount of existing square footage as determined by an actual measurement using accepted industry standards.**

Street Parking.

The lifeblood of our small retail marketplace is parking. Our patrons, often carrying large and heavy bags of groceries, depend on securing a parking spot within a short walking distance. Presently, that parking is either on the street or in the Safeway lot. The most common negative comment reported repeatedly by my tenants is that their customers have a difficult time finding convenient parking.

According to the DEIR, there will be a net increase of one street parking space by the project:

> *In addition, the project would result in the following changes to the on-street parking supply:*
> □ *College Avenue: on-street parking spaces along project frontage would reduce from 11 to 9 spaces.*
> □ *Claremont Avenue: on-street parking spaces along project frontage would increase from 16 to 19 spaces.*
>
> *The project would increase the overall on-street parking supply by one parking space.* (4.3-108)

2

This conclusion is patently deceptive. Note the use of the phrase "along project frontage." This cleverly allows the study to ignore the loss of 8 parking spaces just across the street in the 6300 block of College Avenue:

- *Converting the existing angled parking spaces on College Avenue to parallel spaces would result in **elimination of six metered on-street parking spaces**. Parking demand on this segment of College Avenue is currently at or above capacity. Thus, the loss of these parking spaces would contribute to the expected parking shortage in the area.* (4.3-65)
- *Provide bulbouts on the west side of College Avenue at the 63rd Street/College Avenue intersection to shorten the pedestrian crossing distance across College Avenue. Since both sides of 63rd Street just west of College Avenue are designated for loading and are used for truck deliveries for businesses along College Avenue, the bulbouts should continue to accommodate truck movements between College Avenue and 63rd Street. **Each bulbouts may result in loss of one parking space.*** (2-25)

Also, as will be discussed in detail infra, the value of the parking along Claremont will be severely compromised by the absence of pedestrian access to or through the project from Claremont.

The DEIR is deficient in that it does not clearly identify or attempt to mitigate the substantial cumulative impacts of lost street parking—the most convenient of all parking—on the surrounding commercial neighborhood.

Comment Letter C-56, cont'd.

Safeway Parking.

Stated objective of the project, DEIR 3-9:

> *Provide sufficient off-street parking to serve the needs of Safeway and retail shoppers that will be inviting, well-lit, and safe, but with surface-level parking reduced as much possible to create more room for commercial and pedestrian uses.*

The project will provide 171 total parking spaces, 27 of which will be restricted to employees. (4.3-41) This leaves 144 spaces for Safeway, a reported deficiency of 15 spaces for Safeway alone based on Oakland zoning requirements. (4.3-109)

However, and more importantly, the zoning parameters fall far short of the estimated parking requirements as analyzed by the consultants. See table 4.3-22 on page 4.3-110 which concludes:

> *The parking demand for the Safeway component of the project was estimated using the 85th percentile demand rates for urban supermarkets. The proposed Safeway store is estimated to generate about 146 parked automobiles during the weekday PM peak hour and 149 parked automobiles during the Saturday peak hour.*
>
> *The parking demand for the retail component of the project was estimated using the average rates for shopping center uses, because it best fits the proposed uses. The retail component of the project is estimated to generate 21 parked automobiles during the weekday PM peak hour and 24 parked automobiles during the Saturday peak hour.*
>
> *The parking demand for the restaurant component of the project was estimated using the average rates for quality restaurant. Peak parking demand for restaurants typically occurs at night, while grocery store and retail uses peak in the evening. Based on data published in ITE Parking Generation, the peak demand for restaurant was adjusted to present the overall peak parking demand for the proposed project. The restaurant component of the project is estimated to generate 30 parked automobiles during the weekday PM peak hour and 34 parked automobiles during the Saturday peak hour.*
>
> ***Overall, the proposed project is estimated to have a typical parking demand of 197 parking spaces on weekdays and 207 spaces on Saturdays. Since the site would provide 171 off-street parking spaces, the project would have a parking deficit of 26 spaces on weekdays and 36 spaces on Saturdays.***

3

But, that does not include the deficiency in available employee parking:

> Based on data provided by Safeway, the project would increase the total number of employees at Safeway by 77 employees. It is estimated that the number of peak shift employees would increase from 35 to 67 employees. Assuming that Safeway employees would continue to have similar mode share and commuting patterns, the Safeway employee peak parking demand is estimated to be about 44 parked automobiles. The upper level parking lot with access to and from Claremont Avenue would provide 27 parking spaces which would be assigned to Safeway employees. The Safeway employee peak parking demand would **exceed the provided supply by about 17 parking spaces**. (4.3-111)

And the employees will be parking long term with overflow further burdening the surrounding residential neighborhoods. Thus, it would seem that the project more accurately falls short about 43 spaces on weekdays and 53 spaces on weekends.

Page 3 of 8

Comment Letter C-56, cont'd.

Common sense analysis pushes the numbers even further into the red zone. If Safeway currently has 105 spaces for 24,260 sq. ft. (their number), then solving for X would indicate a proportional need of 269 spaces for 62,167 sq. ft.

3

And, finally, the DEIR states that "the parking garage would be open to the general public." (4.3-111) Thus, the parking analysis falls even further short because the study does not factor in parking needs of the surrounding neighborhood of businesses.

The DEIR demonstrates that already difficult parking conditions will be severely exacerbated by the proposed project threatening the economic viability of both the existing merchant community and the project itself.

The intersection of College Avenue and 63rd St.

The DEIR creates only confusion regarding the impacts on this intersection which is clearly the most impacted traffic component of the project. The apparent conclusion, found in the introductory summary, is that this intersection would not be signalized:

> *The proposed project would also make the following modifications to the transportation system surrounding the project site:*
> - *Signalize the Claremont Avenue/Mystic Street/Safeway Driveway intersection.*
> - *Provide left-turn lanes on northbound and southbound College Avenue into 63rd Street and the Safeway driveway. The new left-turn lanes are accommodated by widening College Avenue on the east side.*
> - ***Provide pedestrian bulb-outs on the east side of the 63rd Street/Safeway Driveway/College Avenue intersection on both the north and south crosswalks across College Avenue.***
> - *Provide a pedestrian bulb-out on the project corner of the College Avenue/Claremont Avenue intersection.*
> - *Provide a bus bulb-out on northbound College Avenue just north of Claremont Avenue and move the existing bus stop from south of Claremont Avenue to north of Claremont Avenue.*
> - *Provide a short pedestrian only street between College Avenue and Claremont Avenue near the south end of the project site with fronting retail uses.* (2-2)

4

So, presumably the only proposed mitigation to deal with traffic impacts at this intersection is bulbouts.

Perhaps this is because of the study's own findings and conclusions:

> ***Impact TRANS-13:*** *The proposed project would add more than 10 trips to the 63rd Street/College Avenue (#7) intersection which would meet the peak hour signal warrant under 2035 Conditions. (Significant)* (2-19)

In the table analyzing Impact TRANS-13, in the Standard Conditions of Approval and Mitigation Measures column, it states:

> *In addition, considering the proximity of this intersection to existing signals along College Avenue at Alcatraz and Claremont Avenues,* ***a signal at this intersection may result in queues from upstream intersections backing and blocking this intersection****. Queues on northbound College Avenue at Alcatraz Avenue and on southbound College Avenue at Claremont Avenue are expected to spill back past 63rd Street under 2035 Plus Project conditions after implementation of mitigation measures.* (2-21)

Comment Letter C-56, cont'd.

But then, in the paragraph immediately following:

> *Without a signal at this intersection,* ***vehicles exiting the Safeway Driveway would form long queues inside the project garage as they wait for adequate gaps in the flow of vehicles and pedestrians to exit the garage****. The proposed mitigation measure would reduce the delay and queues experienced by vehicles exiting the project driveway.* (2-21)

So, with the intersection signalized, College Avenue will be impacted by queues in both directions, and without signalization those exiting the project would be subjected to long queues back into the parking structure. It is also significant that the study ignores what the queues on 63rd Street would be like whether the intersection is signalized or not.

4

In the Level of Significance column for TRANS-13:

> *While mitigation measures have been identified that, if implemented, would mitigate any significant impacts at this intersection, this impact is being conservatively assumed to be significant and unavoidable. Because the mitigation would create a signalized intersection on a residential side street and would provide direct access to the College Avenue entrance for the site, it* ***could*** *create negative increases in traffic in the residential neighborhood along 63rd Street. This* ***could*** *result in undesirable quality of life and other negative effects that, while not significant impacts under CEQA, may result in a determination that the mitigation is infeasible.* (2-19 & 2-20)

Could indeed!

The DEIR demonstrates that the single-access to the project from the West at College Avenue and 63rd Street is a fatal design flaw with no acceptable mitigation measures identified.

Pedestrian issues.

Stated goal:

> Create a more functional and efficient shopping area configuration to eliminate current —pinch points in Safeway customers' path of travel and enhance the overall shopping experience of Safeway's customers. (3-9)

5

From the Pedestrian Master Plan of the Oakland General Plan:

> To promote a pedestrian-friendly environment; where public spaces, including streets and off-street paths, will offer a level of convenience, safety and attractiveness to the pedestrian that will encourage and reward the choice to walk.

From C-31 Special Commercial Zone Regulations:

> **17.48.010 - Title, purpose, and applicability.**
>
> The provisions of this Chapter shall be known as the C-31 special retail commercial zone regulations. The C-31 zone is intended to create, preserve, and enhance areas with a wide range of retail establishments serving both short and long term needs in attractive settings oriented to pedestrian comparison shopping, and is typically appropriate along important shopping streets having a special or particularly pleasant character.

Comment Letter C-56, cont'd.

On the Claremont side, the project is a fortress, walling off existing pedestrian routes from East of Claremont and North of Alcatraz to College Avenue. **There is no pedestrian access from Claremont Avenue:**

> *Pedestrians would directly access the commercial tenants from the sidewalk on College Avenue. Since the Safeway Supermarket is located on the upper level of the building, access is provided via elevators and stairs from two lobbies with direct access to College Avenue and the underground garage.* (2-2)

5

The only access from Claremont is vehicular through the garage. Thus, all pedestrian traffic from the Claremont side will be forced to circle around the perimeter of the project to access the project itself or the merchants on the West side of College Avenue. And, what will this wall—over two football fields long—contribute to "enhance the overall shopping experience," "promote pedestrian-friendly environment," or "create, preserve and enhance areas with a wide range of retail establishments serving both short and long term needs in attractive settings oriented to pedestrian comparison shopping?"

That the project has included approximately 10,000 sq. ft. of retail space is a gratuitous attempt to demonstrate "compliance" with the zoning when, in fact, the Safeway store is so out of compliance that it defies logic. Accepting this proposal with a CUP would render the C-31 zone virtually meaningless, create a dangerous precedent and invite proposals of a similar nature to further emasculate the language and spirit of C-31 (now CN-1).

The project design does not alleviate, but rather exacerbates pedestrian access to and flow through both the project and the surrounding merchant community. Given the super-sized nature of the project, the additional 10,000 sq. ft. of retail further contributes to the myriad of vehicular traffic, pedestrian movement and parking issues which the DEIR struggles unsuccessfully to address.

<u>The two Safeways problem</u>.

6

That the DEIR avoids studying the combined effects of having something in excess of 110,000 sq. ft. of Safeway bookending the Rockridge district and within approximately 1 mile of each other seems negligent to say the least. Does the Planning Commission and staff believe that there will not be a convergence of impacts on the College Avenue corridor flowing from this pair of proposals presently in process? The Rockridge Center proposal includes many thousands of additional square feet of development beyond its present configuration and an even larger Safeway. What responsible and forward-thinking planning professional could ignore this reality and not insist on the consideration of cumulative impacts?

The DEIR fails in ignoring the cumulative impacts of a planned large-scale shopping center development, directly linked by College Avenue, and located only slightly more than one mile from the project.

Comment Letter C-56, cont'd.

Conclusion.

Nineteen months of study, nearly 1400 pages of report, and a great deal of expense by both Safeway and the City of Oakland now demonstrate what the majority of residents and merchants have known and been saying all along. **ITS TOO BIG.**

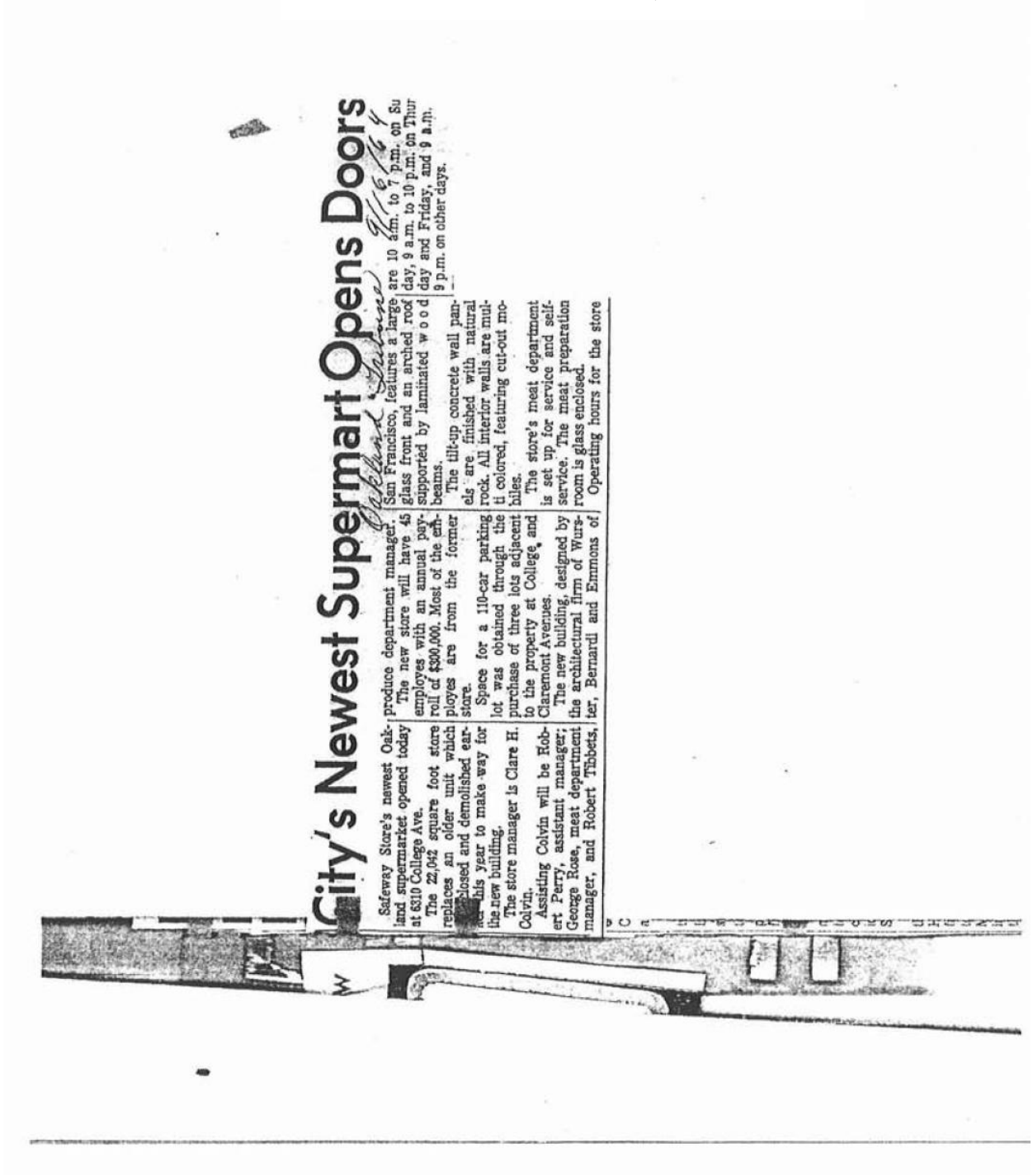
6

The only fix to the project is to begin anew using design criteria informed by the issues raised in this DEIR along with the input of the many thoughtful, caring and talented residents of Oakland and Berkeley who have voluntarily devoted countless hours in seeking an updated Safeway store that will contribute to the improvement of Rockridge, one of Oakland's most valued neighborhoods.

Respectfully submitted,

John Chalik

Comment Letter C-56, cont'd.



City's Newest Supermart Opens Doors

Oakland Tribune 9/16/76

Safeway Store's newest Oakland supermarket opened today at 6310 College Ave.

The 22,042 square foot store replaces an older unit which was closed and demolished earlier this year to make way for the new building.

The store manager is Clare H. Colvin.

Assisting Colvin will be Robert Perry, assistant manager; George Rose, meat department manager, and Robert Tibbets, produce department manager.

The new store will have 45 employes with an annual payroll of $300,000. Most of the employes are from the former store.

Space for a 110-car parking lot was obtained through the purchase of three lots adjacent to the property at College and Claremont Avenues.

The new building, designed by the architectural firm of Wurster, Bernardi and Emmons of San Francisco, features a large glass front and an arched roof supported by laminated wood beams.

The tilt-up concrete wall panels are finished with natural rock. All interior walls are multi colored, featuring cut-out motiles.

The store's meat department is set up for service and self-service. The meat preparation room is glass enclosed.

Operating hours for the store are 10 a.m. to 7 p.m. on Sunday, 9 a.m. to 10 p.m. on Thursday and Friday, and 9 a.m. to 9 p.m. on other days.

Response to Comment C-56-1

The existing store has been determined by the Safeway architects to be approximately 24,260 square feet, according to industry standard measurements. As shown in Figure 5-6, the salesroom is about 15,238 square feet, the stockroom is about 7,256 square feet, the loading dock is about 143 square feet,

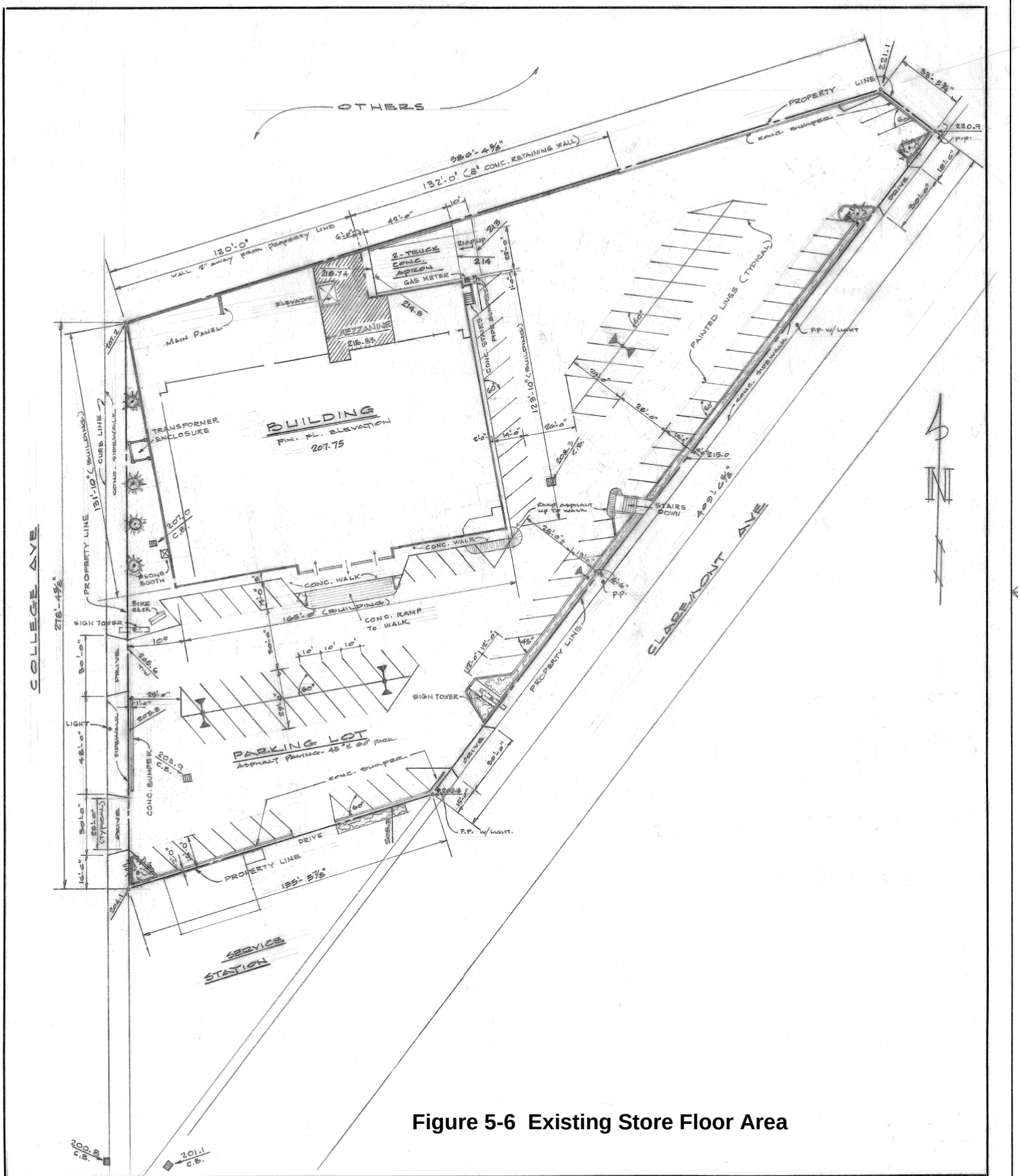


Figure 5-6 Existing Store Floor Area

PROPERTY	SQ. FT. AREA	SAFEWAY BLDG.	SQ. FT. AREA
SAFEWAY – 1st FLOOR	22,637	SALESROOM	15,238
OTHERS – 1st FLOOR		STOCK ROOM	7,256
PARKING	56,238	BASEMENT	
OTHER LAND		MEZZANINE	1,621
		DOCK	143
TOTAL	78,875	TOTAL	24,258

TYPE OF LOCATION
FREESTANDING ☒ IN S.C. ☐
ADJACENT TO S.C. ☐
TYPE OF CENTER R C N

PARKING SPACES:
SAFEWAY FREESTANDING 104 CARS
SAFEWAY IN SHOPPING CENTER:
ADJACENT TO SAFEWAY:
TOTAL IN SHOP. CENT.:

LEGEND
200.0 = EXISTING ELEVATION
= PLANTING
T.W. = TOP OF WALK
P.P. = POWER POLE
C.B. = CATCH BASIN
= 8V/55 700W MERCURY VAPOR LUMINAIRES ON 40' MAST UP 52'-0"

HISTORY RECORD
PLOT PLAN
6310 COLLEGE AVE.
OAKLAND, CALIFORNIA
DESIGN DEPARTMENT
SAN FRANCISCO DIVISION, SAFEWAY STORES INC.
47400 KATO ROAD, FREMONT, CALIF.
DR. BY: D.H. | CH. BY: S.W. | SCALE: 1"=60'-0"

STORE NO. 68T
ZONE NO. 25
DATE 10-8-75
DWG. NO. P-25-68T

Form No. RE-52
(Rev. 5-62) 5-62-1-22

DIETERICH-POST CLEARPRINT 1000 H

ACTUAL SCALE 1" = 30'-0"

and the mezzanine is approximately 1,621 square feet, for a total of 24,258 square feet, rounded 24,260 square feet. The analyses of the net-change in the size of the store is based on this number through-out the entire DEIR. The potential environmental effects for land use, visual quality, transportation, air quality, greenhouse gases and noise all included the baseline number of 24,260 square feet. Under CEQA, the baseline for comparison of impacts must be consistent for the entire environmental analyses.

It is unclear where the Oakland Tribune obtained its calculation of the square footage of the existing store for the article published in 1964. Possibly the mezzanine was not included; however, the City does count mezzanines in floor area calculations.

Response to Comment C-56-2

As stated in the comment and on page 4.3-108 of the DEIR, the project would result in the net increase of one parking space along project frontage on College and Claremont Avenues. Also as stated in the comment, the DEIR also identifies two mitigation measures described below, that may also result in loss of on-street parking spaces.

Mitigation Measure TRANS-2 may result in elimination of up to six parking meters on College Avenue near the intersection with Alcatraz Avenue. The decision to implement this mitigation measure is with City of Berkeley. However, as described in Response to Comment A-2-6, the improvements at this intersection have been redesigned to reduce the net parking loss to three spaces.

The DEIR also identified Mitigation Measure TRANS-17A as potentially eliminating two parking spaces on College Avenue at 63rd Street. However, the revised project, as described in Chapter 2 this FEIR, proposes to reconfigure the 63rd Street/College Avenue intersection to not eliminate any parking spaces.

The parking spaces that may be eliminated because of the mitigation measures were not included in the effects of proposed project on on-street parking supply because they are not proposed by the project and the mitigation measures may not be implemented. In addition, as described above, the net loss of on-street parking due to the proposed mitigation measures is less than the DEIR estimates for the mitigation measures.

Also, see Master Response M-3 for a more detailed analysis of project parking demand and on-street parking supply.

Response to Comment C-56-3

The comment is generally consistent with the findings of the DEIR. However, it incorrectly identifies the deficit of 17 employee parking spaces in addition to the customer parking deficit. The DEIR identifies the overall parking deficit and the employee parking deficit as a subset of the overall parking deficit.

The current project parking supply is not used to determine the parking supply for the proposed project because it is also used by non-Safeway customers and would not accurately reflect the parking demand generated by the proposed project.

Also, see Master Response M-3 for a more detailed analysis of project parking demand and supply.

Response to Comment C-56-4

The comment is consistent with the DEIR. The project, as described in the DEIR, does not propose to signalize the 63rd Street/College Avenue intersection. Rather, Mitigation Measure TRANS-13 in the

DEIR proposed to signalize the intersection to mitigate the significant impact caused by the DEIR project at this intersection. However, the DEIR acknowledged that signalizing this intersection would result in negative effects and considering the negative effects on traffic circulation and quality-of-life issues, the DEIR also acknowledged that implementation of Mitigation Measure TRANS-13 might not be desirable. Since Mitigation Measure TRANS-13 may not be implemented, the DEIR conservatively identified the impact as significant and unavoidable.

In any event, however, Mitigation Measure TRANS-13 is no longer necessary, because the revised project, as described in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13, which consisted of signalizing the 63rd Street/College Avenue intersection. Thus there would be no significant unavoidable impact at this intersection.

Response to Comment C-56-5

The comment is generally consistent with the DEIR. However, it incorrectly states that "pedestrian traffic from the Claremont side will be forced to circle around the perimeter of the project to access the project itself or the merchants on the west side of College Avenue." The project includes a pedestrian only street between College and Claremont Avenues about 150 feet north of the College Avenue/Claremont Avenue intersection.

The proposed project's compliance with underlying zoning is discussed in detail in Response to Comment A-4-6. The revised project's compliance with underlying zoning will be considered by the City prior to taking action on the proposed project.

Response to Comment C-56-6

As discussed in more detail in Responses to Comments B-4-10 and B-4-11, the proposed Rockridge Center Safeway was factored into the cumulative analysis presented throughout DEIR and the Initial Study, and was manually added into the traffic model, such that it is reflected in all of the 2015 and 2035 traffic scenarios.

Regarding the comment that the project is "too big," as discussed in Master Response M-9, the project would be within the maximum floor area ratio allowed by the General Plan and is conditionally permitted by the zoning ordinance. It would also be smaller than a number of other buildings in the vicinity, and would be comparable in height to many buildings in the area.

Comment Letter C-57

Vollmann, Peterson

From: Mark Chekal-Bain [mark@mjcb.org]
Sent: Saturday, July 09, 2011 4:17 PM
To: Vollmann, Peterson
Subject: Suppport expanded safeway

1 As a busy parent, I support the safeway expansion at college and claremont. Being able to do one stop shopping for our basic needs will be wonderful.

2 However, please do a good study to see if any changes need to be made at the traffic light to make pedestrian travel easier.... it takes a long time to cross claremont on college to walk to bart.... this is an opportunity to fix that as I assume you will need a traffic study due to the potential for increased vehicular traffic.

Thanks

Mark Chekal-Bain
3034 Hillegass. Berkeley

Sent from my Samsungf Transform™

Response to Comment C-57-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-57-2

The pedestrian wait times at the Claremont Avenue/College Avenue are long because the intersection has six approaches that the traffic signal needs to accommodate for automobiles to drive through and for pedestrians to cross. Mitigation Measure TRANS-4 consists of updating traffic signal timing at the intersection. In addition, the proposed project includes a bulbout at the north corner (between College and Claremont Avenues) of the intersection, which would reduce pedestrian crossing times and increase pedestrian visibility. As part of the Caldecott Tunnel Settlement Agreement, City of Oakland is also planning to install bulbouts at the northwest (between College Avenue and 62nd Street), southwest (between 62nd Street and Claremont Avenue), and east (between Claremont Avenue and Florio Street) corners of the intersection. These bulbouts would reduce the pedestrian crossing distances on the sidewalks on these approaches and increase pedestrian visibility.

Comment Letter C-58

July 25, 2011

Ms. Peterson Z Vollmar
Planner III - Eco. Development
Oakland: Ca.

Attached are concerns about Safeway Draft EIR. In general after Homeration of EIR, I find the structure too massive and out of harmony with the residential areas + Historic retail stores. Safeway representative (July 20 still talk of a mall, an anchor store, a mark for a destination site. With all the neighborhood meetings since 2007, we still get a basic box store with awnings on College Ave with Safeway board + determined to mark the corner with traffic gridlock, massive structure + signs and transfer of College Ave gridlock to Claremont with a threefold increase in semi + smaller delivery trucks, entrance + exit turning lanes creating back-up queues, noise and air pollution from Stop + go traffic from 2 lights at Mystic and Alcatraz on Claremont. Yet DEIR says no impact. With a major competitive shopping mall being developed at 51st - 1 mile away, I don't accept Safeways need for another massive store at College Ave. In my opinion you don't win "grocery wars" (Safeway to Tem - Oakland tribune) by competing with yourself.

1

Please offer another thought to Safeway - A smaller satellite store or an even more original idea from the Corporate model - separate the functions into smaller stores as they have done with the lay-out of the pharmacy on College Ave. Please consider making Claremont Ave pedestrian - friendly and consider fire safety access.

Respectfully submitted
Mary Lee Clegg
MARY ANNE CLEGG
15 ETON Ct
Berkeley, Ca 94705

RECEIVED
JUL 29 2011
City of Oakland
Planning & Zoning Division

Comment Letter C-58, cont'd.

4/ Case - ER09-0006 - Safeway at College
July 25, 2011

Land-use

1) Oakland City Planning Commission doesn't evaluate the Safeway assumptions that the Oakland-Berkeley neighborhoods can-should accept the 3X expansion of Safeway retail space - especially when unused retail space is available at Medical Insurance exchange across the street on Claremont and empty retail on College + Alcatraz corner.

Size of Building complex too large + massive to fit into the neighborhood existing scale for homes + other retail + geographic slope of area.

Comment

The Medical-Insurance-Exchange building was allowed to demolish a school/house + go 4-5 stories on condition of 5-6 retail street level stores. A "Show effort" was made to attract retail. Leave signs - high rent - lack of interest by MIEC owners. Store fronts empty + later they used space for storage + office. - No enforcement by Oakland to make street pedestrian oriented for retail. - Safeway could use this space for Pharmacy, Deli - Bakery! + build smaller basic store. They already put a pharmacy on College! also, Corner store from at college + alcatraz (Berkeley) Cup of tea - now empty. - Safeway could put Deli the

2 3X expansion size assumes that Safeway has or can create a demand of 3X's its current usage for the the site; or with same demand, customers will spend 3X current capital input in new areas - flowers, pharmacy.

Safeways needs to show market studies to demonstrate such belief system of success.

**1. The new site is in competition with 51 Rochrdg expansion for its own customers who use Safeway products - 1 mile away. (no impact studied)

2. Neighborhood customers can draw from other grocery stores in 1 mile of college ave complex, - trader Joes, Andronicas, Whole Foods, Walgreens, CVS sell food and all the small food, wine, bakery in the area + market square specialty stores + Ghost outlet on Broadway. -

3. Where is the new customer demand coming from? - There is no new housing!! -

4. Online-Computer sales - this option eliminates the need for huge space + larger stores - both food + pharmacy.

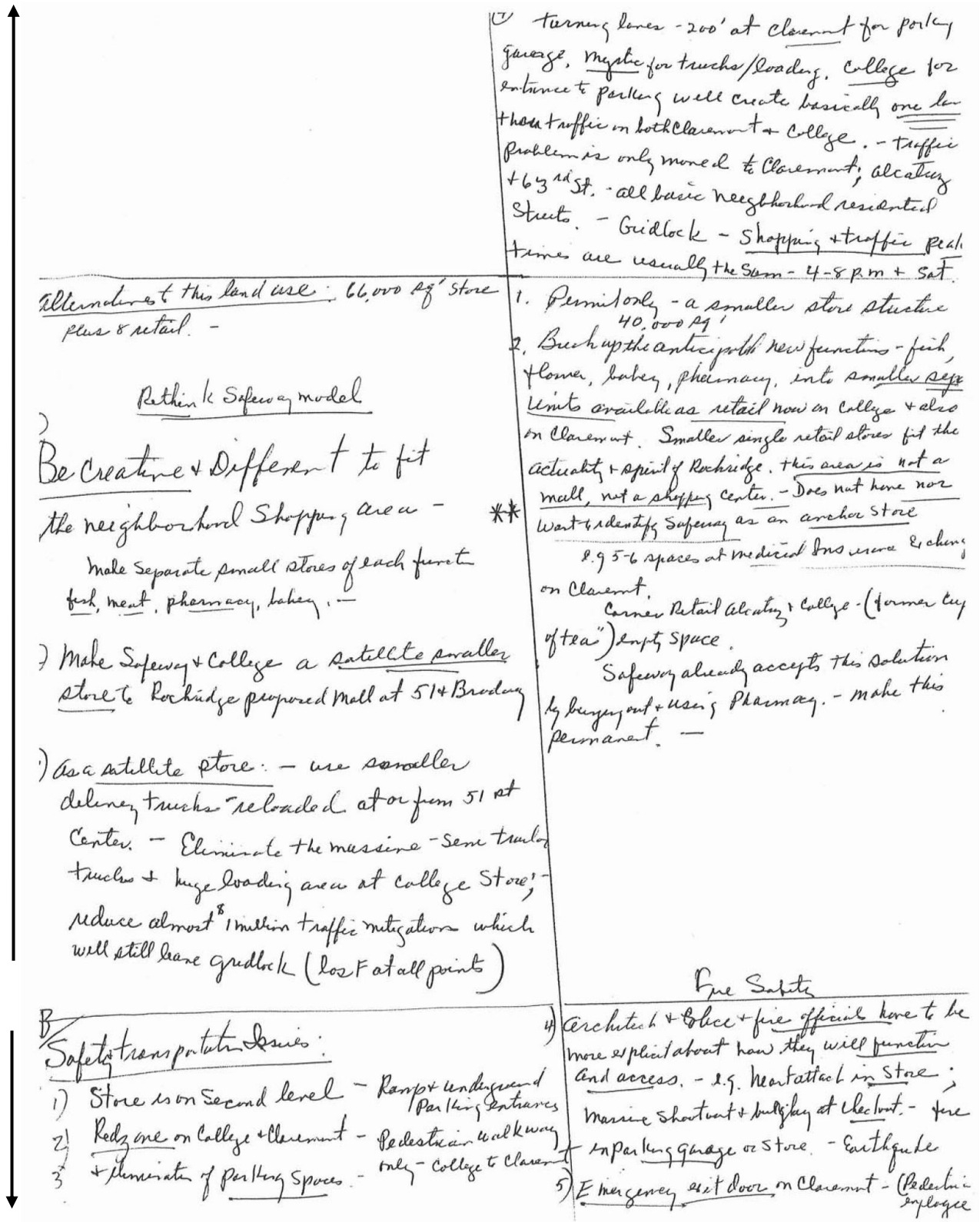
3. If Safeway creates a triple customer demand in this area. - The 2 neighborhoods of Rochrdg + Claremont have to absorb the expansion impacts

(1) a triple expansion of demand creates alea 2½ increase in car traffic + Safeway is not providing this parking area. (171 spaces) There could be an increase in pedestrian + bike usage but difficult to carry large purchases. - (minimal profit import.)

**(2) The anticipated traffic will be moved from College Ave to Claremont. The need for turn lanes to accomodate the parking lot creates gridlock for Claremont traffic coming off S.F. Freeway at Claremont with destination - tunnel Road to tunnel to Orinda

***(3) Car traffic impact on residential street at 63rd + Oakland for only College Ave entrance to parking lo

Comment Letter C-58, cont'd.



(7) turning lanes - 200' at Claremont for parking garage, Mystic for trucks/loading, College for entrance to parking well create basically one lane than traffic on both Claremont + College. - traffic problem is only moved to Claremont; Alcatraz + 63rd St. - all basic neighborhood residential streets. - Gridlock - Shopping + traffic peak times are usually the Sam - 4-8 p.m + Sat.

2

Alternatives to this land use: 66,000 sq' store plus 8 retail. -

1. Permit only - a smaller store structure 40,000 sq'
2. Break up the anticipated new functions - fish, flower, bakery, pharmacy, into smaller sep units available as retail now on College + also on Claremont. Smaller single retail stores fit the actuality + spirit of Rockridge. this area is not a mall, not a shopping center. - Does not have nor want to identify Safeway as an anchor store

Rethink Safeway model

Be Creative + Different to fit the neighborhood Shopping area - **

Make separate small stores of each function fish, meat, pharmacy, bakery. -

e.g 5-6 spaces at Medical Insurance Exchange on Claremont.

Corner Retail Alcatraz + College - (former "cup of tea") empty space.

Safeway already accepts this solution by buying out + using Pharmacy. - make this permanent. -

) Make Safeway + College a satellite smaller store to Rockridge proposed Mall at 51 + Broadway

) As a satellite store: - use smaller delivery trucks - reloaded at or from 51st Center. - Eliminate the massive - Semi trailer trucks + huge loading area at College Store; - reduce almost $1 million traffic mitigation which will still leave gridlock (los F at all points)

Fire Safety

3

B

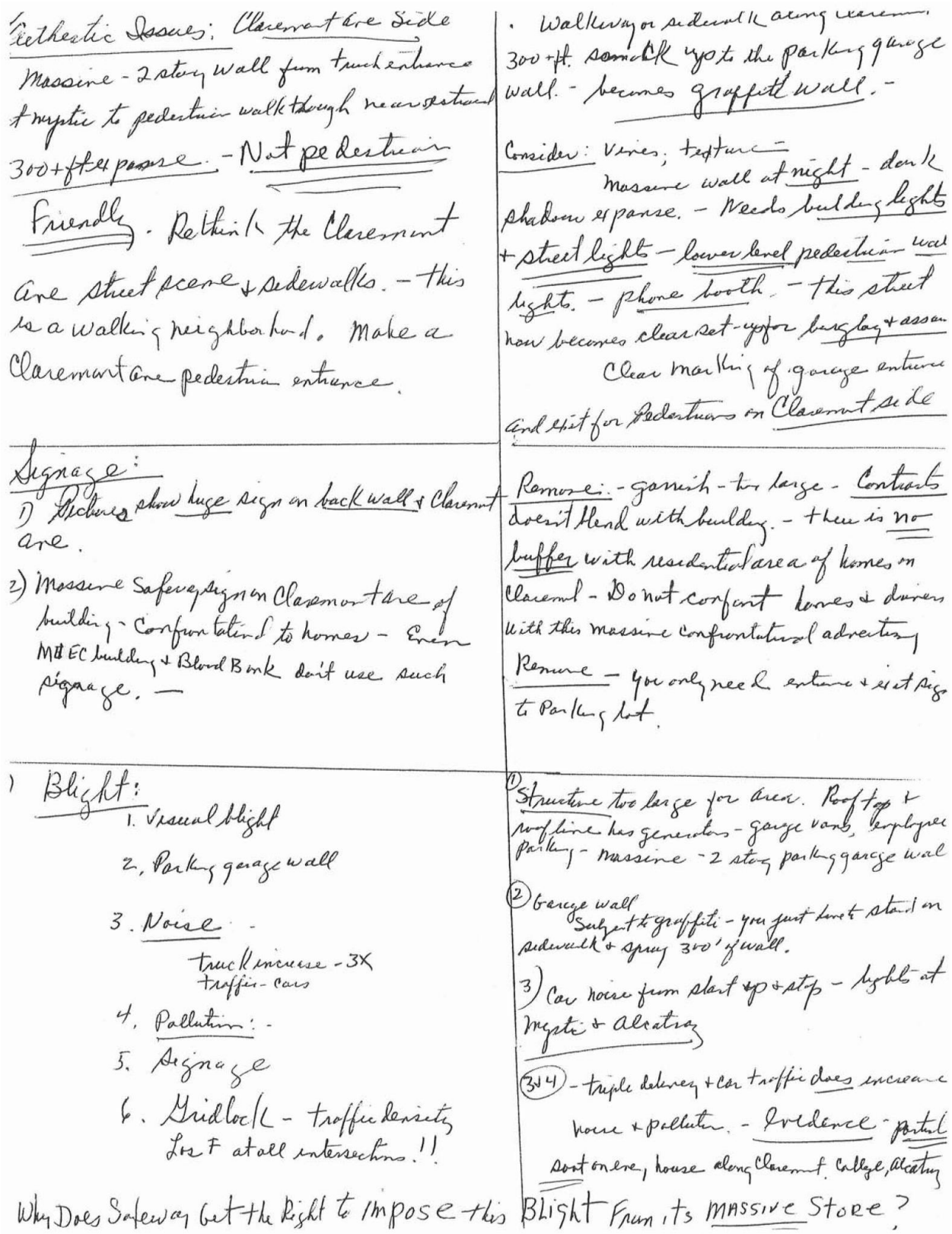
Safety transportation Issues:

1) Store is on Second level - Ramp + underground Parking entrances
2) Redzone on College + Claremont - Pedestrian walkway only - College to Claremont
3) + elimination of parking spaces. -

4) Architect + Police + fire officials have to be more explicit about how they will function and access. - e.g. heart attack in Store; massive shootout + bullying at checkout. - fire in parking garage or store. - Earthquake
5) Emergency exit door on Claremont - (Pedestrian employee

Comment Letter C-58, cont'd.

3



Aesthetic Issues: Claremont Ave Side
Massive - 2 story wall from truck entrance
at mystic to pedestrian walk through near restaurant
300+ ft expanse. - Not pedestrian
Friendly. Rethink the Claremont
Ave street scene + sidewalks. - this
is a walking neighborhood. Make a
Claremont Ave pedestrian entrance.

• Walkway or sidewalk along Claremont
300+ ft. smack up to the parking garage
wall. - becomes graffiti wall. -

Consider: Vines; texture -
Massive wall at night - dark
shadow expanse. - Needs building lights
+ street lights - lower level pedestrian wall
lights. - phone booth. - this street
now becomes clear set-up for burglary + assau
Clear marking of garage entrance
and exit for Pedestrians on Claremont side

4

Signage:
1) Pictures show huge sign on back wall + Claremont
ave.
2) Massive Safeway sign on Claremont ave of
building - Confrontational to homes - Even
MIEC building + Blood Bank don't use such
signage. —

Remove: - garrish - too large - Contrasts
doesn't blend with building. - there is no
buffer with residential area of homes on
Claremont - Do not confront homes + drivers
with this massive confrontational advertising
Remove - you only need entrance + exit sign
to Parking lot.

5

Blight:
1. Visual blight
2. Parking garage wall
3. Noise -
truck increase - 3X
traffic - cars
4. Pollution: -
5. Signage
6. Gridlock - traffic density
Los F at all intersections!!

(1) Structure too large for area. Roof top +
roof line has generators - garage vans, employee
parking - massive - 2 story parking garage wall
(2) Garage wall
Subject to graffiti - you just have to stand on
sidewalk + spray 300' of wall.
3) Car noise from start up + stop - lights at
Mystic + Alcatraz
(3+4) - triple delivery + car traffic does increase
noise + pollution. - Evidence - partial
soot on every house along Claremont, College, Alcatraz

Why Does Safeway Get the Right to impose this Blight From its MASSIVE Store?

Response to Comment C-58-1

The DEIR does identify potentially significant impacts on traffic at numerous intersections, and identifies feasible mitigation measures to reduce the impacts to less-than-significant levels. However, as noted in the discussions of the impacts, implementation of identified mitigation for ten of the eleven traffic impacts would require approval by the City of Berkeley, which is outside the control of the City of Oakland. For this reason, the impacts were designated significant and unavoidable, but it would still be feasible to mitigate them to acceptable levels and avoid "gridlock."

Regarding the size of the project and its compatibility with the existing commercial neighborhood, please see Responses to Comments A-4-1, A-5-11, D-31, E-53, E-142, and Master Response M-9. The potential air quality and noise impacts are evaluated in Sections 4.4 and 4.6, respectively, of the DEIR.

Regarding the "need" for the project, the applicant has determined that there is sufficient demand to support two upgraded Safeway stores serving two different neighborhoods. The EIR is not required to verify or document the need for a project. The applicant has a right to submit a development proposal for consideration by the City, and the purpose of the EIR is to identify and evaluate the potential adverse effects on the environment that would result from project approval and implementation.

Response to Comment C-58-2

The size of the proposed project was addressed in the preceding response. As a point of clarification, the proposed store would not be three times larger than the existing store; it would be a bit more than twice the size (51,510 square feet versus 24,260 square feet). The medical building on Claremont would not be a suitable building for a full-scale grocery store, and Safeway does not own or control the site. It does own the proposed project site, and has operated a grocery store there for 46 years, and plans to redevelop the site, continuing and expanding on the existing use of the site. The project is not required to provide market studies in support of its proposal. As noted above, CEQA does not require an applicant to provide proof of a need for a project. Regarding the potential for the project to adversely affect other businesses, please see Master Response M-6.

Regarding the increase in traffic and parking demand, please see Master Responses M-1 and M-3, respectively.

Regarding the suggestion to develop a small satellite store and numerous small support stores in lieu of the proposed project, such a store would not meet the primary objectives of the project, which include, among other things, developing a larger urban two-story building with sufficient new store area to offer a more comprehensive range of retail services and products to Safeway's customers, including: an on-site, "from scratch" bakery; a pharmacy; expanded floral offerings; an expanded deli (including warm food table, and prepared catering food items); a "service" meat and seafood service (as compared to the pre-packaged items currently available); and a greatly expanded produce section. To develop these sections in separate stores would require more space and would be logistically much more difficult to operate out of numerous separate storefronts. It would also not fill the need for a one-stop full-service grocery store that Safeway perceives to exist in the neighborhood.

Response to Comment C-58-3

Regarding the public safety of the proposed project, please see Responses to Comments C-180-7 and C-156-5.

Regarding the building façade along Claremont Avenue, please see Responses to Comments C-137-17, D-31, and E-142. The comments for design modifications should be submitted for consideration during the design review of the project, but do not address environmental issues. Lighting and glare are regulated by Standard Condition of Approval (SCA) AES-1, as noted on pages 4.2-11 4.2-12 of the DEIR. As documented in Section 4.2 of the DEIR, the proposed project would not have any significant adverse aesthetic impacts, and therefore no mitigation is required.

Response to Comment C-58-4

The proposed signage on both Claremont and College avenues would be low-profile, wall-mounted signage consistent with signage used on Safeway stores throughout the Bay Area. It would be required to comply with the limitations on signs established in Chapter 17.104 of the Planning Code, which limits the maximum aggregate area of display surface of all development signs to 75 square feet, unless a larger amount is authorized by a Conditional Use Permit. The signage for the small retail stores would also be subject to regulation by Chapter 17.104. Regarding the statement that the Claremont Avenue sign would be "confrontational to homes," there are no residences located on the opposite side of Claremont Avenue from the project. As documented in Section 4.2 of the DEIR, the proposed project would not have any significant adverse aesthetic impacts.

Response to Comment C-58-5

Regarding the size of the building, this comment was previously addressed in Response to Comment C-58-1. Regarding "visual blight," the proposed project would alter the aesthetics of a site currently dominated by a parking lot, gas station, and 1960s-era suburban-style grocery store, and although aesthetics are subjective in nature, it can be argued that the proposed project would be an aesthetic improvement over existing conditions. The comment regarding the parking garage wall was previously addressed in Response to Comment C-58-3. As noted in Response to Comment C-11-3, the cities of Berkeley and Oakland both have adopted regulatory controls that limit the potential for blight to occur in the unlikely event the proposed project resulted in retail vacancies. Both cities have anti-blight ordinances, as well as ordinances controlling graffiti, weeds, dumping garbage, debris, and litter. Property owners in both cities are required to maintain their properties so as not to create a nuisance by creating a condition that reduces property values and promotes blight and neighborhood deterioration.

As discussed in Responses to Comments C-159-2 and C-183-2, due to operation efficiencies, the proposed project is not expected to generate an increase in truck activity proportionate to the increase of the size of the store, and certainly not three times as much truck traffic.

Pollution: the project's air quality impacts are addressed in Section 4.4 (pages 4.4-1 through 4.4-21) of the DEIR. As documented therein, the project's operational impacts would not be significant and, with implementation of Mitigation Measure AIR-1, the project's construction impacts on air quality would be reduced to a less-than-significant level. Master Response M-7 discusses the secondary effects of increased traffic, or operational, air quality effects.

Regarding the proposed project's anticipated noise impacts, see Response to Comment E-101.

Comment Letter C-59

Vollmann, Peterson

From: Clifford Cline [clifford@hcccom.net]
Sent: Sunday, July 10, 2011 3:49 PM
To: Vollmann, Peterson
Cc: elisabeth@ajepartners.com; Brunner, Jane
Subject: FW: Important Changes at Chimes Pharmacy on College Ave

Dear Mr. Vollman,

I thought I would let you know "the depth of support that exists for the project".
I plan on asking John, whom I have been doing business with for twenty years, to having my records transferred to Pharmaca.
My wife and I currently patronize the independent shop owners on College Ave and have very little need for Safeway.

1 Even if Safeway can buy out all the competition on College Avenue they still should not be allowed to build a store the size they have proposed.
If Safeway wants more shelf space they should build new stores in parts of Oakland that desperately want stores in their neighborhoods.
These people currently have to drive or ride the bus to come to our neighborhood and help create the gridlock we experience every day.
Creating a larger store to reach a larger area base of customers should not be a business plan allowed in Rockridge.

Thank you,

Clifford Cline

From: Elisabeth Jewel [mailto:elisabeth@ajepartners.com]
Sent: Saturday, July 09, 2011 11:05 AM
Subject: Important Changes at Chimes Pharmacy on College Ave

Dear Supporters of a New Safeway Store on College Avenue:

Safeway is pleased to announce the acquisition of Chimes Pharmacy on College Ave. Long-time owner John Gelinas has sold his business to Safeway but will remain as manager. The transition will be seamless for patients as all prescriptions will remain at the pharmacy. Please read a personal note from John on our website at www.safewayoncollege.com.

2 While you're at the website be sure to sign up for a new store, if you haven't already. It would be great to have everyone in your household sign up to demonstrate the strong support we have to move forward with this proposal.

As you may have heard, our project will have a public hearing before the Oakland Planning Commission on July 20th. It is essential that we show the commission the depth of support that exists for the project. You can be assured that those who want the store to stay virtually the same will be there in force. Please try to come on the 20th. If that's not possible, please write to Pete Vollman (our Oakland city planner) at pvollman@oaklandnet.com and let him know you want to go on record as supporting the building of a new store and retail shop space.

Thank you for your patience during this very long process. Starting the public hearing process is a big milestone for us. With your support and continued commitment, we can be successful and build a beautiful new store.

Response to Comment C-59-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-59-2

The comment consists of a forwarded email included with Comment C-59-1. It does not raise any environmental issues specific to the project or address the adequacy of the DEIR, and no response is necessary. Please see comment letter C-164.

Comment Letter C-60

Vollmann, Peterson

From: Wendy Cohen [wendycohen100@hotmail.com]
Sent: Tuesday, July 26, 2011 3:11 PM
To: Vollmann, Peterson
Subject: College Avenue Safeway Expansion

Mr. Vollman,

I am writing to express my concern about the plans for Safeway to expand the store at 6310 College Avenue.

1 I live in a single family dwelling on 62nd St, a block from the store. I completely respect Safeway's desire and right to expand their business. I am not a traffic planner but it doesn't take much expertise to see that if they go through with the planned driveways and stoplights, my street will become a heavily traveled shortcut. I am a bicyclist and already the traffic congestion is overwhelming. And there is no question that this will impact the safety of Hillegass Avenue, which is a designated "Bicycle Boulevard."

As someone who has lived here since 1985, I can assure you that a large store with more driveways and more congestion will have a very negative affect on my quality of life, on the safety of myself and my children,, and on the flavor of this community. Please don't write us off as collateral damage for economic gain.

Yours truly,

Wendy Cohen
339 62nd St.
Oakland, CA 94618
510/658-0725

Response to Comment C-60-1

The comment expresses concern about increased automobile traffic on 63rd Street and Hillegass Avenue. See Master Responses M-4 and M-5 regarding bicycle safety and potential traffic intrusion on residential streets, respectively. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-61

Vollmann, Peterson

From: Lynne Costain [lynnecostain@yahoo.com]
Sent: Saturday, August 13, 2011 4:53 PM
To: Vollmann, Peterson; Angstadt, Eric
Cc: Brunner, Jane
Subject: DEIR College Safeway

I am a thirty five year resident of the Rockridge neighborhood. Previously, I lived in the Elmwood for 20 years. I am an astute observer of the traffic in both areas. I found the following deficiencies in the DEIR for the proposed Safeway development on College:

<!--[if !supportLists]-->1. <!--[endif]--> **Traffic study was not done correctly.** The **cut through streets** that will be most impacted are Presley, Rockwell and Florio. These are the streets that traffic exiting Highway 24 on the College Avenue off ramp use to avoid signals and congestion on College Avenue. These are totally residential streets and are very narrow. That route was not addressed in the study.

<!--[if !supportLists]-->2. <!--[endif]-->There was no study of how additional traffic will affect traffic days when there is a **game at UC Berkeley.**

<!--[if !supportLists]--> **3.** <!--[endif]-->The study of traffic that was made on College on a Saturday late afternoon was not a realistic measure of the congestion that occurs on Saturdays. Measurements **should have beentaken earlier in the afternoon when traffic is often at a standstill on College between the existing Safeway and the Elmwood District in Berkeley. Measurements must be taken on many separate days and averaged.**

1

<!--[if !supportLists]--> **4.** <!--[endif]--> **Figures computing the potential delay from congestion did not appear realistic.**

<!--[if !supportLists]-->5. <!--[endif]-->All traffic studies must be done during the time of year when **UC Berkeley is open.**Congestion **immediately picks up** after the semester opens as both students and faculty return to the area.

<!--[if !supportLists]-->6. <!--[endif]-->Figures supplied for potential increase in visits to the new Safeway complex **seem artificially low** and do not support the huge investment that Safeway is making.

<!--[if !supportLists]-->7. <!--[endif]-->EIR does not adequately address the **potential for blight** if small independent businesses, which supply some of the same products as Safeway, are forced to close. Safeway classifies business competition as "leakage" and will underprice Safeway's product until the competing business is driven out, so blight is a real potential here.

Lynne Ross Costain
6400 Chabot Road
Oakland, CA, 94618

Response to Comment C-61-1

The points raised in this comment letter are included in the following comment letter (C-62); please refer to the responses to that comment letter.

Comment Letter C-62

Vollmann, Peterson

From: kensingone@aol.com
Sent: Monday, August 15, 2011 11:38 AM
To: gwozniak@CityofBerkeley.info; Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; susan@fansco.org; vinocarl@aol.com
Subject: Safeway DEIR

Dear Mr. Wozniak:

I am a thirty five year resident of Rockridge and also lived in the Elmwood for twenty years preceding. I have a clear understanding of the shopping habits and traffic flows in both small commercial districts.

I am hoping that you will oppose the massive development that Safeway is proposing. The projected solutions to increased traffic and the potential loss of existing retail heavily affect Berkeley. It is also apparent that the mitigations defy logic- dumping a huge amount of traffic into the last two blocks of Alcatraz. Really? Alcatraz is impacted at commute hours between San Pablo and Claremont with significant delays at Telegraph. Hard to see how this situation will be improved....

1

In any event here are the deficiencies that I noted in the EIR. I hope that you can stand strong and support us as we try to save both Elmwood and Rockridge from this corporate invasion.

2 1. Traffic study was not done correctly. The cut through streets that will be most impacted are Presley, Rockwell and Florio. These are the streets that traffic exiting Highway 24 on the College Avenue off ramp use to avoid signals and congestion on College Avenue. These are totally residential streets and are very narrow. That route was not addressed in the study.

3 2. There was no study of how additional traffic will affect traffic days when there is a game at UC Berkeley.

4 3. The study of traffic that was made on College on a Saturday late afternoon was not a realistic measure of the congestion that occurs on Saturdays. Measurements should have been taken earlier in the afternoon when traffic is often at a standstill on College between the existing Safeway and the Elmwood District in Berkeley. Measurements must be taken on many separate days and averaged.

5 4. Figures computing the potential delay from congestion did not appear realistic.

6 5. All traffic studies must be done during the time of year when UC Berkeley is open. Congestion immediately picks up after the semester opens as both students and faculty return to the area.

7 6. Figures supplied for potential increase in visits to the new Safeway complex seem artificially low and do not support the huge investment that Safeway is making.

8 7. EIR does not adequately address the potential for blight if small independent businesses, which supply some of the same products as Safeway, are forced to close. Safeway classifies business competition as "leakage" and will underprice Safeway's product until the competing business is driven out, so blight is a real potential here.

Sincerely,

Lynne Ross Costain
6400 Chabot Road (corner of Ross)
Oakland ,CA 94618

Response to Comment C-62-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

The comment is also concerned about the amount of traffic added by the project on Alcatraz Avenue between College and Claremont Avenues (i.e., the last two blocks of Alcatraz Avenue). As shown on Figure 4.3-13 of the DEIR, no project generated traffic is assigned to this segment of Alcatraz Avenue. Considering the location of the project driveways and the direction of approach to the project site, it is not expected that drivers would use the segment of Alcatraz Avenue between College and Claremont Avenues to access the project site. See Master Response M-5 for a discussion of traffic intrusion on residential streets, including the segment of Alcatraz Avenue referenced in the comment. Also see Master Response M-3 regarding potential traffic circulating for available parking space.

Response to Comment C-62-2

As stated in the comment, the DEIR did not study residential streets, such as Presley Way, and Rockwell and Florio Streets. See Master Response M-5 regarding traffic intrusion on residential streets. In addition, the diversion route referenced in the comment would most likely be used by project trips to and from east on SR 24 freeway. Considering that the project would consist of a supermarket and uses that primarily serve the local area, most of the project trips would be locally generated. The project trip distribution, as shown on Figure 4.3-12 of the DEIR, assigns about four percent of project trips to SR 24 east. This corresponds to eight weekday PM peak hour trips and 10 Saturday peak hour trips. Even if all these trips were diverted to the local streets, the increase in traffic would be within the typical daily fluctuation of traffic, would not be noticeable to most residents, and would not result in significant impacts.

Response to Comment C-62-3

See Response to Comment C-180-5 for traffic conditions on Saturdays with a football game at the California Memorial Stadium.

Response to Comment C-62-4

See Master Response M-2 regarding potential project impacts during the Saturday midday peak hour.

Response to Comment C-62-5

The comment states that the existing intersection delays presented in the DEIR are not realistic. The delay and congestion calculations presented in the DEIR were completed based on traffic volume data collected at the study intersections, and using standard transportation engineering practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland.

Response to Comment C-62-6

As indicated on page 4.3-14 of the DEIR, the parking and traffic counts used in the transportation analysis of the DEIR were collected in March and April 2010 on days when UC Berkeley and local schools was in full session.

Response to Comment C-62-7

See Master Response M-1 for an explanation of why project vehicle trip generation presented in the DEIR is conservative.

Response to Comment C-62-8

Please see Master Response M-6 for a detailed discussion on the potential for the proposed project to result in blight in the neighborhood.

Comment Letter C-63

Vollmann, Peterson

From: dnacrady@aol.com
Sent: Monday, July 11, 2011 1:25 PM
To: Vollmann, Peterson
Subject: Safeway on College draft EIR

Dear Mr. Vollmann:

We are 20 year residents of Rockridge, living on Claremont near Alcatraz. We have been alarmed by the scale and scope of Safeway's proposed project and, after spending several hours trying to fully understand the draft EIR, are convinced that the report significantly minimizes and inadequately addresses the traffic/congestion/air quality impact on the neighborhood.

1 Traffic on College is, at the best of times, very slow going and (often) stopped. The surrounding streets are closed to through traffic, making College/Claremont/Alcatraz the main thoroughfares for all of the existing traffic. Safeway proposes doubling the store, which, logically, will double the traffic (if their hoped for sales projections come to fruition). The current congestion is barely acceptable. Further congestion is insupportable. This is not the appropriate location for a regional mall, generating mall traffic.

Please do not in any way minimize the tremendous significance of the traffic impact and the irreversible damage it will cause to the surrounding neighborhoods. We love our neighborhood and are happy to have Safeway as our neighbor but this proposal will wreak havoc with the current, reasonable and desirable, quality of life.

Sincerely,

Adele and David Crady
3306 Claremont Berkeley, CA

Response to Comment C-63-1

The traffic congestion along College and Claremont Avenues as stated in the comment is consistent with the DEIR's findings of deficient LOS E or LOS F at major intersections along both corridors under existing and future conditions. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-64

Vollmann, Peterson

From: dnacrady@aol.com
Sent: Wednesday, July 13, 2011 4:44 PM
To: Vollmann, Peterson
Cc: Brunner, Jane; Wald, Zachary
Subject: Safeway on College Draft EIR

Dear Mr. Vollman:

1 Kindly postpone the hearing on the Safeway on College draft EIR. There has been very little time to digest the document and many of the residents in the Safeway neighborhood are off on their summer adventures. As the document is monumental and it's hearing occurs late in the agenda, it seems unlikely that it can receive the full and fair hearing that it so richly deserves.

Sincerely,

Adele and David Crady
Claremont Avenue neighbors

Response to Comment C-64-1

Please see Responses to Comments E-3 and E-39.

Comment Letter C-65

Vollmann, Peterson

From: Bob Dailey [daileyb@pegasusgroup.net]
Sent: Tuesday, August 16, 2011 3:00 PM
To: Vollmann, Peterson
Cc: Brunner, Jane; Stuart Flashman
Subject: College Avenue Safeway - incomplete Draft EIR

1 This Draft EIR is incomplete because it does not include all of the additional traffic this project will create. Any retail strip center, with a Safeway Superstore as the anchor tenant, does not evaluate traffic on just the Safeway Superstore. No one can reasonably argue that a Safeway Superstore will not destroy and replace our locally owned walkable businesses across the street and in the area (butcher, produce, bakery, pharmacy, coffee, florist, wine shop, etc.), and this Draft EIR does not contemplate the environmental impacts of the easily quantifiable additional traffic we will see from all of the destination based satellite franchisees designed for high volume that will open for business.

2 I also strongly oppose the project because of the incredible number of "significant and unavoidable" impacts listed in the Draft EIR. Please do not approve any project with multiple "unavoidable" impacts.

In addition, the EIR minimizes the disproportionately large structure by comparing it to the significantly smaller parcels across College Avenue…"However, there are 3 to 4 commercial or mixed-use buildings opposite the site on College Avenue that are taller than the proposed project and have greater FARs (they are three-story buildings on small lots)."

My father grew up in a beautiful town about the size of the greater Rockridge district. Foolishly, a WalMart the size of this project was permitted and the beautiful downtown is literally boarded up while the WalMart and its high volume, destination satellite franchisees thrive decades later. Please do not approve this project as I want my morning bun made on College Avenue, not in trucked in.

Bob Dailey
110 Beechwood Drive
Oakland, CA 94618
(925) 899-8549

Response to Comment C-65-1

See Table 4.3-10 of the DEIR which presents the automobile trip generation estimated for all three components of the proposed project: Safeway, retail, and restaurant. The DEIR used this trip generation to analyze the project impacts on traffic operations.

Response to Comment C-65-2

Of the eleven significant and unavoidable impacts identified in the DEIR, ten of them were deemed significant and unavoidable only because implementation of mitigation measures sufficient to render the impacts less than significant would require approval by the City of Berkeley, so the City of Oakland does not have the authority to require implementation of the measures to ensure that the impacts would not be significant. However, the two cities will coordinate regarding the appropriate treatment at the affected intersections, and it is feasible to mitigate the ten impacts to an acceptable level if the City of Berkeley agrees to them. The eleventh significant and unavoidable impact, at the intersection of 63rd Street and College Avenue, is eliminated by the revised project. As described in Chapter 2 of the FEIR, the revised project would reconfigure the intersection and eliminate this impact and the need for mitigation measures.

It is possible, however, that all of the remaining significant and unavoidable impacts identified in the DEIR would be mitigated to less-than-significant levels. Alternatively, impacts at some of the affected intersections might be mitigated, while others would remain significant and unavoidable. In any event, the City will consider this input on the project's merits prior to taking action on the proposed project.

It is not clear why comparing the proposed project to existing development in the area "minimizes the disproportionately large structure." It is reasonable, and standard practice under CEQA, to evaluate the suitability of a project's size by comparing it to existing development in the area (as well as to the applicable General Plan and zoning regulations governing size). Certainly most reviewers would consider it relevant to note that a proposed ten-story building would be surrounded by one- and two-story buildings. Similarly, it is relevant to note that there are buildings present in the project vicinity that are taller and bulkier than the proposed project.

According to the Walmart website, the average size of its stores is 108,000 square feet, while its Supercenters average 185,000 square feet. The proposed project would be a 51,510-square-foot neighborhood-serving grocery store. Additional discussion pertaining to the characterization of the project as a "big-box development" is provided in Master Response M-9. Regarding the implication that the proposed project would adversely affect other businesses in the neighborhood, please see Master Response M-6.

Comment Letter C-66

Vollmann, Peterson

From: John Dal Pino [jdalpino@degenkolb.com]
Sent: Thursday, August 04, 2011 5:08 PM
To: Vollmann, Peterson
Cc: Quan, Jean; Brunner, Jane
Subject: Comments on Draft EIR for Proposed College Ave. Safeway Store -- ER09-0006

Mr. Vollmann:

I am writing to provide you with my comments on the Draft EIR for the proposed Safeway store at College and Claremont.

1) I believe that further analysis of the potential impacts on air quality is required. Table 2.1, Section 4.3, Trans-1 through Trans-17 clearly and correctly point out that there will be significant impacts on local traffic. The traffic in the area is already bad enough in the afternoon and on weekends, and increased business associated with a larger store will only bring more cars, which means to me more air pollution. The current conclusion that air quality will not be significantly impacted or that the effects can be mitigated through a written "plan" (Impact Air-3) doesn't make sense to me. **1**

2) I believe that further analysis of the proposed number of new stop lights is required, including the additional confusion and distractions that will be created. My experience tells me that traffic will get even worse with a number of closely spaced traffic signals. Places like Emeryville near the AMC Theaters and Powell Street near the exit from Interstate 580 prove my point. In addition to the effects of the traffic signals, I believe that considerable analysis needs to be made as to the probable alternative traffic routes through the neighborhoods that drivers will take to avoid the new "Safeway" traffic. I live on Florio Street, which is one block or so from the Safeway store. We get enough traffic already and we don't need to be discovered as a future short-cut. I believe that additional analysis will show this to be the case. **2**

3) The traffic study results on Pages 4.3-13 and -14 need to be re-visited. I don't think that the traffic engineers correctly understand how traffic moves through the neighborhood. The Safeway lot is rarely full and people don't circle the block looking for a parking spot. People do park in the Safeway lot to shop at the local independent merchants, since street parking is limited. Parking will get worse, if the "overflow" capacity offered by the Safeway lot is restricted or don't visible to drivers. **3**

4) I believe that analysis needs to be made as to the impact on the existing businesses that help to define the character of the neighborhood. I don't know if this issue is addressed under Land Use, but if it is, then the significance of Impact LU-2 is wrong, in my opinion. I think that the EIR should have presented considerable study of the economic impact on the locally owned, independent businesses that an expanded Safeway will create. This is perhaps the biggest impact of all, and really needs to be studied. **4**

5) I believe that the analysis of the impact on pedestrian traffic needs to be expanded. The number of traffic accidents involving pedestrians appears small (the report doesn't really say whether the data is good or bad based on the amount of traffic), but the increase in traffic and congestion, and the addition of more traffic lights can only make things worse. **5**

6) The photo on the cover of the Draft EIR shows a misunderstanding of the local area. The street on the right is Florio Street (my street), but Florio is a one-way street heading east, so the car in the picture with the headlights on, is going the WRONG WAY!! **6**

7 The sheer size of the draft EIR and the number of significant traffic, noise, air and pedestrian impacts tells me that the proposed plan by Safeway is the wrong plan for our community. It is patently obvious that a new, more

Comment Letter C-66, cont'd.

7 attractive store, that is a little larger than the current store, with some public areas and improved traffic flow, is the RIGHT solution and one the neighborhood would embrace. It really doesn't take 300 plus pages of a report, and lots of time and money spent by the City of Oakland staff to figure that out. If the Safeway executives lived in the neighborhood, then would understand completely, but they obviously don't, and they are trying to create an abomination that Rockridge will be saddled with forever.

Thanks,

John Dal Pino

6364 Florio Street
Oakland, CA 94618

Response to Comment C-66-1

The commenter states that the transportation analysis indicated that the project would have significant traffic impacts and does not believe that the air quality impacts would be less than significant or could be mitigated. As noted in other responses, the DEIR found that the project would have significant transportation impacts, and that the project would not have significant air quality impacts. The commenter does not present any evidence to refute these conclusions.

The DEIR on page 4.4-18 (Impact AIR-3) estimates air quality health risk impacts associated with construction activity in accordance with the BAAQMD's CEQA Thresholds of Significance. A site-specific health risk assessment was prepared. The health risk assessment found that highest annual diesel particulate matter (DPM) concentrations would be located east of the project site along the Claremont Avenue sidewalk. The DPM concentrations at this location would be significant unless mitigated. Mitigation Measure AIR-1 stipulates that the project applicant shall develop a Diesel Emission Reduction Plan which would include, but not limited to alternatively fueled equipment, engine retrofit technology, after-treatment products and add-on devices such as particulate filters, and/or other options as they become available. The DEIR concluded that implementation of the mitigation measure would reduce TAC, including DPM, exhaust emissions to a less-than-significant level.

Response to Comment C-66-2

See Response to Comment C-30-2 regarding the traffic signals proposed by the DEIR mitigation measures, and potential for traffic intrusion on residential streets.

Response to Comment C-66-3

See Master Response M-3 for a more detailed analysis of project parking demand and its effect on parking occupancies in the area. Currently, Safeway is considering allowing non-Safeway customers to park in the garage for two-hours or less. Also see Master Response M-5 regarding potential traffic intrusion on residential streets.

Response to Comment C-66-4

As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect

on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Response to Comment C-66-5

See Master Response M-4 regarding potential project impacts on pedestrian safety.

Response to Comment C-66-6

The DEIR cover photo was intended to provide a conceptual illustration of the proposed project evaluated in the body of the document. The photo does not provide a basis for the impact analysis presented in the DEIR, and there are no references to the photo in any of the analytical discussions. As demonstrated on DEIR Figure 4.3-8A and all other traffic figures showing traffic volumes at the intersection of College Avenue and Florio Street, the traffic consultant understands that Florio Street is a one-way eastbound street, and all traffic volumes illustrated in the traffic figures are shown in an eastbound direction only.

Response to Comment C-66-7

The size of the DEIR is not a relevant issue for evaluating the merits of the proposed project. The DEIR provides a thorough documentation of the potential environmental impacts of the project and, in the case of noise and air quality, finds that all operational impacts would be less than significant. A potentially significant impact on air quality during construction can be mitigated to a less-than-significant level through implementation of identified mitigation. As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures. In addition, as discussed in Chapter 2 of this FEIR, the revised project would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, which was identified as significant and unavoidable in the DEIR.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-67

Vollmann, Peterson

From: Carl Davidson [vinocarl@aol.com]
Sent: Sunday, August 14, 2011 10:46 AM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR College Ave Safeway

1 I am a merchant in a store directly across the street from the existing Safeway on College.

The figures in the EIR which attempt to gauge delays on College Avenue **are not realistic** and do not match what I see out my window every afternoon. Present traffic is often at a standstill all the way from the Elmwood district.

2 The EIR does not address how the new Safeway's traffic will add to the gridlock that occurs on **days when there is a game at UC Berkeley.**

3 I live in the neighborhood, on Chabot Road, which is a **cut through street** to get to the present Safeway. Traffic does not go down Chabot all the way to College, but turns right on Ross, or Ivanhoe, and then on Rockwell and Florio. **No measurement was made** of the impact of added traffic on these narrow residential streets.

Carl Davidson
General Manager, Vino!
6319 College

Residence:
6400 Chabot Road
Oakland, CA
94618

Response to Comment C-67-1

See Response to Comment C-1-2 regarding current congestion along College Avenue.

Response to Comment C-67-2

See Response to Comment C-180-5 for traffic conditions on Saturdays with a football game at the California Memorial Stadium.

Response to Comment C-67-3

See Master Response M-5 for more detail regarding traffic intrusion in residential streets. Also see Response to Comment 62-2 regarding traffic intrusion on streets referenced in the comment.

Comment Letter C-68

David de Figueiredo
2712 Alcatraz Ave
Berkeley, CA 94705

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: Draft EIR, Case Number ER09-0006

Dear Mr. Vollman:

I am writing to comment on the Draft Environmental Impact Report ("DEIR"), prepared under the California Environmental Quality Act ("CEQA"), for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland, Case Number ER09-0006.

I live at 2712 Alcatraz Ave in Berkeley and my backyard faces Safeway's current loading dock. I have sent pictures previously of Safeway's lack of interest in maintaining their property. They are not interested in doing so unless someone complains to the City of Oakland and/or the City of Berkeley. Contrary to Safeway's website, the majority of neighbors in the 300', 600' and 1000' radius of this proposed project are not in favor of this massive structure based on traffic, parking, air quality, land use and scale to the neighborhood. But we have yet to poll folks in Reno and Hawaii as Safeway's list of supports shows.

1 The DEIR fails to analyze the potential effects of the proposed project on neighborhood character, misidentifies project objectives, avoids meaningful alternatives, lacks evidence supporting its discussion of consistency with the zoning, and does not support its conclusion that greenhouse gas emissions will not exceed the relevant threshold of significance. The DEIR also improperly ducks the secondary, physical effects of parking problems that the project would impose, assumes that significant and unavoidable issues in Berkeley are not relevant, and generally treats only the potential effects of the large Safeway itself, often ignoring the effects of the proposed eight new retail establishments.

I am certain that over the course of the 4 years this project has been in discussion, you have heard and/or received numerous comments both pro and against this massive Safeway project. I have been one such commentator. The issues of Land Use, Greenhouse Gases, Traffic, Parking and Scale have been addressed by others more knowledgeable than I, but I do want to comment on the a few of the shortcomings in the DEIR.

Comment Letter C-68, cont'd.

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
Case ER09-0006

Page 2 of 3

Traffic:

2 Currently, the intersection at Alcatraz and College in Berkeley is congested almost always during daylight hours. At 5:00 pm traveling eastbound on Alcatraz it takes upwards of 2 to 3 minutes for me to cross College Ave and park in my drive (provided no one is blocking it because they can't find a parking place and will only be there for "few minutes"). Adding a super large Safeway that is a destination from outlying areas and not a store that supports the neighborhood will only exacerbate this issue, reduce our quality of life, and make it even more difficult for me to leave work and arrive home in a timely manner.

3 I also didn't see any effect on traffic from the proposed 51st and Broadway project, which is less than 1.25 miles away. And there was no analysis of the implications this project would have on Ashby Avenue. Plus there are great number of assumptions in the DEIR that have been proposed for quite some time and never been approved or implemented. From what little I can see and understand, that should be enough for the planning commission not to certify this DEIR and send it back for more research and analysis.

Parking:

4 By reducing the required number of spaces in the Safeway parking lot, and then requesting that Berkeley eliminate six spots on College Avenue will make traffic and parking in the neighborhood even worst. As it is now, people have no qualm about blocking my driveway because they are only going to be a few minutes while running errands on College (be it Berkeley or Oakland). All this circulating and idling traffic will increase greenhouse gases in the entire neighborhood. That certain cannot be tolerated. And what about the eight new retail stores, where are those patrons going to park? What about parking for the three shifts working at Safeway. I am certain that any new employees will not live and shop in Rockridge, and I'm fairly certain that there will not be enough parking for them as well, thus reducing the number of parking spaces further for patrons of Safeway.

Buffer Zone along the Berkeley/Oakland Boarder

5 The existing store is noisy, produces noxious odors, and abuts the property line. The proposed design calls for a 10-foot wide, landscaped buffer area between the new grocery store and the residential parcels to the north. It is not clear who will be monitoring this strip of land, but we certain it won't be Safeway. This strip is accessible from the underground parking with a large building concealing all sorts of activity during the night. I'm not interested in policing a strip of land that doesn't even belong to me. And given Safeway's record for the current property, I am certain they won't be policing this either.

Comment Letter C-68, cont'd.

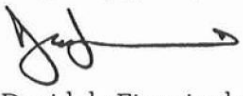
Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
Case ER09-0006

Page 3 of 3

Environmentally Superior Alternatives

6 The DEIR analysis designates the No Project Alternative as the environmentally superior alternative, Alternative 2b, the 25,250 sq. ft. Reduce Size Project as 2nd place runner up, Alternative 2, the 40,000 sq. ft. Reduced Size Project is the 3rd place runner up and The Full-build option does not even place. Based on the EIR it appears that the proposed project is the most damaging to the environment. Why anyone would consider that project in light of the alternatives is baffling.

Very truly yours,



David de Figueiredo

Response to Comment C-68-1

Please see Response to Comment C-195-1.

Response to Comment C-68-2

Please see Response to Comment C-194-3.

Response to Comment C-68-3

Please see Response to Comment C-195-3.

Response to Comment C-68-4

Please see Response to Comment C-195-4

Response to Comment C-68-5

Please see Response to Comment 195-5.

Response to Comment C-68-6

Please see Response to Comment 195-6.

Comment Letter C-69

Vollmann, Peterson

From: Jamey Dempster [jddempster@yahoo.com]
Sent: Friday, August 12, 2011 8:40 PM
To: Vollmann, Peterson
Cc: Brunner, Jane; Quan, Jean; vienv.truong@gmail.com
Subject: College Ave Safeway

Dear Mr. Vollman,

1 Thank you for the preparation of the Draft Environmental Impact Report (EIR) for the proposed Safeway shopping center at the intersection of College Avenue and Claremont Avenue in Oakland, CA. It provides important detail and is clearly organized. I have questions and comments that I've included in my email, below. I appreciate any response you can make to these issues, either in writing and/or included in the final EIR.

2
1. The zoning in which the project is located is reported in the EIR as both CN-1 and C-31 Special Retail (4.3-109 and introduction), and in some places as only CN-1 (cover letter) or only C-31 (Section 2.1.1 and page 4.1-8). The EIR should include a section that states what the zoning district is, and which takes precedence. This might be my confusion regarding "land use classifications" and zoning. Please describe the relationship and which has regulatory or legal requirements, and guidelines. At the very least the report should be consistent in it's regulatory references.
2. If the current zoning is CN-1, the required rear yard buffer is 10 feet. Citing this distance as a design benefit is misleading, as it was not incorporated in the design as a mitigation for visual or environmental effects, but is only compliance with zoning regulations. I suggest removing design elements as benefits or mitigations that are required by zoning regulations.

3
3. The subtraction of "pass-by-vehicles" from the traffic volumes related to the new Safeway development is understandable on a corridor or regional level used for travel modeling. However, on a neighorhood level the effect on the analysis results is misleading. The "pass-by" trips are still trips made into and out of the proposed facility, including slowing and turning at driveways or looking for parking on local streets. In addition, the "pass-by" trips will have a direct effect on local automobile and pedestrian safety, and on local effects of particulate matter emissions. Therefore, these trips should not be subtracted from the traffic volume estimates provided.
4. The traffic volume increase from the existing to proposed Safeway development is substantial when viewed as a percentage increase over existing traffic flows, nearly 2 times the number of automobile trips. The percentage change in Safeway-related trips should be illustrated in the automobile trip generation tables for each alternative and timeline, since many intersections already operate at LOS E or F. Also see comment #3

4
5. PM2.5 and PM10 emissions have been shown to have the high local impact on public health relative to other emissions types, such as greenhouse gases. While the regional thresholds are not exceeded in your build-scenario estimates, the general operating (not construction) emission levels of PM2.5 and PM10 nearly double in the emissions estimates provided. This increase should be noted and addresses. An EIR evaluates the local impacts of a development and the environmental estimates should therefore reflect changes relative to existing local conditions.

5
6. Your analysis includes intersection level service analysis. Why is transit level of service analysis (assigning a letter grade based on ridership, frequency and other measures) not provided? Can this be provided in addition to the transit metrics used? If not, how is transit overcrowding condidered in judgements of environmental significance?

6
7. The intersection LOS analyses show worsening or continued poor performance at intersections

Comment Letter C-69, cont'd.

6 near the project area. It is unclear why or how these results are rated not significant, or unavoidable. At worst the judgements seem qualitative and arbitrary.

7 8. Page 4.3-55 indicates that development that would substantially increase AC Transit travel times are considered signficant factors. Existing and future forecasted traffic volumes indicate significant delays in AC Transit bus routes on College Avenue. This, and existing overcrowding on local bus routes, indicate significant travel problems in the development area. Mitigation measures (i.e. signal timing) are not estimated in the report as having a substantial effect on traffic conditions.

8 9. On page 4.3-106 there is a brief discussion of transit travel times. This is a qualitative analysis that does not adequately address transit on College Avenue. For example, how do far-side transit stops improve travel times, and how much? What is the timeline of implementing transit technology such as new stops and signal priority tools relative to this project? Will the project sponsor provide funding for such transit improvements?

9 10. Is it appropriate to deem significance unavoidable because the mitigation is located in the City of Berkeley? In this project, I do not think passing the analysis off as "significant and unavoidable" because of the jurisdictional boundary is appropriate. The berkeley border is less than 1/4 mile away. Other measures are taken to ensure Berkeley regulations and conditions are reflected in analysis. Therefore, actions taken by neighboring jurisdictions should not render an issue unavoidable. For example, see page 4.3-65.

10 11. On page 4.3-64 a paragraph states that the conditions would continue to be signficant after mitigation, that is operating at LOS of E or F, rendering it significant. On the following page, a sentence states that with the mitigation it would not be significant. This appears to be contradictory, please clarify.

11 12. On page 4.3-65 the mitigation measure removes 6 parking spaces. How will the removal of street parking affect Safeway, and how will this affect other businesses and land owners on College Avenue? What kind of parking spaces are these and are there time limits or meters?

12 13. How are extended green cycles appropriate for maintaining pedestrian-oriented neighborhood center development, if that means faster automobile traffic and greater crossing wait times? What is the relationship between existing unsignalized pedestrian crossing at 63rd Street (causing queues) and traffic volumes and travel speeds?

Thank you for your time and consideration of these issues.

Sincerely,
Jamey Dempster
430 65th Street, Oakland, CA

Response to Comment C-69-1

The comment consists of general introductory remarks, and no response is necessary.

Response to Comment C-69-2

It is understandable that there might be some confusion around the zoning of the site. However, the DEIR does not mention or discuss the CN-1 zoning. Of the places cited in the comment where the CN-1 zoning is discussed, the only place where it is in fact discussed is in the "cover letter," which is the Notice of Availability (NOA), identified as the "Combined Notice of Release and Availability of the Draft Environmental Impact Report and Notice of Public Hearings on the College Avenue Safeway." As noted in the NOA, at the time of the Notice of Preparation and during preparation of the DEIR, the project site was in a C-31 Special Retail Commercial zoning district. The C-31 zoning was subsequently eliminated

from the City's Planning Code in April 2011, replaced by the Neighborhood Commercial Zone 1 (CN-1). However, as explained in more detail in Master Response M-9, the C-31 zoning regulations were grandfathered in for the proposed Safeway project because the application for the project was accepted as complete prior to adoption of the new CN-1 zoning. In any event, the zoning regulations for the two districts are largely the same, and the findings required under the C-31 zoning for conditional use authorization were largely carried over to the CN-1 zoning. The project will be required to satisfy the findings for the C-31 zoning.

Regarding the relationship between land use classifications and zoning, this comment is addressed in Master Response M-9.

The applicable rear-yard setback requirement is not an environmental issues under CEQA, and will be addressed during the planning and approvals process for the project, not as part of environmental analysis. There is some ambiguity regarding the appropriate rear yard regulation to apply to the project. The City's Zoning Manager will determine the required setback during development review. Regardless of the determination on the required setback, the applicant is proposing to develop a landscaped rear yard buffer; it is not misleading to report this in the DEIR.

Response to Comment C-69-3

See Master Response M-1 regarding the appropriateness of using a pass-by rate in the trip generation estimate for the project. In addition, as shown on Figure 4.3-15 of the DEIR, the pass-by vehicles are included in the intersection volumes at the project driveways.

The DEIR compares the trip generation for each alternative with the project trip generation in the Impacts of Alternatives section starting on page 5-16 of the DEIR.

Response to Comment C-69-4

The increases in emission levels of PM2.5 and PM10 were noted in the DEIR and accordingly addressed. The increases are within the regional air basin and the impacts were assessed against the BAAQMD thresholds of significance. The project's impacts were found to be less than significant.

Response to Comment C-69-5

Based on City of Oakland guideline and consistent with recent environmental documents, an LOS analysis for transit service was not performed. However, the DEIR includes an analysis of project impacts on travel times starting on page 4.3-105 and on transit ridership starting on page 4.3-112.

As described on page 4.3-57 of the DEIR, transit ridership is not considered an environmental impact; however, the City of Oakland would identify an impact on transit ridership as a non-CEQA impact if the proposed project would increase bus ridership by more than three percent on bus routes where the load factor is more than 125 percent. As shown in Table 4.3-23, bus routes currently serving the project site would not meet this criterion.

Response to Comment C-69-6

The significance criteria used to determine if the proposed project would have a significant impact on intersections are listed on page 4.3-54 for intersections in Oakland and on page 4.3-56 for intersections in Berkeley. In addition, intersection LOS summary tables (Tables 4.3-13, 4.3-15, and 4.3-17) show if the project would cause an impact at an intersection and also reference the specific significance criterion that

triggers that impact. Although some study intersections operate at a deficient level (i.e., LOS E or LOS F) regardless of the proposed project, the proposed project would not cause an impact at these intersections because the incremental traffic added by the proposed project would not meet any of the applicable significance criteria.

Response to Comment C-69-7

Table 4.3-19 in the DEIR presents peak hour travel times on College and Claremont Avenues under Existing, Existing Plus Project, and Existing Plus Project Mitigated conditions. The travel times under Existing Plus Project Mitigated conditions reflects the implementation of the mitigation measures proposed in the DEIR. As described on page 4.3-106 of the DEIR, the increase in travel times would have a minor effect on transit service because the estimated increase is within the variability in travel times experienced by each bus on these corridors. Therefore, the project would have a less–than-significant impact on bus travel times.

Table 4.3-23 in the DEIR shows bus ridership under Existing and Existing Plus Project conditions. The additional bus ridership generated by the proposed project would not impact transit ridership.

Response to Comment C-69-8

As stated in Response to Comment A-1-6, moving a bus stop from the near-side to the far-side of an intersection would reduce the bus travel times by about 15 to 20 seconds per direction.

Although, transit signal priority has been identified as a future planned improvement along College Avenue, AC Transit and City of Oakland have no current plans to implement this improvement.

The proposed project would not have a significant impact on transit travel times. Therefore, it is not responsible for funding transit signal priority on College Avenue.

Response to Comment C-69-9

As stated in the comment and in the DEIR, the City of Oakland, as the lead agency for this EIR, does not have jurisdiction in City of Berkeley. City of Oakland cannot ensure that these mitigation measures would occur because it cannot approve or implement the mitigation measures located in City of Berkeley. Therefore, the DEIR conservatively identifies the impacts in the City of Berkeley as significant and unavoidable.

Response to Comment C-69-10

As described on pages 4.3-64 and 4.3-65 of the DEIR, the Ashby Avenue/College Avenue intersection would operate at LOS E after the implementation of Mitigation Measure TRANS-1. However, the mitigation measure would reduce the average intersection delay to be less than under Existing Conditions. Therefore, the mitigation measure is adequate to mitigate the identified significant impact. However, the intersection is located in the City of Berkeley; therefore, City of Oakland as lead agency for this EIR, cannot approve or implement this mitigation measure. In order to present a conservative analysis, the DEIR identifies the impact as significant and unavoidable. If Mitigation Measure TRANS-1 is implemented, then the impact would be less than significant.

Response to Comment C-69-11

As described in Response to Comment A-2-6, the updated design for Mitigation Measure TRANS-2 may result in elimination of three metered parking spaces on College Avenue, which is less than the six spaces estimated in the DEIR. See Response to Comment A-2-6 for more details.

Response to Comment C-69-12

The comment is consistent with the DEIR's discussion of Mitigation Measure TRANS-13, which describes how signalizing the 63rd Street/College Avenue intersection would increase delay experienced by pedestrians crossing College Avenue. Furthermore, as described in Chapter 2, the revised project is reconfiguring this intersection and eliminating Impact TRANS-13 and the need for Mitigation Measure TRANS-13.

The comment regarding "extended green cycle" is not clear as the phrase is not used in the DEIR. The mitigation measures provided in the DEIR include optimization of traffic signal timings within the existing signal cycle length which consists of adjusting the amount of green time for different approaches at an intersection but would not increase the overall signal cycle length. See page 4.3-68 of the DEIR for a discussion of signal timing optimization and its effects on automobiles and pedestrians.

Comment Letter C-70

Vollmann, Peterson

From: Cathy Diamond [cathydiamond@earthlink.net]
Sent: Saturday, August 13, 2011 5:01 PM
To: Vollmann, Peterson
Subject: Fw: Safeway on college

Dear Mr. Vollman,

I am forwarding this letter that my colleague has sent you. I agree with all of the points that she raised in opposition to the Safeway expansion, DEIR, ER09-0006. I have been working in the area for over 20 years and would have to move out of the area and find another office due to the potential increase in pollution from idling cars, noise and traffic. I have a very difficult time finding parking near my office at present and am concerned that the increased Safeway will create far more traffic and parking problems in the neighborhood. 1

Thank you for considering the concerns of myself and others who live and work in the neighborhood.

Cathy Diamond, MFT
6239 College Ave., suite #303
Oakland, CA. 94618

Response to Comment C-70-1

The commenter forwarded a comment letter submitted separately (C-61). Please see responses to that letter for discussion of specific points contained therein. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-71

Vollmann, Peterson

From: David Diamond [david.diamond@att.net]
Sent: Friday, August 12, 2011 5:02 PM
To: Vollmann, Peterson
Subject: Support for Rockridge Safeway Proposal

Dear Mr. Vollman,

I am writing to express my support for Safeway's plan to build a new larger store at the College and Claremont Rockridge location. I live one block from this location (at Hillegass and 62nd), and I think that this gorcery store provides a valuable service to our neighborhood. My biggest fear is that if Safeway's proposal is rejected, then they will just close the store and abandon this location (much like they did 30+ years ago with the store on Claremont Avenue next to the DMV), and this will ultimately be much worse for the neighborhood than a larger store. We would then all be forced to drive to the store at 51st and Broadway instead of having a store within easy walking distance of BART and our homes.

I don't doubt that Safeway wants a larger, more modern store to make their current business model succeed. The exisitng building is probably almost 50 years old, in need of significant repair, and extremely cramped inside (the aisles are too narrow for a modern grocery store). Additionally, if increased floor area would allow Safeway to expand their selection (i.e. in deli, bakery, and cooked food offerings), I think this would also benefit the neighborhood. 1

As for the design of the porposed store, I do not believe that their proposal is out of scale with the neighborhood, which is a commercial district. (There are other buildings directly across the street on College Avenue that are three or more stories in height.) I'm not a traffic expert, but I feel that the concerns about traffic are also being exaggerated. (The Trader Joe's parking lot on College Avenue is much more congested than it ever was when that store was a Lucky/Albertson's, but in spite of this, the impact to the traffic on College Avenue seems to be minimal.)

I just wanted to write to let you know that not all Rockridge neighbors are opposed to Safeway's plans, and I believe that the potential loss of Safeway as a business would be a greater detriment to the neighborhood than a bigger store. Thank you for you earnest consideration on this issue.

David Diamond
Rockridge Resident

Response to Comment C-71-1

The comment expresses support for the project and concurrence with some of the findings in the DEIR, and no response is necessary.

Comment Letter C-72

Vollmann, Peterson

From: ldolinsky@earthlink.net
Sent: Tuesday, August 02, 2011 5:36 PM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

To Peter Vollman:

1 I very much oppose Safeway's current plan for expansion. I live about seven blocks away: This is my prime shopping area. I'm concerned about traffic and polution and congestion. And the destruction of a neighborhood that I care about.

2 This is not an attack on Safeway; I can imagine a Safeway project that would be good for the neighborhood. But this isn't it.

Thank you for your consideration.

Lewis Dolinsky

Lewis Dolinsky
2434 Woolsey Street
Berkeley CA 94705
Phone: 510-2049500
Fax: 510-8455147
email: ldolinsky@earthlink.net

Response to Comment C-72-1

The City will consider the comment opposing the project prior to taking action on the proposed project. The comment expresses general concern about the environmental issues evaluated in the DEIR including traffic and congestion. However, no specific concerns are raised in the comment. The transportation analysis presented in the DEIR was completed using standard transportation engineering best-practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland. in the areas of traffic congestion, pollution, and potential blight. The comment also expresses general concern about the air quality and the compatibility of the project with the neighborhood. Please see Master Response M-7 for issues related to air quality. Please see Master Responses M-6 and M-9 for issues related to economic impacts and neighborhood compatibility.

Response to Comment C-72-2

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-73

Vollmann, Peterson

From: Laurie Dornbrand [ldornbrand@gmail.com]

Sent: Monday, August 15, 2011 3:07 PM

To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org

Subject: DEIR Comments CASE ER09-0006

1 I have lived near and shopped at the College Avenue Safeway and surrounding stores for nearly thirty years. I believe the DEIR underestimates the transportation impact of the proposal with regard to traffic, parking, and the consequent impact on air quality. However the report is also significant for what it does not say. While the DEIR acknowledges that the lower impact Alternative 2 options would mitigate the transportation problems of Safeway's proposal, it then makes the unexamined assertion that Safeway cannot provide its proposed comprehensive services in a smaller store. Community members have made the point in several hearings that Safeway in fact does provide many or most of these expanded services in substantially smaller stores. However the report accepts Safeway's arguments without analysis. This does not uphold the standard of impartial analysis that the Planning Commission should strive for.

Specific comments:

Underestimates of traffic impact

2 • "Rush hour" traffic on Ashby begins well before 5 PM; the street is stop-and-go at many periods during the day.

3 • Safeway shoppers heading to the entrance on Claremont will exacerbate the existing congestion on Ashby. Knowledgeable drivers will then use Alcatraz as an alternate for east-west travel, compounding the problem of increased trips on Alcatraz from additional Safeway traffic on this street.

4 • The proposed additional traffic lights may facilitate merges onto Claremont and College, but they won't affect the increased volume of cars. These cars will still cause congestion and pollution.

Inadequate parking:

5 • Based on the City's own calculations, the number of parking spaces provided in the plan is inadequate for the square footage of the new Safeway and the other proposed stores.

6 • The DEIR further reduced the required number of spaces based on an 'excessive' (per code) number of bicycle spaces. However grocery shoppers, even those who bike, may be more likely to arrive by car than bicycle to transport their purchases, so this trade-off may be inappropriate.

7 • No allowance is made for parking for the existing shops on College Avenue; indeed some of the parking spaces on College Avenue that serve patrons of these stores are eliminated.

8 • Typically there are few empty parking spaces on the surrounding residential streets. However people who can't find a parking space in the structure will still look for space on these streets, further adding to the congestion and emissions in the surrounding neighborhood.

Negatives of the below-grade parking structure

9 • Supporting posts between every three spaces create maneuverability issues.

10 • Narrower aisles in the proposed lot compared to the existing lot also create maneuverability and traffic flow issues.

11 • Restricted egress and entrance will increase idling time both entering and leaving the lot, as will circling and waiting for spaces to open.

12 • Closed parking structures present a more favorable environment for crime than open ones..

Comment Letter C-73, cont'd.

13 • Elevators or stairs are necessary to reach the shopping level from the parking lot, creating access issues for people with mobility impairments, parents with toddlers in tow, or anyone in a hurry. Based on observations of the proportion of empty spaces in stores that offer both below-grade and level-in parking (e.g,, Lucky in Montclair, Berkeley Bowl West), shoppers prefer level-in parking.

I appreciate the opportunity to express my comments and will continue to follow this process as it unfolds.

Sincerely,

Laurie Dornbrand
103 The Plaza Drive
Berkeley, CA 94705

Response to Comment C-73-1

The alternatives were evaluated both in terms of the potential environmental impacts in comparison with the proposed project and in relation to the degree to which they would achieve the objectives of the project sponsor. A primary objective of the project is to replace the existing grocery store with a larger urban two-story building that would provide sufficient new store area to offer a more comprehensive range of retail services and products to Safeway's customers, including an on-site, "from scratch" bakery; a pharmacy; expanded floral offerings; an expanded deli (including warm food table, and prepared catering food items); a "service" meat and seafood service (as compared to the pre-packaged items currently available); and a greatly expanded produce section, while at the same time eliminating existing "pinch points" in customers' path of travel.

Pinch points are narrow locations on the sales floor that impede customer circulation and/or create a bottleneck. Pinch points lead to overall customer dissatisfaction, frustration, and shopping delays. The existing store has multiple locations around the store where shopping carts cannot pass one another or cannot maneuver comfortably around merchandise displays. In particular, pinch points occur in the frozen goods aisle when doors are opened to take out frozen goods, and within the customer checkout area located between the checkout stands and the shopping aisles. The perimeter of the store (where the produce, deli, and floral departments are located) also has very narrow aisles that become congested and lead to customer and shopping cart gridlock.

A key objective of the project is to provide a full range of departments that do not currently exist at the store, as well as improve on the offerings of each of the existing departments. The departments added would include a full "from scratch" bakery, a pharmacy, full-service meat and seafood, and a coffee bar. The existing deli, floral, and produce departments will be expanded to add more products such as organic produce, prepared home meals, and a better selection of flowers and plants. In the project sponsor's experience with over a thousand stores in North America, the store must be at least the size currently proposed in order to accommodate additional departments, permit the expansion and improvement of existing departments, and eliminate pinch points in customer circulation.

Achieving these objectives clearly requires a greater floor area than exists in the current store. As discussed in more detail in Responses to Comments B-4-12 and C-10-7, as the applicant who will pay for the project, Safeway is entitled to determine the objectives of the project, subject to concurrence by the City. It is consistent with the provisions of CEQA to consider the degree to which alternatives would achieve most of the basic objectives of the project. In this regard, therefore, the conclusion that the reduced-size alternatives (Alternatives 2, 2a, and 2b) would fall short of accomplishing several of the primary objectives of the applicant was a legitimate conclusion to put forth in the DEIR.

Response to Comment C-73-2

As stated on page 4.3-14 of the DEIR, the weekday intersection traffic volume data was collected from 4:00 PM to 7:00 PM. Within this peak period, the hour between 5:15 PM and 6:15 PM had the highest traffic volume observed in the study area. In addition, the proposed project would have the highest trip generation during this peak hour. Therefore, the 5:15 PM to 6:15 PM hour was selected as the peak hour for traffic operations analysis.

Response to Comment C-73-3

As shown on Figure 4.3-13, which shows project trip assignment, the analysis assigned trips to both Ashby and Alcatraz Avenues and other arterials in the surrounding areas based on where project-generated trips would originate. This is a conservative assumption because the significance criteria used to determine if the project would result in a significant impact are based on the physical capacity of intersections (see page 4.3-54 of the DEIR). The DEIR identifies significant impacts at intersection along both Alcatraz and Ashby Avenues at College and Claremont Avenues. Assigning additional traffic to Alcatraz Avenue and reducing the project traffic volumes assigned to Ashby Avenue as suggested in the comment would potentially eliminate the identified significant impacts and potential mitigation measures at the intersections along Ashby Avenue. Thus, the assumptions used for traffic analysis in the DEIR are conservative in that they identify the most number of potential impacts and mitigation measures that would improve traffic operations on the major streets serving the project site.

In addition, as described in the Neighborhood Traffic Intrusion subsection on page 4.3-117 of the DEIR and in Master Response M-5, the DEIR acknowledges that traffic generated by the proposed project may use residential streets, such as the segment of Alcatraz Avenue between College and Claremont Avenues, as a cut-through route to divert from potential congestion. Since neighborhood traffic intrusion would not exceed the capacity of the residential streets, it would not result in a significant impact based on significance criteria used in the DEIR. Although not identified as a significant impact under CEQA, the DEIR identifies traffic intrusion on residential streets as a non-CEQA quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site, including Alcatraz Avenue between College and Claremont Avenues, in consultation with local residents and in accordance with all legal requirements.

Response to Comment C-73-4

The comment is consistent with the DEIR. As stated in the comment and shown on Tables 4.3-14, 4.3-16, and 4.3-18, the signal at Alcatraz Avenue/Claremont Avenue intersection, as proposed by Mitigation Measures TRANS-3, would increase delay experienced by motorists along Claremont Avenue. These movements currently experience little or no delay as they are not controlled by a signal or stop-sign. However, the proposed mitigation measures would reduce the delay experienced by the side-street stop-controlled movements on Alcatraz Avenue. Note that City of Berkeley is responsible for approving and implementing Mitigation Measure TRANS-13 and can decide to not approve the proposed mitigation measure.

Response to Comment C-73-5

The comment is consistent with the DEIR. As stated in the comment and shown on Table 4.3-21, the parking supply provided in the project would not meet City of Oakland's Zoning Ordinance requirements.

Response to Comment C-73-6

The comment is consistent with the DEIR. As stated in the comment and shown on Table 4.3-21, the City of Oakland's Zoning Ordinance allows the automobile parking to be reduced if bicycle parking in excess of the minimum requirements is provided. However, the project parking demand calculation methodology, shown on Figure 4.3-22, does not reduce the project parking demand based on the provided bicycle parking.

Response to Comment C-73-7

The comment is consistent with the DEIR. As stated on page 4.3-108, the proposed project would reduce the on-street parking supply on College Avenue by two spaces. See Master Response M-3 for a more detailed analysis of project parking demand and its affect on on-street parking.

Response to Comment C-73-8

The comment is consistent with the DEIR. As stated on pages 4.3-112 and 4.3-117, traffic and parking generated by the proposed project may spill into the adjacent residential streets. The DEIR provides Improvement Measures TRANS-2 and TRANS-3 to reduce the potential for intrusion in the adjacent residential neighborhoods. See Master Response M-3 regarding a more detailed analysis of parking demand and Master Response M-5 regarding traffic intrusion in residential streets.

Response to Comment C-73-9

As stated in the comment, the ground-level parking garage would provide columns spaced at between three parking spaces. Although columns would make maneuverability in and out of the spaces adjacent to the columns more difficult, all parking spaces would meet applicable design standards and provide the minimum width required by City code to ensure that all passenger vehicles can use the parking spaces in the garage. Since project design would be consistent with design standards, this is not considered a significant impact.

Response to Comment C-73-10

As stated in the comment, some of the drive aisles in the ground level garage would be narrower than in the existing surface lot. However, consistent with applicable design standards used in the City of Oakland, all drive aisles will be 24 feet or wider to ensure two-way circulation and that vehicles traveling in opposite direction can safely pass each other. Since project design would be consistent with design standards, this is not considered a significant impact.

Response to Comment C-73-11

As stated in the comment, reducing the number of project driveways may make accessing the site by automobile more difficult. However, the project proposes to reduce the number of driveways on College and Claremont Avenues to improve pedestrian circulation and safety. In addition, the project proposes to signalize the driveway on Claremont Avenue in order to improve entering and exiting, especially for left-turning vehicles, on Claremont Avenue. Air quality effects from idling are addressed in Master Response M-7. The City will consider this input on the proposed project's merits prior to taking action on the EIR and the proposed project.

Response to Comment C-73-12

Please see Response to Comment C-156-5.

Response to Comment C-73-13

As stated in the comment and consistent with the DEIR, all Safeway customers, those who park in the garage and those who park on-street, must use elevators and/or stairs to access the Safeway store. The City will consider this input on the proposed project's merits prior to taking action on the EIR and the proposed project.

Comment Letter C-74

MESTIZO CONSTRUCTION
Professional work always on time!

July 19, 2011

Peterson Vollmann
CEDA
250 Frank Ogawa Plaza
Oakland, CA

RE: ER-0006, College Ave Project, Public Comment on the EIR

Dear Mr. Vollmann:

This is to support the Safeway project on College Ave. I am an Oakland native, resident, Oakland business owner and tax payer. I am on the Board of Directors of the Oakland Builder's Alliance and the Hispanic Chamber of Commerce. I frequent all of Oakland's wonderful business districts, especially College Ave.

1 I have reviewed the EIR as well as the project plans and I believe that the project, as proposed by the developers, would not adversely impact the environment. Indeed, I believe that the project would greatly improve the environment through improved aesthetics and better land use, particularly with the elimination of the existing gas station. The current Safeway, its parking lot and gas station is an eye soar and the proposed project would greatly enhance that corner. College Ave is a beautiful business district and it would be a shame to do anything that would take away from that beauty. I believe that this project will over all improve the area.

Thank you for an opportunity to comment on this wonderful project. Please do not hesitate to contact me if you have any questions.

Sincerely

Jay Dodson

19 Embarcadero Cove~2nd Floor ~Oakland, CA 94606 ~ Phone: (510) 289-5758 ~Fax: 1(866) 617-4776
www.mestizoconstruction.com **Email: mestizo@earthlink.net**

Response to Comment C-74-1

The comment expresses support for the proposed project and the belief that it will enhance the environment. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-75

Vollmann, Peterson

From: Shannon Dorsey [shannon@aboutfaceandbody.net]
Sent: Monday, July 11, 2011 8:20 AM
To: Vollmann, Peterson
Subject: Support

Hi,
I support the building of a new Safeway and retail shop space.

Shannon Dorsey
AboutFace&Body
3160 College Avenue
Suite 204
Berkeley, CA 94705
510-428-2400

Response to Comment C-75-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-76

Vollmann, Peterson

From: Doreyne Douglas [doreyne.douglas@planetmagpie.com]
Sent: Friday, August 12, 2011 4:54 PM
To: Vollmann, Peterson; Ranelletti, Darin
Subject: Rockridge Safeway

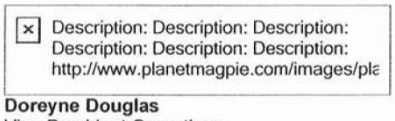
Hi Peterson and Darin –

As a 20-year resident of Rockridge, I would like to express my STRONG SUPPORT for the planned Safeway expansion. College Avenue has been a drab but popular shopping street for the 20 years I've lived here (right around the corner from Zachary's Pizza). It's always had a lot of potential, but has been in a very slow transition between the old and the new. I have watched the RCPC work to quash improvement in our neighborhood at every turn. In true Berkeley fashion, they despise the free market, capitalism, and corporations and they have some deep need to rebel against anyone who is trying to turn a buck doing something they love (for instance they stopped a little breakfast café from being built around the corner from my house due to traffic concerns) or as we're seeing here, rebel against a corporation (which is people, by the way) trying to provide a neighborhood with a brand new store with better products. I guarantee you if the expansion goes through that all the surrounding businesses will start to spruce themselves up to compete—which is GOOD! It will also improve the neighborhood generally so that maybe even our schools will improve through greater revenue, better home values, etc. Not to mention, it will create JOBS and more TAX REVENUES. I've seen the ridiculous "alternative plans" produced by anti-Safeway groups. I have to wonder if any of these people have ever operated a business. Been involved in designing a functional store. Have any finance experience or knowledge that would lead them to understand ROI. At this point, if I were Safeway, I would just shut the current store down, board it up, give employees their pink slips, and go focus on another project. This neighborhood doesn't deserve their investment. **1**

Just because RCPC is the loudest voice, doesn't mean it's the whole neighborhood's voice. A lot of the people in Rockridge are successful hardworking people trying to survive the recession and are too busy to stop and get involved in this debate. But I'm taking a minute here to beg you to see the other side and allow this development. From what I can see, Safeway has taken a lot of care to address neighbor concerns and has done a pretty good job of it. So let's get this thing built and do something positive for our neighborhood.

If we leave it to the RCPC, College Avenue will look just like it does now in another 20 years—and that's half nice/half dumpy—it will never reach its full potential. I urge you to take a walk down it and imagine the possibilities. By the way, it was the RCPC that wouldn't allow a realty office to setup shop in the corner space under Dreyer's because they felt it had to be reserved for retail. So what ends up there? "Crossroads" ... a retail store with seriously tacky USED clothing in all the windows and seriously bad signage--it belongs on San Pablo Avenue and not in what should be a mid to high-end shopping area. Our RCPC at work.

Thanks for reading!



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Response to Comment C-76-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-77

Vollmann, Peterson

From: Dori Dubin [ddubinpsyd@comcast.net]
Sent: Wednesday, July 20, 2011 5:30 PM
To: Vollmann, Peterson
Subject: safeway expansion

Dear Oakland Planning Commission Members,

1 Because College Avenue between Claremont and 63rd is already a very congested area, I am opposed to the Safeway expansion project . Traffic backs up all the time, making it difficult to drive through that area. Due to the congestion, I believe the small businesses in that area are suffering as many people avoid this area and prefer to shop in areas that are more accessible. Granting Safeway approval to expand, will only increase that congestion and drive small businesses away from the College Avenue Area. There is a large Safeway in the Rockridge Shopping Center, where street congestion and parking are less of an issue. I don't think we need another large Safeway store in the Rockridge Area and feel this area is more conducive to smaller businesses.

Sincerely,
Dori Dubin
5845 College Avenue

Response to Comment C-77-1

The comment expresses concern about increased automobile traffic in the project area. The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Regarding the need for the project, please see Response to Comment C-58-1. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, and E-142. Regarding the economic impact of the proposed project, please see Master Response M-9.

Comment Letter C-78

Vollmann, Peterson

From: edubravac [edubravac@yahoo.com]
Sent: Monday, August 15, 2011 2:05 PM
To: Vollmann, Peterson
Cc: Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Kaplan, Rebecca; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com
Subject: SAFEWAY project DEIR; Case #ER09-0006

Dear Mr. Vollman:

I live a block and a half from the proposed Safeway project, and I have attended "stakeholder" meetings with Safeway representatives and Planning Commission meetings since 2008 regarding the Safeway expansion plan. I have seen all community input come to naught, entirely disregarded by Safeway and its representatives.

1 I remain unconvinced that the project will enhance our neighborhood: the structure proposed is too big, too high, and will adversely affect life in the area. Pedestrians on College Avenue will be walking in a corridor of building shadow; the current vista of the Berkeley-Oakland hills will no longer be visible. Why has Safeway not been required to install story poles so that citizens may understand the visual and shadow impacts of the design?

2 Increased traffic is another obvious concern, one that is not adequately addressed in the DEIR. Currently, traffic is snail-slow or stopped along College Avenue at rush hours, particularly at the Alcatraz-College and Claremont-College intersections. Section 3.2 of the DEIR states as a project objective to "consolidate the existing four driveway entrances on College Avenue to one to "improve...traffic flow and pedestrian safety while retaining an important vehicular access point from College Avenue."

3 One driveway entrance on College Avenue is one too many from a street traffic perspective. Will traffic flow both in and out of this driveway? Of course it would be advantageous to Safeway to have that driveway, but to pedestrians in the area or to drivers heading up or

4 down College Avenue? Definitely not. And, if traffic flows to and from Safeway along 63rd Street, those residential blocks (63rd, Hillegass, Colby) will be significantly adversely impacted.

5 By the way, in searching through the DEIR, I could find NO rendering of the 63rd Street driveway, only renderings featuring pedestrians. Why is that?

In the long term, I have found Safeway's promises to be very much suspect; Safeway does not have community interests in mind; it has corporate profits in mind. Safeway's abandoned store at Claremont and Clifton sat vacant for years, a blight on the neighborhood; even now, occupied by DaVita, it remains an eyesore because Safeway has no sense of site-specific design and merely replicates a single style structure throughout the country; that structure abandoned by Safeway was a sixties-style, tilt-up pebbled concrete "design". The current proposal is just Safeway's current style permutation, one which will be dated probably within a decade.

6 As a representative of the citizens of the City of Oakland, I plead with you and the Planning Commissioners and Councilmembers and Mayor: Please do not allow a corporation to dictate what life is to be like in the neighborhoods of Oakland. Do not sell out the interests of residents (who also pay city taxes) because a corporation dangles before a cash-strapped city the incentive of greater tax revenues from a gigantic project than from a more modest, community-minded design. I urge you to stand up for residents.

Sincerely,
E. Dubravac

Response to Comment C-78-1

Regarding the size of the structure and its compatibility with the neighborhood, please see responses to Comments A-4-1, D-31, E-142, and Master Response M-9. Regarding the pedestrian orientation of the project, please see Response to Comment E-53 and Master Response M-9. Regarding the shadow from

the project, please see Response to Comment C-32-1. Regarding the effect of the project on hillside views, please see Response to Comment E-86.

Response to Comment C-78-2

The existing traffic congestion on College Avenue referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College and Alcatraz Avenues currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would generally reduce delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project

Response to Comment C-78-3

The project analyzed in the DEIR provides one driveway with both inbound and outbound access on College Avenue. The project would reduce the number of curb cuts on College Avenue from four to one compared to conditions prior to closing of the Union 76 Gas Station.

The DEIR also analyzed the impacts of Alternative 3 which has no driveways on College Avenue and Alternative 4 which has one driveway with inbound only access on College Avenue. As described in the DEIR, eliminating automobile access for the project on College Avenue would worsen some of the identified impacts on intersection operations and would result in additional traffic on the segment of Alcatraz Avenue between College and Claremont Avenues. The revised project, described and analyzed in Chapter 2 of this FEIR, would reconfigure the project driveway on College Avenue to provide one outbound lane (compared to two lanes for the project analyzed in the DEIR) and restrict the outbound movement to right-turns only.

Response to Comment C-78-4

See response to Comment C-17-4 regarding project traffic using 63rd Street. Also see Master Response M-5 regarding traffic intrusion on residential streets.

Response to Comment C-78-5

The purpose of the renderings is to depict the facades of the building to aid decision makers in their determination whether or not to approve the proposed project or one of its alternatives. It is not feasible to create renderings of a proposed project from every possible vantage point. However, architectural rendering Figures 3-15, 3-17, and 3-19, on pages 3-21, -25, and -23, do depict driveways onto the project site. Additionally, Figures 3-8, 3-9, and 3-10, pages 3-13 through 3-15 depict driveways as part of project plans. Moreover, the driveways are described in the text of the DEIR. The representation of driveways in the DEIR is adequate.

Response to Comment C-78-6

The design of other stores is not relevant to consideration of the potential environmental effects of the currently proposed project. The design of the proposed project has been modified from the original proposal in response to concerns expressed by the community, and the currently proposed design was

designed to integrate with the surrounding community, and very much reflects the constraints and opportunities specific to the unusual project site; it is in no way "cookie cutter" or mass-produced architecture. The analysis presented in Section 4.2 of the DEIR documents that the project would not have any adverse visual impacts, and the comment provides no evidence to the contrary. The commenter may express concerns about the project's design to City officials when they conduct design review of the project, which will include a public hearing for input from the public.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-79

Vollmann, Peterson

From: Nancy-Bill [nanbildutc@sbcglobal.net]
Sent: Wednesday, July 27, 2011 3:19 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: COLLEGE AVE. SAFEWAY PROPOSAL

Dear Mr. Vollman

1 Attached please see our response to the Safeway proposal which we believe is too large for the neighborhood. We believe a modest addition of 5000 SF (a 20% increase) would be acceptable but not more than doubling the size of the existing store as proposed.

Sincerely

Nancy & William Dutcher

July 27, 2011

TO: Oakland Planning Commission

RE: Proposed Safeway proposal at College Ave. and Claremont Ave.

2 We are VERY opposed to the Claremont & College Safeway's proposed huge expansion. It will hurt the long standing merchants across the street particularly, as well as other businesses nearby. Indeed when recently polling people who shop along College, many people don't live in the neighborhood, but come specifically to shop at the specialty shops found there. At a meeting some time ago, Safeway representatives talked about creating small shops along College in the area that is now a solid masonry wall, such as flower and bakery shops. There already exists a flower shop and bakery across he street!

3 The additional traffic, including three new stoplights (63rd & College, Alcatraz & Claremont and Mystic & Claremont will cause traffic nightmares on College, well as more pollution to the existing narrow street. College Ave. at Alcatraz already has significant congestion many times of the day.

4 The huge size of the new store is unappealing, and would be out of scale with adjacent shops (many of those buildings were built at the beginning of the last century). The proposed huge expansion at the Rockridge Center Safeway (already too large in my opinion) will turn a lot of people away. It is excessive to have two very large Safeways within not much more than a mile of each other.

Our local merchants need support, not to be over-whelmed by the giant Safeway organization.

Nancy and William Dutcher
(Nancy, lifetime resident of Rockridge--76 yeqrs, William since 1965--46 years)

Response to Comment C-79-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

Response to Comment C-79-2

The City will consider the comment opposing the project prior to taking action on the proposed project. Please see Master Response M-6 for a detailed discussion on the project's potential impact on existing businesses in the area.

Response to Comment C-79-3

The existing traffic congestion at the Alcatraz Avenue/College Avenue intersection referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that the intersection currently operates at unacceptable LOS F during the weekday PM peak hour.

See Response to Comment C-30-2 regarding the signals proposed by the project and mitigation measures.

Please see Master Response M-7 regarding the air quality effects of the proposed project.

Response to Comment C-79-4

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Please see Master Response M-6 for a detailed discussion on the project's potential impact on existing businesses in the area. See Response to Comment B-1-6 regarding the inclusion of the proposed expansion of the 51st and Broadway Shopping Center Project in the cumulative traffic analysis.

Comment Letter C-80

Vollmann, Peterson

From: rosemaryehat@sbcglobal.net

Sent: Thursday, August 11, 2011 8:46 PM

To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary

Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org

Subject: DEIR Comments CASE ER09-0006

1 Stop the oversized Safeway. Keep our neighborhood pedestrian friendly. People nowadays want to walk to offices, BART, and errands. A bigger Safeway will bring more traffic and degrade our quality of life. In the end there will be a decrease in property taxes to benefit the city of Oakland since house values will decrease. People buying homes in this neighborhood want less pollution and independent stores.

Response to Comment C-80-1

The size of the project would be comparable to existing development in the area. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Master Response M-9, the project would be within the maximum floor-area ratio(FAR) allowed by the General Plan and is conditionally permitted by the zoning district. The project has been designed to be very pedestrian-friendly, as discussed in more detail in Responses to Comments A-2-2, A-5-11, and Master Response M-9.

The DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures. As noted in the DEIR, if the City of Berkeley does not approve the mitigation measures (and/or if the City of Oakland does not approve Mitigation Measure TRANS-13), these impacts would remain significant and unavoidable. Of the eleven significant and unavoidable impacts identified in the DEIR, ten of them were deemed significant and unavoidable only because implementation of mitigation measures sufficient to render the impacts less than significant would require approval by the City of Berkeley. The City of Oakland does not have the authority to require implementation of the measures to ensure that the impacts would not be significant. However, the two cities will coordinate regarding the appropriate treatment at the affected intersections, and it is feasible that the ten impacts will be mitigated to an acceptable level.

The eleventh significant and unavoidable impact would occur at the intersection of 63rd Street and College Avenue under 2035 conditions (the impact would not be significant under near-term conditions). However, the revised project, as described in Chapter 2, would reconfigure this intersection and eliminate the impact and the need for a mitigation measure.

There is no reason to expect that the proposed project would cause property values to drop. For additional discussion on the project's potential economic effects, please see Master Response M-6.

Comment Letter C-81

Vollmann, Peterson

From: rosemaryehat@sbcglobal.net

Sent: Saturday, August 13, 2011 6:24 AM

To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary

Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org

Subject: DEIR Comments CASE ER09-0006

1 I walk everywhere and the bigger Safeway will degrade my quality of life. Let's keep our neighborhood pedestrian friendly. That's what will attract people to buy and rent here and improve property values and thus increase revenue for the city of Oakland. Don't be shortsighted. We stopped highway 13 from coming through Berkeley. This is a similar situation. No more congestion. It's hard enough to cross Alcatraz Ave when I walk from home to work, BART, or errands.

Rosemary Ehat

Response to Comment C-81-1

The project has been designed to be very pedestrian-friendly, as discussed in more detail in Responses to Comments A-2-2, A-5-11, E-53, and Master Response M-9. Regarding the project's traffic effects, please see Response C-80-1.

Regarding the pedestrian crossing of Alcatraz Avenue, Mitigation Measure TRANS-2 proposes to upgrade the signal equipment and provide left-turn lanes on College Avenue at the intersection with Alcatraz Avenue. This mitigation measure would provide the north/south automobile approaches with protected left-turns which improves pedestrian safety by removing the potential conflict between pedestrians crossing Alcatraz Avenue and automobiles turning left from College Avenue simultaneously.

Comment Letter C-82

Vollmann, Peterson

From: Robert Epstein [robertepsteinmd@gmail.com]
Sent: Friday, July 29, 2011 9:16 PM
To: Vollmann, Peterson
Subject: Safeway project

Dear Mr. Vollman:

I am writing to express my opposition to the proposed Safeway project at Claremont and College Avenue and to request that the proposal not be approved.

1 I am opposed to the project because of its size and its impact on the immediate neighborhood. It is far larger than any other retail establishment in the area and would have an untoward effect on traffic, congestion, parking, air quality, the character of the neighborhood, retail establishments and residences.

I recognize the need for Safeway to modify its current facility and would support a smaller project more compatible with and having less impact on the neighborhood.

Thank you for your consideration.

Robert Epstein

Response to Comment C-82-1

Regarding the size and scale of the project, at two stories it would be comparable to much of the existing development in the area, and shorter than the three- and four-story buildings in proximity to the site. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the project's potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Regarding the potential for the proposed project to adversely affect the economic vitality of the neighborhood, please see Master Response M-6.

The proposed project's impacts on traffic, parking, and air quality are thoroughly evaluated and disclosed in Sections 4.3 and 4.4 of the DEIR. The transportation analysis presented in the DEIR was completed using standard transportation engineering best-practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland. Please see Master Responses M-1, M-3, M-4, M-5, and M-7 for more discussion of the proposed project's trip generation, parking, traffic safety and hazards, traffic intrusion onto residential streets, and air quality effects, respectively. As a statement of opposition to the project, the City will consider this input on the proposed project's merits prior to taking action on the EIR and the proposed project.

Comment Letter C-83

Vollmann, Peterson

From: Jame-Ane Ervin [jameane@gmail.com]
Sent: Wednesday, August 03, 2011 12:50 PM
To: Vollmann, Peterson
Subject: Safeway proposal for Claremont/College

Mr. Vollman,

I just wanted to send a few comments on the proposed Safeway design. I live in the Piedmont Ave neighborhood and visit Rockridge frequently. I do not frequent the Safeway in question currently, but I was a semi-regular shopper when I was a Cal student several years ago.

1 In my opinion Safeway has done a good job of incorporating the community feedback and delivering an improved proposal.

First, I think the primary audience for this Safeway are Cal students who live on the Southside or Elmwood areas and middle-income shoppers. I do not foresee a large threat to the existing College Ave business as they attract a different clientele than the Safeway currently does. This Safeway adds a much needed amenity to the nearby Oakland and Berkeley communities: 24 hour shopping. 24-hour options are very few in Oakland, and are desperately needed in this area of town. Initially I had concerns about the project due to the parking placement, curb cuts, public space allotment, and transit. Safeway has addressed this issues and put forth a much improved proposal.

2 It would be great if the parking garage and bike parking, like the garage near Trader Joe's in Lakeshore could be opened up for limited use neighborhood parking as well. I am happy to see Safeway has reduced the number of curb cuts on College Ave and that the Pedestrian experience will be improved (Today, that intersection is very difficult for pedestrians and drivers). I would prefer if there was not a

3 curb cut on College Ave. With the number of streets and intersections in the immediate vicinity it can be very hazardous, and I think the Claremont is better suited to handle the incoming and outgoing traffic the store will create.

4 Overall I am in support of the project as it provides much needed improvements to the area, and I just wanted to share my thoughts on the draft EIR.

Thank you,

Jame Ervin
Oakland Resident

Response to Comment C-83-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Response to Comment C-83-2

Currently, Safeway is considering allowing non-Safeway customers to park in the garage for two hours or less.

Response to Comment C-83-3

Alternative 3 in the DEIR analyses the impacts of the full project with no curb cuts on College Avenue and all automobile access from Claremont Avenue. See DEIR starting on page 5-15 for more detail. The revised project, described and analyzed in Chapter 2 of this FEIR, would reconfigure the project driveway

on College Avenue to provide one outbound lane (compared to two lanes for the project analyzed in the DEIR) and restrict the outbound movement to right-turns only.

Response to Comment C-83-4

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-84

CHARLES E. FARNSWORTH
ATTORNEY AT LAW
2814 WOOLSEY ST.
BERKELEY, CA 94705
TEL (510) 601-6081

ARBITRATOR & MEDIATOR

E-MAIL: CEFARNS@YAHOO.COM

August 1, 2011

Peterson Vollman
City of Oakland Planning Commission
City Hall
250 Frank Ogawa Plaza
Suite 2114
Oakland, Ca. 94612-2031

Dear Sir:

1 I oppose Safeway's Rockridge expansion proposal for obvious reasons---the project is too big and will cause serious traffic congestion and parking shortages for neighborhood stores. Cars and trucks already back up along College into the Alcatraz intersection, creating serious pedestrian hazards, and more Safeway customers will only further clog the street. There is not enough on-street parking at present for the neighborhood, and Safeway does not allow use of its lot for shopping at the nearby cleaners, drug store, or other shops. A Safeway expansion will make this parking shortage even more acute.

2 Moreover, such an enormous enlargement of the store is not needed for a Safeway store alone, as the company has now admitted with its proposal for restaurants, cafes, and apparel stores in the building.

3 The Draft EIR is deficient in considering these factors and should be rejected.

Sincerely,

Charles E. Farnsworth

Response to Comment C-84-1

The traffic congestion and parking deficits stated in the comment are consistent with the conclusions of the DEIR. However, Safeway is considering allowing customers of other uses in the area to park in the project garage for two hours or less.

See Master Responses M-3 and M-4 for a more detailed analysis of project parking demand, and project impacts on pedestrian safety, respectively.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-84-2

Regarding whether store redesign and expansion are necessary for the project sponsor, it is not the role of CEQA to evaluate a need for a project. Rather, the role of CEQA is to evaluate the potential environmental effects that would result if a proposed project were implemented. The DEIR fulfills this role.

Response to Comment C-84-3

The comment requests the rejection of the DEIR. As a statement opposing the project as proposed it is noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-85

Vollmann, Peterson

From: David Fleisig [dhfleisig@yahoo.com]
Sent: Sunday, July 10, 2011 8:35 AM
To: Vollmann, Peterson
Subject: New Safeway

1 As 35-year residents and long-term shoppers at the College/Claremont Safeway, we strongly support going forward with the project. We believe it will catalyze the development of a vibrant neighborhood.
David & Sara Fleisig

Response to Comment C-83-4

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-86

Delivery By Hand

August 15, 2011

5874 Birch Court
Oakland, CA 94618

Mr. Peterson Z. Vollman, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank Ogawa Plaza, Suite 2114
Oakland, CA 94612

RE: College Avenue Safeway Shopping Center Draft Environmental Impact Report, SCH #2009112008; 2009102100, Case Number ER09-0006

Thank you for the opportunity to submit comments on the above-referenced Draft Environmental Impact Report ("DEIR").

1 The DEIR appears to have understated or omitted numerous significant environmental and land use impacts. In addition, the DEIR fails to identify feasible mitigation measures. In support of my comments, I have appended images of Sanborn maps from the Berkeley Book, Vol. 2, Page 223 dated 1911, 1911 (updated to 1929), 1950, 1951 and an Overlay Map with a base from 1953 overlaid with a map from the late 1960's which shows the site in its current state.

SITE ASSESSMENT

The current Safeway store was built in 1964 on the site of the original Safeway store at 6310 College Avenue, formerly a Hagstrom's Food Store. At that time, Safeway purchased the three abutting and contiguous properties between the original Safeway property and the Union 76 gas station. Portions of the entire current project site have been in use since 1880.

2 The Initial Study found the project would result in less than significant impacts for hazards and hazardous materials (p. 42). Therefore, the DEIR did not include any description of the potential for soil or groundwater contaminants associated with former land uses at the project site. These uses include, but may not be limited to, the Claremont Battery and Electric Company[1] at 6238 College Avenue, the Claremont Auto Center Garage[2] at 6246 College Avenue, a paint store at 6260 College Avenue[3] with a separate paint storage facility at 6260½ College in the rear[4], and an

[1] Sanborn map, Berkeley Book, Vol. 2, pg. 223, 1929 The business name is listed in the 1925 Oakland City Directory
[2] Sanborn map, Berkeley Book, Vol. 2, pg. 223, 1929
[3] Sanborn map, Berkeley Book, Vol. 2, pg. 223, 1929
[4] Address obtained from the 1951 Sanborn map, Berkeley Book, Vol. 2, pg. 223

1

Comment Letter C-86, cont'd.

auto showroom with a very large auto repair shop running between College and Claremont Avenues at 6300 College Avenue[5].

By 1951[6], several of these parcels had expanded building footprints, but continued in predominantly automotive or light manufacturing uses. The Claremont Battery and Electric manufacturing site (6238 College) became part of the Don Marquis Dodge dealership[7] as a showroom, and a service department had been added that continued the building from mid-parcel to Claremont Avenue. The former Claremont Auto Center Garage repair shop (6246 College) was added to the Don Marquis Dodge dealership as a showroom and large service department. The paint storage building at 6260½ College became a tool manufacturing shop. The auto showroom and repair facility at 6300 College Avenue was expanded significantly on the Claremont end of the building (NW on site) to include an auto body repair and auto painting shop which covered the 1880 site of the Peralta Annex Elementary School, a one-room school house that by 1911 (Image 1) contained heat, gas and electricity. A portion of the 6300 College Avenue building's footprint is covered by the current 1964 Safeway building.[8]

2

No assessment has been made of the impacts from multiple auto repair activities, battery and electrical manufacturing, tool manufacturing or paint manufacture and/or sales. The DEIR is deficient in its failure to identify the impact, if any, of previous uses to the public, construction workers and workers in the new project based on its total silence on the topic of previous uses on all parts of the site exclusive of the former Union 76 gas station.

The DEIR needs to be revised to consider and address these site assessment issues and then recirculated to allow public comment on the adequacy of the analysis and of proposed mitigation measures.

POTENTIAL HAZARDS POSED BY RESIDUAL CONTAMINANTS

The DEIR states, with respect to hazardous substances, that only the southern corner of the site is occupied by the former Union 76 gasoline station and auto repair garage, consisting of a vacant shop with about 1,120 square feet, a covered service area, and a canopy over the gasoline pump areas. The gas station site is paved and contains several underground gasoline storage tanks. It is currently surrounded by a security fence and is inaccessible from the adjacent streets.

3

There is no discussion of potential hazards posed by the additional automotive and light manufacturing uses present on the site since at least the early 1920's. These hazards include, but are not limited to, building demolition construction materials present in the soil from wood, brick and cement and steel structures such as potential for buried debris, fly ash and/or impacted fill, asbestos particles from heat runs and other building materials, asbestos from brake linings,

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[5] Sanborn map, Berkeley Book, Vol. 2, pg. 223, 1929
[6] Sanborn map, Berkeley Book, Vol. 2, pg. 223, 1951
[7] Images of America, ROCKRIDGE, Robin and Tom Wolf, Arcadia Publishing, 2007, pg. 94
[8] Sanborn map, Berkeley Book, Vol. 2, pg 223, 1953 overlay map updated to the late 1960's per Betty Marvin, Oakland Cultural Heritage Survey

2

Comment Letter C-86, cont'd.

gaskets and clutches, lead paint, or battery acid, petrochemicals and oil, MTBE and other Volatile Organic Compounds (VOCs) found in gasoline and automotive and machine lubricants.

There is no discussion of the potential hazards posed by the presumably unremediated remnants of the manufacturing and auto repair services performed on the site for approximately four decades. The auto repair businesses pose a potential for containing multiple hydraulic lift reservoirs and/or deep soil contamination from below-grade auto repair mechanic's pits. The paint store may also have manufactured paints, paint thinners, lacquer and lacquer thinners. The manufacture of paint in the 1920's is most likely to have been lead and oil based. Additionally, there is potential for undiscovered Underground Storage Tanks (USTs) from in-shop gas pumps and associated soil and ground water contamination. The site should be surveyed for undiscovered and undisclosed USTs.

3

Further, site dumping directly into the soil of used oil and lubricants may have occurred during the earliest days of automotive repair, prior to the establishment of routine commercial oil recycling, and should be assessed. No assessment has been made of the various petrochemical compounds, fluid or solid, or the acids used to clean auto parts and machined tool pieces, or of the lead and acids from the battery manufacturing on site. Solvents disposed of in the soil, or contaminating the soil from spillage, can include numerous heavy metals, and a site assessment of those should be also be made. Residual contaminants from the auto body repair and painting shop are likely to contain heavy metals from welding operations.

The DEIR needs to be revised to consider and address the toxics issues and then recirculated to allow public comment on the adequacy of the analysis and of proposed mitigation measures.

TRAFFIC

I have resided at 5874 Birch Court, Oakland, since November, 1981. Birch Court, along with Armanino Court, has the distinction of being a cul-de-sac, and therefore has only a single point of entry and exit, College Avenue. It has been my experience that, at peak traffic periods, it is possible to wait up to five minutes just to be able to make a right turn onto College Avenue. At most times of day, it is futile to even attempt a left turn onto College.

I observed a significant increase in wait times, and subsequent idling, when the Dreyer's building was built and again when Trader Joe's opened. Both projects bring a significant number of cars from out of the area that exit westbound on Highway 24 at the College Avenue exit onto Miles Avenue, from which they turn right at the signal northbound onto College and either pass Birch Court en route to the Chabot Road Dreyer's parking lot or Trader Joe's. As these cars continue to the intersection of College and Oak Grove, they block Birch Court as some wait to make left turns at Oak Grove.

4

The resultant traffic bottleneck extends from Miles Avenue to Chabot Road at numerous times of day and is exacerbated by double parked delivery trucks of varying sizes in the stretch of College Avenue between Birch Court and Chabot Road. These trucks double park in both northbound and southbound directions.

Comment Letter C-86, cont'd.

As difficult as it is for residents to enter and exit, it can be even more difficult for emergency vehicles to gain access at this critical bottleneck, or pass through it. Traffic is blocked and at a crawl in both directions for these blocks. No assessment of the traffic impact of the proposed Safeway project on Birch Court ingress/egress is made in the DEIR, or specifically of emergency vehicle access in this section of College Avenue at peak traffic periods. Individuals assigned to Engine 19, the Miles Avenue Fire Station, should be interviewed.

4

In addition, a similar situation exists for the residents of Armanino Court, just south of the Claremont/Florio/62nd Street and College Avenue intersection, which also has not been assessed.

The DEIR needs to be revised to consider and address these traffic issues and then recirculated to allow public comment on the adequacy of the analysis and of proposed mitigation measures.

Land Use and Transportation Element

As stated in the DEIR Appendices, pages 835 and 836:

> The EIR must discuss the consistency of the proposed project with the letter and intent of the current zoning and general plan land-use designation for the site. As the C-31 zoning indicates, the Rockridge/Elmwood neighborhood in which the proposed project would occur is one of the most desirable in the East Bay due to its existing residential and pedestrian character and its small and unique neighborhood-serving businesses. The sheer size of the proposed project and the increased vehicle traffic that it will inevitably bring raise serious questions about whether the project complies with the intent, if not the express criteria, of the zoning. As the I.S. points out, the project would result in a "taller, more massive, and more intensively developed commercial center."

5

The DEIR itself states that:

According to the *General Plan*, the intent and desired character of this designation is the following:

> *"The Neighborhood Center Mixed Use classification is intended to identify, create, maintain and enhance mixed-use neighborhood commercial centers. These centers are typically characterized by smaller scale pedestrian-oriented, continuous street frontage with a mix of retail, housing, office active open space, eating and drinking places, personal and business services, or smaller scale educational, cultural or entertainment uses. Future development within this classification should be commercial or mixed uses that are pedestrian-oriented and serve nearby neighborhoods, or urban residential with ground floor commercial".*[9]

It is simply not credible given the required findings for issuance of a CUP for the Project, including specifically that the project "will not detract from the character desired for the area" to at one and the same time state that "the Rockridge/Elmwood neighborhood in which the proposed project would occur is one of the most desirable in the East Bay due to its existing residential and

[9] DEIR 4.1-3

Comment Letter C-86, cont'd.

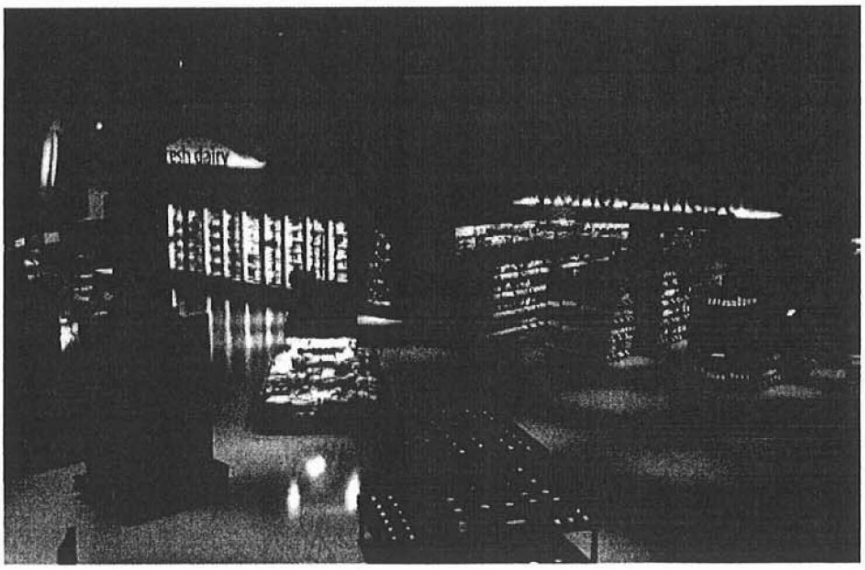
pedestrian character and its small and unique neighborhood-serving businesses" and then assert that a "taller, more massive, and more intensively developed commercial center" would not adversely impact that character. The C-31 zoning requires a CUP for any use over 7,500 sq.ft., and the revised standard in the newly adopted CN-1 downsizes that CUP trigger to 5,000 sq.ft. The proposed Safeway store is in excess of ten times that newly adopted standard. How that can be compatible with the "maintain and enhance" designation in the General Plan is a mystery, and stretches credulity.

The DEIR goes on to assert that "although much larger than the existing Safeway store, the proposed store would continue to primarily stock groceries, which are typically replenished by households on a weekly or more frequent basis (short-term). The store would not be focused on a regional market (a characteristic of large-scale commercial)."[10] This is a fallacy on several levels: the store is regional in character by its very size and car-oriented nature, and the purpose of the greatly expanded store is not to "primarily stock groceries," but to add a host of non-grocery food and business services to the existing grocery store.

5

The reality of the multinational development model of Safeway Lifestyle Stores is that a great deal of the space is not given over to traditional grocery items, but instead to a greatly enlarged wine and liquor department, a Starbucks coffee shop, a café/deli with seating, a sushi bar, a greatly enlarged floral department, a 1-Hour photo department and a greatly enlarged pharmacy with a large card and gift wrap department, a bank branch and other non-pharmacy and non-grocery items. (See chart following page.)

This is the liquor and wine department of the Admiral Safeway Lifestyle store in Seattle, which opened August 11, 2011 with a wine cellar and a wine steward's station with wine tastings.[11]



Note that this department appears to be about three times the size of VINO! on College Avenue, a single aisle store measuring approximately 850 sq.ft.[12]

[10] DEIR 4.1-4
[11] http://www.westseattleherald.com/2011/03/03/news/admiral-safeway-projected-august-completion-west-
[12] http://www.westseattleherald.com/2011/08/07/news/slideshow-new-admiral-safeway-advance-look

5

Comment Letter C-86, cont'd.

5

Store Details

Safeway Store - Dublin, CA

Your local Safeway is the place to shop! Come in and be inspired, your favorites are always in stock. We promise low prices and great quality, and we're right in your neighborhood.

Address
7499 Dublin Blvd
Dublin, CA 94568

Store Hours
Open 24 hours

Phone
Store Phone: 925-556-4034
Pharmacy Phone:

Pharmacy Hours
Mon-Fri 9:00AM-8:00PM
Sat-Sun 9:00AM-5:30PM

Store Features

Bakery: A complete selection of premium birthday and wedding cakes, pies, desserts and cookies for all occasions.	✓	**Deli:** Freshly made hot and cold deli sandwiches, soups, pizza, paninis, ribs, salads, and deli trays for any occasions.	✓
Floral:	✓	**Fish Market:**	✓
Carving Station:		**Movie Rentals**	
Pharmacy:	✓	**Fuel Station:**	✓
Starbucks:	✓	**Jamba Juice:**	
Pizzeria:		**Sushi Bar:**	✓
Liquor:	✓	**1-Hour Photo:**	✓
Dry Cleaners:		**Olive Bar:**	
Natural Market:		**Online Grocery Delivery:**	✓
Bank: U.S. Bank Branch			✓

http://local.safeway.com/ca/dublin-1953.html

This is the Safeway "Store Details" grid for all Safeway stores online. The grid illustrates the types of business services Safeway expects to include in a standard Lifestyle Store.

Note that in addition to groceries and take-out food items, a full service on-site bakery, floral shop, pharmacy, pizzeria, liquor store, dry cleaners, fuel station, Sushi Bar, 1-Hour Photo, Movie Rentals, eat-in as well as take-out deli, Jamba Juice and Starbucks coffee shop and a bank branch are all considered standard offerings.

6

Comment Letter C-86, cont'd.

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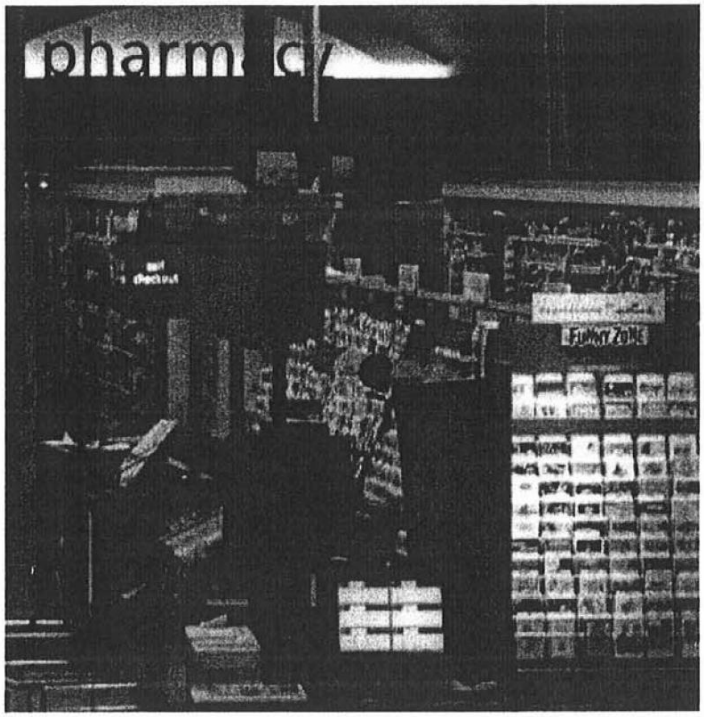


This is the expanded card shop and gift wrapping store component of the Admiral Safeway Lifestyle Store pharmacy in Seattle, Washington, which opened August 11, 2011.[13]

The title of the DEIR, "SAFEWAY SHOPPING CENTER – COLLEGE AND CLAREMONT AVENUES" is, in fact, not a misnomer. The 51,500 sq.ft. grocery store component, exclusive of the 8 retail stores, is in itself a shopping center. By calling it a grocery store, Safeway avoids the regulatory CUP and community input requirements for adding several sit-down and take-out food uses as well as a far larger liquor store. No analysis is made of what percentage of the square footage is actually devoted to traditional grocery items versus the multiple auxiliary uses.

More importantly, no trip generation data has been generated for the auxiliary uses exclusive of the grocery store. It seems highly likely that these uses will attract shoppers of their own, who do not also shop for groceries. Many of the auxiliary uses appear to be destination businesses on their own merits.

In addition, the size is considered by New Urbanists to be incompatible with a "Natural Cultural District," defined as "a geographically-defined social network created by the presence of a density of cultural assets in a particular neighborhood. Descriptively, a "natural" cultural district simply identifies a neighborhood that has naturally, organically spawned a density of unique cultural assets - organizations, businesses, participants, and artists - that sets it apart from other neighborhoods."[14] This is the quintessential description of Oakland's Rockridge district.

[13] http://www.westseattleherald.com/2011/08/07/news/slideshow-new-admiral-safeway-advance-look
[14] http://www.cooltownstudios.com/2008/01/07/the-impact-of-natural-cultural-districts

7

Comment Letter C-86, cont'd.

In his Cooltown Studios Blog, a blog/news site that attracts 40,000 unique visitors a month and has been featured in Architect Magazine and the Urban Land Institute's annual developers conference, Neil Takemoto takes on the place of grocery stores in "natural" cultural districts (see sidebar[15]).

Takemoto is the founding director of Cooltown Beta Communities a crowdsource-based placemaking and economic development firm codeveloping natural cultural districts with creatives. His work over the last 14 years has been committed to the development of places with significant economic, environmental and social benefit, currently working in Syracuse, New Orleans and Washington DC.

Takemoto's focus on natural cultural districts owes much to the work of Professor Mark Stern, Co-Director of the Urban Studies Program at the University of Pennsylvania, and his paper "Cultivating Natural Cultural Districts" wherein he lays out the social and economic benefits of such districts.

5

Like Rockridge, *"What is striking about this phenomenon is that it occurs* ***without policy intent****."*[16]

In the early 1970's, a resurrected Rockridge Community Planning Council (RCPC) led the way to obtaining funding from the Department of Housing and Urban Development (HUD) for planning studies. As a result, the City of Oakland adopted a new zoning designation, C-31, for College Avenue in 1973, consisting of pedestrian oriented retail with mixed use upper stories. Rockridge is studied as a Model Urban Area by numerous land use planning departments, including UC Berkeley. The unique mix of College Avenue retail has made it a top business tax generator in Oakland for decades, and made Rockridge a destination for tourists, as it has been profiled in numerous national magazine and newspaper articles as well as featured in travel guides to the East Bay.

5000 - 15,000 s.f. cafe supermarkets, neighborhood supermarkets, co-ops, food halls: This is that sweet spot in size where the average urban dweller can do most of their shopping, and where it becomes so difficult to compete with economies of scale that these stores are typically regional chains, unless it's a co-op, an extraordinary community asset when it exists. On the chain side of things, Trader Joe's and Fresh & Easy Market at least create their own brands, emphasizing affordability, healthy eating and a friendly atmosphere.

20,000 - 40,000 s.f. destination supermarkets This is the maximum size a neighborhood supermarket should be in natural cultural districts, and even mega-chains like Wal-Mart understand this, though yes, it's still Wal-Mart. At this size, there's an opportunity to not only provide a full-sized cafe and specialty food stations, but even reorganize the entire store as a food hall, a fast-growing trend.

50,000 and up In those increasingly rarer instances when national chains won't size down their 50,000 to 60,000 supermarkets, they can be located in corporate retail districts, which should be distinct and separate from natural cultural districts. On the positive end for pedestrians, auto parking is completely hidden underground, to the side or above.

RCPC is itself a signature organization of the type that identifies a natural cultural district. In addition to its role in the community as a voice in planning and zoning matters, it has originated

[15] http://urbanland.uli.org/Articles/2011/Mar/NewbergGrocery
http://www.cooltownstudios.com/2011/04/12/sizing-down-next-gen-urban-grocery-stores-2011
[16] http://www.trfund.com/resource/downloads/creativity/NaturalCulturalDistricts.pdf

8

Comment Letter C-86, cont'd.

and taken the lead on public benefit projects as diverse as the building of the Rockridge Branch of the Oakland Public Library,[17] the Hardy Dog Park (Oakland's first off-leash dog park), FROG Park, Friends of the Rockridge Library, Locksley Gardens and the Rockridge DVD Project. All those projects and organizations are fiscally sponsored by RCPC, which was also instrumental in securing $3 million in mitigation funds for Claremont Middle School and Chabot Elementary School from CalTrans as part of the 4th Bore Coalition.

Natural cultural districts are social networks built by creatives of all types: "cultural creatives" as defined by authors Paul Ray and Sherry Anderson in *The Cultural Creatives: How 50 Million People Are Changing the World* as well as the "creative class" the 38 million in the U.S. representing the creative industry workforce in science, engineering, architecture, design, education, arts, music and entertainment. Based on research by Richard Florida, author of *Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life.* and its sequel *Flight of the Creative Class,* their presence is directly tied to economic prosperity.[18]

5

Rockridge is home to a large number of both creative types, including published authors in all genres, filmmakers, many artists on the annual Pro Arts tour, nationally acclaimed architects and designers and innovators in local business.

The DEIR does not address Rockridge as a unique natural cultural district and Oakland community resource, merely noting that, along with Berkeley's Elmwood district it "is one of the most desirable in the East Bay due to its existing residential and pedestrian character and its small and unique neighborhood-serving businesses."[19] No serious analysis is made of the impact that a corporate retail district scaled project would have on such a unique neighborhood and city asset.

The DEIR is flawed from the outset by its focus on the objectives of the applicant, Safeway, rather than a focus on the impacts and implications of the project for the Rockridge neighborhood and the City of Oakland.

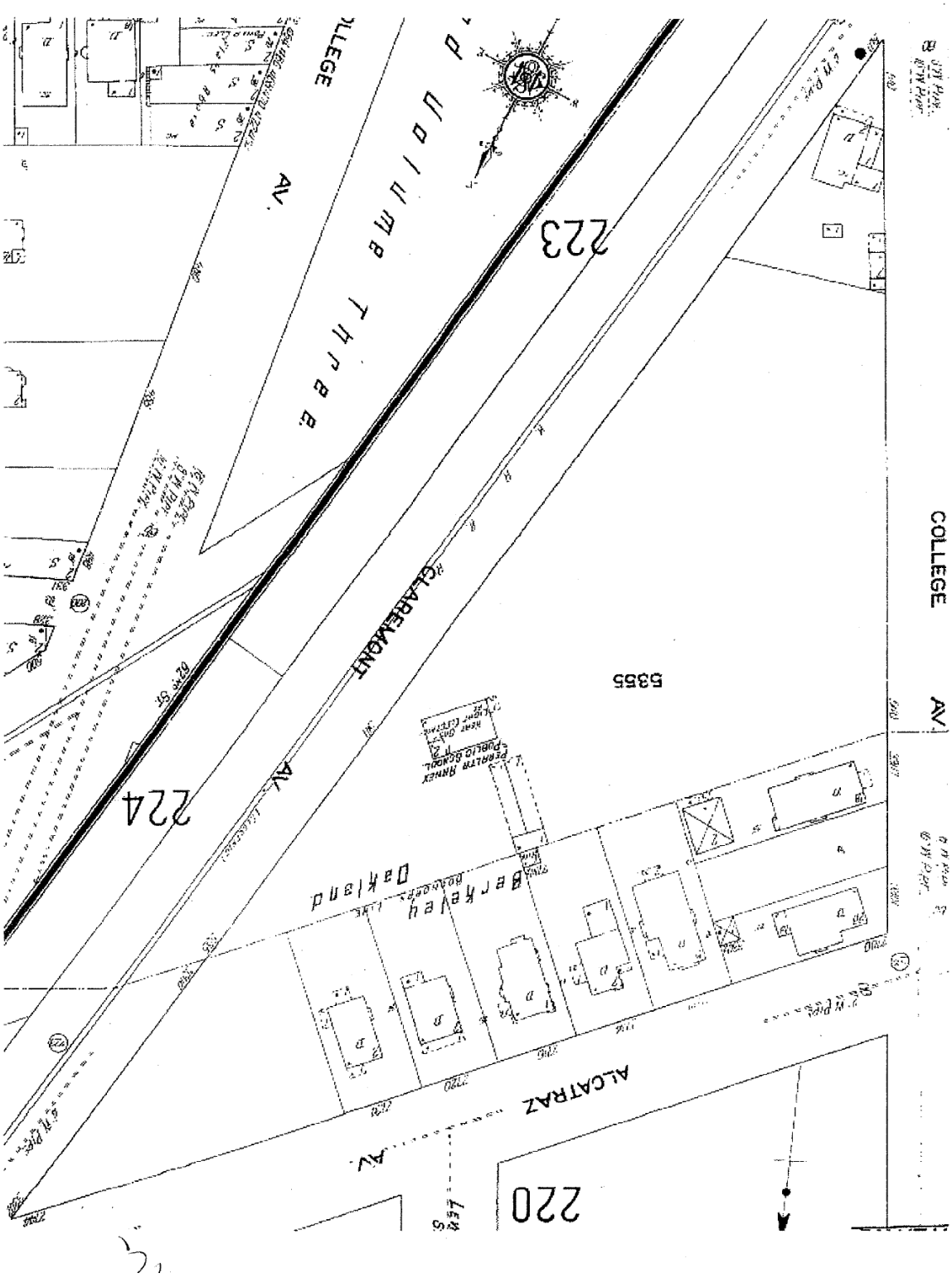
Sincerely,

Annette R. Floystrup

510.652.6794
arf@bharf.com

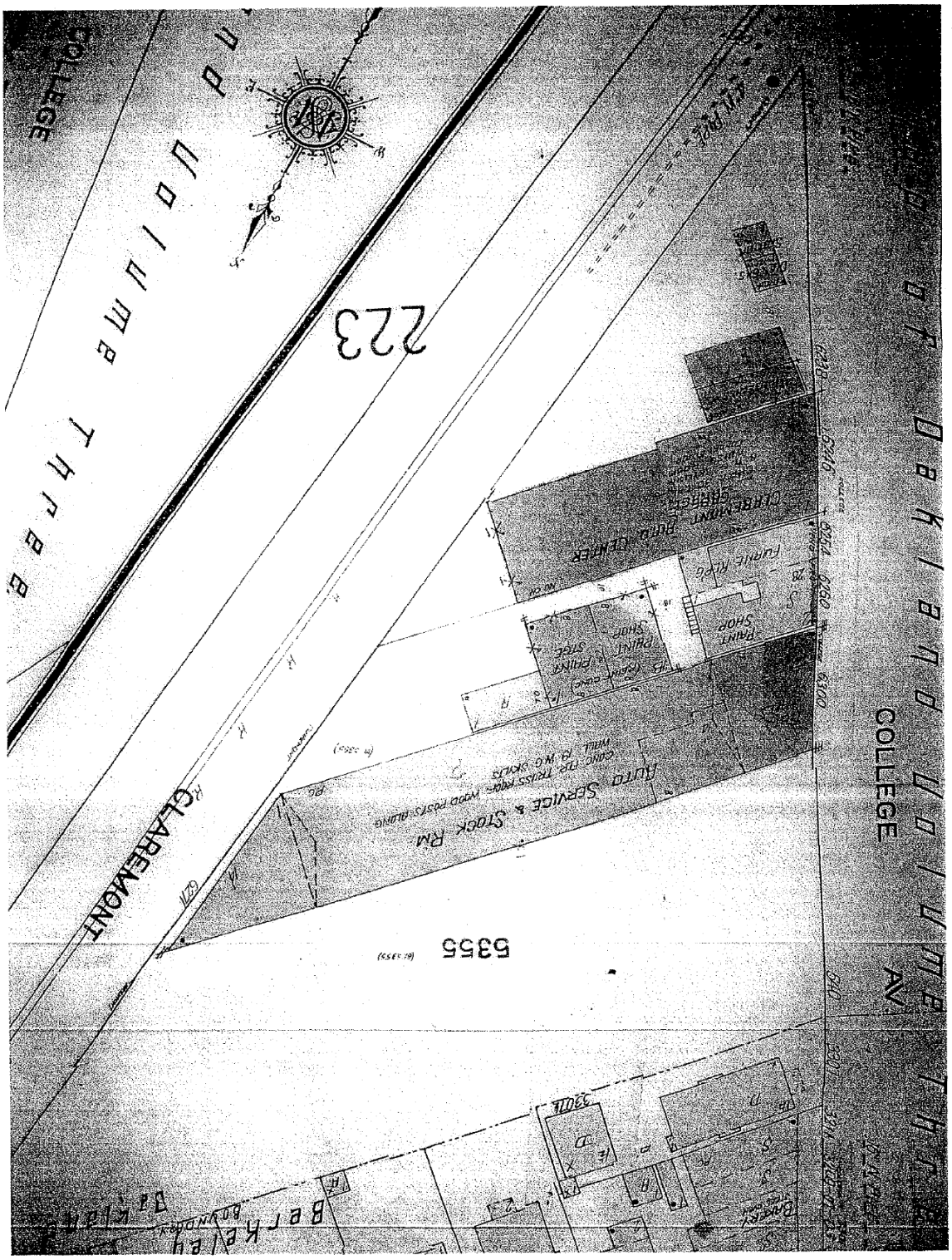
[17] Dedicated in 1996 and opened by California State Librarian, Kevin Starr, who noted it was the only neighborhood built library in California, if not the nation, in modern times.
[18] http://www.cooltownstudios.com/2007/11/02/the-creatives-rengen-cultural-creatives-creative-class
[19] As stated in the DEIR Appendices, pages 835 and 836

Comment Letter C-86, cont'd.

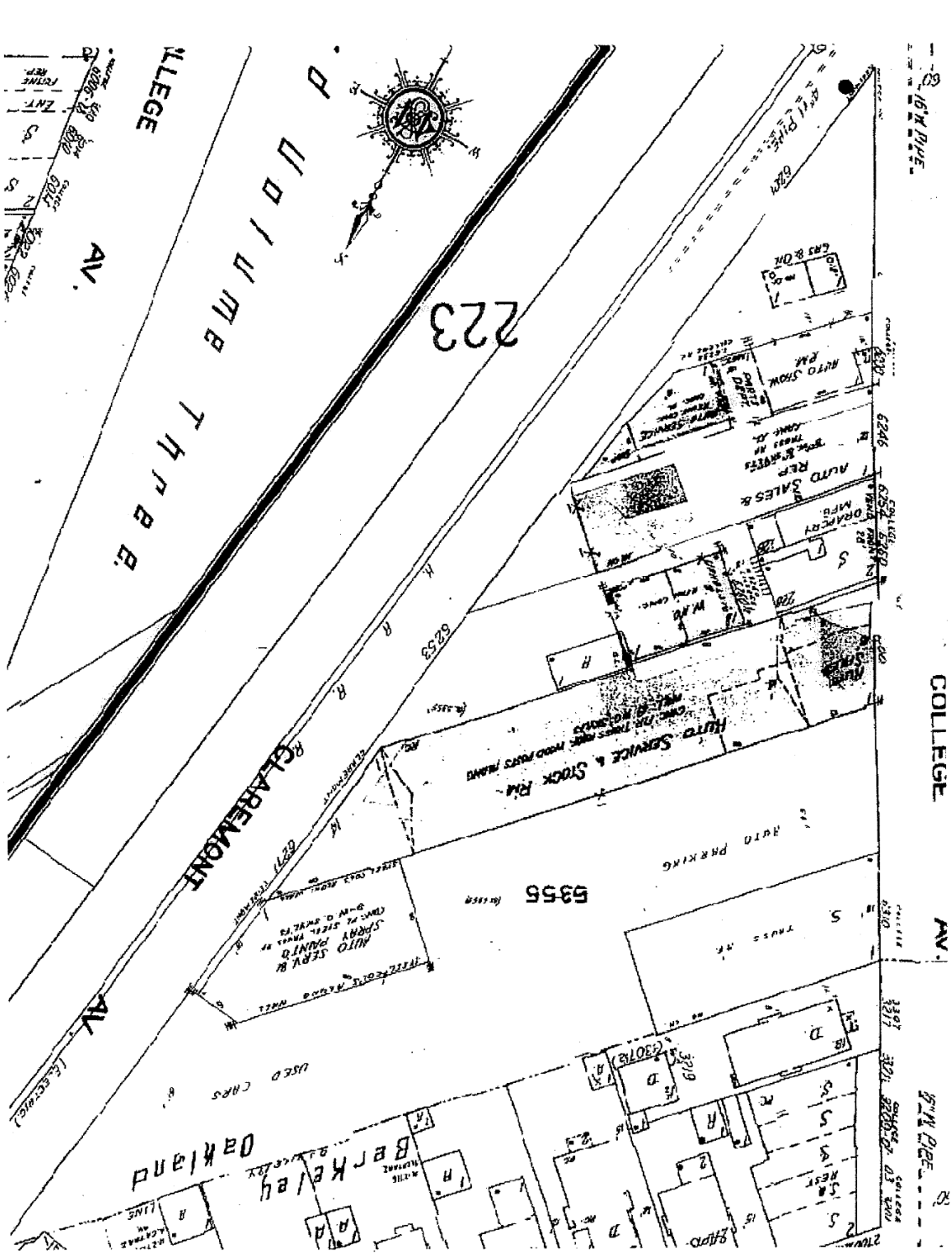


Sanborn Map, Berkeley Book, Vol. 2, page 223, dated 1911

Comment Letter C-86, cont'd.

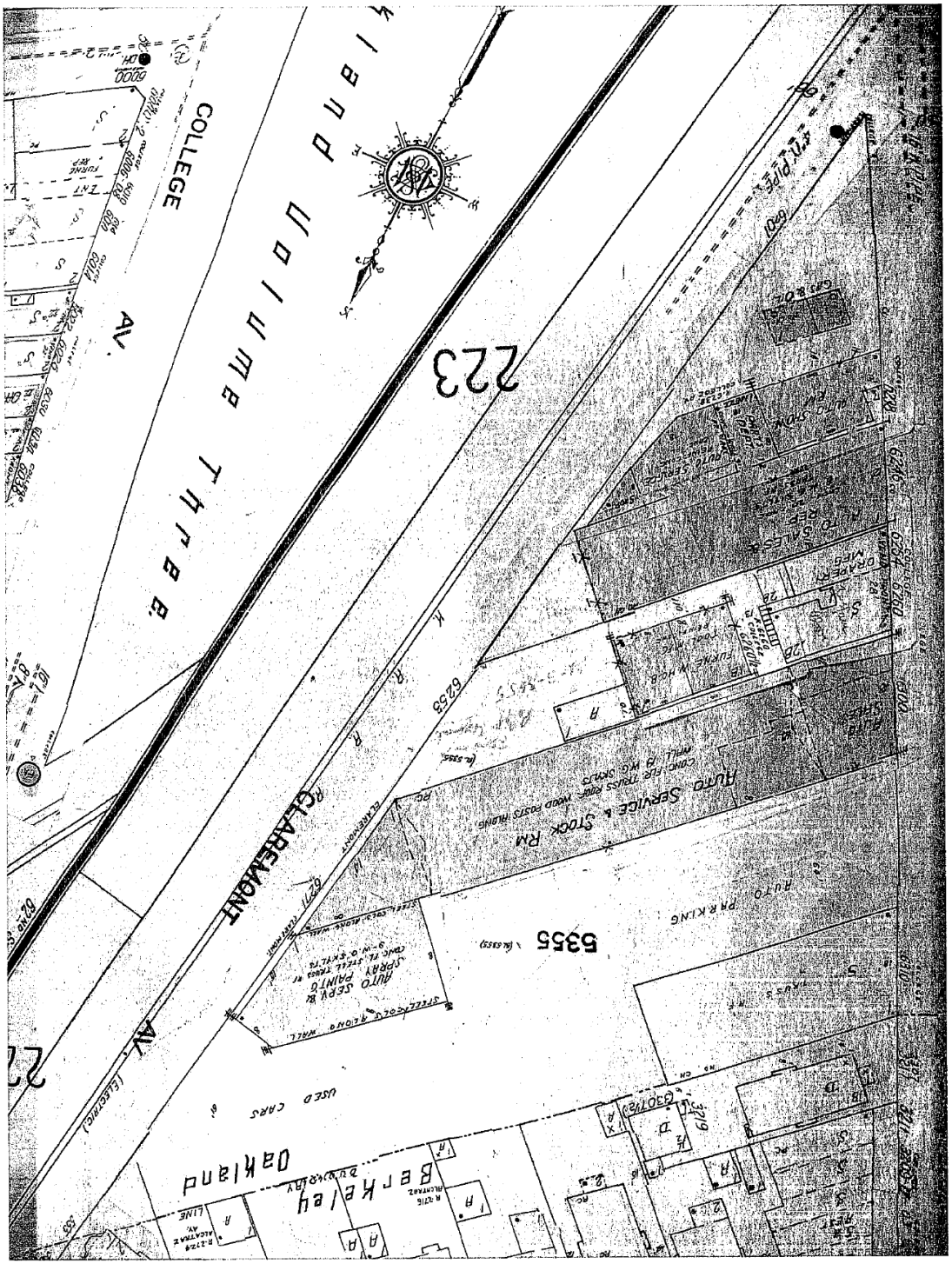

COLLEGE
223
CLAREMONT
5355
COLLEGE AV.
Auto Service & Stock Rm
Paint Shop
Paint Store
Paint Stge
Garage
Garage
Garage

Comment Letter C-86, cont'd.



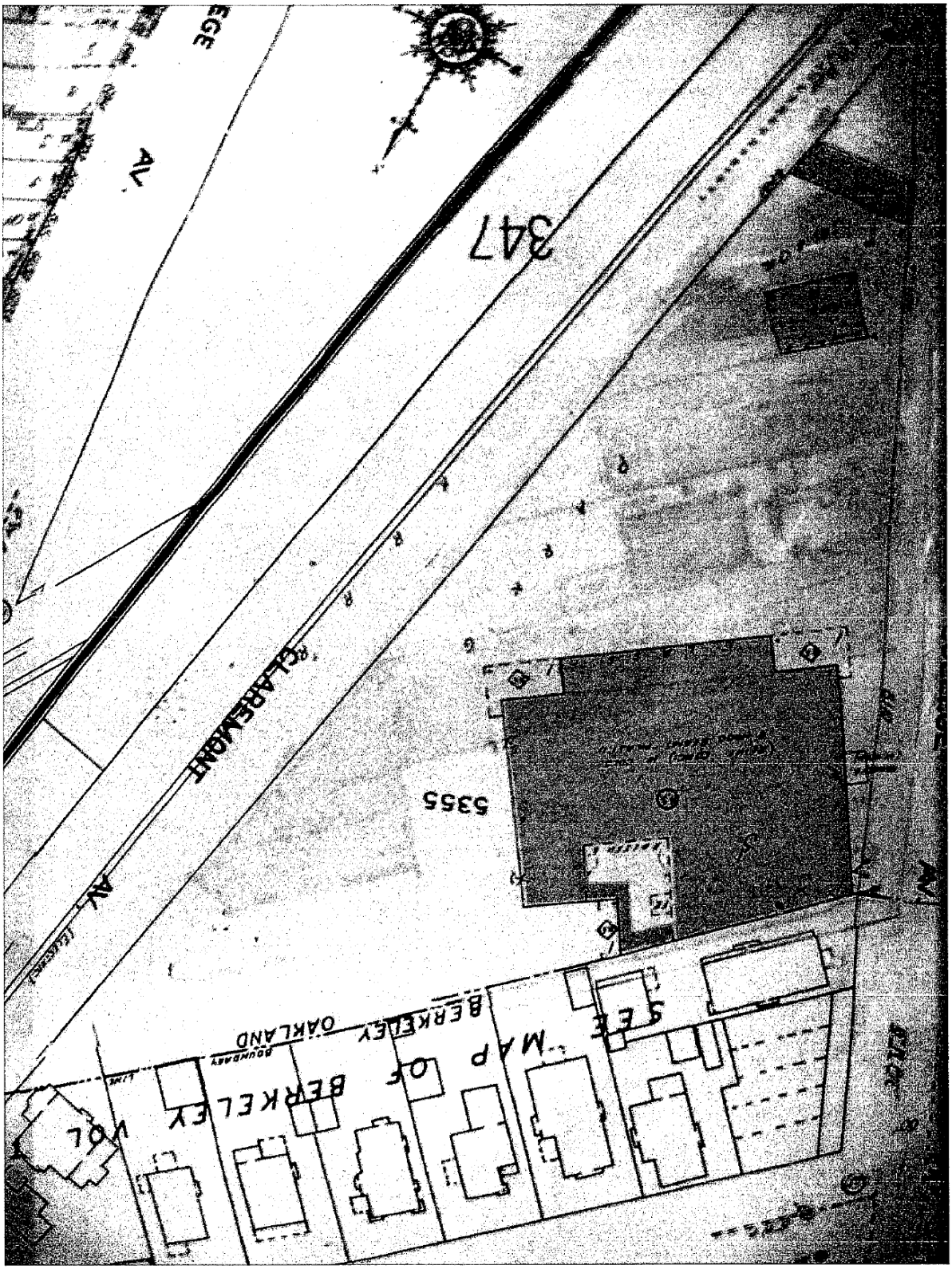
Sanborn Map, Berkeley Book, Vol. 2, page 223, dated 1950

Comment Letter C-86, cont'd.



Sanborn Map, Berkeley Book, Vol. 2, page 223, 1951

Comment Letter C-86, cont'd.



Sanborn Map, Berkeley Book, Vol. 2, page 223, 1953 Overlaid with late 1960's map

Comment Letter C-86, cont'd.

Vollmann, Peterson

From: Annette R. Floystrup [arf@bharf.com]
Sent: Tuesday, August 16, 2011 1:14 PM
To: Vollmann, Peterson
Subject: Comments - Safeway DEIR, Case Number ER09-0006

Pete -

6 I am delivering my comments by hand in a hardcopy form along with printed versions of the Sanborn maps. The map files are too large to go through. If there is a need for them, I can send them individually. All the maps are available from Bette Marvin except one, which came from the Berkeley History Room at their main library.

Annette Floystrup

Response to Comment C-86-1

The comment states that the DEIR has understated or omitted significant environmental and land use impacts. It does not cite any specific examples, so a detailed response to this comment is not feasible. Specific examples given later in the letter are responded to below.

Response to Comment C-86-2

Please see Responses to Comments B-4-8 and B-4-16 through B-4-19.

Response to Comment C-86-3

Please see Responses to Comments B-4-8, B-4-16 through B-4-19, B-4-21, and B-4-23. The precautions referenced therein would identify and remediate any hazards posed by prior use of the site for auto repair, light manufacturing, and paint sales.

Response to Comment C-86-4

The intersections of Birch and Armanino Courts with College Avenue were not analyzed in the DEIR because both intersections are relatively short cul-de-sacs serving local residential uses and are controlled by stop-signs on the side-street approach. Based on significance criteria established by City of Oakland and described on page 4.3-54 of the DEIR, an impact at a side-street stop-controlled intersection would be significant if the intersection meets Caltrans peak hour warrant for signalization. Considering that these side-street stop controlled intersections along College Avenue generally serve the adjacent residential neighborhoods, these intersections would not meet Caltrans peak hour warrant for signalization. Thus, these intersections were not analyzed in the DEIR and the proposed project would not result in a significant impact at these intersections.

The wait time of up to five minutes for turning from Birch or Armanino Courts to College Avenue is not inconsistent with the DEIR's observations of current traffic congestion along College Avenue. As stated in the comment and consistent with the DEIR, the additional traffic generated by the proposed project would increase congestion along College Avenue. Emergency vehicles would continue to operate similar to current conditions and other urban areas as they would continue to be allowed to travel through red signals, drive on the opposite side of the street, and other vehicles are required to pull to the side of the street to allow emergency vehicles to proceed.

Response to Comment C-86-5

Regarding the required findings for the CUP, please see Master Response M-9. The project size is not ten times the adopted standard; please see Master Response M-9 for a discussion on the project's consistency with the applicable size limit on development.

The comment states that the DEIR statement that the proposed grocery store would not be focused on a regional market is a fallacy, and cites its size and car-oriented nature as evidence, and the fact that it would stock non-grocery items and "business services." Grocery stores are by their nature neighborhood-serving. There are few urban areas that do not include at least one full-size grocery store within a few miles of most residents. DEIR Figure 4.3-11 (page 4.3-46) illustrates this point. The figure shows that within about 2 miles of the proposed project there are 17 other full-size supermarkets. As stated on page 4.1.-4 of the DEIR, the proposed store would continue to primarily stock groceries, which are typically replenished by households on a weekly or more frequent basis (short-term). As with any grocery store anywhere, as well as small convenience stores, the grocery store would sell paper products, cleaning products, and other common household goods in addition to groceries, but the sale of groceries would continue to be the primary function of the proposed Safeway. By and large, people make these weekly or more frequent grocery shopping trips close to home; they do not need to travel great distances because there are shopping options within or in proximity to their neighborhood. Regional stores are either megastores ("big-box" outlets) typically larger than 100,000 square feet in size, or specialty stores that need a larger service area to succeed, such as an Apple store. Large shopping malls are also regional in nature. Regional commercial centers or shopping malls have a maximum floor-area ratio (FAR) of 0.25, while the proposed project would have an FAR of 0.72.[16]

As far as the "car-oriented nature" of the project, by its very nature, a full-service grocery store will of necessity be auto-oriented. It is not practical or feasible for some shoppers to carry a week's worth of groceries on public transit, bicycle, or on foot. Factors such as age, infirmities, adverse weather, distance from home, etc. may lead some shoppers to drive, while others will choose alternative transportation modes, including walking. However, it should be noted that the design of the proposed project is more pedestrian-friendly than the existing store. Additionally, as illustrated on the peak-hour trip assignments shown on DEIR Figures 4.3-13A and 4.3-13B, that the majority of project-generated automobile trips would originate from 0.7 miles away or less.[17,18]

The comment cites numerous functions that are not part of the proposed project, including a café, photo department, large card and gift wrap department, pizzeria, dry cleaners, Jamba Juice, and bank branch. The liquor department would consist of two aisles, and would not be as extensive as that depicted in the photograph accompanying the comment.

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16 William Fulton, *Guide to California Planning*, page 129, 1999.

17 The longest road segment that would experience an increase of 31 or more peak-hour trips (on Saturdays) would be between the proposed Safeway and the intersection of College Avenue at Stuart Street, a distance of less than 0.7 miles.

18 For the purposes of the greenhouse gas and air quality analyses, a longer trip length was conservatively assumed.

The project is considered a shopping center in conjunction with the eight proposed small retail stores; the grocery store by itself would not constitute a shopping center. The size of the proposed Safeway would be consistent with modern supermarkets. For example, the relatively new Lucky store on East 18th Street near Lake Merritt has 55,000 square feet of floor area, and the new Whole Foods store near downtown Oakland at Harrison Street and Bay Place has 58,600 square feet of floor area.[19] The new Safeway store in El Cerrito is over 65,000 square feet.[20]

The EIR does not avoid "regulatory CUP and community input requirements." The DEIR discloses that a full-service restaurant would be developed at the corner of College and Claremont Avenues. There would be no other sit-down dining developed by the project.

Regarding the project trip generation characteristics, the project trip generation is based on data published by ITE in *Trip Generation*, which is based on data collected at numerous supermarkets of various sizes providing assortment of services. Thus, the trip generation used in the DEIR accounts for the variety of services at the proposed store and providing a break-down of square footage devoted to different product groups is not necessary to allow a full consideration of the project's environmental effects, including its trip generation and related traffic impacts. Also, see Master Response M-1 for more detail on project trip generation.

The comment regarding a "Natural Cultural District" is noted, but it is not germane to the environmental review of the proposed project. The project would be consistent with the applicable General Plan and zoning requirements, including adopted policies (which can be presumed to establish the City's "policy intent"), as discussed in Section 4.1 of the DEIR. Please see Master Response M-9 for additional discussions on these topics. Also see Master Response M-6 for additional discussion on the potential effect the project would have on the neighborhood shopping district.

Finally, please see Responses to Comments B-4-12 and C-10-7 regarding the objectives of the project.

Response to Comment C-86-6

The comment notes delivery of the comment letter included above, along with printed versions of the Sanborn maps, also included. No response is necessary.

[19] Hausrath Economics Group, *Assessment of Potential Competitive Effects of an Expanded Safeway at College and Claremont in Oakland,* August 2011. Included in this document as Comment Letter C-113.

[20] *El Cerrito Patch*, "New Safeway Getting Ready: Grand Opening Thursday," August 10, 2011, accessed December 12, 2011 at: http://elcerrito.patch.com/articles/new-safeway-getting-ready-grand-opening-thursday.

Comment Letter C-87

Declaration of Annette Floystrup

I, Annette Floystrup, declare that:

1. I have lived at 5874 Birch Court, Oakland, California for approximately 30 years, and I own my home.

2. I live in this Rockridge neighborhood in part because of the nature of the area, which includes residences as well as small shops in a pedestrian friendly atmosphere.

3. From 1987 to 1988, I served as a commissioner on the City of Oakland's Economic Development Advisory Commission. Between 1996 and 2000. I served as a board member and then as chair of the Bay Area Small Business Development Corporation (now reconstituted as Nor-Cal FDC), a partially state-funded revolving loan guarantee fund. During my tenure, BASBDC had a $19 million revolving loan fund serving nine San Francisco Bay Area counties, and a default rate under 3%.

1

5. On June 21, 2007, I became aware that the Safeway Corporation is proposing a very large project at the intersection of College Ave. and Claremont Ave. in Oakland to replace its existing market with a much larger market, restaurant, parking garage, and a number of retail stores. I understand that a "Safeway Shopping Center – College and Claremont Avenues" Draft Environmental Impact Report is currently being circulated for public comment.

6. On July 28, 2011, I had a telephone conversation about the proposed Safeway project with Mr. Peterson Vollmann, who I understand to be the Oakland city planner in charge of reviewing the project.

7. In our telephone conversation, Mr. Vollmann stated that he had never considered the idea that the large, proposed Safeway project might pose a risk of neighborhood decay or blight if Safeway later abandoned its store. After I raised this risk, Mr. Vollmann referred to it repeatedly during our conversation. Further, I informed Mr. Vollmann that the company had abandoned its store at Claremont Avenue and Clifton in Oakland after about 16 years of operation, when abandonment apparently suited Safeway's corporate purposes; that property, abandoned in 1976, has gone through a variety of uses, sports a vast expanse of chain link fencing, and today needs remediation to remove the stump of the old Safeway sign and the weeds from the parking lot. Additionally, I informed Mr. Vollmann that Safeway had abandoned a number of other stores in this part of Oakland, notably at 40th St. and Telegraph Ave., now part of Import Motors and still a decayed building, and at 29th St. and Broadway, now a Grocery Outlet. Mr. Vollmann himself raised the issue of the abandoned Safeway, eventually a church, at 27th St. and West (at San Pablo Ave.) in Oakland.

Comment Letter C-87, cont'd.

Declaration of Annette Floystrup

We also discussed the eventual conversion of a long abandoned Safeway store near Shattuck and Adeline Avenues in Berkeley.

8. Mr. Vollmann stated that he could not understand why there was so much opposition to the new "small stores" proposed as part of the Safeway project, until I explained that College Avenue has NO national chains, and isn't compatible with an eight-store row of national chain stores that may very well result. Mr. Vollmann appeared to be unaware of this fact, and was interested to hear about the neighborhood's vigorous and successful opposition to a Taco Bell proposed for the corner of College and Harwood Avenues in the late 1970's. Mr. Vollmann stated that he did not perceive how a row of chain stores could adversely affect the shopping atmosphere of College Avenue. I pointed out to him that College Avenue draws customers regionally, and that people do not come here for what they already have in their own neighborhoods – charmless national chain retail stores.

9. Mr. Vollmann then stated that he did not think that the loss of any or all the stores across the street from the "Safeway Shopping Center – College and Claremont Avenues" would create decay or blight. He indicated his belief that it would not be a problem to rent the storefronts near the Safeway project again if they went out of business due to the project. Mr. Vollmann dismissed it as an issue.

10. I have spent hours speaking with people in front of the small businesses on College Ave. across from the existing Safeway store. The majority, even those from other cities, expressed concern at the potential loss of the area's individual character.

1

Executed under penalty of perjury on August 10, 2011 at Oakland, California.

Annette Floystrup

Response to Comment C-87-1

The comment relates conversations between the commenter and the Planning Department; those comments are noted and included herein for the record. Regarding the proposed project's potential to cause neighborhood blight; please see Master Response M-9. No other comments included in the letter

raise specific points about the adequacy of the DEIR. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-88

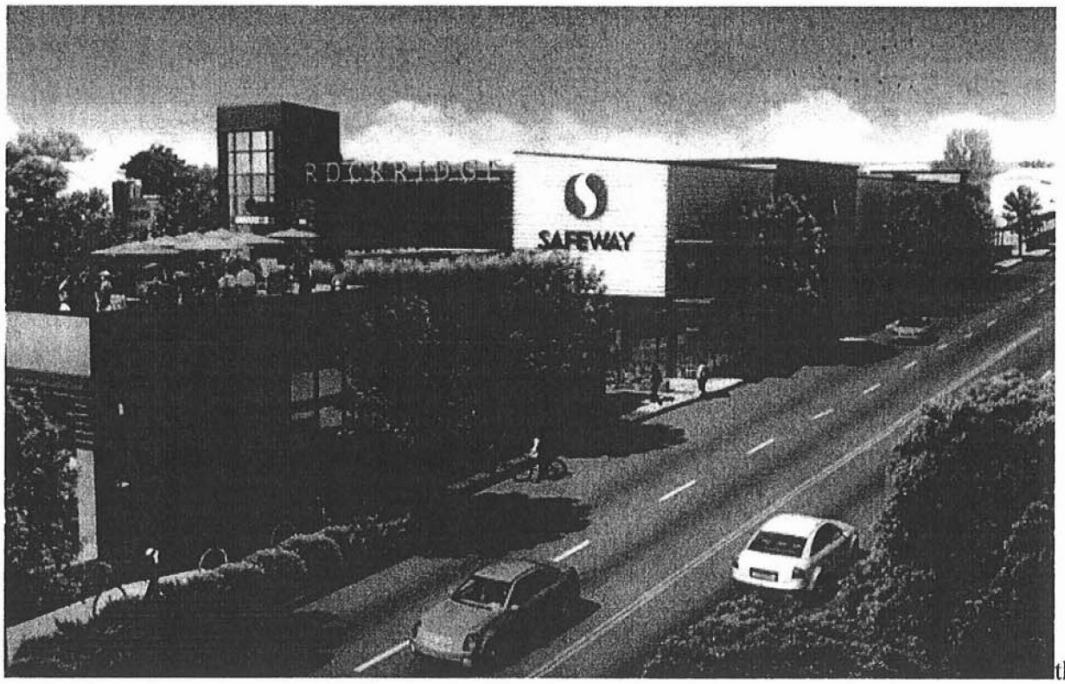
Vollmann, Peterson

From: A. Frankel [msfrankel009@gmail.com]
Sent: Wednesday, August 10, 2011 10:55 AM
To: Vollmann, Peterson
Subject: Proposal for a new Rockridge Safeway, EIR comments

Dear Peterson Vollmann,

I haven't had time to find or read the EIR online, but from
the project view on the billboard at College Avenue and Claremont,
could you please tell the project sponsor
that they must change the facade facing Claremont Avenue.

1



the two second story boxes over the glass pedestrian level windows look like a couple giant shipping containers (or prefab school portable building boxes) dropped by a crane and set along the mostly residential, thoroughfare with a small clustering of old stores and one bank building.

This is an insult to the Rockridge neighborhood. Please advise them to get another sensitive architect to redesign the exterior massing and surface treatment of the structure.
Please, advise Safeway to retain another local architect, such as Kirk Peterson who has a thoughtful portfolio of
buildings designed to reflect the architectural heritage and context of a new building. **Kirk Peterson & Associates.**

Note where the (S) and SAFEWAY logo are applied.

-- Aileen Frankel

Response to Comment C-88-1

The project has been revised from the design depicted in the photo accompanying the comment, and the design elements discussed in the comment are no longer included in the proposal. Please also see the description of the revised project in Chapter 2, and Responses to Comments A-5-11, E-4, E-53, and Master Response M-9.

Comment Letter C-89

Vollmann, Peterson

From: Vicky Friedman [vickyfriedman@yahoo.com]
Sent: Tuesday, July 12, 2011 5:05 PM
To: Vollmann, Peterson; todd.paradis@safeway.com; ken@lowneyarch.com; Brunner, Jane
Cc: elisabeth@ajepartners.com
Subject: College Ave Safeway EIR/ design comments

To the Planning Commission and To Whom It May Concern:

I have thoroughly reviewed the web info provided by Safeway and am satisfied that Safeway has made a strong effort to address the concerns of the neighborhood in large part. I have not previously weighed-in pro or con.. I must say first that I like all but a few critical design elements in this latest proposal, especially the lower-profile, stepped-back presence, the parking access solutions, the roof terrace, interesting facades and use of landscaping. I like the retail shops and I hope the retail space will be affordable for small businesses!
I would like to state my concerns, which now are mainly aesthetic/environmental:

- **THE "TOWER":** about the "tower" BLOCK that anchors the College Ave side of the project, based on the renderings. This is too-imposing an architectural feature in this space. I appreciate that it is meant to balance the height/roof line on the opposite side of the building, allows natural light and serves as an escalator/stair shaft. While towers can be architecturally aesthetic and pleasing, in this case it is a darker part of the exterior which juts up to tower over that side of the street, and dominates the roof garden. Even with multiple windows, it remains a big, tall block having a negative visual impact from the Claremont/College intersection. It seems to loom above and overshadow the street in this narrower corner of the property. Judging only from the movie and the drawings/renderings, given the 3 story existing structures opposite on College, this appears to create a narrow passage effect from the street.

1

I thought that the effort was to create a more open, expansive space/public space preserving some views to the hills. Were this a stand-alone building it might have been a fine balanced design, a grand commercial beacon that says "look over here". But this high, dark-colored tower in this neighborhood feels a little like a statement of power (historically their height was necessary for defense.)

CONCLUSION: This tower design does not appear to require this elevation aesthetically or functionally.Could it remain a design element, yet be lowered somewhat to minimize the imposing presence of this very large store in a small-scale neighborhood? Some drama would be compromised, but the impact would be so much ***friendlier*** in this comfortable residential and commercial community!

Thank you for your consideration of these comments from a life-long Rockridge resident (who remembers when the existing Safeway Store was built!)

Vicky Friedman
5844 Margarido Drive
Oakland, CA 94618

PS: Happy to know John Gelinas is staying on at Chimes Pharmacy. We are being assured that the service and ambiance of this local family business will remain. However, I am distressed to learn that his daughter will not be hired due to "anti-nepotism" policies. Ashley is an important part of the efficient operation of the pharmacy. Not allowing her to stay on because of entrenched, inflexible "Policy" is *precisely* the kind of corporate behavior that contradicts these assurances, alienates the neighborhood and makes locals resistant to the growing presence and influence of Safeway in our traditional neighborhood.

2

Response to Comment C-89-1

The comment suggests that the tower at the College Avenue façade of the project should be redesigned. This comment addresses design details, and not the adequacy of the DEIR. The comment will be

considered by decision makers during deliberations on whether or not to certify the EIR, but the commenter is encouraged to present comments on the project's design to the Planning Commission during the separate hearing on the design review of the project. The potential aesthetic effects of the project are considered in detail in Section 4.2 of the DEIR, which includes numerous accurate architectural renderings illustrating "before" and "after" views of the proposed project. While the commenter may not like the design of the project (again, this view can be expressed during the public hearing on the project's design review). The DEIR concluded that the project's aesthetic impacts would be less than significant.

Response to Comment C-89-2

The comment does not raise any environmental issues subject to review under CEQA or address the adequacy of the DEIR, and no response is necessary.

Comment Letter C-90

FRANK F. GELAT
6243 College Ave. Oakland, CA 94618 · 650-641-3151 · frankgelat@yahoo.com

August 14, 2011

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Via Fax and Email

Re: Case Number ER09-0006

Dear Mr. Vollman,

I am writing with regard to the Safeway remodeling/rebuilding project on College Avenue. I live directly across the street from the current Safeway parking lot on College Avenue. My main concern is the traffic and the noise, which I believe will increase significantly under Safeway's plans for its new complex.

As it currently stands, there is already an issue with traffic coming in and out of the Safeway parking lot, pedestrians attempting to cross College Avenue (near the entrance) and traffic getting backed up to Alcatraz Avenue. In fact, even on a green light, it often takes a few light changes for me to turn from Alcatraz Avenue onto College Avenue during heavy congestion times because of the backup in traffic. These issues exist now even with several entry and exit points on the Claremont Avenue side. Traffic, noise and pollution will be greatly exasperated should the main entrance and exit to the Safeway complex be via College Avenue. 1

The current plans drawn up by Safeway not only create problems for drivers and pedestrians but also for those of us who live in the neighborhood and directly across from the proposed Safeway complex. I would like to ask you to thoroughly investigate the ramifications of Safeway's proposed plans and consider their impact on the integrity of the local community before making a decision.

Thank you for your consideration and your time.

Regards,

Frank Gelat

Response to Comment C-90-1

The comment expresses concern about traffic congestion at the project driveways and at the Alcatraz Avenue/College Avenue intersection. Vehicular access to the project site would continue to be provided from both College and Claremont Avenues. The traffic congestion at Alcatraz Avenue/College Avenue intersection stated in the comment is consistent with the DEIR's findings of deficient LOS F at this intersection under existing and future conditions. The DEIR also proposes Mitigation Measure TRANS-2 to improve congestion at the Alcatraz Avenue/College Avenue intersection. See Response to Comment A-2-6 for more detail on improvements at this intersection. The Revised project, as described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and improve pedestrian crossing across College Avenue by either providing a median or bulbouts at the west side of the intersection to reduce the pedestrian crossing distance.

Noise impacts would be confined to the immediate site vicinity, and compliance with the City's Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5 would ensure that impacts would be less than significant, as discussed on pages 4.6-14 through 4.6-16 of the DEIR. Please see Master Response M-7 regarding air quality impacts.

The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-91

Vollmann, Peterson

From: Jack Gerson [jrgerson@yahoo.com]
Sent: Tuesday, July 12, 2011 11:59 PM
To: Vollmann, Peterson
Cc: Miller, Scott; 'Michael Colbruno'; 'Sandra Galvez'; 'Vien Truong'; 'Blake Huntsman'; 'Madeleine Zayas-Mart'; 'Jonelyn Whales'; 'Chris Pattillo'; Brunner, Jane; Wald, Zachary
Subject: College Avenue Safeway: Please postpone discussion.

Dear Mr. Vollman,

1 I am very concerned about the Planning Commission's imminent discussion of the draft Environmental Impact Report on the proposed redesign and expansion of the Safeway store at College & Claremont Aves, currently on the agenda for the July 20 meeting. I have been an Oakland resident for more than 30 years, and for the past 14 years I've lived just around the corner from Safeway (on Auburn Ave., between Florio and Mystic). I and many other neighborhood residents simply have not had adequate time to read and evaluate the 1300+-page report. I hope that you agree that informed input is important, and that it is clearly not possible for community members to read, digest, and evaluate the report by July 20. Therefore, I request that you postpone the discussion of the EIR until next month at the earliest. This is the only way that the public can have its say.

Thank you for your consideration.

Jack Gerson, Ph.D.

Response to Comment C-91-1

The City conducted a second public hearing on the DEIR on August 3, 2011. In addition, written comments were accepted until August 16, 2011. As discussed in Response to Comment A-3-1, the City provided six weeks (46 days) to review and comment on the DEIR.

Comment Letter C-92

Vollmann, Peterson

From: Jeff Gillman [jeffgillman@hotmail.com]
Sent: Wednesday, July 13, 2011 10:48 AM
To: Vollmann, Peterson
Cc: Brunner, Jane
Subject: safeway expansion

1 Mr Volman,
I hope the meeting to discuss Safeway's expansion plans can be postponed. July 20th is far too early a date to allow people who are interested to formulate a response to an E I R which took 14 months to prepare. Thank you for your consideration.

Response to Comment C-92-1

The City conducted a second public hearing on the DEIR on August 3, 2011. In addition, written comments were accepted until August 16, 2011. As discussed in Response to Comment A-3-1, the City provided six weeks (46 days) to review and comment on the DEIR.

Comment Letter C-93

Vollmann, Peterson

From: Elio Gizzi [info@gizzi.org]
Sent: Saturday, August 13, 2011 7:55 PM
To: Vollmann, Peterson
Cc: Brunner, Jane
Subject: Safeway on College

Dear Mr. Vollman-

1 As someone who has live 3 blocks away from the College Ave. Safeway, I want to strongly voice my support for the smallest footprint Safeway store. I have lived in the neighborhood for 17 years. The giant version of the store that Safeway is proposing would drastically deteriorate the neighborhood with its immense size and worsening of already present traffic congestion.

Sincerely,

Elio Gizzi
376 61st St
Oakland CA 94618
510-420-8661

Response to Comment C-93-1

The DEIR provides a thorough analysis of the potential adverse environmental effects that could result from implementation of the project. From a land use and aesthetic standpoint, the project would not have significant adverse effects. Traffic conditions would be worsened by the project; however, mitigation measures have been identified that, if implemented, would reduce the impacts to less-than-significant levels. As acknowledged in the DEIR, most of the traffic mitigation measures require approval by the City of Berkeley, which cannot be assured by the City of Oakland. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-94

Vollmann, Peterson

From: Anne Gomes [angomes@juno.com]
Sent: Saturday, August 13, 2011 4:34 PM
To: Vollmann, Peterson
Subject: Doubling size of Safeway

Mr. Peterson Vollman and other members of the Oakland City Community ad Economic Development Agency:

I live in the Rockridge area of Oakland and frequently shop, dine, and just enjoy the area around the Claremont and College intersection, the area that will be heavily impacted by the desired expansion of the Safeway store and the other proposed stores and restaurant. You and other members of the committee who are in the position to make decisions about this proposal need only spend a little time in the area to see how it will be adversely affected by the expansion. You should visit during times of high volume traffic, around 3-6 or 7 pm on weekdays and any time on a Saturday. There will be increases in traffic, not only from cars but from large trucks. During the time construction is taking place, even more large trucks will be impacting the area. This part of Oakland is made up of small, two lane streets, narrow by any measure. With people parking and exiting their cars, crossing at intersections (and jaywalking), with baby carriages and with young children in tow, there will be an increased likelihood in accidents in the area. College Ave. has just two lanes of traffic and Claremont, while it has four lanes in the area of the intersection, is already a very busy and congested thoroughfare. 1

The proposed expansion of Safeway will bring many more people into the area, and is really not designed to benefit the neighborhood. It is designed to draw people from all over the Oakland, Berkeley and Emeryville area. Such a large shopping complex should be located where there are large 4-6 lane avenues, which can carry the high volume of traffic that will be generated by the expansion. There is a very good example of a Safeway fitting into a congested neighborhood, that is the Safeway on Grand Avenue in Oakland. I'm sure you are aware of this store and how if fits into the neighborhood. It was a beneficial compromise. At Claremont and College a similar appropriately sized smaller store would be welcome.

Sincerely, Anne Gomes 5244 James Ave., Oakland, CA, 94618 510 595-3715

Response to Comment C-94-1

The comment expresses concern about the increased automobile traffic and parking in the project area. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Please see Master Responses M-1, M-4, and M-5 regarding traffic congestion and hazards. The traffic congestion noted in the comment is generally consistent with the DEIR's findings. Traffic conditions would be worsened by the project; however, mitigation measures have been identified that, if implemented, would reduce the impacts to less-than-significant levels. As acknowledged in the DEIR, most of the traffic mitigation measures require approval by the City of Berkeley, which cannot be assured by the City of Oakland.

Please see Master Response M-9 regarding the project's potential land use and planning impacts.

Comment Letter C-95

Vollmann, Peterson

From: Leila Gough [leilagough@gmail.com]
Sent: Monday, July 11, 2011 6:54 PM
To: Vollmann, Peterson
Subject: College Ave Safeway

Mr. Vollman - I am a very close neighbor to the Safeway Store on college. For groceries, I shop at Safeway, Ysai Market, Ver Brugge and often Market Hall. There are times we go to the store 3 or 4 times in a day. I love having Safeway as a convenient neighbor. I am delighted at the diversity of the employees and their willingness to help. I know many by their first names as they do mine. It is a neighborhood store.

1 I fully support a larger Safeway store. I look forward to a cleaner store with wider isles as when the students return for classes at Cal in the fall, the store is packed. I also support a larger footprint on that site with additional retail. I think there is plenty of room in the marketplace for a larger store and plenty of business for more retail.

In discussions with my neighbors it seems that people are more concerned about the design than the footprint. I think if there are design issues that the community would like input on, a compromise can be made. However, I am looking forward to a larger, more up to date store.

I don't really understand the concerns about more traffic. This is not a destination store as I suspect the store at 51st will be. So again, I fully support the new design and footprint of the Safeway store. Thank you.

Leila Gough
6212 Auburn Ave.,
Oakland, Ca. 94618

Leila Gough
(510) 654-6554 home
(510) 612-2535 cell
(510) 452-8060 work

Response to Comment C-95-1

The comment expresses support for the proposed project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-96

Vollmann, Peterson

From: Peter Grame and Sean Maguire [petensean@dc.rr.com]
Sent: Friday, August 12, 2011 11:19 AM
To: Vollmann, Peterson

I am writing in response to the Safeway circus. I have lived in the Rockridge for many years and Support the new Safeway project. It is designed thoughtfully and I think would add a whole new dimension to the neighborhood.

1 Safeway has been more than helpful with concerns about design and how it will fit in to the neighborhood. If you walk down college and look at where the height of the building will be it will not block as much light as everyone says that it will, I walked it this morning. As far as traffic, are there going to be that many more people coming to this Safeway I am not seeing it. People need to stop trying to control everything. I agree with Chip Johnson put your time and energy into something more productive. Oakland needs help, jump in and help out some neighborhoods that are not doing so well.

Response to Comment C-96-1

The comment expresses support of the proposed project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-97

Vollmann, Peterson

From: Peter Grame and Sean Maguire [petensean@dc.rr.com]
Sent: Friday, August 12, 2011 6:06 PM
To: Vollmann, Peterson
Cc: Brunner, Jane
Subject: College Ave. Safeway

Dear Mr. Vollman,

I support the new Safeway project.

I don't believe that a larger store will impact significantly the traffic that already exists on College Avenue as the new "main" entrances are to be on Claremont Avenue where they belong.

I don't believe the visual and shadow impact is a factor...there is enough openness to the corner area/pedestrian mall and sky bridge to mitigate a hulking structure. The shadow impact is no different than other buildings on College Avenue.

Noise impact...what?!?

1 Air and water quality impact...huh?!?

Crime impact, toxics impact, cultural and historic structure impact...oh, lord...

The anti-Safeway people are RABID about this stuff and I don't agree.

My ONLY concern is that what I have heard is that the "shops" are solely at the discretion of Safeway...Subway, Jamba Juice, Taco Bell, etc. I don't think these types of business are good for the avenue...

Thanks

Response to Comment C-97-1

The comment expresses support for the project and concurrence with the findings in the DEIR.

Regarding whether Safeway leases the retail spaces to independent businesses or chain stores, the comment does not address an environmental issue subject to review under CEQA or address the adequacy of the DEIR, and no further response is necessary. The opposition to certain types of stores is noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-98

Vollmann, Peterson

From: Peter Grame and Sean Maguire [petensean@dc.rr.com]
Sent: Sunday, July 10, 2011 2:02 PM
To: Vollmann, Peterson
Subject: Safeway on College Ave.

I am sending an email in support of the new Safeway on College Ave.
Although large, I think it will benefit the local community and Oakland as a whole.
Thank you, Peter Grame

Response to Comment C-98-1

The comment expresses support for the proposed project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-99

Vollmann, Peterson

From: Loni Gray [lonigray@covad.net]
Sent: Saturday, August 13, 2011 10:31 AM
To: Vollmann, Peterson
Subject: Please ask Safeway to pay for neighborhood traffic calming measures

Mr. Vollman,

1 I live on Woolsey Street near the proposed Rockridge Safeway upgrade on College Avenue. While I do wonder why Safeway feels an expansion of this store to such a size is needed when their 51st Street/Pleasant Hill store is so close and also used by the same neighborhoods, I look forward to an upgrade of the tilt-up building that is vulnerable to earthquake. So yes, I do ask that you will determine what is *truly an appropriate scale* for our neighborhood.

But my request of Oakland City Planning also takes another important direction. Whatever the approved expansion turns out to be, I'm sure that you understand that the increased size and use of the stores will directly impact my four-street neighborhood - Woolsey, Eton, the short leg of Alcatraz, and Lewiston. Delivery trucks and shoppers already cut through to avoid waiting at the 5-way traffic light at College/Claremont. This will only increase and cause more issues of inappropriate speeds.

2 Therefore I request that you please *require* Safeway to pay for several traffic calming measures in our residential neighborhood for the safety of our citizens and children. We have a temporary traffic circle that needs to be properly installed where trucks actually move to the wrong side of the road to speed past. We are working with our Councilmen and the Berkeley Traffic Division to determine what the best mix of measures would be to slow down and/or discourage cut-through commercial vehicles. When those traffic measures are fully designed and decided upon, we ask that Safeway be a good neighbor and pay for these additional mitigations as they are the direct cause for these additional traffic mitigations. Again, we ask that you please *require* that Safeway foot the bill for these measures in order to gain your approval for the expansion - of any scale.

A petition to you is being drafted as we speak and will be signed by our neighborhood.

Thank you for supporting this,
--
Loni Gray

Response to Comment C-99-1

The comment expresses support of the proposed project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project or one of its alternatives, which include a range of store sizes.

Response to Comment C-99-2

As stated in the comment, trucks belonging to Safeway's vendors currently use the segment of Alcatraz Avenue between College and Claremont Avenues located in the City of Berkeley. Since this segment of Alcatraz Avenue is a public street and trucks can physically navigate the street, City of Berkeley cannot prohibit trucks from using the street. However, Safeway's delivery trucks are instructed to not use this segment of Alcatraz Avenue. Neither the City of Oakland, nor Safeway has control over vendors' trucks or other commercial delivery trucks in the area.

Project-generated traffic is not expected to use Lewiston Avenue because a barrier prohibits travel between Lewiston and Alcatraz Avenues. In addition, parking on Lewiston Avenue is limited by residential parking permit which would discourage project employees from parking and the street is located away from the store entrance discouraging customers who need to carry groceries from parking on the street.

As described on page 4.3-117 of the DEIR and Master Response M-5, traffic intrusion on residential streets, such as Eton and Woolsey Avenues, is not considered a CEQA issue because the additional traffic is not expected to exceed the physical capacity of the streets. However, the DEIR identifies traffic intrusion on residential streets as a non-CEQA quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor, and if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site, including the segment of Alcatraz Avenue between College and Claremont Avenues, in consultation with local residents and in accordance with all legal requirements. Master Response M-5 modifies Improvement Measure TRANS-3 to include Eton and Woolsey Avenues.

Also see Response to Comment C-48-1.

Comment Letter C-100

Vollmann, Peterson

From: Bryan Grunwald Associates [bg@bryangrunwald.com]
Sent: Sunday, August 07, 2011 5:40 PM
To: Vollmann, Peterson
Subject: Safeway on College DEIR

Please accept the following comments:

1 | 1. Visual--The proposed elevation on Claremont needs to be reworked to make it more pedestrian friendly and offer an improved face on the neighborhood. Consider making it part of the entrance or if impossible green it.

2 | 2. Traffic--Eliminate the garage entrance from 63rd Street. The proposed widening of College would diminish the pedestrian qualities of the street and greatly harm 63rd Street residents. From College, provide pedestrian entrance to the garage and possible store entrance as well. OK to widen College for turn movements approaching Claremont.

Please send me the FEIR.

Bryan E. Grunwald, AIA, AICP
Bryan Grunwald Associates
Planning.Architecture.Urban Design
6440 Hillegass Avenue
Oakland, CA 94618
W 510.420.1812
F 510.420.1819
E bg@bryangrunwald.com
W bryangrunwald.com

Response to Comment C-100-1

The comment suggests that the Claremont Avenue façade of the project should be redesigned. This comment addresses design details (which will be considered separately by the Planning Commission in

the context of design review), and not the adequacy of the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project. Since publication of the DEIR, the project has been revised, including project design details, in response to comments received at the October 12, 2011 Design Review Committee meeting (see Chapter 2 of this FEIR). The potential aesthetic effects of the project are considered in detail in Section 4.2 of the DEIR, which includes numerous accurate architectural renderings illustrating "before" and "after" views of the proposed project. The commenter may express his opinion about the design of the project during the public hearing on the project's design review. The DEIR concluded that the project's aesthetic impacts would be less than significant.

See Chapter 2 of this FEIR for a description and depictions of the revised project.

Response to Comment C-100-2

The City will consider this input on the proposed project's merits prior to taking action on the proposed project. Note that Alternative 4 in the DEIR summarizes analysis of an alternative with no project driveways on College Avenue, as described in the comment. Also, see Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and limit automobile access between 63rd Street and College Avenue to right turns only.

Comment Letter C-101

Vollmann, Peterson

From: amguidry1@juno.com
Sent: Monday, July 11, 2011 12:01 PM
To: Vollmann, Peterson
Subject: Safeway on College Avenue

Mr. Vollman:

1 I'm writing to inform you of my opposition the proposed Safeway expansion on College Avenue. I think the project will cause more congestion and negatively impact the character of the neighborhood. I support the plans proposed by FANSCO. Why does Safeway need to double the size of the current store? On the weekends, College Avenue is already congested enough. I don't think the design takes the neighborhood into account. This isn't the suburbs. We already have other quality opinions within walking distance i.e. produce, baked goods, meat, fish, poultry, flowers. If they build the bigger **2** store, does that mean the produce quality will finally improve? Why can't we get the better produce now? If there is a store that really needs improvement, it is the one on Grand Avenue. My parents live in the City and Safeway has closed two stores in their neighborhood. They have been without a local supermarket for over 10 years now. This isn't about improving the neighborhood; it's about the bottom line. The almighty dollar. And I'm tired of it.

Anna Guidry

Response to Comment C-101-1

The existing weekend traffic congestion on College Avenue noted in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during the Saturday peak hour.

As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project). While major intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project, the proposed mitigation measures would reduce the amount of delay at these intersections.

The comment also states a preference for Alternatives 2A and 2B, which is noted.

Response to Comment C-101-2

Regarding the need for the project, please see Response to Comment C-58-1. The statement regarding traffic congestion along College Avenue is consistent with the findings of the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-102

Vollmann, Peterson

From: alan gurArye [agurarye2004@yahoo.com]
Sent: Wednesday, July 13, 2011 6:28 PM
To: Vollmann, Peterson
Subject: Safeway on College

1 I'm O.K. with the new Safeway except for this. As a patron of the little shopping district on the west side of college and particularly of Cole Coffee, my only complaint about the building is of the almost complete disappearance of the view of the Hills because of its height. A most relaxing view. If anything can be done at this time to lower the height of the building, please do it now. Maybe by lowering the height of the mezzanine above the ground floor and lowering the height of the mezzanine itself. I believe that this should have been done at the very beginning of the scheme we see now, but obviously, the view of the top of the Hills were not a priority. However, they are one of the most important assets the street and community has. Also, the unnecessary square tower does not have to rise beyond the roof height. As a lower architectural hinge for the two faces of the building at College Ave.,it can be shortened. As of now, it is the only vertical element in the complex and I believe it sticks out as a veritable sore thumb. Please ask the architect to study renderings of this view path and see how much lower the roof can be to save the views and the functionality of the building. If it does not achieve the desired result, please study a partial mezzanine, lowered along with the main floor and back off from the College Avenue facade until the view returns.

Thank you for listening,

Avram Gur Arye
Retired Architect

2 P.S.: Now that we are using computers, it should be a fairly easy job to correct this situation and please most everybody among those in favor of the new Safeway and those neighbors who are on the fence and would like to see Safeway make some sacrifices. I know that Ken Lowney would not like to offend a good portion of the community. Ken, himself is a patron of Cole Coffee and a good sustainably minded citizen, riding his bicycle to Cole and to his office. He's done a remarkable job here and all we ask for is for Safeway to allow him to make these important changes.

Response to Comment C-102-1

Regarding the effect of the project on hillside views, please see Responses to Comments C-115-20 and E-86. This comment addresses design details, and not the adequacy of the DEIR. The potential aesthetic effects of the project are considered in detail in Section 4.2 of the DEIR, which includes numerous accurate architectural renderings illustrating "before" and "after" views of the proposed project. Please see Chapter 2 of this FEIR for architectural renderings of the revised project. While the commenter may not like the design of the project (this view may be expressed during the public hearing on the project's design review), it would be difficult to reasonably argue that the proposed project would represent a substantial adverse change in the existing visual quality of the site. For this reason, the DEIR concluded that the project's aesthetic impacts would be less than significant.

Response to Comment C-102-2

Please see Response to Comment C-102-1.

Comment Letter C-103

From: Peter Haberfeld (phaberfeld@hotmail.com
August 15, 2011

Subject: DEIR: Safeway Store - Case Number ER09-0006

Dear Mr. Vollman,

I am writing to comment regarding the Draft Environmental Impact Report (DEIR) for the proposed large-scale build-out of the Safeway and gas-station properties at College and Claremont Avenues.

These comments address my major concern: traffic along College Avenue and the resulting spill-over traffic on the adjoining residential neighborhood streets.

1 **A.** College Avenue, in the area of the current Safeway Supermarket, serves several purposes.

(1) College is the main artery for vehicle traffic traveling to and from a large area of South Berkeley. Drivers choose it because the alternative, accessing the Telegraph artery between Dwight Way and the University, requires driving a slow and complex route along residential streets. They travel by car to Claremont to reach the freeways (Highways 24, 580, 880, 80), or to reach public transportation (BART, AC Transit, Express Buses to San Francisco). If their objectives are more modest, they drive up or down College to shop in Rockridge or Elmwood.

2 (2) College is the main artery for bus travel to and from downtown Berkeley and Oakland. Some travel by bus to BART or trans-bay bus service. People without cars (students, seniors, low income people who cannot afford to own a car, and our socially evolved residents who are committed to reduce their carbon footprint) use the bus system more and more frequently. In the evening hours, the buses circulating in Berkeley and along College are full of students.

3 (3) College is a main artery for bicycle traffic. Students and University staff commute to and from their Oakland residences in large numbers at all hours of the day. Additionally, many residents, me included, ride their bicycle from Rockridge to work in downtown Oakland. It is good exercise, provides an opportunity to spend a few minutes outside, avoids the high cost of parking, and reduces the use of fossil fuels. As more and more people discover the Oakland bike routes, bicycle traffic increases.

4 (4) College is a main artery for runners and pedestrian traffic. At all hours of the day, pairs of runners, mostly young and middle-aged women, run on the sidewalks, across the intersections, and in the streets. There is much more foot traffic on College than in downtown Oakland. People of all ages, noticeably seniors, are attracted by the congenial atmosphere created by store windows, attractive aromas emanating from restaurants, and the people they see sitting, or working at their computers, in coffee houses and at tables on the sidewalks.

Comment Letter C-103, cont'd.

5 (5) College is a main artery for emergency vehicles. Police, para-medics, ambulances and fire trucks—the services we now call "first responders," access residential areas from College.

B. The Safeway parking lot ingress and egress contributes to the congestion on College.

(1) Vehicles entering and exiting the Safeway parking often cross the lane going in the opposite direction. Other vehicles enter or exit from 63rd Street thereby cutting across traffic going in both directions.

6 (2) When the parking lot is full, vehicles "surf" College and neighboring streets for available spaces. Sometimes they stop in the middle of traffic as the spot others placing their groceries in their car and anticipate seizing what soon will be an open slot.

(3) Large delivery trucks turn from busy streets and cross the parking lot to the loading dock at the store. The lot is rarely empty.

C. Currently, the College artery is clogged during most of the day.

7 (1) The congestion has slowed bus traffic. I am told that AC Transit's decision to split the 51 route into 51A and 51B is an effort to make travel from the Rockridge BART station to downtown Oakland more predictable and avoid the buses bunching up.

8 (2) The congestion has spilled into the neighborhoods. In order to avoid the bumper-to-bumper car, truck and bus traffic, the stoplight at Alcatraz, and the very long stoplight that regulates traffic through the six-street intersection at Claremont, more and more vehicles circulate on the neighborhood streets. Despite the speed bumps and the narrow roads, drivers prefer to be moving than waiting in College Ave. traffic. I always avoid that section of College when I leave my home on Florio Street. I either drive up Claremont and down Alcatraz or cut through the neighborhood on a side street.

9 (3) The congestion at times brings emergency vehicles to a stop. Two Saturdays ago, I watched as an ambulance van was forced to wait for the light to change at Alcatraz because the car traffic going in both directions was so dense that cars could not pull out of the way. To picture this impasse, it is important to note that College Avenue is a *narrow* two-lane road.

10 (4) The congestion is dangerous. Bicycle safety is always a problem and increases in proportion to the distraction of drivers. The distraction along College arises from its mixed commercial and residential nature: drivers looking for parking; drivers pulling out of parking spaces, driveways, parking lots; the impatience of drivers frustrated by waiting for lights and having to give right of way to pedestrians crossing the street; and gawking at the same scene that draws pedestrians to the area. Pedestrians negotiate what can at times be heavy pedestrian traffic and then, at their peril, move into a different environment as they encounter moving vehicles and seek to make eye contact with drivers to allow them to make their way across College in or outside cross walks.

Comment Letter C-103, cont'd.

D. The through-traffic and the waiting-traffic pollutes and negatively affects air quality in the surrounding neighborhoods.

11 (1) Black particulate matter already gathers on window sills and gives us an idea of what is otherwise airborne in our living areas. We are living near a busy street and busy intersections.

(2) Safeway's delivery trucks idle their diesel engines as they approach and wait at the loading dock

E. The neighborhood surrounding the College-Claremont Safeway will be overwhelmed by an enlarged supermarket because Safeway is already dependent on what in the long-run is an intolerable level of car traffic

Safeway currently is a profitable store. But it sustains itself with car traffic and therefore does not exist in harmony with Rockridge or Oakland. As described above, it already adds an unacceptable burden to an environmental problem. The car traffic that inhibits bicycle and bus traffic, adds to pollution, and transforms neighborhoods into thoroughfares imperils Oakland's ability to meet the needs of the future. Our communities have to find ways to reduce the use of fossil fuels. Oakland's future plans, as reflected in the creation of zoning laws that currently govern development of the Safeway property, are designed to address the issues associated with global warming.

12 Yet Safeway is intent on increasing its profit by expanding its store and paying for that development by attracting shoppers from a greater distance, most all of whom will arrive by car.

Safeway's claim that by expanding its store from 22,250 to 60,000-plus square feet they will recover *local* shoppers who currently "bleed from the area" to their competitors does not stand up under investigation and analysis. I have stood for many hours at the intersection of 63rd street and College during the past few weeks. The pedestrians I interviewed are between 90 and 95 % opposed to expanding Safeway. It is safe to predict that they will not find Safeway's "lifestyle" grocery store any more alluring than the present one. Nor will the 80% of residents within a mile radius of the store who we have surveyed and who have said they do not want an expanded store. They shop at Whole Foods, Berkeley Bowl, Trader Joes and week-end Farmers Markets for a set of reasons that are very clear to them. Those would-be customers are forever lost to Safeway because they eschew processed foods and, like more and more people, are increasingly apprehensive of the corporate sponsored diet. The "opponents" who testified at the Planning Commission stated that they shop at the current Safeway, but their purchases consist of non-specialty items like paper products, ice, beer and what they cannot purchase at the small stores along College and the other competitors listed above. The obvious conclusion is that the only way Safeway would be able to make a greatly expanded store pay for itself is to attract even more car traffic from outside the area. That is the problem.

Comment Letter C-103, cont'd.

F. The difference between the views of the "opponents" and the "proponents" of Safeway expansion cannot be reduced to a popularity contest between local shoppers with "up-scale" tastes and those who need to shop for basic necessities.

(1) This debate is not between those who are realistic, forward-thinking people who support the right of a corporation to increase its profit and its notion of development, on one hand, and those, on the other hand, who do not want a store "in their back yard." The "opponents" are not anti-Safeway. Safeway has been a fixture in the neighborhood for many years. Everyone accepts that it serves different purposes for different shoppers. No one is advocating that it be closed down.

(2) The opponents of Safeway's expansion plans are *proponents* of smart, sustainable growth. That discussion has taken place during the past 25-30 years along College Avenue. They created the appealing and attractive shopping area-qua-promenade along the avenue by fighting for zoning that promotes pedestrian traffic rather than more automobile traffic and creates a place for independent, locally owned stores. Had development along College been left to market forces alone, College Ave. would be dotted with franchises and buildings that do not have retail shops on the street level. Consequently, it would not be the "walkable" business zone, and perhaps the most profitable shopping area for the City of Oakland today.

13

(3) Safeway, in contrast, is a corporation that, as corporations remind us, has one bottom-line: make more money by gaining more market share. Safeway is a commercial venture that profits from our need to eat. Its goal is not to ensure our nutrition, reduce our dependence on the automobile, reduce car traffic on our neighborhood streets, unclog the avenue that fronts its property so that first responders can reach our neighbors in time, or help us shape neighborhoods of the future. But, it will, and ought to, bend to the organized efforts of residents to build the kind of community that has been and is being consciously created in Rockridge by its residents. It will conform to the zoning laws that our planning commission is duty-bound to enforce in order to give life to our neighborhood's vision and to create an Oakland of many sustainable neighborhoods.

(4) Safeway ought to promote Oakland's goals at the same time as it profits from the shopping dollars of Oakland residents. It ought to be a leader of green construction and operation. It ought to contribute some of its profits to the funding of public transportation. It ought to employ Oakland residents, pay their health benefits, and provide them with a pleasant place to eat their lunch so they do not have to sit in their cars on the neighborhood streets. It ought to build and operate shopping markets in the many underserved communities of the City so that residents can walk, or at least do not have to drive great distances, to their stores.

Comment Letter C-103, cont'd.

Conclusion:

14 The large store model that Safeway is attempting to introduce in Rockridge is a step backward for it depends on increasing driving distances and exhaust emissions. In Rockridge, it threatens to reverse the neighborhood development that has served as a model for other Oakland communities as well as communities throughout the country.

Thank you for your interest in hearing from us.

Yours very truly,

Peter Haberfeld

15 It seems to me that Oakland must have a short term plan and a long term plan; obviously the short term plan ought to be a building block for the long term plan.

Currently,

16 I believe that the proposed Safeway store should be a signature store that breaks new ground in reducing energy use, waste and greenhouse gas emissions. Unfortunately, the present proposal falls far short of both Oakland's and Berkeley's Climate Change goals. The proposed full-build option makes no effort to be green! See attachment for details.

We should challenge Safeway to create a design that results in zero-net energy use and zero-waste in its operations. A signature store that we can all be proud of!

Response to Comment C-103-1

The comment describes current vehicular traffic on College Avenue. It does not conflict with the assumptions and analysis presented in the DEIR. No further response required.

Response to Comment C-103-2

The comment describes current bus service and bus riders on College Avenue. It does not conflict with the assumptions and analysis presented in the DEIR. No further response required.

Response to Comment C-103-3

The comment describes current bicycling on College Avenue. It does not conflict with the assumptions and analysis presented in the DEIR. No further response required.

Response to Comment C-103-4

The comment describes current pedestrian activity on College Avenue. It does not conflict with the assumptions and analysis presented in the DEIR. No further response required.

Response to Comment C-103-5

The comment states that College Avenue is a primary emergency access route. It does not conflict with the assumptions and analysis presented in the DEIR. No further response required.

Response to Comment C-103-6

The comment describes current parking activity at the project site and surrounding streets. It does not conflict with the assumptions and analysis presented in the DEIR. No further response required.

Response to Comment C-103-7

See Transit Travel Time subsection on page 4.3-105 of the DEIR for more information on bus travel times.

Response to Comment C-103-8

See Master Response M-5 regarding traffic intrusion on residential streets.

Response to Comment C-103-9

As stated in the comment and shown in Table 4.3-19 of the DEIR, the additional traffic generated by the proposed project would increase the travel times along College Avenue. Emergency vehicles would continue to operate similar to current conditions and other urban areas as they would continue to be allowed to travel through red signals, drive on the opposite side of the street, and other vehicles are required to pull to the side of the street to allow emergency vehicles to proceed.

Response to Comment C-103-10

See Master Response M-4 regarding project impacts on safety.

Response to Comment C-103-11

The DEIR analyzed potential air quality impacts generated by the proposed project in accordance with the City and BAAQMD guidelines. The DEIR concluded that the air quality in the neighborhoods

surrounding the project would not be significantly affected by the project. The analyses included particulate matter (PM) from construction and operation of the proposed project.

The air quality analysis models included any potential increase in emissions that may be generated by vehicles idling around the project site. The DEIR concluded the project would not have a potentially significant impact on air quality.

Also see Master Response M-7.

Response to Comment C-103-12

Please see Response to Comment C-86-5.

Response to Comment C-103-13

The DEIR does not attempt to characterize project opponents or proponents one way or another. This is not an environmental issue, and the EIR is not the appropriate venue for a debate on this topic. The comment does not address the adequacy or accuracy of the DEIR.

The proposed project is not at odds with smart growth, and would do much to rehabilitate the site from a suburban, auto-centric model of development to a higher-density, pedestrian-oriented in-fill development, with ready access to public transit, located in a well-established neighborhood commercial district—very much in keeping with smart growth principles. The modified project block would have eight walkable street-level storefronts (plus two pedestrian storefront entries to Safeway) where none exist now.

Safeway has attempted to respond to residents' concerns by redesigning the proposed project to better integrate with surrounding development, with an aesthetic design tailored to the site. With the exception of variances to parking and loading requirements, the project is fully consistent with the zoning and General Plan.

Safeway's proposed project would be designed and built to achieve LEED Silver certification, which would signify that the building has been designed as a "green" building for improved performance in metrics such as energy savings, water efficiency, CO_2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts. It would also include numerous pedestrian and other improvements for the benefit of the public, including a rooftop plaza with tables where employees could eat their lunches. The DEIR recommends that the applicant develop and implement a Transportation Demand Management Plan, which would help increase patronage of AC Transit and benefit the agency. As noted on page 59 of the Initial Study, the majority of jobs generated by the project are expected to be taken by workers living in the area.

Response to Comment C-103-14

There is no evidence that the project would result in greater driving distances. Indeed, as explained in greater detail in Master Response M-6 , area residents currently driving to more distant grocery stores because the existing Safeway does not meet their needs (known as "leakage," which accounts for a significant portion of resident expenditures) are expected to shorten their shopping trips by shopping at the proposed expanded Safeway (known as "recaptured leakage"). Please also see Response to Comment C-86-5 for additional discussion on this subject.

Response to Comment C-103-15

The comment does not directly address the proposed project or the adequacy of the DEIR. However, the City's long-term vision is set forth in the General Plan. The proposed project would be consistent with the General Plan, as discussed in detail in Section 4.1 of the DEIR and throughout this Final EIR, particularly in Master Response M-9.

Response to Comment C-103-16

Please see Response to Comment C-103-13.

Comment Letter C-104

Vollmann, Peterson

From: Emma [emmahaft@comcast.net]
Sent: Thursday, August 11, 2011 10:37 AM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; patillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; lreed@oaklandnet.com; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Case Number ER09-0006 College avenue Safeway Proposal

Mr. Vollman,

1 I am writing regarding the Safeway College Avenue proposal. I live on Ocean View Drive near College Avenue and have lived here for 23 years. On weekday afternoons and on Saturdays, at present, it can take me 15 minutes to drive from College and Ocean View to College and Ashby, a distance of one mile. Most of that time is spent sitting and idling my engine.
The Safeway proposal is for a store that will greatly increase the amount of traffic in this small area. It is already a highly congested area and there are no useful alternate routes. It is also very difficult to get on to College Avenue from the side streets, such as Ocean View. If I want or need to go to a larger Safeway store, it is much easier for me to go to the Rockridge Safeway than to deal with the present traffic bottleneck along College Avenue between the Bart station and Alcatraz.
A store that is the size of the one in this proposal will create an ever-worsening traffic jam situation and make it very difficult and unpleasant for pedestrians, as well.

Sincerely,
Emma Haft
5659 Ocean View Drive

Response to Comment C-104-1

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

See Master Response M-4 regarding project impacts on pedestrian safety. Regarding the size and scale of the proposed project, see Response to Comment A-4-1.

Comment Letter C-105

TIM HALLAHAN
Attorney at Law

August 10, 2011

Oakland City Planning Commission
250 Frank Ogawa Plaza
Oakland, CA 94612

Dear Commissioners:

I am writing on behalf of many of us who live in the Rockridge neighborhood regarding the proposed Safeway expansion on College Avenue. The overwhelming majority of my neighbors oppose this project for the following reasons:

1) **Precedent:** It will set a terrible precedent for other similar projects in Rockridge. The combination of R35 residential and C31 commercial zones in our area has produced a wonderful place for both living and doing business. If allowed, the Safeway project would make its complex many times the size allowed by current zoning, creating a loophole large enough for projects of almost any scope to drive through. Approval only encourages the deterioration of a remarkable urban success story. **1**

2) **Traffic:** Safeway proposes a much larger store including a multi-story parking structure, thereby encouraging automobile travel, traffic, and noise and air pollution in an area that is already congested. **2**

3) **Lack of Contribution to the Community:** The current combination of zones has produced a fine place to live and do business, contributing energy, diversity, jobs, and much needed taxes to the city. Safeway has contributed very little. Most of its employees live elsewhere, it has shown no desire to compromise in any way with its current and past proposed developments, and it contributes very little to the community in any other way. It is building a similarly large store only one mile away. It has no stores in most of the communities in Oakland, especially those most in need. Finally, its refusal to consider the clear opposition to the plan by residents and other locally-owned businesses is the most blatant example of Safeway's lack of consideration for community values and wishes. **3**

4) **Aesthetics:** Key to the success of our residential and commercial community is the diversity of its architecture. The present Safeway complex is a solid mass, incompatible with the appearance of the rest of Rockridge. The new proposal is **4**

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Comment Letter C-105, cont'd.

4 egregiously inconsistent with existing buildings. One of the purposes of the R35 and C31 zones was to avoid the commercial corridors that frequently follow when a retail area becomes successful. Projects of this size belong in the downtown areas of cities, not the neighborhoods.

5) **Impact on local business:** The stores across College Avenue epitomize the benefits of the unique mix of retail and residential zoning that have made Rockridge so successful. Residents go from shop to shop as they buy provisions, creating a 5 European feel and sensibility. Those stores and their customers almost unanimously oppose the project because it will likely spell disaster for those businesses due to construction noise, lack of light, traffic, and creation of a suburban, monolithic corridor.

6) **Don't reward bad behavior:** Safeway has been inflexible with negotiations. Local merchants say every time they negotiate, the Safeway project just gets bigger. Planning Commission meetings have been filled and newspapers flooded with letters to the editor from "neighbors" in support of Safeway that none of us have ever seen before.

6 Finally, Rockridge and several other neighborhoods have been successful largely because the Oakland Planning Department has been vigilant in preserving its innovative neighborhood zoning. Allowing a large corporation to invade the area with big box stores will only encourage similarly inappropriate growth, eventually spelling the end of a very successful planning innovation.

Luckily the Planning Commission has shown remarkable spunk and intelligence in the face of such well-financed efforts by similar developers. Hopefully you will continue the good work.

Sincerely,

Tim Hallahan
5818 Ross St.

Response to Comment C-105-1

The comment states that the proposed project would be many times the size allowed by current zoning. However, as discussed in detail in Master Response M-9, the project would be within the maximum allowable FAR and is conditionally permitted in the C-31 zone.

Response to Comment C-105-2

The proposed parking would be primarily a single level of ground-level parking located underneath the Safeway store, with a small employee parking lot adjacent to the store providing a partial second level of parking. Regarding the other points raised in the comment, please see Response to Comment C-200-1.

Response to Comment C-105-3

The DEIR analyzes the environmental effects of the proposed project under CEQA, not the social effects, such as the extent of the proposed project's contribution to the neighborhood. The following discussion is provided for information purposes.

As discussed on page 59 of the Initial Study, the project is expected to create 100 to 120 new jobs that are likely to be taken by workers living in the area. Safeway would also be contributing significant sales tax revenue to the City and State. Safeway would also pay for or develop numerous improvements that would benefit the community, including improvements within the public right-of-way (improved sidewalks, sidewalk planters, specialty pavement, street trees, benches, bike racks, bulbouts, improved crosswalks, improved intersections) and improvements on the property that would be available to the public (landscaped pedestrian "walk street" with specialty paving and wooden benches, landscaped public rooftop plaza). The project would also improve the streetscape, replacing a parking lot and gas station with an attractively designed pedestrian-oriented retail development compatible with surrounding development.

It should be noted that Safeway has met with residents about the project numerous times over the past four years to try to listen to and respond to their concerns. The applicant redesigned the project in response to a number of neighborhood concerns. While it is impossible to please everyone, the company has attempted to develop a project tailored to the site and the context of existing development in the vicinity.

Response to Comment C-105-4

Regarding the size of the project and its compatibility with the pedestrian-oriented shopping district in which it is located, please see Responses to Comments A-4-1, A-5-11, D-31, E-53, and Master Response M-9.

Response to Comment C-105-5

See Response to Comment M-6 regarding the economic impacts of the proposed project. Responses to Comments A-2-2 and A-5-11 address the pedestrian orientation of the proposed porject.

Construction impacts would be temporary, limited in scope, and would not be significant. Noise impacts would be confined to the immediate site vicinity, and compliance with the City's Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5 would ensure that impacts would be less than significant, as discussed on pages 4.6-14 through 4.6-16 of the DEIR.

There is no evidence the project would cause a lack of light in the area. The project would be comparable in height to many nearby buildings, and would be shorter than a number of neighboring buildings.

Regarding the general comment about traffic, please see Response to Comment C-200-1.

Response to Comment C-105-6

As discussed in detail in Master Response M-9, the project would be consistent with the site zoning. Master Response M-9 explains that the proposed project is not a "big-box" store. Also see Response to Comment C-11-4 regarding this comment.

Regarding the number of project opponents versus the number of supporters, this is not relevant to an objective consideration of the environmental effects of the project, and no response is necessary.

Comment Letter C-106

Vollmann, Peterson

From: Jim Hallam [jdhallam@transbay.net]
Sent: Friday, August 05, 2011 1:14 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Case Number ER09-0006

Hi,

1 My name is Jim Hallam and I have been a citizen of south Berkeley for 25 years, currently residing at 2816 Hillegass Avenue. During this time we have primarily shopped the Safeway on College. I will be saddened if the proposed expansion is allowed to be built. It will not provide better service or amenities, but it will make the neighborhood less desirable. The increased traffic will tax the existing streets, the intersection at College and Alcatraz is bad enough already. The scale of the structure will be imposing, and it will not offer any services that can not already be obtained in the area. The scale and pace of the neighborhood as is is about as good as it can be, please do not allow the project to destroy a perfectly acceptable and enjoyable shopping venue.

Regards

Response to Comment C-106-1

As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures.

Regarding the size and scale of the project as well as the potential impact on neighborhood character, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9. Regarding the need for the project, please see Response to Comment C-58-1.

Comment Letter C-107

Vollmann, Peterson

From: Kathleen Hallam [kathallam@gmail.com]
Sent: Monday, August 08, 2011 6:33 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments

Dear Oakland Planners,

I shop at the College Avenue Safeway all the time, and I like it the way it is. Though I live on the Berkeley side of the border, I am a neighbor and have strong feelings about how the planned upgrade will affect my neighborhood.

I do not want the extra traffic, parking hassles, and pollution this rebuilt Safeway would involve. Our neighborhood does not need what the new plan offers. We already have restaurants, cafes, many specialty food and wine offerings, and favored meeting places. We residents have personal relationships with the proprietors of these small businesses and don't want to see them, and therefore their families, fail in this brutal economic climate just so Safeway can impose its on-size-fits-all plan on this congested urban neighborhood.

1

Please support maintaining the College Avenue Safeway as it it--a great resource for us middle class and working class people who also love our local shopkeepers and our clean air.

Kathleen Hallam
2816 Hillegass Ave.
Berkeley, CA 94705

Response to Comment C-107-1

As stated in the comment, the project would generate additional traffic in the study area that would result in significant impacts at various intersections. The DEIR also identifies mitigation measures that if implemented would mitigate the identified impacts, reduce overall delay, and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment. See Master Response M-3 for a detailed discussion of parking. Regarding the potential for the project to adversely affect existing businesses in the neighborhood, please see Master Response M-6.

Comment Letter C-108

Vollmann, Peterson

From: Paul Hammond [paulh@lightspann.com]
Sent: Thursday, July 28, 2011 1:28 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments

To all concerned,
As a longtime resident on Alcatraz Ave. between College and Claremont, I am quite dismayed to learn of the proposed traffic lights at Alcatraz/ Claremont and Alcatraz/Mystic that are part of the Safeway rebuilding plan. The morning and afternoon back-ups that currently occur in front of my house, as drivers wait at the stop SIGN at the top of Alcatraz, make it difficult and dangerous to exit my driveway. A stop LIGHT would only increase the waiting times for vehicles and add to the congestion, noise, and exhaust of the idling vehicles. **1**

A smaller, pedestrian-oriented store that would not require such substantial traffic control would be much more appropriate for this location.

Thank you for your consideration,

Paul Hammond
Berkeley/Oakland Border

Response to Comment C-108-1

As identified by Impacts TRANS-3, TRANS-7, and TRANS-12 in the DEIR, the proposed project will add more than ten vehicles to the Alcatraz Avenue Claremont Avenue intersection and the intersection currently meets the peak hour signal warrant. Therefore, the project causes a significant impact at this intersection based on the significance criteria used in the DEIR. The DEIR proposes to mitigate the impact by signalizing the intersection. The proposed signal would reduce the delay and queues experienced by automobiles on the eastbound Alcatraz Avenue approach. However, as shown in Tables 5.3-12, 4.3-14, and 4.3-16, the proposed signal would increase the delay experienced by automobiles along Claremont Avenue. The City of Berkeley is responsible for determining if a signal is installed at the Alcatraz Avenue/Claremont Avenue intersection.

Comment Letter C-109

Vollmann, Peterson

From: Julie Hardgrove [julie@hcccom.net]
Sent: Monday, July 11, 2011 10:26 AM
To: Vollmann, Peterson
Cc: 'Elisabeth Jewel'
Subject: College Avenue Safeway Plans

Dear Mr. Vollman,

1 I appreciated Ms. Jewel giving me your e-mail address. I would like to go on the record as being ***against*** Safeway's large expansion project. My husband and I have lived in the neighborhood for 20 years. We love the small businesses and we love to do business with them. We love sitting at Cole Coffee and being able to see the Oakland Hills. We feel so strongly that in spite of having done business w/ John at Chimes Pharmacy for two decades, we will be pulling our prescriptions and going elsewhere.

2 Traffic along College and Alcatraz Avenues is already a problem, especially during the rush hours. With Safeway's expansion there will be an increase of delivery vehicle traffic to just add to the congestion. As it is, the Safeway

3 semi-trucks rush loudly up and down Alcatraz with no consideration for the neighborhood. Safeway has shown over and over that they have no intention of working with the neighborhood, and as a result I have no intention of working with Safeway.

Thank you for your time,
Julie Hardgrove, Rockridge Resident

Julie Hardgrove, President & CEO
510.655.1193
www.hcccom.net

Response to Comment C-109-1

The comment opposing the proposed project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives.

Response to Comment C-109-2

See Response to Comment C-1-2 regarding current congestion along College Avenue, and Master Response M-5 regarding traffic intrusion on residential streets.

Response to Comment C-109-3

See responses to Comment Letter C-159 regarding truck traffic generated by the project and see Response to Comment C-99-2 regarding truck traffic on Alcatraz Avenue. See Response to Comment C-105-5 regarding noise impacts.

Comment Letter C-110

Vollmann, Peterson

From: Richard Harris [stanfordgrad07@gmail.com]
Sent: Saturday, July 09, 2011 11:49 AM
To: Elisabeth Jewel
Cc: Vollmann, Peterson
Subject: Re: Important Changes at Chimes Pharmacy on College Ave

1 I do not support this project! I do not support the expansion of this store! I am a long time Rockridge, Elmwood, Oakland resident and I do not support these changes to the neighborhood. It is out of character and scale with the neighborhood. The community doesn't want it and doesn't need it. It is being forced down our throats by a corporation that does not care about the wishes of the residence of the neighborhood. There is a huge safeway on 51st street in oakland. There are ample grocery stores within a quater mile of this store - Wholefoods, Berkeley Bowl, Market Hall, small grocery across the street. But that is precisly why safeway wants to expand this store - to leach off some of the business from those other stores. It is not for the convenience (or becuase of the wishes) of the community. NO, NO, NO to this expansion of this safeway. Once the character of this neighborhood is gone, it is gone!! We, the residents of Rockridge and Elmwood, don't want this store expantion. How many times can we say it? No!

I like safeway. I appriciate that there are safeway stores in my commuity. But they have their place and function. We don't need or want this store expansion! This whole episode is putting a bad taste in my mouth, and it is begining to taint my view of safeway.

I will be at the planning commision meeting to voice my disapproval of this project!

Response to Comment C-110-1

The comment opposing the proposed project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. Regarding the size and scale of the project and the compatibility of the project with the existing character of the neighborhood, please see Responses to Comments D-31, E-142, and Master Response M-9. Regarding the need for the project, please see Response to Comment C-58-1.

Comment Letter C-111

Vollmann, Peterson

From: sara hartley [shartley@socrates.berkeley.edu]
Sent: Wednesday, July 13, 2011 7:26 PM
To: Vollmann, Peterson
Subject: Living & Working in Safeway neighborhood

Dear P. Vollman

1 As a 30 year resident and small businesswoman in the neighborhood to be radically transformed by the 60,000sq ft mall Safeway is proposing at Claremont & College, I am appalled that the City of Oakland would sell one of it's most successful & prosperous neighborhoods down the river.
The City Council and the Mayor have the authority to protect our long term quality of life by demanding a more appropriate upgrade- 25,000 sq ft.
I promise you - if the alarming Berkeley/Oakland community's EIR are ignored- there will be endless pickets, protest and boycotts of this monstrosity. Oakland city councilwoman Brunner & Mayor Quan will be tossed out of office along with the cronies who rolled over in the planning department. Activism is a long tradition in this community.

2 Since there is a virtually abandoned Safeway site 1/2 mile down Claremont Ave, there is little likelihood that this giant mall will survive as profitable. Another abandoned site in the heart of a once vital neighborhood will kill the goose that has been laying golden eggs for Oakland - causing blight and revenue loss. Safeway will not be supplied by local industries as the other merchants along College are. It's presence will benefit no one - neither our community nor their corporate bottom line. It is fiscally irresponsible to ignore these true consequences to the city's well being.

3 Show you represent the community you are supposed to serve. No merchant, resident or small business person supports this grotesque suburban mistake.

Thanks for your attention.

Sara Hartley, MD

Response to Comment C-111-1

The comment opposing the project as proposed is noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-111-2

Regarding the potential economic effects of the proposed project, please see Master Response M-6.

Response to Comment C-111-3

The comment does not address the adequacy of the DEIR. As a statement of opposition to the proposed project, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-112

Vollmann, Peterson

From: Alexander Hauptman [hauptmana@sbcglobal.net]
Sent: Sunday, August 07, 2011 2:33 PM
To: Vollmann, Peterson
Subject: Safeway expansion

1 I strongly oppose expansion of the ROCKRIDGE Safeway. It would radically change a unique and special neighborhood and is unnecessary since this company is building another regional center about a mile away from the ROCKRIDGE site.

Please preserve this Oakland neighborhood!

Alex Hauptman

Response to Comment C-112-1

The comment opposing the project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Regarding the need for project, please see Response to Comment C-58-1.

Comment Letter C-113

Vollmann, Peterson

From: Linda Hausrath [lh@hausrath.com]
Sent: Tuesday, August 16, 2011 3:31 PM
To: Vollmann, Peterson
Subject: DEIR College Avenue Safeway ER09-0006 - Comments
Importance: High

Mr. Vollman:

1 Attached is the Economic Analysis that we prepared for Safeway and the Safeway Team to Assess the Potential Competitive Effects of an Expanded Safeway at College Avenue. The analysis is relevant to the CEQA analysis. It concludes that the Project is not anticipated to cause competitive effects that could lead to store closures and long-term vacancies that would result in physical deterioration and urban decay in the Rockridge area. Please contact me if there are any questions about the analysis. Thank you. Linda Hausrath

Linda Hausrath
Hausrath Economics Group
1212 Broadway, Suite 1500
Oakland, CA 94612-1817
T 510.839.8383
F 510.839.8415

Comment Letter C-113, cont'd.

HAUSRATH
ECONOMICS
GROUP

ASSESSMENT OF POTENTIAL COMPETITIVE EFFECTS OF AN EXPANDED SAFEWAY AT COLLEGE AND CLAREMONT IN OAKLAND

1

By
HAUSRATH ECONOMICS GROUP
Urban Economic Consultants

August 2011

1212 BROADWAY, SUITE 1500, OAKLAND, CA 94612-1817
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Comment Letter C-113, cont'd.

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Comment Letter C-113, cont'd.

ASSESSMENT OF POTENTIAL COMPETITIVE EFFECTS OF AN EXPANDED SAFEWAY AT COLLEGE AND CLAREMONT AVENUES IN OAKLAND

PURPOSE AND APPROACH

This retail analysis addresses concerns raised that an expanded Safeway grocery store at College and Claremont Avenues in Oakland would add competition for nearby merchants and adversely affect business activity in the vicinity. The retail analysis considers if and how the proposed Safeway expansion project could affect the competitive position of nearby merchants in Rockridge, focusing on the specialty food and related merchants surrounding the Safeway store.

The approach included consideration of the following:

- The market context of the successful Rockridge Commercial District;
- The types of merchants located in the vicinity of Safeway and the market niches they serve;
- Anticipated effects of the Safeway expansion on retail sales and spending patterns for grocery store purchases, and the potential for competitive effects on nearby merchants; and
- Relevant experience from other neighborhood commercial districts and other grocery store developments.

1

This analysis was done by Hausrath Economics Group (HEG), an urban economics firm that has done numerous economic analyses in Oakland over many years, including retail analyses and strategies for the city's neighborhood commercial districts. HEG was hired by Safeway to assess the potential competitive effects of an expanded Safeway in Rockridge because of the firm's strong local knowledge and experience.

SUMMARY OF CONCLUSIONS

The Rockridge Commercial District in which Safeway is located is one of the most successful shopping areas in Oakland. It is a well-established shopping district with a strong reputation and loyal customers for eating and drinking, comparison goods shopping, specialty foods and grocery shopping, and local services. Safeway is both an anchor tenant, attracting shoppers to the College and Claremont area, and a supporting tenant, serving customers who are attracted to the district by the small specialty stores and other merchants nearby. There are 63 establishments located at the northern end of the Rockridge District, in ground-floor space on the blocks along College and Claremont in the vicinity of the Safeway store. There are specialty food and related stores clustered around Safeway, combining the more standard fare of grocery store items offered at Safeway with the more specialized, high-quality foods that appeal to the gourmet tastes of residents in this part of Berkeley and Oakland.

Comment Letter C-113, cont'd.

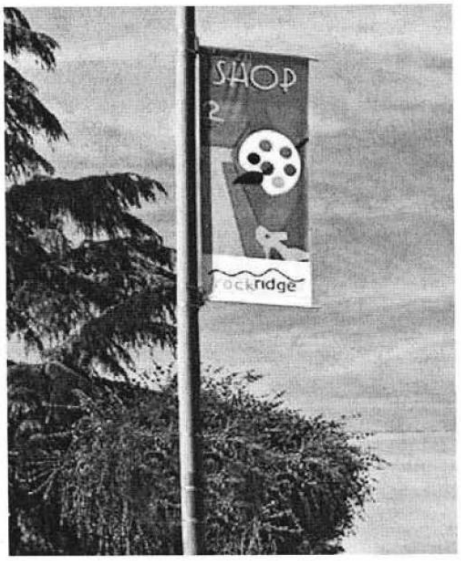
The proposed Safeway expansion would provide a larger, modern store offering greater selection, an improved in-store shopping experience, and a building design that adds pedestrian activity along College Avenue. The expanded range of products offered would continue to reflect the mid-market orientation of the Safeway grocery chain. The proposal is an effort by Safeway to keep up with retailing trends towards larger stores and with the competition, so as to retain its market position in the Oakland/Berkeley area.

Compared to the existing, suburban style store constructed in the 1960s, a larger, modern Safeway surrounded by existing specialty merchants that are themselves attractions, is anticipated to attract more shoppers and to encourage shoppers to spend more per visit. Greater sales at the new Safeway would be supported by: (a) people spending more in total for grocery store purchases because of the expanded selection and improved shopping environment available in a new grocery store located near to where they live; and (b) people spending more at the new Safeway and less at other grocery stores, including (i) the recapture of sales now going outside the local Oakland/Berkeley area to grocery stores and big box stores in nearby cities, and (ii) shifts in spending patterns, by current shoppers who would spend more at the new store and by area residents who would be newly attracted to the College/Claremont Safeway. Analysis of trade area spending indicates that the expanded Safeway would likely capture only a small share of trade area spending now going to other areas.

Greater sales and more shoppers attracted to the new Safeway also would mean more people who shop at the small stores nearby as well as at the new Safeway. The improvements to Safeway and the Safeway block would enhance the overall retail attraction of the northern end of Rockridge and result in more shoppers, greater business activity, and more sales throughout the shopping district.

1

Thus, more shoppers and greater business activity and sales would benefit all of the different types of retailers in the area. Although concerns have been expressed about the impacts on small convenience goods retailers in particular, this study found that there are differences in market niches that would make the expanded Safeway more complementary than competitive with the specialty foods and related stores nearby. In addition, the expanded Safeway, by attracting more local shoppers and spending to the area, would also complement and benefit the other types of retailers in the area, including the comparison goods stores, eating and drinking places, and service businesses, that together represent 80 percent of nearby business establishments.



There would be benefits for nearby convenience goods retailers that provide specialized products and individualized service tailored to their customers, most of whom are regulars. The mid-market orientation of Safeway does not compete at the same level of quality and service provided by the small, specialty stores. In a few cases, where there already is some overlap of products with Safeway, there would still be the opportunity for small merchants to provide products not offered at Safeway and to also provide a convenient, quick shopping option for customers who do not shop at Safeway on that trip.

Comment Letter C-113, cont'd.

Overall, the anchor and supporting tenant effects of Safeway and the improvements proposed for the Safeway block would strengthen the core shopping district and make it more attractive to shoppers. As a result, the new, expanded Safeway is not anticipated to compete with the nearby small specialty stores, but rather to strengthen the shopping district overall, and result in greater business activity and sales for all retailers in the area.

Relevant to CEQA analysis of the proposed Safeway expansion, this economic analysis concludes that the project is not anticipated to cause competitive effects that could lead to store closures and consequential long-term vacancies that would result in physical deterioration and urban decay in the Rockridge area.

The report that follows describes the market context and setting for the Safeway proposal, and assesses the potential competitive effects of the proposed expansion. It also summarizes experience elsewhere that supports the conclusions.

MARKET CONTEXT AND SETTING FOR SAFEWAY EXPANSION[1]

Safeway is Part of Very Successful Rockridge Commercial District

1

Safeway is located in the very successful Rockridge Commercial District that extends along College Avenue from approximately Alcatraz Avenue on the north to Broadway on the south. In 2006, the District captured $101 million in retail sales, more sales than in any other neighborhood commercial district in Oakland (see Table 1). Retail sales in Rockridge also exceeded those in 52 other retail areas/nodes in Oakland, including Downtown Oakland.[2]

TABLE 1
RETAILING IN OAKLAND NEIGHBORHOOD COMMERCIAL DISTRICTS

District	2006 Total Retail Sales (mil. $)	No. Establishments Reporting
Rockridge	**$101.1**	**140**
Montclair	84.8	88
Piedmont Avenue	71.8	143
Upper Grand Avenue/Grand Lake	43.3	73
Lakeshore Avenue	29.7	74

Source: *Oakland Retail Enhancement Strategy, Existing Retail Performance*, Conley Consulting Group, March 2008.

[1] In addition to sources cited, the analysis draws from earlier Hausrath Economics Group work for the City of Oakland CEDA that included analysis of seven neighborhood commercial districts (NCDs) in Oakland including Rockridge, and development of retail strategies for the Lakeshore Avenue and Upper Grand Avenue NCDs.

[2] Oakland Community Economic Development Agency, *Oakland Retail Enhancement Strategy, Existing Retail Performance*, prepared by Conley Consulting Group and subconsultants, March 2008.

Comment Letter C-113, cont'd.

Rockridge is known for its popular **restaurants and eating/drinking** places, that generate over 40 percent of the area's retail sales. Rockridge also has a unique collection of shops and stores that offer a wide range of goods categorized as **comparison goods shopping**, including apparel, shoes, accessories, furniture, toys, gifts, books, jewelry, art, bicycles, and other goods. Those stores attract the highest sales for comparison goods shopping of all of Oakland's neighborhood commercial districts. Rockridge has continuous retail frontage along College Avenue and offers a pleasant pedestrian shopping experience.

Convenience retailing and grocery shopping in Rockridge also provide strong customer attractions. The main convenience shopping nodes include the Safeway and small specialty food stores located at the northern end of the District, and a Trader Joe's, the European-style Market Hall food market, and other specialty food shops in the central area around the BART station. In Rockridge, there is emphasis on the sale of fresh, high-quality, specialty foods that appeal to the "gourmet" tastes of residents of this part of Oakland and Berkeley, often referred to as "foodies".

Rockridge also includes a number of **service businesses**, that supplement the retail stores and shops, and also bring people into the District. Examples include businesses that offer hair styling and cuts, dry cleaning and laundry services, beauty and body treatments/care, optometry, dog grooming, photo finishing and printing, picture framing, and mailing/shipping services. There also are professional offices on the upper floors of some of the buildings in the area.

In terms of numbers of businesses, the Rockridge District Association currently lists 261 merchants on their directory, including the retailers, service businesses, and professional offices.[3] Oakland's retail sales data identifies 140 retail establishments reporting taxable retail sales in Rockridge in 2006 (see Table 1). (The offices and service businesses typically do not generate taxable sales.)

1

Overall, the Rockridge District has a strong, positive reputation and draws customers from a large area including the north/central parts of Oakland and the south side of Berkeley, including the U.C. Berkeley student community. The neighborhoods it serves have higher than average household incomes for Oakland and Berkeley.[4]





[3] Rockridge District Association, Merchant Directory, June 2011.
[4] Based on Hausrath Economics Group's years of analysis in Oakland and working knowledge of the area, and *Oakland Retail Enhancement Strategy, Existing Retail Performance* (see footnote 2).

Comment Letter C-113, cont'd.

When considering the competitive effects of an expanded Safeway grocery store in Rockridge, it is important to remember that the Rockridge Commercial District is already a well-established shopping area with a strong reputation and loyal customer base. Shoppers are attracted to the District for specialty food, grocery, and other convenience goods shopping in which Safeway plays a role, as well as for eating and drinking, comparison goods shopping, and a wide range of local services.

Safeway is Both an Anchor Tenant and a Supporting Tenant in the Rockridge District

Safeway is an anchor tenant in the Rockridge District, attracting shoppers who come regularly for food and other grocery store shopping. While in the area, Safeway shoppers also patronize other stores and services nearby. Safeway's parking lot serves as a central parking place for shopping in the area, contributing to the district's success.

Safeway also serves customers who are attracted to the area by the small specialty stores and the combination of shopping options available in the area, including the Safeway. The range of retail and service businesses in the area makes the district a strong attraction to shoppers. The Safeway grocery store, offering the more standard fare of grocery items (food, drinks, and a range of household and paper products), is surrounded by specialty food stores that broaden the convenience shopping options available, and by other retailers, eating places, and local services that further expand the range of goods and services offered in the area. Shoppers attracted primarily by other merchants also frequent the Safeway as well as the other way around.

The other, active neighborhood commercial districts in north/central Oakland also have grocery store anchors that attract shoppers to those areas (see Table 2). The role and importance of grocery stores in neighborhood commercial districts was highlighted when several Lucky/Albertson stores recently closed in Oakland, including the stores on Lakeshore Avenue and College Avenue. District merchants noticed a decline in foot traffic and business in the vicinity after the store closures. Business activity increased in the areas once the vacant stores were occupied again, by a Trader Joe's and Walgreen's on Lakeshore Avenue and by a Trader Joe's and Pharmaca on College Avenue.[5]

1

TABLE 2
GROCERY STORE ANCHORS IN
NEIGHBORHOOD COMMERCIAL DISTRICTS

District	Grocery Store(s)
Rockridge	Safeway, Trader Joe's
Montclair	Lucky, Safeway
Piedmont Avenue	Piedmont Grocery
Upper Grand/Grand Lake	Safeway
Lakeshore Avenue	Trader Joe's

[5] See last section of the report that addresses relevant experience in neighborhood commercial districts in Oakland, including the examples of Lucky/Albertson/Trader Joe's grocery stores.

Comment Letter C-113, cont'd.

There is a Mix of Retailing at the Northern End of
Rockridge, with Convenience Shopping Clustered Around Safeway

An inventory of ground-floor establishments at the northern end of the Rockridge District identifies 63 establishments located in the blocks along College and Claremont Avenues in the vicinity of Safeway (between just above Alcatraz Avenue on the north and Harwood Avenue on the south). Those businesses offer a mix of types of retail shopping and local services. The **convenience goods retailers** (13 businesses) include the Safeway grocery store, specialty food and related shops (French bakery, meat and seafood market, produce market, wine merchant, wine/liquor store, flower merchant/florist, ice cream shop), a pharmacy, and coffee/tea houses and a bagel shop for eating/drinking on-site as well as purchases. There also are **comparison goods stores** (14 businesses offering clothing, accessories, shoes, furniture, bedding, rugs, candy, gifts, and bicycles), **eating and drinking establishments** (11 businesses including restaurants, a café, a pizza place, a diner, and a bar), and **local services** (22 businesses including hair salons, body care salons, dry cleaners, photo services, picture framing, mailing/shipping services, and banks). In addition, the area includes a gas station, church, and the Alameda County Blood Bank. The detailed business inventory is presented in Tables A-1, A-2, and A-3 at the end of this report and summarized in Table 3 below.

1

TABLE 3
MIX OF RETAILING AT NORTHERN END
OF ROCKRIDGE COMMERCIAL DISTRICT

Type of Retailing	Number of Establishments	Percent
Convenience Goods Stores	13	21%
Grocery Store	1	
Specialty Foods and Related	8	
Coffee, Tea, Bagels	4	
Eating and Drinking Places	11	17%
Comparison Goods Shopping /a/	14	22%
Services /b/	22	35%
Auto-related	1	2%
Other	2	3%
Total	63	100%

NOTE: Based on a field inventory of ground-floor space along College and Claremont Avenues in the vicinity of Safeway. Includes blocks in Berkeley and Oakland, extending from just above Alcatraz Avenue on the north to Harwood Avenue on the south. The business inventory is presented in Tables A-1, A-2, and A-3 at the end of this report.

/a/ Includes stores selling apparel, shoes, accessories, furniture, toys, gifts, art, bicycles, and other goods.

/b/ Includes businesses offering hair styling and cuts, dry cleaning, beauty and body treatment/care, photo finishing, mailing and shipping, and other services.

Source: Hausrath Economics Group, June 2011.

Comment Letter C-113, cont'd.

The location pattern of businesses in the northern end is noteworthy, and shows that the small, convenience goods retailers are clustered around the Safeway grocery store, with many located immediately across College Avenue (see inventory in Table A-1 showing businesses ordered geographically from north to south, and the map of existing businesses by type in Figure A-1, both in the Appendix). The location pattern indicates that the small convenience retailers benefit from proximity to the grocery store and proximity to each other. Safeway was already located at College and Claremont when nearly all of the small retailers located there. Several of the specialty food stores across from Safeway have been in the area for a long time.

The mix of specialty food retailers and the Safeway grocery store broadens the range of choices for food shopping in the area, expanding the standard products offered at Safeway to include more specialized, high-quality foods that are particularly attractive to the gourmet tastes of residents in surrounding areas of Berkeley and Oakland.





1

Location patterns for other types of retailing at the northern end show:

- Eating and drinking uses located throughout the area;
- Comparison goods retailers concentrated in blocks along College Avenue just south of Claremont with comparison goods stores across from Safeway as well; and
- Local services concentrated in the triangle blocks near the crossing of College and Claremont Avenues and at the northernmost end of the District.

Comment Letter C-113, cont'd.

ASSESSMENT OF POTENTIAL COMPETITIVE EFFECTS OF PROPOSED SAFEWAY EXPANSION

The following sections: (a) summarize relevant aspects of the proposed Safeway expansion, (b) address the anticipated effects on retail sales and spending patterns for grocery store purchases, and (c) assess the potential for competitive effects on nearby merchants.

Proposal for Safeway Expansion

A Larger, Modern Store

Safeway proposes to rebuild its older, approximately 25,000-square-foot store at College and Claremont Avenues, replacing it with a more modern and expanded store with 51,500 square feet. The proposal is an effort by Safeway to keep up with retailing trends towards larger stores and with the competition, so as to retain its market position in the Oakland/Berkeley area in the future. Today, new, modern, full-line grocery stores are larger than existing older stores in the Oakland/Berkeley area. As examples, recent new grocery stores built in Oakland include the new Lucky store on East 18th Street near Lake Merritt at 55,000 square feet, and the new Whole Foods store near downtown at Harrison St. and Bay Place at 58,600 square feet. [6] The chart in Table A-4 in the Appendix provides more detail on the types and sizes of grocery and food stores serving the Oakland/Berkeley Area, putting the proposed Safeway expansion into the larger retail market context.

1

Expanded Grocery Store to Offer More Selection, New and Expanded Departments, and an Improved Shopping Experience

Compared to the existing Safeway, the new, larger store would offer more selection and choices (of brands, package sizes, and products) with more shelf space throughout. The new store also would include some new and expanded departments, including:

- a bakery department (new);
- a pharmacy (the Chimes Pharmacy now across the street is to move into the Safeway);
- a serviced meat and seafood department (replacing the pre-packaged meat/seafood counters);
- a larger deli (expanded);
- a larger produce department (expanded); and
- a larger floral department (expanded).

The expanded store would provide more choices under one roof. The more spacious, new building also would improve the grocery shopping experience (wider aisles, new fixtures, improved finishes and lighting, etc.) over that offered in the smaller, older Safeway store.

[6] The two new Trader Joe's stores in Oakland are smaller, specialty grocery stores that do not include the full range of products sold at full-line grocery stores like Safeway.

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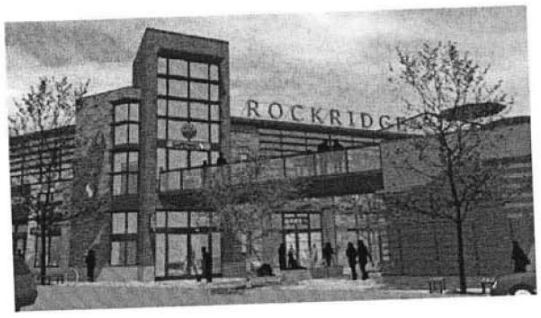
Building Design That Adds Activity Along College Avenue

The new Safeway store is proposed to be located on the second level above small tenant commercial spaces along College Avenue. Space for approximately eight small tenants in 10,500 square feet is proposed. For the rest of the site, the new grocery store would be above the ground level. A triangular-shaped building would be added at the corner of College and Claremont for a restaurant use and a publicly-accessible rooftop garden.



Proposal Would Be Attractive to Shoppers from Nearby Areas

The proposal for a new, expanded Safeway in Rockridge would be attractive to shoppers from nearby areas. Consumers in this part of Oakland and Berkeley have not had a larger, modern grocery store located near to where they live. While many residents shop in specialty food stores, nearly all also shop in grocery stores. Many shop in newer, larger grocery stores outside the local area and in other communities. Some go to several grocery stores for different items. The proposed project would expand the *local grocery shopping* options.

1

Anticipated Effects of Safeway Expansion on Retail Sales and Spending Patterns

Greater Sales and More Shoppers at the New Safeway Store

Compared to the existing Safeway, a larger, modern Safeway store is anticipated to capture higher sales. The higher store sales would reflect two factors:

- Shoppers spending more per visit; and
- More shoppers attracted to the store.

Both effects would reflect the greater selection and range of choices available at the new store, and the improved shopping environment it would offer. *The effects also would reflect the combined attraction of an improved Safeway store located in the already desirable Rockridge shopping district and surrounded by small merchants that are themselves attractions for shoppers and diners.*

Changes in Spending Patterns for Grocery Store Purchases

Higher sales at the new Safeway would be supported by changes in spending patterns for grocery store purchases. Two types of changes are anticipated, the second being the most significant in terms of the dollars involved.

- ***People would spend more in total for grocery store purchases because of the expanded and improved choices available in the new store.*** Consumers in Oakland and Berkeley have not had the range of choices offered in a modern, large grocery store located near to where they live. The older urban mid-price, full-line grocery

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stores are small with limited choices and do not offer an attractive shopping environment.

- ***People would spend more at the new Safeway and less at other grocery stores.*** The new Safeway would attract spending that would have gone to other, now less desirable grocery shopping options.

  - *Other Grocery Stores (up to about 65,000 square feet).* Some shoppers would find the new Safeway to be a more attractive option (more selection and better shopping environment) than other grocery stores.

    (a) The new Safeway would recapture sales now going outside the Oakland/Berkeley area to grocery stores in nearby cities, such as the larger Safeways in Orinda and Alameda. Safeway's customer data show shoppers from the Oakland/Berkeley hills who reside within two miles of the College and Claremont Safeway shopping at the newer, larger Safeways in Orinda, Alameda, and Moraga.

    (b) The new Safeway would also result in other shifts in spending patterns. Current shoppers at Safeway would spend more at the new store and less at other grocery stores in surrounding areas, and more area residents would be attracted to shop at the new Safeway instead of other grocery stores.

1

  - *Big-Box Stores (typically 100,000 to 200,000 square feet for groceries and other goods) and Bulk/Warehouse Food Stores (typically 50,000 to 80,000 square feet).* Some shoppers would reduce trips to big-box stores such as Costco and Target, or to warehouse stores such as Pak N Save, because of the larger selection available at the new Safeway, located closer to home. For Oakland and Berkeley residents, shopping at the big-box stores requires periodic trips outside the local area to neighboring jurisdictions.

- ***There are not expected to be shifts in spending from the small specialty food and related stores in Rockridge.*** There are differences in market niches that would make the expanded Safeway more complementary than competitive with the small specialty stores nearby. This issue is discussed further in the next section of the report.

Safeway Store Sales Represent a Small Share of Total Grocery/Food Spending

Estimates of total grocery/food store expenditures (demand) by trade area residents indicate that the College Avenue Safeway currently captures a small share of total spending, in the range of five percent to ten percent at the maximum, depending on the trade area definition (see Table 4). Some spending also goes to specialty food stores nearby and elsewhere in Oakland and Berkeley. A large amount of spending goes to other grocery stores and big box/warehouse stores, most outside the immediate area. Some spending also is done near the residents' places of work.

A new Safeway that expands shopping options would likely capture only a small share of trade area spending now going to other areas. For example, if sales were to nearly double with the new store consistent with the additional space, additional sales in the range of up to five to ten percent of total

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spending from the relevant trade areas would be likely. As described above, greater sales at the new Safeway would be supported by: (a) people spending more in total for grocery store purchases because of the improved choices located near to where they live; and (b) people spending more at the new Safeway and less at other grocery stores, including (i) the recapture of sales now going outside the local area to grocery stores and big box stores in nearby cities (these sales could be the first to shift), and (ii) shifts in spending patterns, by current shoppers who would spend more at the new store and by area residents who would be newly attracted to the College/Claremont Safeway. The relatively small share of total spending likely to shift to support the proposed project indicates that spending patterns could change without affecting the spending in nearby small, specialty food stores that serve a different market niche than Safeway (as discussed further below).

TABLE 4
SAFEWAY STORE SALES AS SHARE OF TOTAL GROCERY/FOOD STORE SPENDING BY TRADE AREA RESIDENTS

College Ave. Safeway Market Share

	Surrounding Trade Area /e/	Rockridge: 3 mile Radius /f/
Population /a/	114,860	216,620
Grocery/Food Store Demand (annual) /b/	$234,312,400	$441,904,000
College Ave. Store Sales (annual) /c/	$25,198,000	$25,198,000
Percent of Expenditures /d/	***up to 10.8%***	***up to 5.7%***

NOTE: A range of estimates is shown for market share captured, assuming smaller and larger trade area boundaries.

/a/ Safeway Market Research, 2010-Q4, for surrounding trade area population. Claritas, 2011 projection, prepared for Oakland Retail Enhancement Strategy, Conley Consulting Group, March 2008, for population within 3-mile radius of College and Claremont in Rockridge.

/b/ Total expenditures estimated based on per capita spending in Food and Beverage Stores, for San Francisco Bay Area counties, 2009. State Board of Equalization taxable sales were converted to total sales/spending assuming 29 percent taxable, consistent with analysis in Oakland Retail Enhancement Strategy, March 2008.

/c/ Safeway, 2011. The sales data reflect total store sales, including sales to trade area residents and sales to people residing outside the defined areas, including people who work nearby.

/d/ The market shares identified are maximums; the actual shares are lower than those calculated. The percentage shares shown are calculated using *total* store sales. If sales made by people residing outside the defined trade areas were excluded, the market shares of trade area spending captured would be lower than shown.

/e/ Area with greatest concentration of sales at the College Avenue Safeway, approximately defined by: Bancroft Way along U.C. campus and Dwight Way below campus on the north; the Hills and Hwy. 13 on the east; Moraga and Oakland Avenues and I-580 on the south/southwest; and I-80 on the west.

/f/ Claritas, 2007/2008 for Oakland Retail Enhancement Strategy analysis.

Source: Hausrath Economics Group

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More Shoppers and Greater Sales at Northern End of Rockridge



More shoppers attracted to the new Safeway also would mean more people who shop, eat, and drink nearby. Further, the addition of small shops along College Avenue on the Safeway property would enhance the pedestrian environment there, increase the number of smaller merchants, and further expand the choices of goods and services available in the area. In combination, the improvements to Safeway and the Safeway block would enhance the overall retail attraction of the northern end of Rockridge and result in more shoppers, greater business activity, and more sales in the area.

Potential for Competitive Effects With Nearby Merchants

While, concerns have been expressed that increased sales at an expanded Safeway would add competition for nearby, small merchants and adversely affect business activity and sales in the vicinity, retail analysis of the proposal and of the surrounding Rockridge District indicates that such adverse effects are not anticipated. Instead, as discussed above, the proposal would enhance the competitive position of the northern end of Rockridge, attract more shoppers, and result in greater business activity and retail sales. The following explains the findings, considering the benefits overall and potential effects for different types of retailers.

1

Benefits For Nearby Merchants from Attracting More Shoppers to the Area.

An expanded and improved Safeway would be beneficial to nearby merchants by attracting more shoppers to the area, some of whom would shop and dine nearby as well as shop at the new Safeway. The enhanced market attraction of the area would occur in two ways.

- ***Improved Overall Attraction of the Area for Customers Shopping Primarily At Specialty Stores.***

  People shopping at the north end of Rockridge include many who come primarily for the small, specialty stores and services in that area. They include many households in Berkeley and Oakland who regularly shop at the small, specialty food stores. Many of these customers also shop at Safeway while in the area, typically for the more standard grocery store items (other foods, drinks, and a range of household and paper products). That pattern would continue with the expanded Safeway. In addition, an improved Safeway that is more desirable relative to other grocery stores and whose development enhances the attractiveness and pedestrian environment of the area, would improve the overall attraction of the area for both specialty and grocery shopping. *The result would be more shoppers in the area and more dollars spent in both the small stores and in Safeway.*

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- ***Improved Grocery Store for Customers Attracted Primarily By Safeway.***

  There also are customers who are attracted to the area primarily for grocery store shopping at Safeway. They include shoppers who prefer the pricing and selections of mid-level grocery stores. Many of these customers also patronize the small stores, service businesses, and eating and drinking places in the area. The expanded Safeway would attract more of these customers, many of whom would shop and dine nearby when in the area.

Consideration of Beneficial Effects for Different Types of Retailers

More shoppers and greater business activity and sales would benefit all of the different types of retailers in the area. Although there has been concern about the impact upon convenience goods retailers, in particular, this study found that there are differences in market niches that would make the expanded Safeway more complementary than competitive with the specialty foods and related stores nearby. In addition, the expanded Safeway, by attracting more local shoppers and spending to the area, would also complement and benefit the other types of retailers in the area, including the comparison goods retailers, eating and drinking places, and service businesses whose goods and services differ from those offered at Safeway.

- ***Benefits for Comparison Goods Retailers, Eating and Drinking Places, and Service Businesses.***

1

Of the 62 small merchants located in the immediate area around Safeway, 50, or about 80 percent, are comparison goods stores, eating and drinking places, and service businesses. The goods and services offered by these merchants complement, and do not overlap with those offered at Safeway. The expanded and improved Safeway would be beneficial by attracting more shoppers to the area, some of whom would shop and dine in these nearby establishments.



- ***Benefits for Convenience Goods Retailers Nearby Who Offer Specialized Products and Individualized Service.***

  The concerns about competitive effects have focused on the group of small, convenience goods retailers clustered around the Safeway (12 of the 62 smaller stores, about 20 percent). There are differences in market niches between these small stores and the Safeway, however, that make them much more complementary than competitive with the more standard fare offered at Safeway. The small shops offer:

  - More specialized foods, wines, and coffees, often of very high quality and individually selected or prepared in-house; and

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- More individualized service to shoppers, including explanations, recommendations, and personal selections.

The specialty merchants have loyal customers who have shopped there for many years. They operate at a much smaller scale than the Safeway, and are able to be more specialized and personalized in what they offer and how they sell it. That will continue to be the case with the new Safeway as well.

Because of the differences in market niche, the mid-market orientation of Safeway does not compete at the same level of quality or service provided by the small specialty stores. Thus, for the most part, the expanded Safeway is not anticipated to add competition and adversely affect the small, specialty food and related stores nearby. Their attraction for shoppers would continue and would be strengthened by the new Safeway development. In addition, the small convenience goods retailers would benefit from the additional shoppers attracted to the area, some of whom would shop in the small stores.

An evaluation was done to consider potential competitive effects for the different types of convenience goods merchants in the area. The evaluation is summarized in Table 5 and in the text below. The four items below relate to each of the four groups of small convenience goods retailers identified in Table 5.

1

- An expanded Safeway is not anticipated to provide the same types and quality of goods and the same level of service as most of the small, specialty stores nearby. Most offer unique products and services tailored to their customers, most of whom are regulars. Examples include the French bakery, specialty butcher, wine merchant, and organic ice cream store among others. As described earlier, the specialty stores in this area are themselves the primary attractors of many shoppers because of the unique products and services they offer. That attraction would not be replaced by an expanded Safeway. It could be improved by the new Safeway nearby.



- In a few cases, there already is some overlap of products between Safeway and small convenience goods merchants nearby. These merchants offer some specialized products as well as convenient, quick shopping for customers seeking selected items (such as wine and spirits or produce and limited dairy products). These stores also serve people shopping in the other small stores nearby who do not go to Safeway on that trip. While some people shopping at the new Safeway might be more encouraged to make purchases of goods

Comment Letter C-113, cont'd.

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TABLE 5
EVALUATION OF POTENTIAL COMPETITIVE EFFECTS OF EXPANDED SAFEWAY ON SMALL RETAILERS NEARBY

Comments About Competitive Effects of Expanded Safeway	Types of Stores Nearby	No. Nearby	Market Niche
Convenience Goods Retailers			
◆ Safeway not anticipated to provide the same types or quality of goods nor the same level of service	• French Bakery	1	Very Specialized; unique
	• Organic Ice Cream Store	1	Very Specialized; unique
	• Meat and Seafood Store/Specialty Butcher	1	Specialized - high-quality foods and service
	• Wine Merchant	1	Specialized - high-quality wines and service
	• Flower Shop/Florist	1	Specialized - individual flowers and bouquets
◆ Already some overlap of offerings with Safeway. Small merchants will continue to offer convenient/quick shopping and some specialized products.	• Produce Market	1	Offers convenience and specialized products
	• Wine and Spirits Store	1	Offers convenience and specialized products
◆ Anticipated to locate in the new Safeway	• Pharmacy	1	Established relationships and personal service
◆ Safeway not anticipated to provide same types of café settings for drinking and light eating. Coffee/tea and bagels in small shops will continue to be preferred over Safeway's selection.	• Coffee House/Café	2	Specialty coffee in café environment
	• Tea Shop/Café	1	Specialty tea in café environment
	• Bagel Store/Café	1	Bagel store and lunch place
Comparison Goods Shopping, Eating and Drinking, and Local Services			
◆ Safeway not anticipated to provide same types of goods and services	• **Comparison Goods Retailers** (clothing, accessories, shoes, furniture, bedding, rugs, gifts, bicycles, etc.)	14	
	• **Eating and Drinking Establishments** (restaurants, diner, bar, cafés, eating places)	11	
	• **Services** (hair salons, dry cleaners, photo services, picture framing, mailing/shipping, etc.)	23	

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also offered by these nearby merchants, other customers doing "quick-stop" shopping in the area or those shopping primarily in the specialty stores would not be affected. As has occurred in other situations, the Safeway expansion could encourage these merchants to further differentiate their products from those offered at Safeway.

- The Safeway is not anticipated to compete directly with the coffee/tea stores/cafés or with the bagel store/café. It would not provide the same café settings for drinking, light eating, and people-watching, and the coffee/tea selections in the small shops would continue to be preferred to those offered at Safeway. The addition of a coffee bar within Safeway (staffed by Safeway employees) is not likely to attract people who prefer the small, independent coffee companies and coffee/tea houses/cafés nearby. It is more likely to serve Safeway shoppers already in the store for other purposes.

- The small pharmacy in the area is anticipated to locate in the new Safeway and to continue established relationships with customers.



1

EXPERIENCE ELSEWHERE: OTHER NEIGHBORHOOD COMMERCIAL DISTRICTS AND OTHER GROCERY STORE DEVELOPMENTS

Experience elsewhere supports the conclusions regarding the potential competitive effects of the Safeway expansion in Rockridge that are described above.

Research done for this effort did not identify any comparable situations with similar grocery store expansions occurring in a successful neighborhood commercial district like Rockridge, with nearby specialty food stores that are themselves attractions for shoppers. However, experience in other neighborhood commercial districts in Oakland and with other grocery store developments in other cities provides insights that are relevant to the analysis herein. They are summarized below.

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Other Neighborhood Commercial Districts in Oakland

Those managing successful, neighborhood commercial districts (NCDs) in Oakland provide input on the factors affecting the success of specific merchants in NCDs, and examples of how changes in anchors have affected local districts.[7]

Interviews with NCD managers identify that the mix of merchants in commercial districts changes over time. They point out that the effects of such changes very much depend on the individual merchants, the products and service they offer, and the loyalty of their customers. They also point out that there can be situations where the district overall, the shoppers/consumers, and nearly all of the merchants benefit from changes in tenants in the district, although there can be an individual merchant or merchants that do not.

- ***Ability of Merchants to Succeed Depends Primarily on the Merchants Themselves.***

  The success of small stores and specific merchants in NCDs depends primarily on the stores themselves, including:

  - The products offered and how well those products match the tastes of market area residents;
  - How the store looks from the outside; if it is attractive and well-maintained; and
  - The customer services offered.

1 It can be important for merchants to keep up with changes in tastes, to modernize occasionally, and to respond to customer preferences. When new stores come into an area or existing stores expand, it can be important for existing merchants to maintain quality and be creative about differentiating themselves and offering new products not available nearby.

- ***Example of Farmers Markets in Oakland NCDs.***

  Instituting the weekly Farmers Markets, as now occur on Saturdays at the Lakeshore/Grand Lake NCDs and on Sundays in Montclair, have been very popular, although not fully endorsed by all merchants in those areas. The Farmers Markets attract large numbers of shoppers each week, particularly on Lakeshore/Grand Lake, and sales in the area have been higher as a result. People attracted to the markets shop in nearby stores and become familiar with the stores and eating places available in the area. While nearly all existing merchants view the Farmers Markets as beneficial, there have been a few concerns that the products offered overlap with those of existing merchants in the area. Those merchants have not attempted or been able to differentiate their products so as to take advantage of the increased foot traffic on weekends, although they remain located in the district.

[7] Interviews in June 2011 with: (a) Pamela Drake, Lakeshore Avenue Business Improvement District Manager; (b) Roger Vickery, Montclair Village Association Executive Director; and (c) Chris Jackson, Rockridge District Association Manager. Interviews did not include questions about the Safeway proposal for College and Claremont Avenues, but focused on other experience that could be relevant to this analysis. This citation applies to all of the items discussed in this section.

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The Farmer's Markets provide examples of anchors that help attract shoppers to NCDs, many from nearby neighborhoods. They are not comparable to Safeway, as they offer a collection of specialty merchants with specialty products. There would be more differentiation in products and service between the expanded Safeway and the specialty food merchants nearby in Rockridge.

- ***Examples of Lucky/Albertson/Trader Joe's in Oakland NCDs***

The role and importance of grocery stores as anchors attracting shoppers was highlighted when several Lucky/Albertson stores recently closed in Oakland, including the stores on Lakeshore and College Avenues. For many years, the Lucky grocery stores were popular and brought shoppers to the NCDs. District merchants noticed a decline in foot traffic and area business activity after the store closures.

When the Trader Joe's stores came in, they were popular immediately and have attracted more shoppers to both NCDs. In addition, they have attracted more local residents from nearby neighborhoods, than did the former, older grocery stores. On Lakeshore, Trader Joe's has attracted a different type of shopper, described as more "savvy" and more interested in food. (Lakeshore does not have the range of specialty food stores located in Rockridge.) There have been beneficial impacts for the shopping districts and for nearby merchants. Merchants on College Avenue and most of those on Lakeshore Avenue see the Trader Joe's as beneficial. There are a few merchants on Lakeshore who report that their business has declined as a result of Trader Joe's. Those stores are not strong specialty merchants who have been able to take advantage of the increase in local shoppers in the area.

1

Trader Joe's is a specialty grocery chain that focuses on selected products. It is not directly comparable to a mid-price, full-line grocery store like Safeway that offers a wide range of foods, drinks, and household, paper, and personal care products. Thus, there would be more differentiation in offerings between an expanded Safeway and the specialty food and related merchants located nearby.

Impacts of New Whole Foods Stores on Small Grocers

Although not comparable to the proposed Safeway expansion, the impacts of a new Whole Foods store on small grocers or nearby merchants have been addressed in other Bay Area communities. Comparatively, the introduction of a new Whole Foods store into an area raises more issues of competition and market overlap with smaller, specialty food stores and grocers than does expansion of a mid-market Safeway store already located in the College and Claremont area. The focus of considerations of the impacts of new Whole Foods stores has been on potential impacts for local health food grocery and organic foods stores serving the surrounding market area, and not on small merchants located in the immediate vicinity, as is the case for the proposed Safeway expansion.

Considerations of the competitive impacts of new Whole Foods stores in two San Francisco neighborhoods (on Potrero Hill and in Cole Valley at Haight and Stanyan Streets) and in downtown

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Lafayette identify the following effects.[8]

- Long-time local businesses survive the introduction of a new Whole Foods store. Their success continues to depend on the unique products and services they offer, often tailored to their customers, many of whom are regulars.

- In some cases, local businesses experienced a decline in sales for a few months after a new Whole Foods store opened. However, their business came back steadily over time. The merchants felt that people tried out the new store, but returned to the familiarity, convenience, and affordable pricing of local grocers, bakeries, and other merchants.

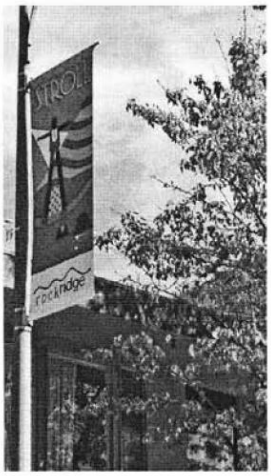
- The opening of a new Whole Foods store has prompted small merchants to consider strategies for retaining their customers and market niche. There are examples of merchants who sharpened their business model, focusing on quality and more unique products such as locally-grown, organic, and/or gluten-free products, including some not available at Whole Foods.

- Comments by shoppers indicate that some continued their regular shopping at small stores and substituted the new Whole Foods store for Safeway or Lucky for larger, less frequent shopping trips.

1

Concerns like those raised about new Whole Foods stores have not been focused on other Safeway store expansions in the Bay Area. Safeway offers more standard products that are more complementary to and different from the higher quality products and service of small specialty stores. Further, Safeway has been located throughout the Bay Area, whereas Whole Foods is expanding into new areas. Despite the greater potential for competitive effects from a new Whole Foods Store, the evidence does not show adverse effects. The lack of adverse competitive effects on local specialty grocers supports the conclusions about the potential for competitive effects from the proposed Safeway expansion that are described in this report.





[8] Articles:
The Potrero View, "Whole Foods' Launch Slows Local Business", January 2008.
Cole Valley Alley, "Here Comes Goliath", January 2011.
Lamorinda Weekly, "What Impact Will Whole Foods Have on Lafayette Businesses?", June 2010.

Comment Letter C-113, cont'd.

COMPETITIVE EFFECTS OF PROPOSED DEVELOPMENT ARE NOT ANTICIPATED TO CAUSE INDIRECT PHYSICAL ENVIRONMENTAL IMPACTS

This report presents the results of economic analysis done to assess the potential competitive effects of an expanded Safeway store at College and Claremont Avenues in Oakland (the project). Although a project's social and economic effects are not considered to be significant environmental effects under CEQA (CEQA Guidelines, Section 15064(e)), those aspects of a project could affect other conditions in an area that are to be evaluated for environmental impacts under CEQA. In that regard, the retail analysis presented in this report is relevant to consideration of the potential for indirect physical effects of the proposed retail development.

As presented in this report, the analysis finds that a larger, modern Safeway at College and Claremont, surrounded by existing specialty merchants who are themselves attractions for shoppers would:

- Strengthen the shopping district, and
- Result in greater business activity and sales for all retailers in the area, the small merchants and Safeway.

Further, the analysis points out that the Rockridge Commercial District in which Safeway is located is one of the most successful shopping districts in Oakland. It is a well-established shopping district with a strong reputation and loyal customer base for comparison goods shopping, eating and drinking, and local services in addition to specialty foods and grocery shopping that includes the Safeway as a major tenant.

1

The analysis concludes that the project is not anticipated to cause competitive effects that could lead to store closures and consequential long-term vacancies that would result in physical deterioration and urban decay in the Rockridge area. Thus, for all of the reasons described above and throughout this report, it is concluded that the project's economic market effects would not lead to indirect physical environmental impacts.

Comment Letter C-113, cont'd.

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APPENDIX

Comment Letter C-113, cont'd.

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TABLE A-1

Business Inventory - Rockridge - Northern End

Block No.	Address	Establishment	Description	Retail Type: Grocery Store	Convenience Shopping	Comparison Shopping	Eating and Drinking	Services	Auto-related	Other
1	2625 Alcatraz	UPS Store	Mailing/Shipping							
1	2655 Alcatraz	Dryclean Club of America	Dry cleaning					x		
1	3190 College	About Face and Body	Day spa: manicures, pedicures, etc.					x		
1	3180 College	Siamese Dream	Clothing and accessories			x				
1	3170 College	Noah's Bagels	Take-out food, café, bagel store		x		x			
2	3185 College	College Avenue Wines, Spirits, & Deli	Wine and liquor store with deli		x					
2	3173 College	Tara's Organic Ice Cream	Ice cream store		x					
2	3169 College	FedEx Office	Mailing/Shipping					x		
2	3167 College	Lipline	Belly dance fitness					x		
3	3201 College	Mitama Restaurant	Japanese rest. - sake bar and small plates				x			
3	3211 College	Flavors of India	Restaurant				x			
3	6310 College	Safeway	Grocery store	x						
4	3202 College	A'Cuppa Tea	Tea shop		x		x			
4	3204 College	Extreme Pizza	Take-out				x			
4	3206 College	Powell's Sweet Shop	Candy with toys & gifts			x				
4	3210 College	Chimes Pharmacy	Drug store		x					
4	6312 College	Body Options	Clothing			x				
4	6323 College	La Farine	French bakery		x					
4	6321 College	Ver Brugge	Specialty butcher - meat & seafood		x					
4	6319 College	Vino!	Wine merchant		x					
4	6317 College	Wood Tavern	Restaurant				x			
4	6311 College	Southie	Café				x			
4	6309 College	Heartware	Gifts			x				
4	6307 College	The Meadows	Flowers/florist		x					
4	6301 College	Yasai Market	Produce market and "corner market"		x					
5	6255 College	Cole Coffee & Café	Coffee/café		x		x			
5	6253 College	Lucero	Hair salon					x		
5	6251 College	The Nail Spa	Nail salon					x		
5	6245/7 College	Great Wall Chinese Restaurant	Restaurant				x			
5	6239 College	Red Hanger Kleaners	Dry cleaning					x		
5	6201 College	Bank of America	Bank					x		
6	6200 Claremont	Claremont Diner	Restaurant				x			
6	6202 Claremont	The Graduate	Bar				x			
6	6206 Claremont	Body, Mind, & Spirit Massage Therapy Center	Massages					x		
6	6208 Claremont	Claremont Hair Salon	Hair salon					x		
6	6210 Claremont	Galaxy Nails	Nail salon					x		
6	6212 Claremont	Abby Photo	Photo services					x		
6	6230 Claremont	Blood Bank of Alameda County	Blood bank							x
6	6250 Claremont	Franke/Switzer Hair Salon	Hair salon					x		
7	6099 Claremont	Noodle Theory	Restaurant				x			
7	6093 Claremont	Genray Hair Salon	Hair salon					x		
7	6087 Claremont	Claremont Rug Co.	Oriental rugs			x				
8	6058 College	First Federal Savings & Loan	Bank					x		
8	6052 College	Vero For Hair	Hair salon & beauty products					x		
8	6050 College	Murasaki Fine Futon Shop	Futons & fine bedding			x				
8	6048 College	Nan Yang Rockridge	Burmese restaurant				x			
8	6046 College	Super Cuts	Hair salon					x		
8	6042 College	Hazara Gallery	Oriental rugs			x				
8	6038 College	Bostco Gallery	Picture framing					x		
8	6034 College	Ag Photo	Digital image lab					x		
8	6030 College	Hank and Frank Bicycles	Bike sales and service			x				
8	6022 College	Berkeley Kids Room	Kids furniture			x				
8	6014 College	Transports	Athletic shoes and clothes			x				
8	6012 College	Shuz of Rockridge	Shoe store			x				
8	6004 College	White Rose	European skin care					x		
8	6000 College	Café Zoe	Café				x			
9	6039 College	Shell Station	Gas station						x	
9	6025 College	Agatha Rainford Boutique	Apparel and accessories			x				
9	6021 College	Spasso Coffee House	Coffee house		x		x			
9	6019 College	Empty - For Lease								
9	6015 College	Breema Center	Bodywork sessions/health and wellness					x		
9	6011 College	Warm Things	Bedding			x				
9	6007 College	Talesman Antiques	Furniture			x				
9	5951 College	Presbyterian Church	Church							x

Business Inventory - Rockridge - Northern End - Final/A-1 Inventory (rev. 6/14/11)

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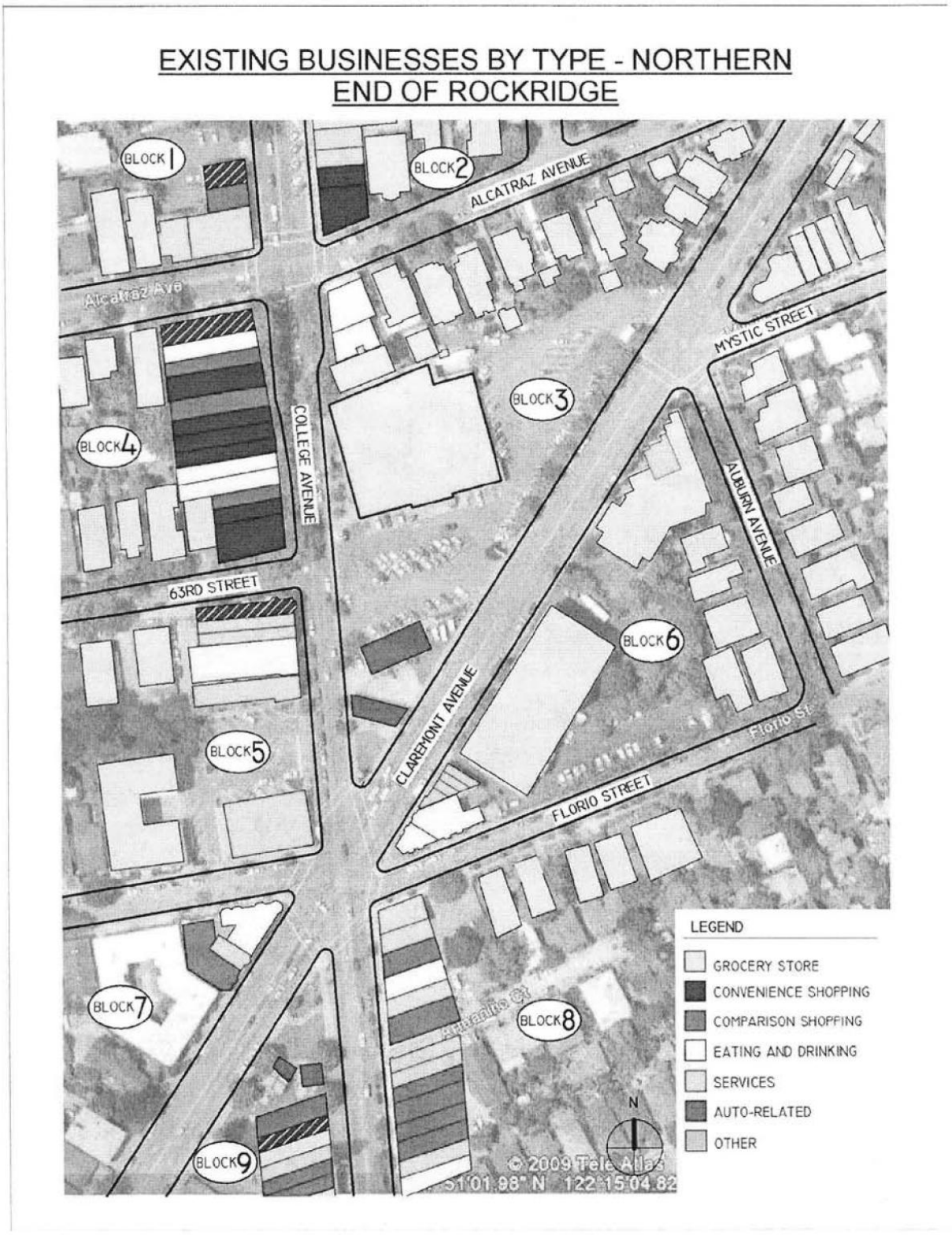
Comment Letter C-113, cont'd.

FIGURE A-1



1

Comment Letter C-113, cont'd.

1

TABLE A-2

Business Inventory - Rockridge - Northern End - Convenience Stores

Block No.	Address	Establishment	Description	Retail Type: Grocery Store	Convenience Shopping	Comparison Shopping	Eating and Drinking	Services	Auto-related	Other
Supermarkets/Grocery Stores										
3	6310 College	Safeway	Grocery store	x						
# of Stores 1										
Specialty Food Stores										
2	3173 College	Tara's Organic Ice Cream	Ice cream store		x					
4	6323 College	La Farine	French bakery		x					
4	6321 College	Ver Brugge	Specialty butcher - meat & seafood		x					
4	6301 College	Yasai Market	Produce market and "corner market"		x					
# of Stores 4										
Specialty Foods / Eating and Drinking										
1	3170 College	Noah's Bagels	Take-out food, café, bagel store		x		x			
4	3202 College	A'Cuppa Tea	Tea shop		x		x			
5	6255 College	Cole Coffee & Café	Coffee/café		x		x			
9	6021 College	Spasso Coffee House	Coffee house		x		x			
# of Stores 4										
Beer, Wine, and Liquor										
2	3185 College	College Avenue Wines, Spirits, & Deli	Wine and liquor store with deli		x					
4	6319 College	Vino!	Wine store		x					
# of Stores 2										
Pharmacies and Drug Stores										
4	3210 College	Chimes Pharmacy	Drug store		x					
# of Stores 1										
Flower Vendors + Florists										
4	6307 College	The Meadows	Flowers/florist		x					
# of Stores 1										
Total Stores 13										

Business Inventory - Rockridge - Northern End - Final/A-2 Convenience Stores (rev. 6/14/11)

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Comment Letter C-113, cont'd.

1

TABLE A-3

Business Inventory - Rockridge - Northern End - Sorted by Business Type

Block No.	Address	Establishment	Description	Retail Type: Grocery Store	Convenience Shopping	Comparison Shopping	Eating and Drinking	Services	Auto-related	Other
3	6310 College	Safeway	Grocery store	x						
# of Stores	1									
2	3185 College	College Avenue Wines, Spirits, & Deli	Wine and liquor store with deli		x					
2	3173 College	Tara's Organic Ice Cream	Ice cream store		x					
4	3210 College	Chimes Pharmacy	Drug store		x					
4	6323 College	La Farine	French bakery		x					
4	6321 College	Ver Brugge	Specialty butcher - meat & seafood		x					
4	6319 College	Vino!	Wine merchant		x					
4	6307 College	The Meadows	Flowers/florist		x					
4	6301 College	Yasai Market	Produce market and "corner market"		x					
# of Stores	8									
1	3170 College	Noah's Bagels	Take-out food, café, bagel store		x		x			
4	3202 College	A'Cuppa Tea	Tea shop		x		x			
5	6255 College	Cole Coffee & Café	Coffee/café		x		x			
9	6021 College	Spasso Coffee House	Coffee house		x		x			
# of Stores	4									
1	3180 College	Siamese Dream	Clothing and accessories			x				
4	3206 College	Powell's Sweet Shop	Candy with toys & gifts			x				
4	6312 College	Body Options	Clothing			x				
4	6309 College	Heartware	Gifts			x				
7	6087 Claremont	Claremont Rug Co.	Oriental rugs			x				
8	6050 College	Murasaki Fine Futon Shop	Futons & fine bedding			x				
8	6042 College	Hazara Gallery	Oriental rugs			x				
8	6030 College	Hank and Frank Bicycles	Bike sales and service			x				
8	6022 College	Berkeley Kids Room	Kids furniture			x				
8	6014 College	Transports	Athletic shoes and clothes			x				
8	6012 College	Shuz of Rockridge	Shoe store			x				
9	6025 College	Agatha Rainford	Apparel and accessories			x				
9	6011 College	Warm Things	Bedding			x				
9	6007 College	Talesman Antiques	Furniture			x				
# of Stores	14									
3	3201 College	Mitama Restaurant	Japanese rest. - sake bar and small plates				x			
3	3211 College	Flavors of India	Restaurant				x			
4	3204 College	Extreme Pizza	Take-out				x			
4	6317 College	Wood Tavern	Restaurant				x			
4	6311 College	Southie	Café				x			
5	62457 College	Great Wall Chinese Restaurant	Restaurant				x			
6	6200 Claremont	Claremont Diner	Restaurant				x			
6	6202 Claremont	The Graduate	Bar				x			
7	6099 Claremont	Noodle Theory	Restaurant				x			
8	6048 College	Nan Yang Rockridge	Burmese restaurant				x			
8	6000 College	Café Zoe	Café				x			
# of Stores	11									

Business Inventory - Rockridge - Northern End - Final/A-3 Inv Retail Sort (rev. 6/14/11)

Page 1 of 2

Comment Letter C-113, cont'd.

1

Block No.	Address	Establishment	Description	Retail Type: Grocery Store	Convenience Shopping	Comparison Shopping	Eating and Drinking	Services	Auto-related	Other
1	2625 Alcatraz	UPS Store	Mailing/Shipping					x		
2	3169 College	FedEx Office	Mailing/Shipping					x		
2	3167 College	Lipline	Belly dance fitness					x		
5	6201 College	Bank of America	Bank					x		
8	6058 College	First Federal Savings & Loan	Bank					x		
1	2655 Alcatraz	Dryclean Club of America	Dry cleaning					x		
1	3190 College	About Face and Body	Day spa: manicures, pedicures, etc.					x		
5	6253 College	Lucero	Hair salon					x		
5	6251 College	The Nail Spa	Nail salon					x		
5	6239 College	Red Hanger Kleaners	Dry cleaning					x		
6	6206 Claremont	Body, Mind, & Spirit Massage Therapy Center	Massages					x		
6	6208 Claremont	Claremont Hair Salon	Hair salon					x		
6	6210 Claremont	Galaxy Nails	Nail salon					x		
6	6212 Claremont	Abby Photo	Photo services					x		
6	6250 Claremont	Franke/Switzer Hair Salon	Hair salon					x		
7	6093 Claremont	Genray Hair Salon	Hair salon					x		
8	6052 College	Vero For Hair	Hair salon & beauty products					x		
8	6046 College	Super Cuts	Hair salon					x		
8	6038 College	Boskos Gallery	Picture framing					x		
8	6034 College	Ag Photo	Digital image lab					x		
8	6004 College	White Rose	European skin care					x		
9	6015 College	Breema Center	Bodywork sessions/health & wellness					x		
# of Stores	22									
9	6039 College	Shell Station	Gas station						x	
# of Stores	1									
6	6230 Claremont	Blood Bank of Alameda County	Blood bank							x
9	5951 College	Presbyterian Church	Church							x
# of Stores	1									
Total Stores	63									

Business Inventory - Rockridge - Northern End - Final/A-3 Inv Retail Sort (rev. 6/14/11)

Page 2 of 2

Response to Comment C-113-1

The comment notes that the included report found that the proposed project would cause no adverse economic effects on existing businesses in the neighborhood, and would provide a symbiotic benefit to those businesses. The comment does not raise any environmental issues or address the adequacy of the DEIR, and no response is necessary. Since publication of this report, a second comprehensive economic analysis was prepared for the proposed project on behalf of the City, included as Appendix A of this document, and summarized in Master Response M-6.

Comment Letter C-114

Vollmann, Peterson

From: Julia Heitner [juliaheitner@gmail.com]
Sent: Wednesday, August 03, 2011 5:27 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments

To Whom it May Concern:

I am a resident of the Rockridge/Claremont Ave Area, within a very short walking distance of the proposed Safeway Project. 6034 Colby St. Oakland, CA. I am an active member of the Bay Area community and work for a nonprofit organization, Theatre Bay Area in San Francisco and am also an director and actor in the Theatre Community.

1 I have reviewed the DEIR for the College Ave/Claremont Safeway project and have some suggestions/comments for improvement.

In Favor of:

1) I am in agreement that the existing store needs to be remodeled and that is an excellent opportunity to enhance the current rockridge/ college avenue area.

2) Adding more space for new restaurants and retail shops to open would be an improvement to the neighborhood

2 3) I appreciate that there will be a large amount of bicycle parking within the proposed structure and also a small pedestrian only street area.

Need Improvement:

3 1) The proposed project is too large for the college avenue/claremont neighborhood. The main reason I and the people I know in the neighborhood live here is for the quiet neighborhood charm. I moved here from San Francisco for this reason.

4 The proposed safeway will bring in a lot of traffic and I am uncertain if we need a safeway market this large when there is another one only a few miles away off of Broadway.

2) There is not enjoy public space proposed. Although there will be a small pedestrian area added, this is a perfect opportunity to add more public space/public parklet area in the neighborhood. There should be multiple outdoor areas on the proposed site for both Safeway patrons and neighbors to enjoy.

5 3) Community space/community room: I propose that some of the space proposed for shops/restaurants should be designated as a community room for members of the neighborhood to enjoy and use for meetings and small events and a sign-up basis. I am not aware of something like this being in existence in this area at this time.

4) Retail shops: Should be restricted to small local businesses.

Thank you for your consideration. If you have any questions feel free to contact me by phone or email.

Best,
Julia

Response to Comment C-114-1

The comment expresses support for the project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-114-2

The comment expresses support for the pedestrian and bicycle facilities that are part of the proposed project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-114-3

Regarding the size and scale of the project, please see Responses to Comments D-31, E-142, and Master Response M-9.

Response to Comment C-114-4

Regarding the need for the project, please see Response to Comment C-158-1. As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce ten of these impacts (at four separate intersections) to less-than-significant levels if the City of Berkeley approves the measures.

Response to Comment C-114-5

In addition to the landscaped "walk street" with benches for public use, the proposed project includes a landscaped rooftop public plaza. It would include tables and seating. The suggested community room is not proposed by the project sponsor. Regarding the potential for the retail storefronts to be developed with franchise or chain stores, please see Response to Comment C-97-1.

Comment Letter C-115

ER09-006, Comments on College Avenue Safeway Draft Environmental Impact Report

Peterson Z. Vollman
Planner III
City of Oakland, Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Subject: ER09-006, Comments on College Avenue Safeway Draft Environmental Impact Report

Dear Mr. Vollman,

We have lived on 62nd Street, one and a half blocks from the College Avenue Safeway for 24 years and as a result are very familiar with the issues presented in the draft EIR. As requested in the City of Oakland's Notice of Release, these comments are focused on the sufficiency (or insufficiencies) of the Draft EIR, ways to minimize adverse impacts, and alternatives to meet the project purpose.

1 We find numerous inadequacies in the Draft EIR and have organized our comments addressing these inadequacies into the following sections:

- Parking Analysis
- Traffic Analysis
- Land Use Analysis
- Visual Analysis

Parking Analysis

2 The Draft EIR concludes there will be a deficit of 15 spaces (Table 4.3-21). Per the Draft EIR (p4.3-109), "The proposed off-street parking supply of 171 spaces would not be adequate to satisfy the City's zoning code requirements." This alosne is unacceptable, but the numbers in the parking analysis do not appear to add up and the deficit could be greater. For example -

1. Employee parking:
   a. 3 The EIR States that there will be 22 parking spaces for employees on page 3-12, 27 parking spaces for employees on page 3-19, and illustrates 25employee parking spaces on Figure3-9.
   b. 4 The EIR States that there will be 77 new jobs at Safeway. The economic benefit statement on the Safeway website sates there are 92 existing jobs at Safeway. Therefore there will be a total of 169 jobs associated with the College Avenue Safeway store.
   c. 5 On page 4.3-45 of the Draft EIR it is stated that the peak number of employees in the store is 25 -35 in the afternoon with five to ten employees on site during the night shift. This number appears to be for the existing number of employees and does not add up for the 169 employees. If there are four shifts, equally staffed, this is 42 people

Comment Letter C-115, cont'd.

5 working on site at any given time. If half the number of people is needed during the night shift, this corresponds to 56 during the day and 28 at night.

6 d. Are 27 parking spaces, or possibly as few as 22 parking spaces adequate for the number of employees for the new store? The analysis appears incorrect and needs to be fixed.

2. Customer parking

7
   a. The net number of new automobile trips generated by the proposed project is estimated to be 258 during the Saturday peak hour of 5:15 – 6:15 (or 133 in and 125 out, Table 4.3-10).
   b. The existing lot, during the Saturday peak hour, 72 spaces were observed to be used (Table 4.3-3)
   c. There will be 144 parking spaces for commercial customers
   d. 133 net new automobile trips in, 72 of the 144 spaces taken, correlates to a deficit of 51 spaces at this time, not 15.

3. Parking in Residential Neighborhood

8
   a. The EIR states that parking in residential neighborhood is at 70 percent capacity – with 90 percent being the tipping point where people drive around for spaces causing congestion
   b. Our experience is that there are rarely multiple spaces available on our street (70 percent would correlate to over six open spaces). During the weekdays, weekends and evenings, it is unlikely there will be more than one space available on our block. We are already at the tipping point and 70 percent is not representative of the situation on 62nd, 63rd, and Hillegas Streets.
   c. As stated in the EIR, when a neighborhood is at 90 percent capacity – "This is not only an inconvenience, but also can cause congestion and potential blockage of vehicles on the public street system while waiting for an available space."(p 4.3-14)

4. Peak times modeled are not representative of conditions in neighborhood

9
   a. Peak shopping on College Avenue on the weekend is not between 5:15 and 6:15 PM, it is earlier in the afternoon and the numbers are therefore lower than expected.
   b. The most difficult time to find parking in the residential neighborhoods is not between 5:15 and 6:15 PM, but during the weekday. This is when people are driving slowly, causing congestion, looking for parking.

10 The proposed Safeway means more people driving around looking for parking on the residential streets where we live. The secondary impacts of this parking shortage associated with the additional driving looking for parking is not accounted for in the traffic analysis, air quality analysis, noise analysis, or greenhouse gas analysis.

<u>Traffic Analysis</u>

11 The traffic analysis is not sufficient. The modeling is not based on peak conditions. The impact on side streets is not addressed. Cumulative impact of the proposed Safeway development at Broadway and 51st Street is not incorporated into the analysis .

5. Traffic – the analysis is not representative of existing conditions

Comment Letter C-115, cont'd.

12
a. Peak traffic on College Avenue on the weekend is not between 5:15 and 6:15 PM on Saturday, it is earlier in the afternoon and the numbers are therefore lower than expected. Last Saturday, at noon, I walked from Ashby to Claremont and the traffic was in gridlock going south on College. Traffic waited through at least three light cycles to get through the intersection at College and Alcatraz.

13
b. There is no analysis of 62nd Street. 62nd Street will be used as a cut away for Safeway customers – this happens now – including occasional Safeway delivery trucks – this problem would only increase with the increase in customers at Safeway.

c. There is no analysis of impacts to Hillegas – where will the cars going through the traffic light at 63rd go or using 62nd as a cut away go? This is not analyzed.

14
d. The analysis does not incorporate the existing condition of a driveway to Bank of America on College Avenue and an exit on 62nd Street.

15
e. The analysis does not account for the casual carpool stop on Claremont and its associated traffic between 7 and 10 AM weekday mornings

6. The traffic situation at the intersection of College and Claremont is already unacceptable

16
a. The draft EIR acknowledges that that College/Claremont/62nd and Florio intersection is rated LOS E, unacceptable.

b. The EIR states that College is the worst rated street for biking in Oakland

c. If the traffic analysis is correct, and the mitigations are applied in both Oakland and Berkeley this intersection will keep its unacceptable E instead of being downgraded to an F rating.

d. College Avenue is a small street operating at more than designed capacity. More than doubling Safeway and adding more shops and restaurants will exacerbate this situation and it will be felt hard on the surrounding residential streets as people look for parking and short cuts.

17
7. The EIR identifies 11 significant and unavoidable impacts related to transportation and traffic where Berkeley and/or Caltrans are required to implement proposed mitigations. The analysis does not account for the impact to the Oakland intersections if these mitigations are not implemented.

18
8. The impact to 63rd Street is unacceptable. It is not clear why a left turn lane from the northbound lane on College onto 63rd is included in the proposed design. This will only further encourage directing traffic to this residential street. In addition a traffic signal is proposed as mitigation for adding more than 10 trips onto the 63rd at the College intersection. The Draft EIR acknowledges on page 2-20, in Table 2-1, Impact Trans 13, that the traffic signal "could create negative increases in traffic in the residential neighborhood along 63rd Street. This could result in undesirable quality of life and other negative effects that while not significant under CEQA may result in determination that mitigation is infeasible." The traffic signal would transform 63rd Street and Hillegas from quiet residential streets to thoroughfares. The purpose is to reduce queues in the parking lot. An alternative mitigation is right turn only from the College Avenue exit.

Land Use Analysis

Comment Letter C-115, cont'd.

ER09-006, Comments on College Avenue Safeway Draft Environmental Impact Report

The Draft EIR concludes that the proposed Safeway is consistent with the City of Oakland Land Use and Transportation Element (LUTE). In reviewing the information on the LUTE objective and policy's it is not clear how this conclusion was reached.

19

1. Policy N1.1 states new development should "provide opportunities for small scale neighborhood oriented retail. The Safeway will be in direct competition with the small retail businesses across the street. The objective of the new Safeway is to have more comprehensive bakery, pharmacy, meat and seafood, and produce services (page 3-9). All these services exist across the street and in the current Safeway. How can the new twice the size Safeway survive without taking away market share from the small scale businesses? How can a project that will reduce opportunities for existing small scale businesses be in compliance with Policy N1.2?
2. The proposed project is also not consistent with Policy N1.4 that states that Large-Scale Commercial activities that serve long term commercial needs and offer high volume goods be located in areas amenable to high volumes of traffic. This store is more than twice its existing size. It is Large-Scale. The existing neighborhood, without the Safeway is described as "a vibrant, economically viable, small-scale neighborhood oriented retail district." The proposed development will not concentrate commercial opportunities in this community but over-saturate the neighborhood with stores and traffic. As stated in the EIR, there are already many grocery stores in the region, it is not clear why a store of this magnitude is necessary or how it is in compliance with City of Oakland LUTE objective and policies.

Visual Analysis

The visual renderings of the new Safeway do not represent current conditions on the street and illustrate that the view of the Oakland Hills will be eliminated.

20

1. Current conditions on the street not included in visual renderings
    a. Figures 4.2-1 to 4.2-8 present photographs of the current site and renderings of the proposed project
    b. The number of cars, both on the road and in street parking spaces, is consistently less in the visual renderings than in the photographs of the current site. This is misleading and gives a less congested feeling to proposed site than currently exists. For example in Figure 4.2-2 there are no parked cars on the south side of Claremont like there are in the current photograph and there are not cars at all in the plan view. Similarly, there are no cars on the street or in parking spaces on west side of College in the rendering in Figure 4.2-5 like there are in the current photograph.
    c. The extent of the canopy of the existing trees on College are not included in the renderings on Figure 4.2-7.
2. The visual renderings illustrate that the view of the Oakland hills will be obstructed by the proposed Safeway on Figure 4.2-2 and Figure 4.2-4
3. Figure 4.2-8 appears to be mislabeled and is not view of intersection of College and Alcatraz

Comment Letter C-115, cont'd.

ER09-006, Comments on College Avenue Safeway Draft Environmental Impact Report

21 In summary the draft EIR does an insufficient analysis of parking, traffic, land use and visual impacts. The conditions used in the traffic and parking model do not appear to representative. The analysis does not even acknowledge a large project 1.3 miles from the site, being proposed by Safeway, the project sponsor. Consequently the cumulative impact analysis is insufficient.

Most important, the project is out of scale with this vibrant small scale neighborhood. A modified smaller design is a viable approach to meet both Safeway goals and the surrounding resident's objectives of preserving their streets and local businesses.

Thank you for your consideration,

Nancy Hendrickson and Dariush Arasteh
330 62nd Street
Oakland, CA 94618

Response to Comment C-115-1

The comment notes the environmental issues that are addressed in the following comments, but does not provide any specific comments. Responses are provided to the following comments as they occur.

Response to Comment C-115-2

Consistent with the DEIR, the comment reiterates that the project parking supply would not meet the City's zoning code requirements.

Response to Comment C-115-3

The commenter is correct in noting that the number of parking spaces in the upper level employ lot is inconsistent. There would be 27 spaces, not 22. Figure 3-9 shows 27 parking spaces in this lot which is consistent with page 3-19. As noted on page 4-1 of this document, on page 3-12 of the DEIR, third full paragraph, the third sentence has been revised to read as follows (new text shown as double-underlined text; deleted text shown as ~~strike-through text~~):

> There would be ~~22~~ 27 parking spaces on the upper level, plus maneuvering area for the trucks.

Response to Comment C-115-4

The comment correctly states that there would be a total of approximately 169 jobs at the Safeway store. Additional jobs would be accommodated by the proposed other retail uses on the project site.

Response to Comment C-115-5

The comment correctly states that the number of employees stated on page 4.3-45 of the DEIR is the number of employees at the existing store.

Response to Comment C-115-6

The Employee Parking subsection on page 4.3-111 of the DEIR estimates the employee parking demand and determines that the 27 spaces in the upper level parking lot would not provide adequate number of parking spaces to meet the Safeway employee parking demand. Also, see Master Response M-3 for a more detailed analysis of employee parking.

Response to Comment C-115-7

The comment correctly states the estimated Saturday peak hour trip generation for the proposed project. However, the comment incorrectly assumes that each vehicle entering the parking garage would park for the entire peak hour. It is expected that each parking spaces would turnover a few times during the peak hour as a typical supermarket visit is about 30 minutes.

Furthermore, the 15 space parking deficit referenced in the comment is based on the City's zoning code requirements, and not the estimated actual demand. See Master Response M-3 for an expanded discussion of project parking demand.

Response to Comment C-115-8

Page 4.3-14 of the DEIR reports that the overall parking occupancy of the study area, defined as approximately within two blocks of the project site, is at around 70 percent. However, as described on page 4.3-14 of the DEIR and shown on Figures 4.3-6 and 4.3-7, parking occupancy on specific streets varies and is at or near capacity on some street segments such as Hillegass Avenue and 62nd and 63rd Streets. See Master Response M-3 for an expanded discussion of on-street parking and project effects on on-street parking.

Response to Comment C-115-9

See Master Response M-2 regarding project impacts during the midday peak hour on Saturdays.

Response to Comment C-115-10

See Master Response M-3 for a more detailed analysis of parking conditions and a discussion of potential secondary impacts of parking deficit on traffic congestion. Also see Master Responses M-7 and M-8 for discussions of secondary impacts related to air quality and greenhouse gases, respectively. The models used in the environmental analysis accounts for the contingency of parking deficit on noise, air quality, and greenhouse gases.

Response to Comment C-115-11

See Response to Comment B-1-6 regarding the inclusion of the proposed expansion of the 51st andBroadway Shopping Center project in the cumulative traffic analysis.

Response to Comment C-115-12

See Master Response M-2 regarding project impacts during the midday peak hour on Saturdays.

Response to Comment C-115-13

See Neighborhood Traffic Intrusion subsection on page 4.3-117 of the DEIR and Master Response M-5 regarding cut-through traffic on residential streets.

Response to Comment C-115-14

The DEIR did not analyze the Bank of America driveways on College Avenue and 62nd Street, because the proposed project would not modify either driveway and both driveways would continue to provide access to and from Bank of America similar to current conditions.

Response to Comment C-115-15

See Response to Comment C-178-5 regarding the existing carpool loading spaces on Claremont Avenue.

Response to Comment C-115-16

The existing traffic congestion on College Avenue noted in the comment is consistent with Table 4.3-6 of the DEIR which shows that Claremont Avenue/College Avenue intersection currently operates at LOS E during weekday and Saturday peak hours. As shown in Tables 4.3-14, Mitigation Measure TRANS-4 would mitigate the project impact at this intersection and the intersection would continue to operate at LOS E. The intersection would degrade to LOS F in the future regardless of the proposed project and the mitigation measures. However, the mitigation measure would continue to mitigate the project impact to a less-than-significant level at this intersection.

As stated on page 4.3-28 of the DEIR, College Avenue has the highest bicycle collision per mile rate in City of Oakland. Also see Master Response M-5 regarding cut-through traffic on residential streets.

Response to Comment C-115-17

The DEIR included traffic operations analysis of with project conditions with and without the proposed mitigation measures. If the mitigation measures in Berkeley are not implemented and the ones in Oakland are implemented, then the study intersections in Oakland are expected to operate similar to the conditions with the mitigation measures presented in the DEIR (because the mitigation measures in Oakland would be implemented). The study intersections in Berkeley are expected to operate similar to the conditions without the mitigation measures.

Response to Comment C-115-18

As noted in the comment, the DEIR Project included a left-turn lane from the northbound lane on College Avenue into 63rd Street. The DEIR found that there would be no significant unavoidable impact at this intersection under Existing Plus Project, or 2015 Plus Project Conditions. The DEIR found that there would be a significant unavoidable impact at this intersection under 2035 Plus Project Conditions (page 4.3-94). See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection by prohibiting left-turns to and from 63rd Street and limiting the outbound project driveway to right-turns only.

Response to Comment C-115-19

As explained in more detail in Master Response M-9, the proposed project would develop eight new small-scale neighborhood-oriented retail storefronts, including a restaurant. Thus, the project would

directly provide opportunities for small-scale neighborhood-oriented retail uses. As explained in more detail in Master Response M-6, the project is not expected to adversely affect the existing businesses in the area.

Regarding the statement that the project would constitute a large-scale commercial activity, please see Responses to Comments C-11-4 and C-86-5.

Response to Comment C-115-20

As noted in Response to Comment C-46-1, the architectural renderings are intended to show what the project would look like, and additional cars would obscure the project and interfere with the purpose of the renderings. The architectural renderings presented on Figures 4.2-1 through 4.2-8 are presented as such and are not intended to be photographic documentation of existing or future traffic conditions. However, they are accurate in scale and the building massing that they portray, and they also accurately portray the proposed architectural treatments. They are therefore an effective tool facilitating and illustrating the analysis of the visual changes to the site that would occur upon project implementation.

The presence or absence of cars parked across from the project site in Figure 4.2-2 does not alter the analysis or the conclusions presented in DEIR Section 4.2. The parked cars on the College Avenue frontage of the site were removed in the architectural rendering so that the project would be less obscured.

Similarly, the trees in the rendering on Figure 4.2-7 were rendered with less full canopies so that the effect of the proposed buildings could be better seen from that vantage point. In that regard, the rendering could be viewed as a "worst-case" portrayal because the actual appearance of the project would be more softened by the surrounding street trees.

It is true that the tops of the East Bay hills would be less visible from some locations, including the vantage points represented in Figures 4.2-2 and 4.2-4. While it is acknowledged that this would be an adverse visual effect of the proposed project, it would not be a significant adverse impact requiring mitigation. The visual context of the project is an existing urbanized commercial district, where many existing buildings block view of the hillsides. The hills themselves are densely developed with residential neighborhoods in most locations. As it is, the hills are already largely obscured from view from public vantage points adjacent to the project site. The proposed project would incrementally decrease the amount of visible hillside, but the existing views do not comprise a significant scenic vista, and the marginal change would neither be a adverse change, nor would the change occur to a valuable scenic view. For these reasons, the impact was determined to be less than significant.

The commenter is correct in noting that Figure 4.2-8 is incorrectly labeled. The title/caption of Figure 4.2-8, Page 4.2-9 of the DEIR, has been revised to read as follows (new text shown as double-underlined text; deleted text shown as ~~strike-through text~~):

Views ~~at Intersection~~ of Claremont Avenue Streetscape ~~College and Alcatraz Avenues~~

Response to Comment C-115-21

The comment summarizes the preceding comments, which are responded to in detail in the preceding responses. Regarding the summary comment on parking, traffic, land use, and visual impacts, please see preceding responses to Comments C-115-2 through C-115-20. Regarding the other Safeway project at Broadway and Pleasant Valley Avenue, please also see Responses to Comments B-4-10 and B-4-11. Regarding the size and scale of the project, please also see Responses to Comments D-31, E-142, and Master Response M-9.

Comment Letter C-116

Vollmann, Peterson

From: Nancy Hendrickson [nancyh330@yahoo.com]
Sent: Friday, July 15, 2011 5:14 PM
To: Elisabeth Jewel
Cc: Vollmann, Peterson; Brunner, Jane; dariush330@yahoo.com; jeanquan4@gmail.com
Subject: Re: Important Changes at Chimes Pharmacy on College Ave

Ms. Jewel:

1 Both my husband and I recently received an email from you titled "Important Changes at Chimes Pharmacy on College Ave." It was addressed to "Dear Supporters of a New Safeway Store on College Avenue." We are not supporters of a new Safeway store, particularly a it is proposed. We have asked Safeway to be keep us informed of the discussion and pla but have never committed any support to the new store. If this is how you count your supporters, your numbers should seriously be questioned.

Nancy Hendrickson and Dariush Arasteh
330 62nd Street
Oakland

Response to Comment C-116-1

Please see the email comprising Comment C-164. As a statement of opposition to the proposed project, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-117

3315 Claremont Avenue
Berkeley, California 94705

August 16, 2011

Peterson Z. Vollmann, Planner III
City of Oakland Community & Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031
pvollman@oaklandnet.com

Dear Mr. Vollmann:

I am writing to comment on the Draft Environmental Impact Report ("DEIR"), prepared under the California Environmental Quality Act ("CEQA"), for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland, Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and048A-7070-001-01, Case Number ER09-0006. The DEIR substantively fails to analyze the potential effects of the proposed project on neighborhood on the neighborhood air quality, especially for those mitigations where new traffic lights are installed, in Oakland and Berkeley, that will degrade air quality byincreasing vehicle stopping and starting above and beyond the levels that currently exist and before a build-out of your proposed new store. This DEIR uses **surrogate data from West Oakland** to evaluate the project site. This is inappropriate and unacceptable. The sources of air quality in the project area are primarily **traffic patterns** and the **type of vehicles** on College Avenue, Claremont Avenue, and Alcatraz Avenue.

Below is a notice sent you by a noted Oakland expert toxicologist Norman T. Ozaki, Ph.D.

Please resubmit a new DEIR that address the issues Dr. Ozaki raised, in his comment to you in December of 2009 and substantively ignored in this DEIR, which does the following:

1

- Establish an **air quality baseline** for the chemicals associated with diesel exhaust and gasoline-powered automobile exhaust, as well as for the criteria pollutants, based on **air quality monitoring data** collected on Alcatraz Avenue, College Avenue and Claremont Avenue. This data, not surrogate data from West Oakland, should be used to conduct **quantitative studies** of air quality and other potential impacts from the construction of a larger Safeway Grocery Store.

- Develop an additional year's worth of quarterly data be collected to validate a newDEIR's evaluation of potential air quality effects from the proposed Safeway expansion. This is atypical of an EIR process because it is contrary to the underlying assumption that any potential degradation of air quality can be identified in the EIR and mitigated. However, that assumption does not permit the possibility of any follow-up in the event of a miscalculation or unintended consequence.

Larry Henry

Comment Letter C-117, cont'd.

Norman T. Ozaki, Ph.D.– Comments submitted to Oakland Planning Department December, 2009

Various factors discussed in the **Air Quality** section of the **Initial Study** represent serious reasons why we continue to see a degradation of air quality in our urban neighborhoods and subsequent adverse public health effects. The preparation of the Air Quality section of the Initial Study was too generic relying on the ambient air quality standards, while site-specific factors that contribute to potential adverse health effects specific to the project area were overlooked. To put my comments into context, I recommend that the City of Oakland pay special attention to **children** in preparing the Air Quality section of the **EIR**. There is a consensus in the scientific, medical, and regulatory community that children are more sensitive to the harmful effects of air pollution than adults.

The rising incidence of bronchitis, asthma and other breathing difficulties and losses in lung function observed in children is attributed to the increasing air pollution found in urban and industrial centers. This degradation in children's respiratory health profile is occurring in the US despite the Clean Air Act of 1970 and the ambient air quality standards. Children are especially vulnerable to higher relative doses of air pollution and increased susceptibility to adverse health effects due to their still developing bodies. In particular is the ongoing process of lung growth and development. Children differ from adults in significant ways that can predispose them to potential adverse health effects. Children receive a much higher inhalation exposure than adults because they breathe more air per unit of body weight due of their much lower body weight. Their air passageways are narrower than adults making them more susceptible to obstruction by irritation and inflammation, and children are more active outdoors than adults.

1

The breathing zone of children being pushed in strollers, toddling with their parents out for a walk, or pulled behind bicycles is at the height of the exhaust pipes of cars, trucks and buses, their potential exposures to the toxic and hazardous gases from exhaust is a significant concern. These childhood exposure scenarios occur daily in the neighborhood surrounding the Safeway project site. Air pollution is a major environment-related health threat to children and a risk factor for both acute and chronic respiratory disease. This causal relationship was confirmed in studies conducted by the World Health Organization (WHO) in 2005 in which it was concluded that there is sufficient evidence to indicate a causal relationship between the exposure to air pollution and adverse effects on lung function development and aggravation of asthma. These effects were associated with particulates and traffic-related pollution, especially nitrogen dioxide-related ozone as a function of increased use of automobiles.

If the EIR process is used to evaluate potential effects to the environment, then the Air Quality section of the Initial Study ignores aspects of our environment that **especially affect those who live adjacent to or near the project site.** I want to raise 3 or 4 points, if addressed adequately, should help strengthen the Air Quality evaluation in the EIR.

1) If air quality is a function of the air emission sources that affect a particular location, then those sources should be the focus and basis of a site-specific evaluation. The City of Oakland is suggesting

Comment Letter C-117, cont'd.

that **surrogate data from West Oakland** be used to evaluate the project site. This is inappropriate and unacceptable. The sources of air quality in the project area are primarily **traffic patterns** and the **type of vehicles** on College Avenue, Claremont Avenue, and Alcatraz Avenue. Of particular concern are the diesel powered vehicles and the release of **diesel exhaust**. Further, the wind patterns from the west are responsible for the effects of upwind sources from the **880 Freeway**. Modeling data indicates that diesel emissions from the **Port Oakland** also reach the project site. **Highway 580** is also in close proximity to the project site. These are the primary sources that affect air quality in the project area. Special attention should be given to the diesel exhaust emissions from **delivery trucks** and their effect to the air quality of the residential homes along the north boundary of the present Safeway parking lot. The quality of **indoor air** in those homes should also be a concern since indoor air concentrations of air pollutants is often higher than outdoor air.

2) Reference is made to the **Clean Air Act** and other air quality regulations. There is reference to **Criteria Pollutants** and **Ambient Air Quality Standards**. Discussions in the Initial Study only make reference to carbon monoxide resulting from "increase vehicle trips." This is a very shortsighted view of air quality effects from "increase vehicle trips." It is very clear, there are over several hundred chemicals that are released in exhaust from gasoline and diesel powered vehicles that are being overlooked.

The Clean Air Act was enacted in 1970 and amended in 1977 and 1990. Although the intentions of this legislation were conceived to increase the quality of the air we breathe, it is very clear that it has been **inadequate.** In 1995, fully half of the population of the US lived in regions with air quality that did not meet federal standards for certain pollutants. By Mr.Vollman's own admission, the entire San Francisco Bay Area is currently **non-attainment** for **state 1-hour ozone, federal 8-hour ozone**, and the **state particulate matter (PM10 and PM2.5) standards**. These two types of pollutants, ozone and particulate matter, are extremely damaging to children's respiratory health. Considering the continued increasing incidence of asthma and other breathing difficulties in children, the Ambient Air Quality Standards have **not** accomplished the protection of public health. This conclusion has been unavoidably acknowledged by public health officials, environmental protection agencies, and regulators across the country. This concern appears to be lost in the Initial Study.

1

The City of Oakland should incorporate the results of the studies that the Office of Environmental Health Hazards Assessment (OEHHA) and the Air Resources Board (ARB) have undertaken pursuant to the **Children's Environmental Protection Act of 1999.** In 2000, the Office of Environmental Health Hazards Assessment (OEHHA) concluded that **ozone** concentrations in ambient air meeting the state's ambient air quality standards may be inadequate to prevent adverse health effects in children. Further, OEHHA found evidence that **nitrogen dioxide**, a common contaminant in automobile exhaust, may aggravate asthmatic conditions in children even at ambient air concentrations that meet the ambient air quality standards. What is needed in the Rockridge community is a **site-specific evaluation** of air quality not generic studies that incorporate surrogate data.

The focus on criteria pollutants totally ignores a whole class of toxic and carcinogenic air contaminants which are released by cars and diesel vehicles. These chemicals are referred to by the

Comment Letter C-117, cont'd.

State as **toxic air contaminants (TACs)**. Chemicals such as benzene, toluene, ethylbenzene, xylenes, 1,3-butadiene, formaldehyde and other hydrocarbon chemicals constitute this class of chemicals. In the case of **diesel exhaust**, the ambient concentrations of diesel exhaust should be evaluated as a complex mixture. Since OEHHA classifies diesel exhaust as a probable human carcinogen, the OEHHA cancer slope factor should be used to evaluate ambient concentrations.

In addition to the TACs, OEHHA identified a particular subset of TACs that are particularly hazardous to children. That list was incorporated in ***Prioritization of Toxic Air Contaminants Under the Children's Environmental Health Protection Act***, published in October 2001. The EIR should address the presence of this subset of chemicals at the project site and the significance of detected concentrations to children.

The Initial Study states that the significance of **carcinogenic risks** will be evaluated in reference to a significance criterion of 10 in a million, and **noncarcinogenic hazards** will be evaluated in reference to a significance criterion known as a hazard index of 1. Since the chemicals of potential concern do not occur in isolation, chemical-specific risks should be summed. The **cumulative effects** of these chemicals found at the project site should be included in the EIR and quantitative estimates of risk from these chemicals should be calculated and incorporated into a **risk assessment report**. **Infants and children** should be evaluated as the most sensitive receptors.

This study should also include **diesel exhaust.** Diesel exhaust is classified as a probable human carcinogen by the State of California. Further, the **odor** of diesel exhaust can be detected at a relatively low odor threshold. The smell of diesel exhaust to the inhabitants of homes along the north boundary Safeway's parking lot should be addressed in the EIR.

1

City's Uniformly Applied Development Standards: Several years ago, I collected environmental data that indicated that concrete is a source of **hexavalent chromium, a Class A know human carcinogen.** It is carcinogenic by both **inhalation** and **ingestion**. It has been brought to my attention that it is possible that the existing concrete structures will be recycled to produce aggregate for use in construction at the site. I am a very big proponent of recycling. However, unless the crushing of recycled concrete is done without the generation of **fugitive dust**, the construction activities will generate and release into the ambient air dust that contains a Class A human carcinogen. When this dust settles, it will form secondary sources, which will represent a potential for direct dermal contact as well as secondary sources of fugitive dust. My concern is that the Development Standards will not prevent this fugitive dust from being released.

Further, I am concerned about the use of **water spraying** as a method of controlling dust. Hexavalent chromium is **very soluble in water**, so the use of water will simply mobilize and spread the metal across the construction site and pollute the soil, sending hexavalent chromium deeper into the soil column. If this water flows into our storm drains, it will be released into the Bay. During demolition, special care should be taken to prevent the contamination of the site with hexavalent chromium in concrete and the release of hexavalent chromium laden dust from dispersing into ambient air.

Comment Letter C-117, cont'd.

It should also be acknowledged that **asphalt** contains polyaromatic hydrocarbons and this material should be disposed appropriately.

4) My recommendation to improve the Air Quality section of the EIR is to establish an **air quality baseline** for the chemicals associated with diesel exhaust and gasoline-powered automobile exhaust, as well as for the criteria pollutants, based on **air quality monitoring data** collected on Alcatraz Avenue, College Avenue and Claremont Avenue. This data, not surrogate data from West Oakland, should be used to conduct **quantitative studies** of air quality and other potential impacts from the construction of a larger Safeway Grocery Store. In order to account for seasonal variations and the development of a robust and defensible baseline data set, I recommend that the collection of air quality data be based on a quarterly schedule for a year. This can be accomplished between now and the initiation of construction. The incremental contribution to ambient air pollution due to the presence of a new Safeway grocery store can be evaluated in comparison to the baseline data. Only then can an evaluation of mitigation be applied to the estimated air quality effects from the siting of a new 50,400 square feet Safeway Grocery Store and 11,572 square feet of additional retail space.

1

I also propose an additional recommendation that is atypical of an EIR process because it is contrary to the underlying assumption that any potential degradation of air quality can be identified in the EIR and mitigated. This assumption does not permit the possibility of any follow-up in the event of a miscalculation or unintended consequence. I propose that an additional year's worth of quarterly data be collected to validate the final EIR's evaluation of potential air quality effects from the proposed Safeway expansion. Because of the immediacy of air quality effects to the coterminous residents living in the immediate neighborhood surrounding the project site, Safeway should make an effort to solicit input from these residents about the sampling locations.

Written and submitted by:

Norman T. Ozaki, Ph.D.

Toxicologist

Resident of Oakland

Response to Comment C-117-1

See Master Response M-7 for a discussion of potential air quality impacts and associated health risks to sensitive populations.

Comment Letter C-118

Vollmann, Peterson

From: John Hightower [jthightower@comcast.net]
Sent: Saturday, July 09, 2011 3:51 PM
To: Vollmann, Peterson
Subject: Safeway at College & Claremont

Mr. Vollman,

I live on Mystic Street near the Safeway and generally favor the development. I hope tha adequate thought has been given to maximizing parking, sidewalk widths on Claremont as well as College, traffic controls and location of automobile access. I recommend the Whole Foods development at 27th and Harrison as a very successful example, with massive parking available on the upper deck.

1

I understand that opposition to the development exists in the neighborhood, but it seems to be reflexive and speculative. The Usual Suspects. The neighborhood continues to survive the Red Cross and Dreyers developments as well as the original informal hitchhike/commute pickup point. I live close by and will be affected more than most residents. I don't see much basis for concern. Claremont can carry a lot of traffic. College carries a lot of traffic whether it should or not. Good traffic flow design and plenty of parking are the answers to any valid questions that are being raised.

John Hightower
jthightower@comcast.net
510-388-5018

Response to Comment C-118-1

Inasmuch as the comment is in support of the proposed project, the City will consider the comment supporting the project prior to taking action on the proposed project. See Master Response M-3 for an expanded analysis of project parking demand and supply. Also, see response to Comment A-5-9 regarding sidewalk widths on Claremont and College Avenues.

Comment Letter C-119

Vollmann, Peterson

From: John Hightower [jthightower@comcast.net]
Sent: Tuesday, August 02, 2011 10:19 PM
To: Vollmann, Peterson
Cc: Safeway College on
Subject: Safeway at College & Claremont

Mr. Vollman,

1 I sent this message to several officials, but not you. I spoke to a Safeway representative tonight and asked him to forward my message to interested official planning board members since I do not have their contact information and he does.

I am in general NOT OPPOSED to Safeway's expansion plans at the College/Claremont corner. The current store and lot are out of date and need sprucing up and modernization. I
2 suggest careful attention be given to widening sidewalks, expanding parking capacity, and planning traffic management. I suggest that sidewalks should be at least 6 feet wide NET of telephone poles, signposts, benches, tree plantings etc., so that a capacious pedestrian walkway will be established. Next, I suggest upper tier parking to the greatest extent possible; Safeway should be permitted to charge for non-validated parking, much as is done at the Lucky store up in Montclair. Finally, careful thought should be
3 given to proper coordination of placement of driveway cuts, traffic lights and stop signs to provide adequate delivery access, customer access, through traffic, neighborhood traffic and pedestrian traffic. At the very least, something will be needed where Auburn and Mystic intersect with Claremont; that situation is currently marginal at best. I commend the Whole Foods development at Harrison and 27th as a model for how to do it.

I live on Mystic Street at Rockwell, 2-3 blocks from the Safeway store, depending on how you measure. I was not able to attend the last planning meeting, nor will I be able to attend the upcoming one. I am troubled by the tone and content of the opposition to Safeway's proposal. It seems that some people are reflexive whenever a large business wants to do something. I don't have skin in this game, but the criticisms I have heard so far of Safeway's plan are speculative, misleading or resolved (with the inclusion of Chimes into the development). I suspect that if parking is expanded for the neighborhood, the substantive nearby businesses will be enhanced (Yasai Produce, Ver Brugge Meats, La Farine Bakery, the restaurants). (A large chain grocery cannot compete for quality with
4 those shops, and the real restaurants will likely benefit from the added foot traffic.) How the numerous coffee-and-panini shops and the knick-knack shops do is hard to say; their landlords may need to reduce their (probably excessive) rents.

Neighborhood activist energy has gone in the past to opposing developments, notably Dreyers and the medical building complex, both of which have had little if any negative impact on the neighborhood. Ironically, Yoshi's, the location that FAILED to develop (here) was a far bigger problem (for traffic safety along Claremont Avenue) before it departed for Jack London Square. (I wish it had developed here in a proper manner.) I don't recall any neighborhood criticism about that problem and there should have been.

All this being said, I don't affirmative promote the Safeway development; I don't have any stake in it. I just don't see pressing rational reasons to oppose a properly planned expansion.

John Hightower

Response to Comment C-119-1

The comment states that the commenter is not opposed to the project, but does not raise any environmental issues, and no response is necessary.

Response to Comment C-119-2

Project impacts on pedestrians are discussed starting on page 4.3-100 of the DEIR. See Response to Comment A-5-9 regarding project modifications on sidewalks adjacent to the project site.

The project parking demand and supply is discussed starting on page 4.3-108 of the DEIR. Also, see Master Response M-3 for a more detailed analysis of parking demand and supply at the project site. Currently, there are no plans to charge customers for parking.

Response to Comment C-119-3

The Transportation, Circulation, and Parking chapter of the DEIR describes the location of project driveways, and proposed locations for traffic signals and their potential impacts on the transportation and circulation system in the vicinity of the project.

The project is proposing to install a signal at the project driveway on Claremont Avenue opposite Auburn Avenue and Mystic Street.

Response to Comment C-119-4

The comment provides general comments in support of the project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

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Comment Letter C-120

Print - Close Window

Subject: Case No. ER09-0006; Comments on DEIR
From: Marcia Hofer (hofer36@gmail.com)
To: pvollman@oaklandnet.com;
Bcc: mckaytrade@yahoo.com;
Date: Mon, 15 Aug 2011 01:46:02

Dear Mr. Vollmann:

1 I have lived on 63rd Street since December, 2001. As you are no doubt hearing from other concerned neighbors, traffic and parking issues in the neighborhood are already a serious concern, given our proximity to College Avenue. I am writing you based on my personal knowledge and experience.

I have read the comment letter submitted by Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 concerning increased traffic on 63rd Street. I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in said Letter.

Respectfully Submitted,

Marcia Hofer
370 63rd Street
Oakland, CA 94618

Response to Comment C-120-1

The commenter concurs with the comments submitted as Comment Letter C-162. For responses to the comments raised, please see the responses to Comment Letter C-162.

Comment Letter C-121

Vollmann, Peterson

From: Ricardo Hofer [hofer52@gmail.com]
Sent: Wednesday, July 13, 2011 1:16 AM
To: Vollmann, Peterson
Cc: Brunner, Jane; Wald, Zachary
Subject: Planning Commission meeting of 7/20/11

Dear Mr. Vollman:

I am a long-term resident of the Rockridge area and very interested in the character of the neighborhood. The EIR concerning the project to expand the Safeway at College and Claremont is on the agenda for the Commission meeting of July 20. Considering it at a meeting so close to its issuance gives the public extremely short time to study it and respond to it in a sensible manner. In addition, I know that many people will want the opportunity to address this issue at the meeting, so it would make sense to devote an entire meeting to this issue. Therefore, I respectfully request that this item be postponed to a later meeting. Thank you for your consideration,

1

Ricardo Hofer

Response to Comment C-121-1

The City conducted a second public hearing on the DEIR on August 3, 2011. In addition, written comments were accepted until August 16, 2011. As discussed in Response to Comment A-3-1, the City provided six weeks (46 days) to review and comment on the DEIR.

Comment Letter C-122

Print - Close Window

Subject:Case No. ER09-0006; Comments on DEIR
From: Ricardo Hofer (hofer52@gmail.com)
To: pvollman@oaklandnet.com;
Bcc: mckaytrade@yahoo.com;
Date: Sun, 14 Aug 2011 13:54:46

Dear Mr. Vollmann:

I have lived on 63rd Street since December, 2001. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this and adjacent narrow residential side streets. This e-mail is based on such personal knowledge.

1

I have read the comment letter submitted by Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 concerning increased traffic on 63rd Street. I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in said Letter.

Respectfully Submitted,

Ricardo Hofer

Response to Comment C-122-1

The commenter concurs with the comments submitted as Comment Letter C-162. For responses to the comments raised, please see the responses to Comment Letter C-162.

Comment Letter C-123

Vollmann, Peterson

From: Pascal Hoffmann [pascal_hoffmann@yahoo.com]
Sent: Thursday, July 28, 2011 9:29 PM
To: Vollmann, Peterson
Subject: FW: Draft Environmental Impact Report for Proposed Safeway Expansion on College Ave.

Dear Peter,

I meant to include you on the following exchange. Sorry for the omission.

Regards, Pascal

On Jul 27, 2011, at 10:27 PM, Pascal Hoffmann wrote:

To fellow Oakland citizens, government staff, planners, and policy makers,

1 We wholeheartedly agree with the issues and analysis expressed by Linda Phipps and Anthony Smith's letter regarding the Safeway expansion - see further down, and appeal to you to block the current proposal until a more modestly scaled project can be supplied and a revised comprehensive DEIR conducted.

Rockridge is a unique neighborhood and the character of College Ave. and stores between Alcatraz and Claremont are a key foundation of the neighborhood charm and attraction.

2 As Rockridge residents for over 10 years, we can fully relate and feel proud to live in Oakland because of Rockridge. Linda Phipps and Anthony Smith eloquently draw a clear contrast between the soul of Rockridge and the spirit driving the proposed Safeway's expansion. They conflict. The real estate development Safeway is proposing is completely unaligned and out of touch with their market – the residents and visitors who dine and shop in the area. The aesthetic and historic value in this neighborhood will be destroyed with the proposed plan.

3 Traffic problems and increased congestion, already threatening the residential character of the neighborhood, would only be exacerbated by an oversized Safeway. Please block the current proposal and have Safeway design a more modest project with a new comprehensive DEIR that assesses cumulative impacts, traffic problem, increased congestion, natural light, noise and air pollution etc..

4 YES to Safeway, NO to an oversized store poisoning the throbbing heart of Rockridge.

Thank you for your consideration.

Pascal and Tegan Hoffmann
Rockridge resident on Colby Street

Response to Comment C-123-1

The comment expresses concurrence with comments submitted separately as Comment Letter C-187, and expresses opposition to the project as proposed. The comment is noted, and will be considered by

decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. For responses to Comment Letter C-187, please refer to that letter.

Response to Comment C-123-2

There is no evidence presented that the aesthetic value of the neighborhood will be destroyed by the proposed project. No historic resources on the site were identified that could be adversely affected by the project. The comment presents no evidence to contradict the findings of the Initial Study and DEIR. The comment expresses opposition to the project as proposed. The comment is noted, and will be considered by decision makers during their deliberations on whether to approve the proposed project or one of the alternatives.

Response to Comment C-123-3

The comment expresses concern about the increase in automobile traffic in residential streets caused by the proposed project. See Master Response M-5 for a detailed discussion of traffic intrusion on residential streets.

Response to Comment C-123-4

The comment opposing the project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives.

Comment Letter C-124

Vollmann, Peterson

From: Claus Huebel [chuebel@flexim.com]
Sent: Friday, August 12, 2011 12:21 PM
To: Vollmann, Peterson
Cc: Vollmann, Peterson
Subject: Rockridge Safeway expansion

Mr. Vollmann

I send this to you at two email addresses because the Montclarion spells your name with "nn" but the listed email address only has one "n". Hopefully this will reach you regardless of how many n's there are in your name.

Our family has lived in the Rockridge area for some 20 years. We shop at the Safeway store in question and we use College Avenue daily to get to and from various places in Berkeley.

One of the comments quoted from the city hall meeting about "fitting an elephant into a bathtub" reflects our sentiment best. If you have ever tried to get from the Berkeley Ashby / Alcartraz side to the Rockridge BART station on any afternoon between 4-6 PM you will get the idea. To allow the store to double in size – no matter how beautiful the building design – will only double the congestion. We are not anti-Safeway but only anti-traffic-congestion (the air quality, the noise, the delays, etc...). 1

A radical solution to the traffic problem might be to construct a freeway-type-by-pass underneath or overhead the entire area. Although I doubt such an undertaking would sit well for cost and/or aesthetic reasons.

We do not vote against a Safeway modernization project in principle. But we vote against the size of the project.

With Best Regards

Claus Huebel
5927 Taft Avenue
Oakland CA 94618
Tel 510 414 3903

Response to Comment C-124-1

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections to conditions without the proposed, which are congested, as referenced by the comment.

Detailed information about the air quality analysis of the DEIR is located in Master Response M-7. The DEIR found that air quality and noise impacts would be less than significant. It should be noted that the proposed project would include an enclosed garage and site truck loading further from adjacent residences

than under existing conditions, which would reduce noise and air quality impacts. For additional discussion on the project's compatibility with the existing pedestrian-oriented retail development in the site vicinity, including its aesthetic compatibility, please see Responses to Comments A-5-11, E-53, E-142 and Master Response M-9.

The comment inquiring about a freeway bypass would involve parcels of land in addition to the project site, and is beyond the scope of this DEIR. However, the comment is herein transmitted to decision makers.

Comment Letter C-125

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1995. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

M. Joanne Irwin

Joanne Irwin

Response to Comment C-125-1

The commenter concurs with the comments submitted as Comment Letter C-162. For responses to the comments raised, please see the responses to Comment Letter C-162.

Comment Letter C-126

Vollmann, Peterson

From: Naomi Janowitz [nhjanowitz@me.com]
Sent: Tuesday, August 16, 2011 2:31 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

1 I would like add my voice to that of many of my neighbors who are concerned about the plan to expand the Safeway. In particular I would like to discuss the size of the existing store. On pages 3-9 of the DEIR, the size of the existing store is listed at 24,360 square feet. However, an article in the Oakland Tribune from September 1964 (see exhibit) when the existing store first opened, lists the store size as 22,042 square feet which is some 2,200 square feet less than claimed in the DEIR. This is an important topic and needs to be clarified. I am aware of the fact that in residential projects every square foot is counted, documented and scrutinized and do not understand why this project appears to be counted differently. The DEIR should have included independent surveyed documentation of the exiting store size and it does not. I must conclude that the DEIR is an inadequate piece of work. I encourage you to make sure that it is re-written and re-issued. The quality of our neighborhood is at stake. Thank you

Naomi Janowitz

2745 Elmwood Ave

510-841-1959

Response to Comment C-126-1

Please see Responses to Comments C-56-1. The attachment referred to in the letter is included as part of Comment Letter C-56.

Comment Letter C-127

Vollmann, Peterson

From: Glen Jarvis [glenjarvis@jarvisarchitects.com]
Sent: Monday, August 15, 2011 6:06 PM
To: Vollmann, Peterson
Cc: Stuart Flashman; Wald, Zachary
Subject: College Avenue Safeway DEIR SCH#2009112008; 2009102100

August 15, 2011

Mr. Peterson Vollman, Planner III, Planning Department
City of Oakland Community and Economic Development Development Agency
250 Frank Ogawa Plaza, Suite 2114, Oakland, CA 94612

Dear Mr. Vollman,

The following are additional comments on the College Avenue Safeway DEIR:

Parking and loading demand + traffic impacts:

1 1. Include proposed new stores and existing stores- The proposed parking and loading spaces refer to the Safeway store only, and need to include the proposed new stores and restaurants in the application. In addition, the stores on College Avenue between Claremont and Alcatraz do not have off street parking, and the cumulative affect of this impact needs to be in this report.

2 2. Compare parking needs- The proposed parking is compared to the one car per 300 square feet minimum parking requirements of the Zoning Regulations. Grocery stores draw more cars per 1,000 square feet of building than the code minimums. There should be a parking supply comparison with Trader Joe's and Market Hall on College Avenue (including the overflow into the BART parking lot). Plus there should be a parking comparison with the proposed parking ratios at Safeway's other current store applications in Oakland at 51st and Broadway and 4100 Redwood Road, plus applications at 1425 Henry Street in Berkeley and 11450 San Pablo Avenue in El Cerrito.

3 3. Land use- How do these parking and traffic demands correspond to the increased size of the new Safeway store, the parking variance application, and the Conditional Use Permit to exceed 8,000 square feet.

Proposed signal at 63rd and College:

4 New collector streets- The existing traffic on College Avenue at the current Safeway is level E and F at commute periods. A signal at this location with the proposed new levels of traffic will introduce additional cars and trucks in east and west directions on 63rd Street, and north and south directions on Hillegass and Colby (and to their connections north of Alcatraz). These streets are zoned for low density residential family oriented uses in a historical neighborhood of hundred year old homes. Please assess how these new impacts correspond with the "protect and enhance" provisions of Oakland's General Plan.

Sincerely,

Glen Jarvis, Architect

Response to Comment C-127-1

The DEIR accounts for the parking demand generated by the retail and restaurant components of the project as shown in Table 4.3-21 which shows the parking supply as required by the City's zoning code and Table 4.3-22 which shows the parking demand generated by the project.

As shown on the project site plan on Figure 3-8, the ground-level parking garage would provide space for truck loading/unloading for the retail and restaurant components of the project in the south end of the garage just west of the south driveway on Claremont Avenue.

Response to Comment C-127-2

As stated in the comment, Oakland Zoning Ordinance requires one parking space per 300 square feet of general food sales (i.e., supermarket) use in the C-31 zone (Neighborhood Center Mixed Use). Other zoning designations in the City have different parking requirements. For example, the C-30 zone (District Commercial Thoroughfare), where the Safeway in the 51st and Broadway Shopping Center is located, requires one parking space per 200 square feet of the same use. The C-31 zone requires fewer parking spaces because it is located in a pedestrian oriented commercial district and is better served by transit, and would, therefore, generate fewer automobile trips. Also, see Master Response M-3 for a more detailed analysis of project parking demand.

Response to Comment C-127-3

Table 4.3-10 of the DEIR shows the estimated automobile trips the proposed project would generate. Table 4.3-21 shows the project parking supply as required by the City's zoning code and Table 4.3-22 shows the estimated parking demand the proposed project would generate. All these tables include the retail and restaurant components of the project in addition to the proposed expanded Safeway supermarket.

Response to Comment C-127-4

As shown on Table 4.3-6 of the DEIR, the 63rd Street/College Avenue intersection currently operates at an overall LOS A during both weekday and Saturday PM peak hours. The stop-controlled eastbound 63rd Street approach operates at LOS E during the weekday PM peak hour and LOS D during the Saturday PM peak hour.

The Neighborhood Traffic Intrusion subsection, on page 4.3-117 of the DEIR addresses the potential for increase in cut-through traffic on residential streets surrounding the project site. Also see Master Response M-5 for a more detailed analysis of traffic intrusion on residential streets.

See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/ College Avenue intersection and limit automobile access between 63rd Street and College Avenue to right turns only.

Comment Letter C-128

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street since 2008. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Sarah Jarvis

Response to Comment C-128-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-129

Vollmann, Peterson

From: Tim W.Jollymore [tim_jollymore@yahoo.com]
Sent: Thursday, August 11, 2011 12:22 AM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; tim_jollymore@yahoo.com; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

Dear Planning Commission members,

Even though I am presently vacationing far away, I wanted to take time out to make my concerns with the plan to increase the size of the Safeway store at College and Claremont.

1 First, this is my shopping area. I buy my fruit and vegetables from Yasai, my flowers right next door, my poultry, meats and fishes at Verbrugges, my bread at La Farine and usually have a coffee on the corner too. I do this weekly at least. Since I ride my bicycle, the increased traffic the larger Safeway will create is of major concern to me. It is challenging now to make my way through the congestion around the area Now without adding cars, idling at the stop signs and lights. This part of College avenue is one of two over-used intersections -the other is Ashby at College just a few blocks away which will also become more congested.

2 Parking is also a problem when I drive, only in rainy weather. Since I do not shop at Safeway, I have to find parking on the street which is a major challenge at best. So, to bring more cars into the area is a mistake even if Safeway promises to install a few more parking spaces.

3 It is time for Oakland to stand up and support small businesses over the large corporations who promise low prices through competition and who then deliver through misleading advertising an increase of prices to their customers or who bring second-rate produce to their customers to "keep prices low." I shop where I do because I can buy what I need - not prepackaged goods - at a good price with utmost assurance that I will get the best quality available. The stores I mentioned in my first paragraph do just that, give me top quality at a fair price. Safeway does not.

Please think small. Think local. Think green. If we are planning for our future - not the future of Safeway shareholders or executives who are no longer local people - let us think small, human scale business. NOT BIG BOXES!

Many thanks,
Tim W. Jollymore
2244 Lakeshore Avenue, Apt 4
Oakland, CA
94606-1020

Response to Comment C-129-1

See Master Response M-4 for a detailed discussion of project impacts on bicycle safety.

Response to Comment C-129-2

The comment expresses concern that the proposed project would not provide adequate parking supply. See Master Response M-3 for more detail on project parking demand. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-129-3

Regarding the types of stores to potentially occupy the project site, the issue is not an environmental effect subject to review under CEQA. For more discussion please see Response to Comment C-11-3. As a statement of opposition to the proposed project, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-130

Vollmann, Peterson

From: Claudine Jones [missjones@dotcomdetox.com]
Sent: Monday, August 15, 2011 3:12 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

To Whom It May Concern,

As a resident affected by the proposed Safeway expansion, I would like to go on record with the following regarding DEIR Comments CASE ER09-0006:

- Considering time-frame, noise, debris, air quality, traffic, etc., during construction: the difference is **not noted** in neighborhood disruption between small scale (generally agreed upon as more appropriate amongst neighbors I have spoken with) and Full scale, including all of Safeway's proposed Lifestyle requirements.
- **Not noted** in DEIR Comments CASE ER09-0006: Rockridge does not contain so called 'Donut' or fill-in neighborhood areas which would populate the area around the targeted store, necessitating larger footage. This leads to my final comment:
- The demographic specific to this area is **established** as limited to single family residences for the most part, (unlike 51st and Broadway where many apartments and senior complexes are served by the present Safeway) and multi-generational aspects, including grandparents taking care of grandchildren, are particularly served by smaller scale environment, both from the aspect of safety and of health.

1

I strongly suggest that the DEIR should take a closer look at these and other concerns well put by many of my neighbors at the Meetings; as a long time resident & shopper (almost 40 years), I feel I might have a somewhat unique perspective on comings & goings, and would really like this to be a well-thought out, win-win for both sides.

Cordially,

Claudine Jones
5925 Ross Street (@ Chabot)
Oakland CA 94618

Response to Comment C-130-1

There would not be an appreciable difference between the time needed to construct the proposed project and that needed to construct a smaller alternative. For example, construction of the proposed project would require approximately 13 months to complete. Construction of Alternative 2a, with 25,000 square feet, or about half the size of the proposed project, would take approximately the same length of time to build. While there are acknowledged differences between the operational impacts of Alternatives 2a and 2b, the smallest alternatives, and the proposed project, the construction impacts would be roughly the same. Impacts such as noise, air quality, and traffic are all evaluated in the alternatives chapter of the DEIR.

It is unclear what is meant about 'donut' or 'fill-in' neighborhood areas necessitating larger square footage. Please see Response to Comment C-58-1 regarding the "need" for the proposed project.

For the most part the demographics of the project area were not identified as a factor in any of the potential environmental impacts of the project. The potential traffic safety impacts identified in DEIR Section 4.3 as Impacts TRANS-17A and TRANS-17B are not age-specific; the revised project, as described and analyzed in Chapter 2 of this FEIR, would eliminate Impacts TRANS-17A and TRANS-17B. However, the air quality analysis does identify a potentially significant construction impact (Impact AIR-3) in which "sensitive receptors" would be exposed to toxic air contaminants (TACs), including diesel particulate matter (DPM), and particulate matter with an aerodynamic resistance diameter of less than 2.5 micrometers (PM2.5) from construction activities. From an air quality standpoint, the elderly and the young are considered sensitive receptors, while the general adult population is considered less sensitive to respiratory distress and other air quality-related health problems. Therefore, in the case where age as a demographic was relevant, it was factored into the impact analysis presented in the DEIR. With the exception of Impact AIR-3, the potential impacts of the project were independent of the demographic of age.

Comment Letter C-131

Vollmann, Peterson

From: Connie Jones [conniej3g@gmail.com]
Sent: Tuesday, August 16, 2011 12:59 PM
To: Vollmann, Peterson
Cc: Peter Haberfeld; Tory Griffith; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Citizen's Critique of Safeway DEIR for College and Claremont: ER09-0006

Dear Oakland Planning Commission and Oakland City Council Members,

I am a resident of Rockridge and live within three blocks of the intersection of College and Claremont Avenues. I have read the environmental report and write to point to several inaccuracies that minimize the environmental impact of the proposed Safeway expansion.

1. There are two streets in Oakland that are particularly efficient and effective. They carry a huge volume of traffic and never get snarled. These streets are Alcatraz and Claremont. My home faces the pedestrian walk across Claremont into the Safeway parking lot and I see how effectively the street carries a large number of vehicles, including city buses, casual carpools, cyclists, and cars. Adding two traffic signals (at Mystic and Claremont and Alcatraz and Claremont) will create a huge logjam on Claremont itself and the third signal (at 63rd and College) will create even more havoc for the intersection of Alcatraz and College. These three signals are **disastrous**. They will impede commerce and slow entrance and egress into whatever structure Safeway builds. They will cause drivers to use residential streets around Claremont and College and add congestion on all fronts.

1

2. All of the proposed sitings and entrances (and I have reviewed all iterations of Safeway's plans) cut the entrances to the parking lot significantly. The current store and lot work effectively because there are TWO entrances on College and TWO entrances on Claremont. This is the only workable solution. I watch each day as semis enter the parking lot and unload. And I hear them too. Reducing the entrances by even one will create traffic problems on both College and Claremont. I can do my own semi count and relate this to you. I am quite sure that the DEIR is not anywhere close to approximating the amount of truck deliveries that an expanded Safeway will require.

2

It is clear that the DEIR was drawn up to justify the huge expansion of the Safeway store without due attention paid to the impact of increased traffic. The DEIR minimizes effects on traffic and pedestrian freedom on all streets adjacent to the Safeway lot. The DEIR does not take into account the impact on the surrounding residential streets in terms of traffic and pedestrian access.

I encourage the council not to accept the DEIR, but to reject it and require another report that takes into account the ingress and egress from both College and Claremont and the impact that these traffic flows will have on vehicular and pedestrian commerce.

Thank you,

Constance A. Jones, Ph.D.

Response to Comment C-131-1

The proposed project includes signalization of the project driveway on Claremont Avenue opposite Mystic Street and Auburn Avenue, as part of the proposed project. Mitigation Measure TRANS-3 includes signalization of the Alcatraz Avenue/Claremont Avenue intersection and Mitigation TRANS-13 includes signalization of the 63rd Street/College Avenue intersection because the project would cause a significant impact at both intersections based on the intersection meeting Caltrans peak hour signal warrant as stated in the significance criteria used in the DEIR (page 4.3-54).

The traffic impact analysis completed for the DEIR and summarized in Tables 4.3-14, 4.3-16, and 4.3-18 for Existing Plus Project Mitigated, 2015 Plus Project Mitigated, and 2035 Plus Project Mitigated conditions, respectively, account for implementation of all three signals described above. The signals at Alcatraz Avenue/Claremont Avenue and 63rd Street/College Avenue intersection, as proposed by Mitigation Measures TRANS-3 and TRANS-13, would increase delay experienced by motorists along Claremont Avenue and College Avenue respectively. These movements currently experience little or no delay as they are not controlled by a signal or stop-sign. However, the proposed mitigation measures would reduce the delay experienced by the side-street stop-controlled movements on Alcatraz Avenue and 63rd Streets.

The decision to implement Mitigation Measures TRANS-3 is by City of Berkeley Since City of Oakland, as lead agency for this EIR, does not have jurisdiction over the Alcatraz Avenue/Claremont Avenue intersection, the DEIR identifies Impact TRANS-3 as significant and unavoidable.

The revised project, as described in Chapter 2, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13.

In addition, as described in the Neighborhood Traffic Intrusion subsection on page 4.3-117 and elaborated in Master Response M-5, the DEIR acknowledges that traffic generated by the proposed project may use residential streets as a cut-through route to divert from potential congestion. The DEIR recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site.

Response to Comment C-131-2

The proposed project would reduce the number of curb cuts on College Avenue from four to one and on Claremont Avenue from five to three as compared to conditions prior to closing of the Union 76 station. The reduction in number of curb cuts would improve pedestrian circulation by eliminating potential conflict points between vehicles entering and exiting the project site and pedestrians walking along the sidewalks. Furthermore, the traffic impact analysis presented in the DEIR and Chapter 2 of this FEIR analyzes traffic operations at the main project driveways on College and Claremont Avenues and does not identify negative traffic issues related to the closure of the driveways.

Similar to the current Safeway parking lot, the ground-level garage would continue to provide two driveways on Claremont Avenue. In addition, the employee parking lot, which includes the Safeway loading docks, would have an additional driveway on Claremont Avenue. By separating the loading dock access from the customer parking access, the project reduces potential conflicts between delivery trucks and customers circulating and walking in the parking garage.

Also, see Responses to Comments C-159-1 and C-159-5 regarding the number of trucks accessing the project site.

Comment Letter C-132

Vollmann, Peterson

From: EBRTO@aol.com
Sent: Saturday, July 09, 2011 4:29 PM
To: Vollmann, Peterson
Subject: New Safeway on College Ave. in Oakland

Dear Sir,

1 I am not able to attend the public hearing on July 20th, but wholeheartedly support the new Safeway project on College Ave. The investment by Safeway would not only create a modern, fun place to shop but also would be an asset to the surrounding neighborhood. It's been a long time coming and would be unfortunate if it is not passed.

Elaine Jones
Alvarado Road

Response to Comment C-132-1

The comment in support of the proposed project is noted. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-133

Vollmann, Peterson

From: Brunner, Jane
Sent: Thursday, July 07, 2011 3:35 PM
To: 'Leah Kaizer'
Cc: Vollmann, Peterson
Subject: RE: College Avenue Safeway

I will forward your email to city staff.

Jane

-----Original Message-----
From: Leah Kaizer [mailto:lkaizerlcsw@gmail.com]
Sent: Thursday, July 07, 2011 11:48 AM
To: Brunner, Jane
Subject: College Avenue Safeway

Dear Councilwoman Brunner,

I am a longtime resident of the South Berkeley and Rockridge and as part of this North Oakland small community, I have shopped fairly exclusively in the Rockridge area for over 32 years. My business office of 26 years is located on College Avenue in Rockridge. I am extremely familiar with the changing culture and vehicle traffic and parking on College Avenue and in the Safeway's proposed expansion area.

1 I am HUGELY concerned with the DEIR and, unfortunately, cannot attend the July 20th meeting. The language of the letter we received dated July 1st, 2011 from Eric Angsradt, Deputy Director, mentions the "unavoidable" impacts. Would remodeling the Safeway to maintain close to it's current square footage rather than doubling the size of the store, have the same "unavoidable" impacts? Safeway has many other Megastores, why do we need more sales, more shoppers and thus more cars in this already congested area? There have been many vacancies and businesses that remain on College are not necessarily thriving. Is there a need to build more retail space?

2 I, along with many residents of the Claremont area, am not convinced that doubling the grocery store square footage and adding MORE retail spaces to an already depressed economy of retail stores would benefit anyone but Safeway. And the congestion of traffic along College Avenue would be, undoubtedly, WORSE. It is currently very hard to use College Avenue, especially during commute hours AND weekends. The corner of Alcatraz and College is often difficult to pass, the no right turn on RED making a small dent in the difficulty of parking and travel along that area. Will the new parking spaces be monitored and primarily be for the benefit of Safeway shoppers?

Residents in the area already miss the convenience of a gas station and place to refill our BBQ tanks on that corner, but this proposed expansion would greatly reduce, not expand the aesthetics, increase noise and increase congestion to the area that is "avoidable".

3 This development plan is NOT motivated to bringing our neighborhood needed services or aesthetic improvements, however the buildings and walkways are designed. The current Safeway is setback and allows a sense of open space, though a parking lot is the corner. Trees, greenery and a small sitting area to beautify the parking lot would be a great advancement. Safeway is already expanding the 51st street store. Can't we prevail to lessen the scale of this HUGE store in our small town neighborhood? I think so.

I urge you to not only vote against this Safeway expansion, but to use your political persuasion to reach other councilmembers in Oakland, whose votes may not need to reflect to closely their constituents' concerns.

I hope that your office and the council will consider the strong input from the side AGAINST this expansion.

Respectfully,

Response to Comment C-133-1

Regarding the traffic impacts associated with a remodel of the current store rather than the proposed project, the DEIR analyzed the traffic impacts of several alternatives designed to reduce traffic impacts to a less-than-significant level. Please see Table 5-22 on pages 5-64 to 5-68 of the DEIR.

Regarding the need for the project, please see Response to Comment C-58-1. As explained in more detail in Master Response M-9, the proposed Safeway store would not be a "megastore." As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity, or otherwise contribute to urban decay.

Response to Comment C-133-2

The traffic congestion along College Avenue and at Alcatraz Avenue/College Avenue intersection stated in the comment is consistent with the DEIR's findings of deficient LOS F at this intersection and other intersections under existing and future conditions. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

As included in Improvement Measure TRANS-2, Safeway is considering having the majority of the parking spaces in the ground-level garage open to all Safeway and non-Safeway customers with a two-hour limit.

Response to Comment C-133-3

The comment expressing regret that the former gas station has closed does not address an issue subject to review under CEQA, and no response is necessary. Regarding the aesthetic effects of the project, while it is inherently a subjective issue, it also is inherently reasonable to conclude that replacing a gas station and exposed parking lot with a light-filled restaurant with a landscaped rooftop garden, landscaped pedestrian "walk street," and adjacent retail shops would not constitute a significant adverse aesthetic impact. The City maintains the DEIR's evaluation of this impact.

Regarding noise from the project, as documented in Section 4.6 of the DEIR, the increase in operational noise caused by the project would be imperceptible. Please also see Response to Comment C-194-8. The concern about traffic congestion was addressed in the preceding response.

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The need for the project was addressed above in Response to Comment C-58-1.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-134

Vollmann, Peterson

From: Jen [jenikaplan@gmail.com]
Sent: Sunday, August 14, 2011 10:53 PM
To: Vollmann, Peterson
Cc: gwozniak@ci.berkeley.ca.us; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; susan@fansco.org; Wald, Zachary
Subject: Case Number ER09-0006

Dear Mr. Vollman:

1 I am writing to let you know that strongly oppose the proposed Safeway plan on Upper College Avenue. While I support appropriate development of an updated Safeway store, the proposed development far exceeds reasonable use for the space and should not include additional retail tenants beyond Safeway. Additionally, as a former resident of Chabot Road off College Avenue and a current resident of Eton Avenue, I personally shop at the Safeway and frequently drive the triangle between College Avenue, Claremont Avenue and Ashby Avenue. This stretch is already uncomfortably congested. The traffic mitigation plan as proposed is unrealistic and will create a dire traffic situation for the entire neighborhood. As the author of "Greening Your Small Business" (Prentice Hall 2009) I have written extensively about the environmental hazards of congested streets and the pernicious impact of idling as well as the resulting damage to public health. Idling is one of the many daily actions that seem negligible but that, when taken cumulatively, can have a large impact on total emissions of carbon dioxide and on the environment. We must keep in mind that the massive project as proposed will do more than increase consumer traffic. The amount of additional commercial traffic that will result from the construction vehicles and a lifetime of increased delivery vehicles is of equal if not greater concern. 18-wheelers, construction equipment and other commercial vehicles are far less fuel efficiency than passenger vehicles. We know that a single passenger car idling wastes one-half to one full gallon of fuel per hour and emits about 60 ounces of carbon dioxide during that same time. The statistics for commercial vehicles are far worse. Commercial trucks currently contribute 23% of U.S. highway carbon emissions, 40% of nitrous oxide emissions, and 60% of particulate matter emissions. And these are exactly the vehicles that will be driving down our little city streets and idling day and night in the Safeway parking lot. And while the proposed plan makes a few references to idling of construction vehicles, no mention of idling policies regarding delivery vehicles or mitigation of increased greenhouse gas and air pollutant emissions from increased passenger vehicles is addressed. All in all, it seems clear that a project of this scale will burdensomely increase commercial and residential traffic in our neighborhood which will negatively impact the nature of our thriving, urban neighborhood and have a significant and negative impact of the quality of the air in all surrounding areas.

2

3 Again, I support reasonable development, however, this plan seems massive, insensitive to the urban environment in which it will reside and to pose real public health and quality of life concerns. I urge you to limit the remodeling of the current Safeway to size of its current footprint.

Sincerely,

Jennifer Kaplan

Response to Comment C-134-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the type of stores that would potentially occupy the project site, please see Response to Comment C-11-3.

Response to Comment C-134-2

The air quality analysis models included any potential increase in emissions that may be generated by vehicles idling around the project site. “”“”Please see Master Response M-7 for a more detailed discussion of the air quality analysis.

Response to Comment C-134-3

The City will consider the comment opposing the project size and scale prior to taking action on the proposed project.

Comment Letter C-135

ATTORNEYS AT LAW

ONE MARKET PLAZA, STEUART TOWER, 8TH FLOOR SAN FRANCISCO, CA 94105-1008

www.sedgwicklaw.com 415.781.7900 phone 415.781.2635 fax

Sedgwick LLP

deborah.kartiganer@sedgwicklaw.com

August 16, 2011

Via E-mail
Peterson Z. Vollmann
CEDA - Planning & Zoning
250 Frank H. Ogawa Plaza
Suite 2114
Oakland, CA 94612

Re: Comments on Draft Environmental Impact Report for Safeway's Proposed Project Located at 6310 College Avenue; State Clearinghouse # 2009112008
File No.: 02954-124425

Dear Mr. Vollmann:

On behalf of our client, Safeway Inc., we wish to compliment the City of Oakland on a thorough and accurate Draft Environmental Impact Report ("EIR") for the Safeway's proposed project (the "Project"). The document is meticulous in its identification of possible Project impacts, although in some cases we believe that it is overly conservative in its predictions. The conservative nature of the assessments is a valuable asset to the Draft EIR because it ensures that all possible environmental impacts are addressed and adequately mitigated, to the extent possible. It is, however, likely that the degree of several key impacts will be much less than that predicted by the Draft EIR. We therefore submit the following comments on the Draft EIR, primarily to identify what we believe are more realistic levels of impacts, but also to clarify certain statements within the Draft EIR and statements made by others commenting upon the Draft EIR. Thank you for the opportunity to submit these comments.

Transportation Analysis

1

Worst-Case Assumptions. The transportation study prepared for the Draft EIR is based on several "worst case" assumptions, each one compounding the next, and uses calculations and assumptions derived in an overly conservative manner. The result is an extreme scenario that is very unlikely to happen. This is an effective method to use in preparing the Draft EIR, as it leads to the identification of every traffic impact that could possibly occur, but in reality the traffic impacts of the Project will likely be far less intense. Examples of these "worst case" assumptions include the following:

- Pass-By Trip Rates. Table 4.3-10 of the Draft EIR assumes a standard "pass-by trip rate" in its trip generation assessment for Safeway's component of the Project, but does not similarly assume a pass-by trip rate for the approximately 10,657 square feet of additional new neighborhood-serving commercial uses along the College Avenue frontage of the Project. As discussed on page 4.3-43 of

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the Draft EIR, this approach is more conservative because it assumes that more car trips will be added by the Project than likely will be the case, especially since the new uses likely would complement the existing retail and restaurant uses in the area.

- Internalization Rates. In the context of a multi-retailer development such as the Project, internalized trips are trips made to two different stores within the development without traveling on the roadway network external to the Project site between the trips. Because this is a common phenomenon, it is routine for traffic analyses to reduce the overall number of trips generated by a project through the application of an "internalization rate," on the assumption that some of the trips would be duplicative. However, as noted on page 4.3-44 of the Draft EIR, no internalization rate was applied to the Project, which means that (again) more trips are estimated to occur than are actually likely to occur.

- Mode Choice. Table 4.3-11 of the Draft EIR details the results of a "mode choice survey" that was conducted among hundreds of Safeway customers in February 2008. As discussed on page 4.3-44 of the Draft EIR, that survey indicated that during the most intense shopping times at the existing store (Friday and Saturday evenings) only 68% to 70% of customers' trips were made by car; the others were made by foot, via transit, or by bicycle. However, as noted on page 4.3-45 of the Draft EIR, in order to present a conservative analysis of the proposed project, it was assumed that all trips to the store would be made by car. In other words, it is arguable that there will be 32% to 30% fewer car trips allocable to the Safeway portion of the Project than the number assumed by the traffic analysis in the Draft EIR.

1

- Baseline Conditions. Pursuant to Section 15125(a) of the CEQA Guidelines, the physical impacts of a proposed project are measured against a "baseline" of physical environmental conditions at and near the proposed project. With respect to the Project, as dictated by Section 15125(a), the environmental "baseline" studied in the EIR generally reflects circumstances as they existed at the time the NOP of the EIR was published, which was in October 2009. The environmental baseline thus includes the operation of the now-closed Union 76 gas station on the site, which operated until November 2009. However, the "existing conditions" scenario used in the traffic analysis conservatively relied on actual intersection traffic counts taken after the gas station was closed, and correspondingly excluded gas station trips from the number trips generated at the Project site under the "existing conditions" scenario. This resulted in a lower estimated number of "baseline" trips. Consequently, the difference that the traffic analysis calculated between the number of "baseline" trips and the number of trips to be generated by the Project is larger than it actually should be. This approach therefore resulted in an overstated, and thus conservative, estimate of the project's traffic impacts.

- Transit Trips. The transit ridership analysis in the Draft EIR conservatively assumes that all transit trips generated by the Project would use AC Transit Line 51B. Even under this conservative assessment, as noted on page 4.3-114 of the Draft EIR, only approximately two additional riders would be expected to be added to each northbound or southbound 51B bus during the weekday PM peak hour, which would be a less than significant impact.

- Parking. Although not an impact under CEQA, the Draft EIR nevertheless analyzes the Project's impacts on parking. As with other elements of the traffic analysis, this analysis is conservative in

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1

that it makes a number of assumptions that would tend to increase the number of parking spaces necessary to serve the Project. For instance, the parking analysis does not account for any internalized trips, meaning that it does not factor any decreases into the parking demand for trips that result in visits to more than one shop within the Project. Furthermore, the parking analysis does not account for trips made by visitors to the area who park a few blocks away (for instance, to patronize another merchant in the area) and then walk to the Project to buy additional goods. A final example is the fact that the ITE parking generate used in Table 4.3-22 reflects the 85th percentile rate for urban supermarkets on weekdays (thus assuming that this particular store would require more parking than 85% percent of similarly-situated urban supermarkets), rather than the 50th percentile rate (which would have assumed that parking demand for the store would require an average amount of parking spaces as compared to similarly-situated urban supermarkets). This last assumption alone (i.e., the use of the 85th percentile rather than the 50th percentile) increases the parking demand estimate by approximately sixty spaces during both the weekday and Saturday time periods!

Given the myriad conservative assumptions made by the traffic analysis, it is clear that the actual amount of traffic that would be generated by the Project would be much less than the amount studied in the Draft EIR.

2

Magnitude of Actual "Significant and Unavoidable" Impacts. While the traffic analysis in the Draft EIR identifies eleven separate "significant and unavoidable impacts," those impacts occur at only five intersections (i.e., Ashby/College, Alcatraz/College, Alcatraz/Claremont, Ashby/Claremont, and 63rd/Claremont) at multiple time horizons. Second, the Draft EIR identifies mitigation measures that would reduce to a less than significant level all impacts at every single one of those five intersections. For four of the five intersections (i.e., Ashby/College, Alcatraz/College, Alcatraz/Claremont, and Ashby/Claremont), the reason why the Draft EIR cannot conclude that those mitigation measures would reduce the impacts to a less than significant level is because the intersections are located in Berkeley, and thus the City of Oakland does not have jurisdiction to ensure that the mitigation measures will be implemented. For the fifth intersection (i.e., 63rd/Claremont), the reason why the Draft EIR cannot conclude that the identified mitigation measure (construction of a traffic signal) would reduce the impacts to a less than significant level is because the City's decision-makers may decide for policy reasons not to require implementation of that measure. However, if the City of Berkeley were to come to an agreement with Safeway with respect to the four intersections in Berkeley, and/or the decision-makers in the City of Oakland were to require signalization of the intersection at 63d and College, then the relevant impact(s) would be reduced to a less than significant level, with the result that at the end of the day, the Project may not have any significant and unavoidable impacts.

3

Truck Deliveries. Safeway would like to clarify the frequency of large truck visits to the existing store and once its store is enlarged, which are issues that have been raised by other commenters in the context of the Draft EIR's air quality and noise analyses. First, the noise analysis in the Draft EIR states that the existing store is served by "an average of three large delivery trucks a day," and that this frequency is "unlikely to substantially increase" with implementation of the Project. (Draft EIR, page 4.6-16.) The noise analysis does not distinguish between large Safeway trucks and other large trucks. (Id.) Similarly, the air quality analysis notes that "two or three Safeway trucks" utilize the loading dock for the existing store each day, and that an additional "two or three semi-sized non-Safeway truck deliveries" would occur each week. (Draft EIR, page 4.4-21.) It is entirely consistent to assume that the combination of large Safeway and non-

Comment Letter C-135, cont'd.

3 Safeway trucks visiting the existing store each week is roughly equivalent to three large delivery trucks per day. Thus, the noise and air quality analyses in the Draft EIR are not inconsistent with respect to truck deliveries to the existing store.

4 Second, both the noise analysis and the air quality analysis correctly note that the larger-sized Safeway store proposed as part of the Project would only require a small increase in the number of Safeway trucks. In order to explain why this would be the case, it is important to explain how the most goods are delivered to Safeway's stores. First, the majority of Safeway's products are delivered to stores in the area by means of large trucks dispatched from Safeway's distribution center in Tracy. A single truck leaving the Tracy distribution center usually will deliver goods to more than one Safeway store in a single trip, depending on an variety of factors, including the overall size of each store being served and the "back room" storage capacity of each store. Often, the types of trucks visiting stores each day will be divided into different types of goods (e.g., frozen goods, non-perishables, etc.) This distribution model is typically mirrored by other vendors (such as Coca-Cola, Pepsi, or providers of baked goods) delivering products to Safeway stores via smaller trucks and the occasional large truck. Generally speaking, just because a store is larger does not mean that it will receive more truck deliveries in a single day; instead, its larger size means that more space within a particular delivery truck will be reserved for goods destined for that store. Thus, even though the Project would result in an enlarged Safeway store, that increase in size would not lead to a proportionate increase in the frequency of truck deliveries to the site. Instead, while the number of trucks visiting the store might increase slightly, the practical result would be that goods destined for this store would occupy more space in the number of delivery trucks that are already serving the store.

Greenhouse Gas Analysis

5 The Draft EIR approached the topic of greenhouse gas analysis in a very conservative way. Although the stringent CEQA thresholds of significance for greenhouse gases that were adopted by the Bay Area Air Quality Management District ("BAAQMD") in 2010 were not required to be applied to the Project. According to the BAAQMD's Air Quality Thresholds of Significance, adopted on June 2, 2010: "It is the Air District's policy that the adopted thresholds apply to projects for which a Notice of Preparation is published, or environmental analysis begins, on or after the applicable effective date. The adopted CEQA thresholds – *except for the risk and hazards thresholds for new receptors* – are effective June 2, 2010. The risk and hazards thresholds for new receptors are effective May 1, 2011." Because the Notice of Preparation for the Draft EIR for the Project was circulated in October 2009, by their own terms, the BAAQMD's significance thresholds would not have applied to the Project. However, the City chose to act in a conservative manner and applied those significance thresholds to the Project nevertheless. Thus, the City held the Project to an even higher standards than would have been required by BAAQMD or existing law, and even under those standards the Project was found to have less than significant greenhouse gas impacts.

Mitigation Measures

6 The scope of mitigation measures set forth in the Draft EIR is appropriate – and even arguably excessive – for the Project. As you know, any prescribed mitigation measures must be both reasonably linked to the impacts of the project, and "roughly proportional" to the impacts of the project (see CEQA Guidelines § 15126.4(a)(4)). In the present situation, the Draft EIR identifies certain significant cumulative traffic impacts in connection with the Project for which the Project will be required to shoulder the entire responsibility for mitigation, notwithstanding the fact that the Project would only be responsible for a portion of the trips that triggered the impact. We understand that this allocation of responsibility is

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6 Oakland's standard practice, but respectfully submit that Safeway should only be responsible for a portion of the mitigation required for cumulative impacts.

Alternatives

Safeway believes that the alternatives analysis set forth in the Draft EIR – which included two mixed-use alternatives and three reduced-size alternatives, among others – includes a more than reasonable range of alternatives to the Project, as required by CEQA Guidelines § 15126.6. Furthermore, while it was certainly useful for informational purposes to include those five alternatives, Safeway wishes to point out that each of those alternatives includes a smaller-sized Safeway store, as follows:

Alt. #	Description	Safeway Size
1a	Mixed-Use with Apartments	45,000 square feet
1b	Mixed-Use with Senior Housing	30,000 square feet
2	40,000-square-foot Reduced Size	40,400 square feet
2a	35,750-square-foot Reduced Size	25,000 square feet
2b	25,250-square-foot Reduced Size	24,500 square feet

7 None of these smaller-sized Safeway stores are by any means feasible alternatives to the Project, and therefore cannot be selected in lieu of the proposed Project. While Safeway does operate smaller grocery stores in certain locations, these stores do not carry the full range of Safeway items and amenities that its customers desire.[1] Furthermore, the smaller stores do not provide an equally pleasurable shopping experience, as they generally have narrower aisles and inconvenient layouts.

One of the key Project objectives is to create a grocery store of sufficient size to accommodate all of the following: an on-site, "from scratch" bakery; a pharmacy; expanded floral offerings; an expanded deli (including a warm food table and prepared catering food items); a "service" meat and seafood section (as compared to the pre-packaged items currently available at the existing store); a greatly expanded produce section; and more organic produce and other items. Based upon Safeway's extensive experience with store planning, Safeway can say with certainty that none of the alternatives listed above would be able to provide all of these goods and services. Some commenters have alleged that Safeway's existing 24,500-square-foot store on Grand Avenue has many of these amenities, but customer satisfaction with that store is quite low overall, because of its cramped aisles and inconvenient layout.

It should also be noted that, due to site constraints, the 51,510-square-foot Safeway store proposed as part of the Project will not function as efficiently as a "typical" 51,510-square-foot store. Instead, Safeway is obliged to build a store of this size just to obtain a functionality and capacity roughly equivalent to a typical 45,000-square-foot store. This is demonstrated by a comparison of various store capacity measurements (attached hereto) of the Safeway proposed as part of the Project and the Safeway project on

[1] One need look no further than the August 11, 2011, opening of the new Safeway in El Cerrito to see an example of customer interest in larger stores. Well before the doors had opened for business, scores of customers had lined up to shop at this almost 65,000-square-foot facility.

Comment Letter C-135, cont'd.

7 Shattuck Avenue that was recently approved by the City of Berkeley.[2] Due in particular to this fact, even the 40,400 square foot and 45,000 square foot stores proposed as part of Alternatives 2 and 1a, respectively, would not be able to accommodate the goods and services that Safeway's customers demand, as due to site constraints those sizes of stores would function as commensurately smaller stores as well.

Economic Impacts

8 Members of the public have raised concerns over potential economic effects of the Project on nearby smaller stores that also sell groceries or specialty foods. We would like to call your attention to a separate report that was submitted to the City today (the "Hausrath Report"), which was prepared by Hausrath Economics Group, a well-respected economics firm in Oakland, to examine the fiscal impacts of the proposed Project. The Hausrath Report reviews the existing retail conditions in the area, and then discusses the likely effects of Safeway's proposed expansion on nearby merchants. As you will see, the Hausrath Report concludes that the Project would in fact "enhance the overall retail attraction of the northern end of Rockridge and result in more shoppers, greater business activity, and more sales throughout the shopping district." This is due to a number of factors, including the fact that Safeway and the neighboring merchants generally target different market niches, and the fact that an expanded Safeway store could bring additional local shoppers to the area who until now had been patronizing larger grocery stores further away.

Further, we wish to emphasize that while economic or social information can be included in an EIR, "[e]conomic or social effects of a project shall not be treated as significant effects on the environment." CEQA Guidelines § 15131(a). Economic and social changes are only relevant under CEQA if they will cause physical changes that would result in significant impacts, e.g., if the project would result in the closure of numerous businesses whose buildings would not be reused, thus causing physical decay. Plainly, here, there is not a shred of evidence to suggest that such a convoluted course of events would occur, and the evidence in the Hausrath Report shows that the opposite will occur, i.e., that other food stores in the area will thrive.

We look forward to the responses to these comments. Should you have any questions or comments in the interim, please feel free to contact me.

Very truly yours,

Deborah L Kartiganer

Deborah Kartiganer
Sedgwick LLP

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[2] In fact, the fact that the enlarged store would function as a 45,000-square-foot store further reinforces our prior point that the traffic and parking analyses in the Draft EIR are both conservative. Trip generation and parking rates in the Draft EIR are based on an assumed total store square footage of 51,510 square feet (see Tables 4.3-10 and 4.3-22, respectively), but based on the actual level of efficiency of the proposed store, they logically could have been calculated on an assumed total square footage of 45,000 square feet. In such an event, the Project would have been found to generate far fewer car trips and require fewer parking spaces than assumed by the Draft EIR.

Comparison of Proposed Safeway (Store #2870)
With Recently-Approved Berkeley (Shattuck Avenue) Safeway

STORE FACILITIES COMPARISON (NEW STORE COMPARED TO M55)

STORE			STORE 2870 PROPOSED 07/20/11		STORE Berkeley Proposed 7/202/2011	DIFF.
00-0000	Address	6310 College Avenue				
00/00/00	City	Oakland				
	State	CA				
	Division	Norcal				
BUILDING	BUILDING GROUND FLOOR		50,460		42,630	7,830
	MEZZANINE/BASEMENT		0		2,717	-2,717
	TOTAL BUILDING (SQ.FT.)		50,460		45,347	5,113
SALES	SALES AREA (SQ.FT)		33,450		31,381	2,069
	SALES AREA / GROUND FLOOR (%)		66.3%		73.6%	-7.3%
	TOTAL SALES DISPLAY (LIN.FT.)		2,919		2,774	145
GROCERY	DRY GROCERY (DRY SHELVING)		1,100		987	113
	FROZ.GROC.	SINGLE-DECK	0		0	0
		DOOR-TYPE	243		300	-57
		#OF DOOR	*93*		*111*	*(18)*
		TOTAL FROZEN GROCERY	243		300	-57
		TOTAL EQUIVAL. S/D FREEZER DISPLAY	389		480	-91
	REFRIG.	DAIRY	109		106	3
		BEVERAGE	65		60	5
		TOTAL REFRIGERATED GROCERY	174		0	174
	TOTAL GROCERY (LIN.FT.)		1,517	x	1,287	230
DRY SHELVING	LIQUOR / WINE SHELVING (DRY SHELVING)		132		185	-53
	TOTAL G.M./ H.B.C. / GREETING CARDS (DRY SHELVING)		350		400	-50
	NATURAL FOODS (DRY SHELVING)		0		0	0
	TOTAL DRY SHELVING (LIN.FT.)		1,618	x	1,617	1
PRODUCE	DRY DISPLAY		167		124	43
	REFRIGERATED		155		170	-15
	TOTAL PRODUCE (LIN.FT.)		322	x	294	28
FLORAL	REFRIG.FLORAL DISPLAY		13		10	3
	FLORAL DISPLAY		80		110	-30
	TOTAL FLORAL (LIN.FT.)		93	x	120	-27
MEAT	SINGLE-DECK		0		0	0
	MULTI-DECK		48		44	4
	SINGLE-DUAL TEMP		46		36	10
	SINGLE-DECK FREEZER		0		0	0
	DOOR-TYPE FROZ. MEAT/FISH		12		16	-4
	# OF DOOR		*5*		*6*	*1*
	LUNCHEON MEAT		20		20	0
	SERVICE MEAT		12		12	0
	TOTAL MEAT (LIN.FT.)		138	x	128	10
SEAFOODS	SERVICE CASE		12		12	0
	SELF-SERVICE		8		8	0
	TOTAL SEAFOODS (LIN.FT.)		20	x	20	0
BAKERY	SERVICE CASE		24		12	12
	SELF-SERVICE		124		100	24
	COMMERCIAL BREAD SHELVING (DRY SHELVING)		36		45	-9
	TOTAL BAKERY (LIN.FT.)		184	x	157	27
DELI	COLD / HOT SERVICE CASE		42		64	-22
	SELF-SERVICE		95		82	13
	GOURMET CHEESE CASE		12		20	-8
	CHINESE FOOD CASE		0		0	0
	TOTAL DELI (LIN.FT.)		149	x	166	-17
MISC.	CUSTOMER SERVICE		14		17	-3
	VIDEO RENTAL		0		0	0
	DRY CLEANING		0		0	0
	PHOTO SHOP		0		0	0
	TOTAL OF MISC. DISPLAY (LIN.F.T.)		14	x	17	-3
COFFEE-STARBUCKS OR ANY SERVICE COFFEE (YES/NO)			YES		YES	-
PHARMACY (YES / NO)			YES		YES	-
BANK (YES / NO)			NO		NO	-
CHECKSTANDS			-		SS-8,XS-2,XD-2	-
REFRIG. BOX	DAIRY COOLER BOX		570		518	52
	FREEZER BOX		560		545	15
	MEAT COOLER		420		423	-3
	PRODUCE COOLER BOX		525		518	7
	TOTAL REFRIGERATED STORAGE (SQ.FT.)		2075		2,004	71
Remark :						

NOTE:

TOTAL DRY SHELVING = DRY GROCERY/G.M. + LIQUOR/WINE + H.B.C./GREETING CARDS + NAT.FOODS + COMMERCIAL BREAD

TOTAL EQUIVALENT S/D FREEZER DISPLAY = SINGLE-DECK FREEZER + (DOOR-TYPE FREEZER X 1.6)

TOTAL SALES DISPLAY - TOTAL OF MARKED (X)

LINEAL FOOTAGE OF ALL REFRIGERATED PROMO CASES TO BE INCLUDED.

IF YOU HAVE ANY SPECIAL FEATURE, MARK * AND DESCRIBE THE FEATURE IN REMARK SQUARE.

Response to Comment C-135-1

The comment reiterates several reasons that the traffic impact analysis presented in the DEIR represents worst case conditions. Also see Master Responses M-1 and M-3 for more detail on project trip generation and parking demand, respectively.

Response to Comment C-135-2

The comment provides more detail about why the DEIR identifies some of the impacts as significant and unavoidable despite the identification of feasible mitigation measures. No response required.

Response to Comment C-135-3

The comment provides more detail about why the noise and air quality impacts of Safeway trucks are comparable to those of non-Safeway trucks. No response required.

Response to Comment C-135-4

The comment concurs with the statement in the DEIR that the number of delivery trucks for the proposed project would represent only a small increase in comparison with the existing store, and provides an operational explanation for why this is so. The comment does not raise any environmental issues or address the adequacy of the DEIR, other than to concur with the referenced discussions, and no response is necessary.

Response to Comment C-135-5

The comment summarizes the BAAQMD's policy regarding the new thresholds of significance, which became effective in two phases, on June 2, 2010 and May 1, 2011, respectively. The comment notes that the City of Oakland conservatively applied the new standards to the proposed project even though, technically, it was not required to do so. The commenter is correct. No further response is necessary.

Response to Comment C-135-6

The comment correctly notes that mitigation imposed under CEQA is required to have a nexus with the impact it is associated with, and is required to be roughly proportional to the impacts of the project. A common practice in many California jurisdictions is to calculate a project's proportional contribution to a traffic impact at a roadway intersection, and then require the applicant to pay a "fair-share" cost of implementing required mitigation that is linked to its proportional contribution to the impact. Decision makers will consider this comment as part of their deliberations on whether or not to certify the EIR.

Response to Comment C-135-7

The comment identifies the alternatives evaluated in the DEIR and reflects some of the conclusions reached in the analysis. CEQA does not require that alternatives be able to achieve all objectives of a project; rather it requires consideration of a range of reasonable alternatives that would feasibly attain most of the basic objectives of the project. As noted in the comment and set forth on pages 3-9 and 3-10 of the DEIR, a key objective of the project is to offer a more comprehensive range of retail services and products to Safeway's customers, including: an on-site, "from scratch" bakery; a pharmacy; expanded floral offerings; an expanded deli (including warm food table, and prepared catering food items); a "service" meat and seafood service (as compared to the pre-packaged items currently available); and a greatly expanded produce section. It is noted that that the applicant has stated it is not feasible to fully

satisfy this objective with a store smaller than the proposed grocery store, particularly given the constraining configuration of the project site and the necessary accommodation of some site-specific and neighborhood-specific needs, and that an alternative that fails to satisfy this key objective is not considered feasible by the project applicant. The comment will be considered by decision makers as part of their deliberations on whether or not to approve the proposed project or one of the alternatives.

Response to Comment C-135-8

The comment references an economic impact study of the project that was conducted by Hausrath Economics Group. Subsequent to that, a new independent economic impact study has been completed by ALH Urban & Regional Economics (ALH Economics). While the ALH Economics study does not address potential beneficial economic effects of the project on existing businesses, it does conclude that the project would not cause a significant adverse economic effect on existing businesses such that a business would be forced to close. Because of this, the ALH Economics study found that the project would not cause a significant physical impact on the environment as a result of its economic effects. The ALH Economics report is summarized in Master Response M-6 and is presented in its entirety in Appendix A of this document. The comment correctly notes that, under CEQA, economic and social effects are not to be treated as significant effects on the environment unless they would lead to significant physical impacts on the environment.

Comment Letter C-136

Vollmann, Peterson

From: David Katzev [davidkatzev@yahoo.com]
Sent: Tuesday, August 16, 2011 1:58 PM
To: Vollmann, Peterson
Subject: Safeway Shopping Center -- College and Claremont Avenue -- Draft EIR -- Case ER09-0006

Mr. Vollmann,

1 I have been a resident of Rockridge for the past 8 years and live a little over 1 block away from the existing Safeway store on Hillegass Avenue. I visit the existing Safeway store roughly 2-3 times per week to shop for various items for my family. When the existing store is crowded it is difficult to navigate as the aisles are narrow. In addition, lines at the check out stations often extend into the shopping aisles that cause more congestion and basically an unpleasant shopping experience. The store is old, it is rundown, and it is in need of replacement.

As a result, I fully support Safeway with their plans to build a larger more functional store that includes the benefits of new retail shops, roadway improvements, and usable open spaces. There are other buildings (Dreyer's and Market Hall) along College Avenue similar in size to the proposed project so size should not play a significant role in deciding whether or not to approve the project. The proposed project in the Draft EIR is well thought out, makes efficient use of the existing site, and the architectural details will make this store a Rockridge landmark.

2 In terms of the environmental analysis, the Draft EIR notes several significant and unavoidable impacts related to traffic. However, it is very important to note that all of these significant and unavoidable impacts can be mitigated with the implementation of traffic measures that could ultimately improve traffic flow in the neighborhood. With the addition of turning lanes, improved traffic signal operations, better locations for the 51 bus stops, and changes to the parking layout on College Avenue, the proposed project has the potential to improve traffic conditions rather than worsening the situation. By completing all the mitigation measures in the Draft EIR, the proposed project's environmental impacts are all reduced to the less than significant category.

3 Safeway has gone above and beyond to meet the needs of the Rockridge neighborhood with plans for this new store. I urge the Planning Commission and the City Council of Oakland to approve the proposed project presented in the Draft EIR.

Sincerely,
David Katzev

Response to Comment C-136-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Response to Comment C-136-2

The comment is in general support of the project and reiterates that the mitigation measures presented in the DEIR would mitigate the project impact to less-than-significant levels if implemented. The City will consider the comment supporting the project prior to taking action on the proposed project.

Response to Comment C-136-3

The City will consider the comment supporting the project prior to taking action on the proposed project.

August 15, 2011

Comment Letter C-137

Peterson Z. Vollmann
Planner III
City of Oakland,
Community and Economics Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Reference: Case number ER09-0006

Dear Mr. Vollmann,

1 Thank you for the opportunity to provide comments on the above referenced project, the Draft Environmental Impact Report (DEIR) for the Safeway Shopping Center – College and Claremont Avenues. The attached comments are submitted for consideration by the City's Planning Division.

I encourage the City to use its authorities to deny the full project as described, and instead approve an alternative based on either Alternative 2a or 2b, including mitigation measures for impacts, to meet the objectives of the project while minimizing impacts of the proposed project.

Thank you for your consideration of these comments.

Sincerely,

Susan Keydel
5822 Ayala Avenue
Oakland, CA 94609

Attachment

Case number ER09-0006
Public Draft EIR
Comments of S Keydel

Comment Letter C-137, cont'd.

The following comments are submitted regarding Case No. ER09-0006.

2 I have lived in the vicinity of the Proposed Project for nearly a decade, living along College Avenue just north of the Alcatraz/College intersection for over 7 years, and now as an Oakland property owner living near the Claremont/Forest intersection. I shop at many of the establishments located in the immediate project area, as well as at stores within a 0.5-mile radius of the project, near Rockridge BART, in the Elmwood district, and to the northeast along Claremont.

This DEIR fails to demonstrate the need for, or benefit of, the Proposed Project (i.e., a two story, approximately 62,000 square foot building). The Proposed Project will require Conditional Use Permits and Variances (pg 4.1-12), as it fails to achieve various requirements for encroachment, parking spaces, and unloading berths; and there is no assurance that the tenant spaces could comply with applicable City permits and approval requirements. While "the Oakland Planning Commission has broad discretion with respect to the details of specific conditions and interpretation of the Code's provisions and procedures", the most conforming project - requiring the least variances, causing minimal impacts - including identified mitigation efforts, is Alternative 2b, the smallest sized project, followed by Alternative 2a.

The Oakland Planning Commission is strongly encouraged to use its authorities to deny the full Proposed Project, and instead approve the Project using Alternative 2a or 2b, along with mitigation of impacts, to minimize the need for variances and "interpretations", and to meet the objectives of the project and the needs of the surrounding area and community.

3 The following comments identify issued that should prevent approval of the Proposed Project, and instead require the City to select the smallest alternative for the smallest impact.

1. **No Need for "additional" services** – The DEIR lists as objects (pg 3-9): "generate pedestrian activity on a portion of College Avenue which now does not encourage pedestrian activity or comparison shopping", and "offer a more comprehensive range of retail services and products …including: an on-site, 'from scratch' bakery; a pharmacy; expanded floral offerings; an expanded deli (including warm food table [sic], and prepared catering food items); a 'service' meat and seafood services…, and a greatly expanded produce section."

    a. These "objectives" are inconsistent with the Proposed Project, and are contradicted within the DEIR. Immediately preceding the list of "objectives", on the same page, text states that College Avenue where it passes by the project site "has significant pedestrian activity, drawn to the shops and stores found there." And in Chapter 4, the DEIR states "College Avenue has significant pedestrian traffic on this block, drawn to the shops and stores found there. It is a successful, even congested, neighborhood shopping area

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Comment Letter C-137, cont'd.

with banks, a pharmacy, a produce store, a meat market, a bakery/coffee shop, the Safeway grocery store,…and other establishments" (pg 4.1-1).

b. "Comparison shopping" (one or more vendors for the range of services Safeway identifies) is already available at stores within a 0.5 mile radius of the project, near Rockridge BART, in the Elmwood district, and to the northeast along Claremont. These include restaurants, bakeries, floral shops, prepared warm table-food vendors, meat butchers, seafood vendors, and wine shops. The Safeway project as proposed would instead undermine the existing diversity and eliminate comparison shopping by putting local small vendors out of business; as an example, Safeway has already reduced "comparison shopping' by acquiring the former Chimes pharmacy.

c. This DEIR overall, and the analysis of cumulative impacts in particular, fails to acknowledge and address the multitude of shopping areas between ½-mile and 1-mile radius. Safeway's other local redevelopment project, exactly 1-mile to the south, at 51st and Broadway (Store 3132), is not sufficiently acknowledged or considered in this evaluation. Nor are other larger grocery stores within one mile, including: Berkeley Bowl, Andronico's, Whole Foods, Trader Joes and Rockridge's Market Hall; or the smaller grocers such as Yasai Market, considered. The City Planning Department must evaluate the "benefits" of this Proposed Project relative to the larger community.

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This Proposed Project would be wonderful **in a location needing the proposed services**, such as the need for grocery stores in underserved areas of the greater Oakland community. However, this Proposed Project fails to address, and the DEIR fails to demonstrate the need for or appropriateness of the project in the community surrounding the project area. Instead, the project would only add to the glut of grocery stores in the nearby area, while outcompeting and thus eliminating existing smaller local vendors. This project should not be approved as proposed. The City is encouraged to instead approve Alternative 2b or 2a, with mitigation measures, and without the "2,744-square-foot restaurant, and "up to" seven ground floor retail shops totally 7,913 square feet of floor space" (pg 3-10).

2. **Traffic** - Traffic is already regularly unacceptable with overflowing to residential side streets as cut-through routes. The DEIR states that intersections "would continue to operate at unacceptable conditions." This project, as proposed, would require a minimum of two signaled intersections, with a likely third in the future at 63rd and College. Such needs demonstrate ongoing unacceptable significant traffic impacts for the project. Cumulative impacts, on top of the currently unacceptable baseline, would continue as significant impacts. The level of significance finding regarding Impact TRANS-15 (63rd Street) is significant and unavoidable, with secondary impacts (traffic in residential neighborhood along 63rd). This DEIR found "undesirable quality of life and other negative effects….[with] a determination that the mitigation is infeasible."(pg 2-20).

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Comment Letter C-137, cont'd.

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5 Further, mitigation from other projects are uncertain: "As part of the Caldecott Tunnel Improvement Project Settlement Agreement …improvements are not currently expected to be funded. These improvements are not expected to affect traffic operations at this [College/Claremont] Intersection."

6 The DEIR erroneously concludes that "the intersection would improve from LOS-F to LOS-E" (or to LOE-D for Alcatraz/College intersection) – this finding is not supported. Less-than-significant impact ratings for Impact TRANS-1, -2, and -4, with mitigation measures TRANS-1, -2, and -4, are not justified; the mitigation measures effectiveness is overstated and documentation does not sufficient to demonstrate that baseline levels, project impacts and cumulative effects will be mitigated to a significant degree. Therefore, future impacts, even with proposed mitigation which would be less effective than presumed at addressing impacts from the project, should be characterized as significant.

7 The DEIR erroneous suggests that installing timed intersection lights (e.g., as proposed for Ashby/College, Alcatraz/College, Alcatraz/Claremont, and in the future at 63rd/College, Hudson/Miles, and Forest) would effectively mitigate traffic congestion along College Avenue. Timed intersection lights would not address traffic delays due to: buses stopping to load/offload, automobiles entering / exiting from side streets, automobiles entering/leaving on-street parking, periodic heavy traffic to/from the UC Berkeley campus (e.g., on days of football games, etc). Regarding the 63rd Street intersection, the DEIR states "Queues on northbound College Avenue at Alcatraz Avenue and on southbound College Avenue at Claremont Avenue are expected to spill back past 63rd Street under the 2035 Plus Project conditions, [even] after implementation of mitigation measures" (p 2-21).

8 3. **Transit** - the proposed project would move the bus stop on College Avenue to near the Safeway entrance. (The DEIR text is inconsistent regarding if the bus stop south of Claremont (pg 2-2 and 3-26) or the one near the Alcatraz/College intersection would be moved.) Moving a bus stop to this location would significantly increase traffic impacts. Currently, buses stopped at the Alcatraz/College intersection can also load/offload passengers, limiting the number of stops. With the bus stop moved, as proposed, there would be significant further delays to traffic flow. For example, a bus heading north would have to stop due to traffic backup with possible difficulty clearing the College/Claremont intersection; to load/offload passengers at the new location mid-block; for the light at the Alcatraz/College intersection, and in the future, at the anticipated signaled intersection at 63rd and College.

9 4. **Parking** – The DEIR Text states: "Parking demand on this segment of College Avenue is currently at or above capacity" (pg 2-11). The DEIR identifies the current number of parking spaces (No Project conditions) at 106 spaces (page 3-5); and with the proposed project at 171 spaces, including144 for Safeway customers and 27 for Safeway employees. The proposed project would have unacceptable cumulative impacts on parking in the area, significantly impacting other businesses in the area and likely having a synergistic negative influence on both parking and traffic impacts:

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Comment Letter C-137, cont'd.

a. The DEIR states that for the proposed project, "The auto parking provided would be 15 spaces short of the City of Oakland's parking required for a project of this configuration." (pg 3-19). 9

b. Increases in possible parking spaces could be enhanced using the square footage of the former gas station property. This is not clearly presented in the DEIR, for example in a discussion of benefits related to Alternatives 2b or 2a. 10

c. Parking space losses due to the Proposed Project are not clearly tallied to show the net cumulative impact. Presented mitigation measures significantly reducing off-site parking in this area already impacted by inadequate parking include: 11
   i. bus stop relocation,
   ii. bulb-outs (each bulb may results in loss of one parking space) (pg 2-25) for buses and pedestrians (e.g., on College at and above Claremont)
   iii. Turning lanes, for example at Ashby/College and Alcatraz/College which would eliminate 6 on-street parking spaces. The DEIR states "…the loss of these parking spaces would contribute to the expected parking shortage in the area" (pg 2-11).

d. Under the Proposed Plan, with mitigation measures, the vast majority of parking considered in this DEIR would be owned and controlled by Safeway. This would significantly reduce public parking in the area, particularly if Safeway were to limit parking to customers only. 12

The City is urged to approve a smaller alternative (Alternative 2b or 2a), and under any approved alternative, include a written requirement that Safeway make all customer parking spaces open for public parking, to offset any project related losses. 13

5. **Air Quality** – No air impacts are identified or mitigations required! Air impacts from idling delivery trucks, vehicles in traffic, as well as traffic passing through, must be addressed. 14

6. **Safety** – Policy N1.6 addresses projects that "have the potential to create public nuisance or crime problems" (pg 4.1-4). Loitering, panhandling, homeless sleeping at/around businesses and muggings are all a reality in this area. However, the proposed project design - with a "pedestrian street", the covered, ground-level accessible parking garage (hidden by a bamboo 'blank wall'), the roof terrace, and the 10-foot wide landscaped setback from the northern property line – is promoted as being "well-lit and safe", but would likely become an area to be avoided due exacerbating the area's safety concerns. This will be particularly significant in the winter seasons with increased hours of darkness. An open, outdoor plan associated with Alternatives 2a or 2b is recommended to mitigate such safety impacts. 15

Comment Letter C-137, cont'd.

7. **Inadequate Comparison to Baseline** – Comparisons are made to the 2015 and 2035 No Project conditions, saying impacts "would be less than under the [2015 or 2035] No Project conditions". This approach exhibits a planning failure for the future and a failure to address the impacts of the project. The DEIR should compare the proposed project to the CEQA baseline to show true impacts, and select the project alternative which is best for the future of the community; instead the project not worse than the projected future, no action scenario.

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8. **Visual** – The Proposed Project would visually degrade the existing visual character of the area, resulting in cumulative impacts related to visual character, view, aesthetics, and shadow/light.

    a. The "context [of the site] is defined by the hills and ridgelines to the east, with extensive residential development in a mature urban forest. The view up Claremont Avenue offers a particularly pleasant vista" (4.2-13). As the DEIR states, College Avenue in the project area "has a dense street tree canopy, adding to the ambience and pedestrian comfort" (pg 3-9). The proposed project has as an objective to "develop a project with minimal environmental disruption" (pg 3-10). However, the proposed project would have a substantial adverse effect on the scenic vista and substantially damage scenic resources by removing "all the existing landscaping plants, including all 21 of the existing trees planted along Claremont and College Avenue sidewalks adjacent to the site" (p 3-10). The Proposed Project would: (1) create a concrete corridor along College Avenue, where there is currently vegetation and a view of the East Bay hills; and (2) replace the currently tree-lined Claremont Ave with more than 600 feet of "blank wall" (bamboo) along the parking garage.

17

    b. Policy N1.5 states "commercial development should be designed in a manner that is sensitive to surrounding residential uses". Policy N1.8 states "areas should be compatible with that which is allowed for residential development." The DEIR states there are 3 to 4 commercial or mixed-use buildings opposite the site on College Avenue that are taller and more massive. The presence of other incompatible surrounding uses is not justification for project approval, and acknowledges the inappropriateness of the design. The Proposed Project - described as bulky, blocking existing vistas, and creating up to 30 foot walls (pg 4.1-11) as residential "views" - fails to meet the design criteria.

    c. PMP Policy Action 3.2.1 (pg 4.1-7) includes using projects to "eliminate 'blank walls' to promote street activity." The Proposed project would remove approximate 100 feet of "existing 'blank wall' on College Avenue" (pg 4.1-8). However, the Proposed Project would **create** over 600 feet of "blank wall" along parking garage facing Claremont Ave; bamboo plantings against a parking structure fail to pass this criteria to "promote a pedestrian environment." (And please,prohibit use of invasive plants (e.g., bamboo) in landscaping of any approved alternative!)

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18 | 9. There is no level of significance for Impact TRANS-17B or its corresponding mitigation measure presented in Table 2-1.

Response to Comment C-137-1

The comment expresses opposition to the proposed project and support of Alternatives 2a or 2b, but does not raise any environmental issues or address the adequacy of the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-137-2

The commenter establishes that she lives and shops in the vicinity of the project, but does not raise any environmental issues or address the adequacy of the DEIR, and no response is necessary.

Response to Comment C-137-3

There is no requirement under CEQA for an EIR to demonstrate a need for or benefit of a proposed project. The DEIR is required to identify objectives of the project, which it does on pages 3-9 and 3-10. The DEIR acknowledges that Conditional Use Permits and variances are required for the project, though a variance is not required for encroachment, which is a standard permit when creating, closing, or modifying driveways at a public street.

The objectives identified on DEIR pages 3-9 and 3-10 are consistent with the proposed project, and the comment provides no evidence to the contrary. Regarding the apparent contradiction referenced in the comment, College Avenue is clearly a street with significant pedestrian activity. The objective referenced in the comment reads, "Create the opportunity, for a mix of grocery store anchor and small retail tenants, to generate pedestrian activity on a portion of College Avenue *which now does not encourage pedestrian activity or comparison shopping*, thus stimulating economic vitality at the College/Claremont corner." [emphasis added.] In other words, the development currently on the site—the suburban-style, auto-oriented Safeway and the now-closed gas station—does not provide a draw to pedestrians. Many pedestrians pass the site on their way to and from other destinations, and some walk to Safeway to shop. However, from a pedestrian standpoint, the site does not draw people in the same way that a restaurant and small retail shops similar to others in the neighborhood would.

The fact that other shopping options are available does not mean that the area cannot support additional shopping options. The results of an independent study of the economic effects of the proposed project are summarized in Master Response M-6.

The Safeway at Broadway and Pleasant Valley Avenue was included in the analysis of cumulative impacts, as discussed in more detail in Responses to Comments B-4-10 and B-4-11, and Master Responses M-6, M-7, and M-8. As discussed in those responses, the traffic, air quality, and greenhouse

gas analyses factored in cumulative impacts based on regional growth. Existing stores such as those mentioned were included in the baseline conditions that formed the basis of both project-specific and cumulative impacts. As discussed in Master Response M-6, grocery stores for the most part serve local markets. Again, an EIR is not required to evaluate benefits of a project. However, as part of their findings, decision makers will need to consider the benefits of the project and determine whether they outweigh the consequences of the significant and unavoidable impacts that have been identified in the DEIR. The comment opposing the project and in support of Alternative 2a or 2b, and the City will consider this input on the project's merits prior to taking action on the proposed project.

An EIR is not required to evaluate the benefits of a project.

Response to Comment C-137-4

See Response to Comment C-1-2 regarding current and future congestion on College Avenue.

See Response to Comment C-30-2 regarding new traffic signals proposed by the project and the mitigation measures.

The comment references Impact TRANS-15 discussing the impact at 63rd Street/College Avenue intersection. Note that the DEIR identifies Impact TRANS-13 as a significant and unavoidable impact at the 63rd Street/College Avenue intersection. However, note that the revised project, as described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13 and the need for a mitigation measure at this intersection.

Response to Comment C-137-5

As described on page 4.3-31 of the DEIR, the Caldecott Tunnel Improvement Projects are planned improvements in the surrounding areas. The DEIR assumes the fully funded improvements in the analysis of future conditions because it is very likely that these improvements would be implemented. However, the unfunded improvements are not assumed in the analysis of future conditions, or considered mitigation measures for the proposed project. However, the DEIR discusses the Caldecott Tunnel Improvement Projects at locations where mitigation measures are also proposed.

Response to Comment C-137-6

The level of service calculation sheets presented in the DEIR appendix provide the detailed calculation sheets that show how the proposed mitigation measures would mitigate the identified significant impacts. The transportation and circulation analysis for the DEIR were completed using standard transportation engineering practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland. Since the comment does not provide specific details as to why the proposed mitigation measures would not mitigate the impacts, no further response is necessary.

Response to Comment C-137-7

As stated in the comment, mitigation measures at several impacted intersections include optimizing signal timings and coordinating signal timings with adjacent signals. However, these strategies are not the only mitigation measures identified at intersections along College Avenue, because they would not mitigate the identified significant impact by themselves. Signal timing improvements and coordination are one part of the mitigation measures identified at the impacted intersections along College Avenue.

Response to Comment C-137-8

As described on page 4.3-41 of the DEIR, the proposed project includes relocation of the existing bus stop on northbound College Avenue from south to north of Claremont Avenue. Mitigation Measure TRANS-2 suggests moving the bus stop on northbound College Avenue from south to north of Alcatraz Avenue.

See Response to Comments B-4-6 and B-5-3 regarding the benefits of moving the bus stop from near-side to far-side of the intersection. Also see Comment A-1-2 that shows AC Transit's support for relocating bus stops from near-side to far-side of intersections. AC Transit estimates that each bus stop relocation would reduce bus travel times by 15 to 20 seconds.

Response to Comment C-137-9

As stated in the comment, the proposed project parking supply would not meet the City's zoning code requirements for parking and the estimated demand would exceed the proposed parking supply. See Master Response M-3 for a more detailed analysis of parking.

Response to Comment C-137-10

The DEIR found that the proposed project would result in a less-than-significant parking impact, and Alternatives 2b and 2a were originally designed to eliminate significant impacts. Alternatives 2b and 2a could be redesigned to include additional parking. This would not change the DEIR's conclusion that the project and these alternatives would result in less-than-significant parking impacts.

Response to Comment C-137-11

See Response to Comment C-178-7 regarding the effects of the proposed project and mitigation measures on on-street parking. Mitigation Measure TRANS-9, which would provide a southbound left-turn lane at the Ashby Avenue/College Avenue intersection, would not result in loss of on-street parking. Also, see Master Response M-3 for a more detailed analysis of parking.

Response to Comment C-137-12

As described starting on page 4.3-56 of the DEIR, parking is not considered a CEQA topic. However, the DEIR and Master Response M-3 include a discussion of project parking demand and supply as a non-CEQA topic.

As included in Improvement Measure TRANS-2, Safeway is currently considering allowing Safeway and non-Safeway customers to park in the ground-level parking garage for two hours or less.

Response to Comment C-137-13

The comment is in favor of a written agreement requiring public parking, as is the comment in favor of Alternative 2b or 2a. This comments will be considered by decision makers in their determination whether or not to approve the proposed project or one of the alternatives. The comment does not address the adequacy of the DEIR, and no further response is necessary.

Response to Comment C-137-14

The DEIR addressed air quality impacts and on pages 4.4-16 to 4.4-21 identified eight less-than-significant air quality impacts. That is, while the proposed project would be expected to increase emissions pollutants and dust over existing conditions, it would do so at a level less than the applicable thresholds of significance. The comment does not identify any inadequacy in the DEIR.

Response to Comment C-137-15

Please see Response to Comment C-156-5. In addition, the landscaped buffer strip of land along the north edge of the site will have a fence around it to prevent public access. Moreover, Safeway will work with the neighborhood regarding the appropriate landscaping on the north side so that there will be minimal impact from vegetation/landscaping on the backyards of the residences on Alcatraz Street that are adjacent to the project site. Decision makers could modify the landscape plans for the buffer zone.

Response to Comment C-137-16

Comparison to 2015 and 2035 conditions was done only for the traffic analysis. The comparison was done in addition to, not in lieu of, a comparison with existing conditions. This scenario was included in the six development scenarios studied in the traffic analysis. However, the project was not evaluated under these scenarios *instead of* being compared to existing conditions, but *in addition to* being compared to existing conditions.

Response to Comment C-137-17

The project would not disrupt the view up Claremont Avenue. It would improve the foreground of views up Claremont from adjacent to the project site by replacing the gas station, opaque cyclone fencing with wooden slats, and large open parking lot with an attractive corner restaurant with landscaped rooftop plaza, landscaped pedestrian "walk street," landscaped planter boxes and decorative trellis adjacent to the employee parking lot, and landscaped enclosure alongside the lower-level parking lot. The frontage would include street trees adjacent to the buildings. Along the College Avenue frontage, the project would include nine street trees, and additional trees would be planted along the "walk street." In any event, street trees within an urban commercial district do not comprise a scenic vista under CEQA, particularly in the case where the existing street trees are adjacent to a gas station, parking lot, and blank stone wall. For additional discussion on why the project would not adversely affect a scenic vista, including the distant view of the tops of the East Bay hills visible from a few locations, please see Response to Comment E-86.

It will be up to decision makers to determine whether the project complies with General Plan policies, such as N1.5 and N1.8. However, the project does not purport to create "residential views," nor is it required to. The project is a permitted use within an established commercial district. Where the project would abut existing residential development, it would create a landscaped 10-foot buffer that does not currently exist, and would reduce, through enclosures, the amount of noise currently experienced at the residential receptors. The project would represent an improvement over existing conditions, and would be attractively designed at a scale that is fully compatible with existing development. In these regards, the project can be seen to be consistent with Policies N1.5 and N1.8.

PMP Action 3.2.1 reads, "Use building and zoning codes to encourage a mix of uses, connect entrances and exits to sidewalks, and eliminate "blank walls" to promote street activity." It is clear from the wording that, like many General Plan policies, implementation of the policy is the responsibility of the City, not individual project applicants. The policy directs the City to shape its building and zoning codes

so as to promote and encourage a mix of uses, connections of entrances and exits to sidewalks, and elimination of blank walls. Nonetheless, the commenter has not provided convincing evidence that the project would conflict with this implementation action. First, the project would eliminate what is indeed a blank wall along the west side of the existing Safeway store. As clearly shown in the accurate architectural renderings presented on DEIR Figures 4.2-4 (page 4.2-5), 4.2-6 (page 4.2-7), and 4.2-8 (page 4.2-9), the project would not replace existing development with blank walls. The Claremont Avenue building façade would be articulated by windows with recessed surrounds, overhead trellis, bamboo plantings in front of open bays, with a wrought-iron fence, and street trees. It is the City's position that this does not in any way constitute a blank wall. Again, it will be up to decision makers to make a final determination as to whether the project does or does not comply with applicable General Plan policies.

Response to Comment C-137-18

""See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection. The revised project would eliminate Impact TRANS-17B and Mitigation Measure TRANS-17B is no longer necessary.

Comment Letter C-138

Vollmann, Peterson

From: Don Kinkead [donkinkead@mindspring.com]
Sent: Tuesday, August 16, 2011 4:00 PM
To: Vollmann, Peterson
Subject: Safeway on College DEIR Comment

Mr. Vollman:

1 | The remediation for hazardous waste plumes at the gas station at College and Claremont was given short shrift in the DEIR. Study should be more thorough.

Don Kinkead
5626 Oak Grove Avenue
94618

Response to Comment C-138-1

Please see Responses to Comments B-4-8, B-4-16 through B-4-19, B-4-21, and B-4-23.

Comment Letter C-139

Vollmann, Peterson

From: Matthew Smaldone [mattsmaldone@gmail.com]
Sent: Monday, August 01, 2011 10:25 AM
To: Vollmann, Peterson
Subject: Safeway Expansion Project....

1 | Why wouldn't Safeway consider expansion somewhere else in Oakland (West) where a grocery store is desperately needed and land/space is plentiful.

Thank you for your time.

kkunze

Response to Comment C-139-1

The applicant is proposing an expansion of its existing but aging store, which is located on College Avenue. Regarding the need for the project, please see Response to Comment C-58-1.

Comment Letter C-140

Vollmann, Peterson

From: Thomas A. Koster [tkoster@berkeley.edu]
Sent: Saturday, July 09, 2011 11:48 AM
To: Elisabeth Jewel
Cc: Vollmann, Peterson
Subject: Proposed College Avenue Safeway project

Dear Elisabeth Jewel:

1 I am NOT a "Supporter of a New Safeway Store on College Avenue," so I do not know why I received your email addressing me in this manner. If you have me listed somewhere as a supporter of the College Ave. Safeway project as presently proposed, please delete me from that list. Receiving your email makes me distrust even more the "strong support" Safeway has been claiming to have for the project, the scale of which (store size, number of parking spaces) is much too big for this neighborhood. I have discussed the proposal with a number of people in my neighborhood and I have not found one person in support of it. I agree the Safeway store should be improved and I would be in favor of a significantly smaller project that would provide a modest expansion.

I am copying Pete Vollman to let him know I am not supporting your proposal as it stands.

Sincerely yours,

Thomas A. Koster
6298 Colby Street
Oakland, CA 94618

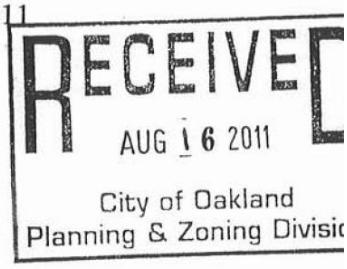
Response to Comment C-140-1

The comment opposing the proposed project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The comment opposing the proposed project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives.

Comment Letter C-141

6298 Colby Street
Oakland, California 94618

12 August 2011



Peterson Z. Vollman, Planner III
City of Oakland
Community and Economic Development Agency, Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, California 94612

Re: Case no. ER09-0006

Dear Mr. Vollman:

The environmental impact of the proposed Safeway Shopping Center—College and Claremont Avenues described in the recently issued Draft Environmental Impact Report (DEIR) will be significant and strongly negative in the project's present form. The plan is opposed by a majority of residents near the project site, as best I can judge from many discussions with my neighbors, and there are very good reasons for this.* Many local merchants appear to have similar concerns. Safeway should propose a significantly smaller building that will not dramatically increase traffic and reduce available parking, which the current proposal will clearly do.

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*Safeway claims to have a list of hundreds of project supporters but I question its relevance and, indeed, its validity. Some weeks ago I received an email from Elisabeth Jewell, who works for Safeway, addressing me as a "Supporter of a New Safeway Store on College Avenue," but I am emphatically not one so far as the present proposal is concerned, and having received Ms. Jewell's email makes me distrust the "strong support" Safeway has been claiming to have for the project. (Possibly Ms. Jewel targeted me as a supporter because I simply sent an email in 2008 saying I wanted to be on the list for notification about the project.) The list of project supporters I saw on Safeway's Web site only identified people's city of residence, and while a majority of names were from Oakland or Berkeley, some were from places like San Francisco, Walnut Creek, and Nevada. I question how many of the Oakland or Berkeley residents listed as project supporters actually live in the neighborhood and understand the environmental impact of the proposal, if indeed they are supporters at all.

Comment Letter C-141, cont'd.

Commercial and residential areas near the site are already overburdened by heavy traffic and a scarcity of parking. Having shopped in the neighborhood since the 1970s and having lived two blocks west of the project site for the past 25 years, I am very familiar with these issues. The impact of the proposed project must be viewed with the following circumstances in mind: (1) the proximity of residential streets and a collection of highly popular businesses for shopping and gathering, (2) a nearby BART station (Rockridge), (3) easy and direct access to a major freeway, (4) a nearby hospital (Alta Bates Medical Center), (5) bordering neighborhoods with residential parking restrictions, and (6) the relative proximity to the University of California, Berkeley campus.

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All these elements and consequent driving and parking patterns reduce available neighborhood street parking dramatically during daylight hours when employees from local businesses, Alta Bates, UC Berkeley, and elsewhere use the neighborhood as a commuter parking lot. To this one must add a constant stream of shoppers and other visitors. On most days, if I do not secure a parking space near my house early in the morning and keep my car there, I am out of luck. Living only two blocks from Safeway, I normally walk if I want to shop there but if I need to drive for a large purchase, the Safeway lot is quite full most of the time and I know I will have little hope of returning home to find a suitable parking space where I can unload. The traffic counts and analyses in the DEIR are inadequate and flawed; they don't cover a large enough area and the numbers simply do not reflect reality. The DEIR should be redone and recirculated. (The review period was inadequate in any case as the DEIR was repeatedly delayed and then suddenly and, for many, unexpectedly released right at the start of the summer holiday period.)

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The proposed project is obviously sized to expand the number of customers travelling by car, bringing many more vehicles into the neighborhood, but insufficient parking is planned for the additional customers as well as for the staff in the enlarged store and new shops included in the project. The resulting traffic congestion on College Avenue, which will spill onto adjacent areas (such as west onto Hillegass, Colby, and other side streets), is unacceptable. A stoplight-controlled exit from Safeway onto College at 63rd Street will exacerbate traffic gridlock. In short, the project will cause major safety, pollution, and parking problems that the area should not be expected to bear. These are not adequately considered in the DEIR.

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Comment Letter C-141, cont'd.

12 August 2011
Koster to Vollman re Case no. ER09-0006
Page 3

6 The College Avenue Safeway should remain primarily a local area store and not become a regional magnet. The site of Safeway's Broadway/51st Street/Pleasant Valley Road store, also proposed for an expansion and not very far from the College Avenue site for people already using cars, is more appropriate for this kind of store. College Avenue between Alcatraz Avenue and Claremont Avenue is already highly congested and cannot support the Safeway project as proposed. The transportation infrastructure will not handle it and the project does not and could not, in its present form, correct this. Its size and scope must be reduced.

7 As currently proposed, the project will spoil a commercially and socially successful neighborhood that has been created over many years and that is a major asset for the city of Oakland. I agree the Safeway store should be improved and I would support a significantly smaller project that provided a modest expansion and could be a positive addition to the neighborhood instead of doing it serious harm.

Sincerely yours,

Thomas A. Koster

Response to Comment C-141-1

The comment expresses opposition to the project due to the significant impacts on traffic and parking. Consistent with the purpose of CEQA, the DEIR discloses and assesses the project's impacts on traffic; it also addresses impacts on parking, though the latter is not considered an environmental effect under CEQA. Mitigation measures have been identified that, if implemented, would reduce all of the project's significant traffic effects to less-than-significant levels. As disclosed in the DEIR, implementation of the measures is not within the City of Oakland's jurisdictional authority; if the City of Berkeley (where the most of the affected intersections are located) declined to implement the measures, Impacts TRANS-1 through TRANS-3, TRANS-5 through TRANS-7, and TRANS-9 through TRANS-12 would remain significant and unavoidable. In that case, it will be up to decision makers to determine whether the benefits of the project would outweigh the adverse environmental consequences associated with implementation of the project.

The City will consider the comment opposing the project prior to taking action on the proposed project. 'Regarding the number of project opponents versus the number of supporters, this is not relevant to an objective consideration of the environmental effects of the project, and no response is necessary.

Response to Comment C-141-2

The traffic congestion and parking shortages stated in the comment are consistent with the conclusions of the DEIR. Also see Master Response M-3 for a detailed analysis of parking. As a comment in opposition to the project, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-141-3

The transportation and circulation analysis for the DEIR were completed using standard transportation engineering practices and City of Oakland's guidelines and requirements. The intersections studied for the analysis were selected based on City of Oakland's criteria (as described on page 4.3-3 of the DEIR) and study intersections were generally selected where the proposed project would increase volumes by 30 or more peak-hour vehicle trips, or by 10 or more peak-hour vehicle trips at intersections already operating at unacceptable conditions during peak hours). The area analyzed for parking demand consists of streets within walking distance of the project site where project customers and employees would most likely park.

Response to Comment C-141-4

As stated on page 4.3-109 of the DEIR, the project would provide fewer parking spaces than required by the City's zoning ordinance and as shown on page 4.3-100 and reiterated in Master Response M-3, it is conservatively estimated that the project peak parking demand would exceed the on-site parking supply.

Also see Master Response M-5 for more detail on traffic intrusion on residential streets.

Response to Comment C-141-5

See Response to Comment C-141-2. Also note that the revised project, as described and analyzed in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impacts TRANS-13 and the need for Mitigation Measures TRANS-13, which consisted of signalizing the 63rd Street/College Avenue intersection. The mitigation measure is not necessary under the revised project. Also the revised project would limit access between 63rd Street and College Avenue to right-turns only which would reduce the potential for cut-through traffic on 63rd Street.

Also see Master Response M-5 for more detail on traffic intrusion on residential streets.

Response to Comment C-141-6

Regarding the statement that the project would be a regional magnet, please see Response to Comment C-86-5.

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to

operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-141-7

Please see Master Response M-6 for a detailed discussion on the potential effect the project would have on the surrounding neighborhood businesses.

Comment Letter C-142

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1986. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Tom Koster

Response to Comment C-142-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-143

Vollmann, Peterson

From: Ari Krakowski [arikra@gmail.com]
Sent: Thursday, July 28, 2011 1:40 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments

Dear Oakland Planning Commissioners and Councilmembers,

1 My family resides on Eton Avenue, only 2 blocks from the Safeway at the corner of College and Claremont on the Oakland Berkeley border. I, like my neighbors, strongly oppose the expansion of the Safeway. The proposed plans would result in a store that is simply way too large for the neighborhood and would mar the wonderful character of this currently pedestrian- and retail-friendly business district. In addition, the proposed Safeway

2 redevelopment would create huge problems for the neighborhood with regard to parking, traffic (both cars and delivery trucks), and noise. With the stretch of College Avenue more clogged, drivers would use my street, as well as Woolsey St., as a way of bypassing the traffic, creating a dangerous situation for the children in our neighborhood. Finally, our property values would be significantly decreased by all of the impacts just described.

3 The existing Safeway can be remodeled without being expanded in such a way that it harms the character and safety of the surrounding neighborhood. Please do NOT allow this Safeway expansion.

Sincerely,

Dr. Ari Krakowski
3124 Eton Avenue
Berkeley

Response to Comment C-143-1

The comment opposing the project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. Regarding the scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Master Response M-9, the project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Also see Responses to Comments A-5-11, E-53, and Master Response M-9 for discussions on the pedestrian orientation and walkability of the project, which are related to existing neighborhood character.

Response to Comment C-143-2

See Responses to Comments C-48-1 and C-99-2 regarding potential additional traffic on Eton Avenue and Woolsey Street as a result of the proposed project.

Regarding noise from the project, as documented in Section 4.6 of the DEIR, the increase in operational noise caused by the project would be imperceptible. Regarding property values, there is no potential that the project would adversely affect property values. For additional discussion on the project's potential economic effects, please see Master Response M-6.

Response to Comment C-143-3

As documented in the DEIR, there is no evidence that the proposed project would harm the character and safety of the neighborhood. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-144

Vollmann, Peterson

From:	Manfred Kroening [mkroening@mac.com]
Sent:	Thursday, August 11, 2011 8:27 AM
To:	Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc:	Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject:	DEIR Comments CASE ER09-0006

1 My family has lived on 63rd St. between Hillegas & Colby for 35 years.
The Safeway expansion Proposal is the first time I feel the quality of our neighborhood to be threatened. Traffic is already backed up on College Ave. and we avoid it. We already can't find parking during the day on our street (we, like many others have no driveway). The idea of a traffic light at 63rd & College is an awful one, threatening to back up traffic down our street and College Ave, with it's 3 (proposed) traffic lights in 3 blocks. I just can't see how the traffic problem alone isn't a deal breaker.

2 How is it not understood that this propsed project is completely out of proportion to the neighborhood? That's just a simple, obvious fact.
As a small business owner myself (Bette's Oceanview Diner in Berkeley for 30 years) I know most all the owners of the small businesses on College. This proposed store will be a severe challenge to their businesses. It will change the flavor of the neighborhood, from a successful, vibrant community to a mass, crowded, impersonal one. I imagine the influx of chain stores College Ave. becoming a run of the mill copy of many Main Streets. Is this what Oakland thinks it really needs for it's future, the revenue of big box stores ? I sure hope not. I thought a sustainable future would involve the concept of "small is beautiful".

Bette Kroening
383 63rd Street
Oakland, Ca 94618
(510) 652-1153

Response to Comment C-144-1

The comment expresses concern that the proposed project would increase automobile traffic and increase parking demand in the residential neighborhoods adjacent to the project. See Master Responses M-3 and M-5 for a discussion of parking and traffic intrusion on residential streets, respectively. Also, note that the revised project, as described and analyzed in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impacts TRANS-13 and the need for Mitigation Measures TRANS-13, which consisted of signalizing the 63rd Street/College Avenue intersection. The mitigation measure is not necessary under the revised project. Also the revised project would limit access between 63rd Street and College Avenue to right-turns only which would reduce the potential for cut-through traffic on 63rd Street.

Response to Comment C-144-2

Regarding the size and scale of the project, at two stories it would be comparable to much of the existing development in the area, and shorter than the three- and four-story buildings in proximity to the site. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the project's potential economic impact on neighboring businesses, please see Master Response M-6. Regarding the possible influx of chain stores, please see Response to Comment C-97-1. As explained in Master Response M-9, the proposed project would not be a big-box development.

Comment Letter C-145

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street since 1976. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Bette Kroening

Manfred Kroening

Response to Comment C-145-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-146

Vollmann, Peterson

From: Hiroko Kurihara [h2oakland@sbcglobal.net]
Sent: Tuesday, August 16, 2011 4:55 PM
To: Vollmann, Peterson
Subject: Safeway on College

RE: DEIR Safeway on College.

Mr. Vollman,

1 Though a founding member of ULTRA, I have more specific concerns about the SAFEWAY DEIR and the proposed 62K renovation due to my proximity to this site.

I am STRONGLY in favor of the City's #1-B Alternative proposal that includes senior housing and a smaller Safeway building. This reflects sound urban planning and sustainable, responsible growth.

2 The EIR needs to include the Safeway redesign proposed for Pleasant Valley and Broadway and look at the cumulative impact and factor in the differences in car traffic patterns.

3 Cut-through traffic on side streets must be included in the study. Street closure for 63rd and 62nd streets needs to be included as possible traffic mitigation measures.

4 Traffic signals at 63rd and at Alcatraz by Claremont ONLY signals that pedestrians must be protected from cars and that the predominant draw is regional, and by car. This is a pedestrian oriented neighborhood

5 The City of Oakland's BIKE Master Plan must be considered, as bike lanes are planned for College Ave in 2012 and will be totally impacted by an additional bus lane on College.

The Safe Routes to School Program that is funded and soon to be implemented will also need to be incorporated where SAFE pedestrian crossings are planned for Alcatraz and other surrounding Avenues.

6 A road diet for Claremont Avenue has to be included as well now that Berkeley is more motivated to coordinate our efforts along this heavily trafficked road.

7 An innovative multi-modal solution to the intersection at Claremont and College Avenues must be proposed.

8 The informal car-pool along Claremont Ave must be considered.

9 Existing truck traffic must be compared to proposed traffic and accurately studied. There are already 2 trucks at 5:15 am that travel down 62nd street, ruining Chinese Elms and compromising limbs that are already prone to low, lateral growth.

10 The Saturday use needs to be redone to reflect heavier use at around noon, not 5pm.

Thanks for your every consideration,

Hiroko Kurihara

Response to Comment C-146-1

The commenter's support of Alternative 1b is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives.

Response to Comment C-146-2

See Response to Comment B-1-6 regarding the inclusion of the proposed 51st and Broadway Shopping Center project in the cumulative traffic analysis in the DEIR.

Response to Comment C-146-3

See Master Response M-5 and Response to Comment C-162-1 regarding cut-through traffic in general and on 62nd and 63rd Streets, respectively. Note that 63rd Street cannot be currently closed at College Avenue because it provides loading spaces for the commercial uses at the west of College Avenue.

Also, see Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and limit automobile access between 63rd Street and College Avenue to right turns only.

Response to Comment C-146-4

See Response to Comment C-30-2 for more details regarding the proposed mitigation measures at Alcatraz Avenue/Claremont Avenue and 63rd Street/College Avenue intersection.

Response to Comment C-146-5

As stated in the comment, City of Oakland is currently planning on implementing bicycle facilities on College Avenue and bicycle facilities and pedestrian improvements on Alcatraz Avenue (funded through a Safe Routes to School grant) in the near future which would not affect the analysis presented in the DEIR (See Response to Comment C-214-22 for more detail). The City is planning to install Class 3A arterial bike routes along College Avenue. Class 3A arterial bike lanes generally consist of shared lane bicycle stencils and would not conflict with the proposed bus stop adjacent to the project site.

Response to Comment C-146-6

A road diet (i.e., narrowing the street from two lanes in each direction to one lane in each direction and a center turn-lane) along Claremont Avenue cannot be implemented along just the project frontage because it would affect traffic operations and safety along the corridor. The road diet would need to be considered for a longer segment or the entire length of Claremont Avenue in Oakland and Berkeley, which is beyond the scope of this DEIR.

Response to Comment C-146-7

The project proposes to add a bulbout at the north corner of the College Avenue/Claremont Avenue intersection in order to reduce the pedestrian crossing times and improve pedestrian visibility. DEIR Mitigation Measure TRANS-4 also proposes improvements at the intersection that would reduce the impact to a less-than-significant level and would benefit automobiles, as well as pedestrians. In addition, as described on page 4.3-31 of the DEIR, City of Oakland is also planning improvements at this

intersection as part of the Caldecott Tunnel Improvement Project Settlement Agreement. However, these improvements are currently unfunded; thus they are not assumed for the analyses of future conditions.

Response to Comment C-146-8

See Response to Comment C-178-5 regarding the casual carpool area on Claremont Avenue.

Response to Comment C-146-9

See Responses to Comments C-159-1 and C-159-5 regarding truck traffic generated by the proposed project.

Response to Comment C-146-10

See Master Response M-2 for a discussion of project impacts during the midday peak hour on Saturdays.

Comment Letter C-147

Vollmann, Peterson

From: Stephanie Lachowicz [stephanie.lachowicz@gmail.com]
Sent: Wednesday, August 03, 2011 5:32 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; fjavandel@cityofBerkeley.info
Cc: Quan, Jean; Brunner, Jane; Wald, Zachary
Subject: Opposition to College Ave. Safeway Proposal - Ref ER09-0006

Reference Case Number ER09-0006

Dear Planning Commission Members-

I am a North Oakland homeowner and resident of 12 years. I oppose the proposed College Avenue Safeway, as I feel it is too big.

I am not opposed to a smaller, reduced-scale renovation. The current store is outdated and an eyesore. I understand that Safeway needs to stay competitive in the marketplace. **1**

However, the proposed design is out of scale with the neighborhood. My property value is based in part on having an intimate, walkable neighborhood, with lots of locally-owned, non-franchise businesses.

I am concerned that the current proposal is too automobile-centric. North Oakland is a unique neighborhood. We can walk and ride bikes to shop and socialize. We need to encourage this behavior, not turn the intersection of College and Claremont into a freeway and parking lot. **2**

I oppose the increased amount of auto traffic the larger store will bring to the neighborhood. Instead of more street lights and traffic lanes, I would rather see more bicycle parking, dedicated bike lanes and pedestrian improvements.

I support the alternative store designs proposed by the Friends and Neighbors of College Ave (FANS) group. Please consider their designs and listen to the neighborhood. We do NOT want a 50,000 sq ft. store! **3**

Thank you for your time.

Stephanie Lachowicz

Response to Comment C-147-1

The comment opposing the project as proposed is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Regarding the walkability of the project, please see Responses to Comments A-5-11, E-53, and Master Response M-9.

Response to Comment C-147-2

The comment expresses concern that the proposed project would increase automobile traffic. See the DEIR starting on page 4.3-100 for a list of pedestrian improvements to be implemented by the project. Also, as shown in Table 4.3-20 of the DEIR, the bicycle parking proposed by the project would greatly exceed the City of Oakland's requirements.

Response to Comment C-147-3

The comment opposing the project as proposed is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. The DEIR evaluates a reasonable range of alternatives to the project, consistent with the requirements of CEQA. Please see Responses to Comments C-10-8 through C-10-11 and E-132 for additional discussion.

Comment Letter C-148

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We recently moved to 63rd St., but have lived in the Rockridge neighborhood since. 2007. We are very familiar with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1 We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted,

Megan Larson

Zach Larson

Response to Comment C-148-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-149

Vollmann, Peterson

From: David C Lee [dclee.adr@sbcglobal.net]
Sent: Saturday, August 06, 2011 9:17 AM
To: Vollmann, Peterson
Subject: rockridge safeway

Dear Mr. Vollman: I am in my 75th year. I try to walk as much as possible for physical and mental health. I live 1 1/2 blocks from the Rockridge BART station. At least twice a week I (we; my wife and or dogs
sometimes) walk as far as Ashby. The ambiance and tranquility of the the area is prime... with the exception of the 5 or 6 street intersection of Claremont and College which is a disaster. Traffic, air pollution and noise pollution are already unacceptable. Changing a 5/8 of an acre store into a nearly 1 and 1/2 acre store will surely exacerbate the problem. With the new projected 51st and Broadway store going in we really don't need the enlargement of the Rockridge facility. We shop at locally owned stores such as Ver Brugge, La Farine, Cole's Coffee, Yasai Produce and the like. We dine, lunch and dinner at Wood Tavern and other local eateries. These are local business which should not be threatened by a super large, albeit Alameda County, giant corporation which is clearly a threat to the livelihood of locally owned business.
Esthetically the drawings I have seen, while fine for San Leandro, are visually inconsistent with the area.

1

I thank you for your consideration of my concerns (Which my wife agrees with)

David C. Lee

Response to Comment C-149-1

The comment opposing the project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives. Regarding the potential impact on neighborhood character, please see Responses to Comments B-4-4, C-10-15, and E-142.

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the need for the project, please see Response to Comment C-58-1. As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures. As documented in detail in DEIR Sections 4.4 and 4.6, respectively, the project's impacts on air quality and noise would not be significant.

As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

The commenter may present comments on the project's design to the Planning Commission during the separate hearing on the design review of the project. The potential aesthetic effects of the project are considered in Section 4.2 of the DEIR, which concluded that the project's aesthetic impacts would be less than significant.

Comment Letter C-150

Vollmann, Peterson

From: Esther Lerman [eslerm@earthlink.net]
Sent: Friday, August 12, 2011 12:40 AM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

Dear Mr. Vollman,

1 I am writing in reference to the DEIR regarding Safeway expansion. I work across the street on College Ave. at 63rd St. I have a very difficult time finding parking near my office at present and am concerned that the increased Safeway will create far more traffic
2 and parking problems in the neighborhood. This is also a small area which would, I believe, be negatively impacted by the inevitable increase of car exhaust pollution, lowering the air quality. I also think the neighborhood has small, well established
3 stores which already provide all the same products that the new Safeway would be adding. There is no need in the community for this and it harms the neighborhood feel that we have in this little shopping area.

I appreciate your considering the concerns of myself and others who live and work in the neighborhood.

Thank you,
Esther Lerman, MFT

Response to Comment C-150-1

This comment is consistent with Figure 4.3-6 of the DEIR which shows that parking occupancy on 63rd Street near College Avenue and on College Avenue near 63rd Street is currently at or near capacity on weekday evenings. Also see Master Response M-3 for an updated analysis of project parking demand and its potential effects on on-street parking. Consistent with the DEIR, the updated analysis concludes that the proposed project would increase on-street parking occupancy in the project vicinity.

Response to Comment C-150-2

The DEIR examined potential air quality impacts for the project area, and concluded that although the project may increase pollution, any increase would not rise to a level of significance (see the Draft EIR, pages 4.4-1 to 4.4-21).

Response to Comment C-150-3

Regarding the need for project, please see Response to Comment C-158-1.

Comment Letter C-151

August 15, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street since 2008. We are very familiar from with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006. 1

Respectfully Submitted

Karen Levine

Mauricio Bustos

Response to Comment C-151-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-152

Vollmann, Peterson

From: P. Rachel Levin [prlevin@rawbw.com]
Sent: Sunday, August 07, 2011 12:06 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments: ER09-0006

Case Number: ER09-0006

Dear Pete Vollman,

I am a first-time homeowner. I have lived on College Avenue near Alcatraz for the past year.

The Safeway Plan is unsuitable for the neighborhood for several reasons, most of which are related to the increase in traffic.

1 Currently College Ave. is only one lane in each direction. Already, with the existing Safeway, there is considerable traffic with at least 15-20 cars idling in front of my house, then inching along bumper-to-bumper beginning at about 4:00 in afternoon to 6:30 pm on weekdays and beginning at noon on the weekends.

A Safeway of the magnitude described in the proposal will increase traffic congestion beyond the limits that the narrow street can accommodate.

Increased congestion will adversely affect:

2 1. Access for emergency vehicles.
3 2. Air quality due to idling of cars.
4 3. Safety for pedestrians and bicyclists.

5 I recognize the need for an expanded and improved Safeway, but the size of the proposed store is unsafe for residents and visitors to the neighborhood.

As a resident of the neighborhood I request more careful consideration of the environmental/safety effects of the Safeway proposal.

Thank you for your attention. Please contact me with any questions or concerns.

Sincerely,

P. Rachel Levin

Response to Comment C-152-1

The existing traffic congestion on College Avenue noted in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during the weekday and Saturday peak hours.

As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project). While major intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project, the proposed mitigation measures would reduce the amount of delay at these intersections.

Response to Comment C-152-2

As stated in the comment and shown in Table 4.3-19 of the DEIR, additional traffic generated by the proposed project would increase travel times. Emergency vehicles would continue to operate similar to current conditions and other urban areas as they would continue to be allowed to travel through red signals, drive on the opposite side of the street, and other vehicles are required to pull to the side of the street to allow emergency vehicles to proceed.

Response to Comment C-152-3

The DEIR examined potential air quality impacts for the project area, and concluded that although the project may increase pollution, any increase would not rise to a level of significance (see the Draft EIR, pages 4.4-1 to 4.4-21).

Response to Comment C-152-4

See Master Response M-4 regarding safety impacts on pedestrians and bicycles.

Response to Comment C-152-5

The comment summarizes the points made above. Please refer to those comments for more detailed responses.

Comment Letter C-153

Vollmann, Peterson

From: Star Lightner [starlightner@gmail.com]
Sent: Saturday, July 09, 2011 2:38 PM
To: Vollmann, Peterson
Cc: Elisabeth Jewel
Subject: Safeway on College Ave., Oakland

Greetings,

I'm a Rockridge resident (born and raised), and I'm writing because I SUPPORT the expansion of Safeway on College Ave. I'm not able to attend the Planning Commission meeting on July 20, but I, my husband and my 71 year old mother all support the project as proposed by Safeway.

I grew up on Birch Court in the 60s and 70s, and have lived in other parts of Rockridge as an adult since 1996. As long as I can remember, that Safeway has seemed old, small and inconvenient. And to take up as much prime real estate with a parking lot as it currently does is an absolute shame. I understand that there are people opposed to the project who think it's too big, but I strongly disagree. The current design provides a lot of sidewalk retail space that does not currently exist, it would improve the parking situation dramatically, and would be ten times more asthetically pleasing than what exists. I also think the size of the store should be significantly larger than its current size. I HATE shopping in the current cramped space. **1**

I hope the Planning Commission realizes there are many Rockridge residents like ourselves who, while perhaps less vocal than those in opposition, strongly support Safeway's plans. My mother (Helen Lightner-Smith, who lives off of Broadway Terrace), my husband (Ben Riddell) and myself are three supporters who appreciate your consideration of this project.

Regards,

Star Lightner

Response to Comment C-153-1

The comment in support of the proposed project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives.

Comment Letter C-154

NORMAN and DIANNE MACLEOD
340 SIXTY SECOND STREET,
OAKLAND,
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Tel: 510-655-0649
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Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031.

Safeway Development at College and Claremont
Reference Case Number ER09-0006
Comments on the Draft Environmental Report

PARKING ISSUES ARE INADEQUATELY ADDRESSED

1 1. **Current parking is 106 spaces. The DEIR states there will be 171 parking spaces, with 27 of these reserved for employees. Thus, there is a net increase of only 38 parking spaces for the public visiting the Store and proposed independent shops**. The only data given in the DEIR is generic information taken from the Institute of Engineers Study (2004) of parking requirements on certain types of stores. This is insufficient given the "promised" substantial numbers of customers. Safeway should provide data specifically related to its expansion plans for the Store. It will be useful to knowhow many parking spaces Safeway plans for its expanded store at Broadway/Pleasant Valley.

2 2. **The parking count in the Safeway parking lot is clearly deficient**. At 12 noon on a recent Tuesday I counted 5 vacant spaces out of 106. Broader and more representative counts should be made at different times.

3 3. **The On Street parking figures given in the DEIR are very misleading, and plain wrong.** Two counts in the DEIR were both taken between 5:00 p.m and 7:00 p.m. There are presently NO available parking spaces on 62nd Street from College to Colby, and on Hillegasse between Alcatraz and 60th Street. The DEIR has taken no account of present parking problems caused by the casual carpool pick up point at Claremont just north of College, plus the E Line bus stop at Claremont and College. Commuters to San Francisco park all day on the above mentioned streets for all the working day.

4 4. **The present lack of On Street parking will be greatly exacerbated by significant increased need for On Street parking caused by the greatly expanded Safeway Store and appurtenant shops**. This overflow will impact on neighboring streets of **BERKELEY**. For instance, Alcatraz, Lewiston, Eton and Woolsey. Such casual parking by customers of Safeway will also impact any neighboring Berkeley Streets which have Residential parking.

Norman and Dianne Macleod

Response to Comment C-154-1

The current Safeway parking lot provides 105 parking spaces which is used by Safeway employees and customers, as well as non-Safeway customers. The proposed project would provide 171 spaces with 27 spaces on the upper level parking lot reserved for employees and 144 spaces in the ground-level garage

available to the general public. As included in Improvement Measure TRANS-2, Safeway is considering allowing non-Safeway customers to park in the proposed garage for two hours or less. The comment is consistent with Table 4.3-22 of the DEIR in that the proposed parking supply is not sufficient to meet the parking demand generated by the proposed project. See Master Response M-3 for a more detailed analysis of parking conditions.

The parking supply for the proposed Safeway project at the 51st and Broadway Shopping Center is not applicable to this project because the 51st and Broadway Shopping Center project provides parking for a much larger shopping center and is located in an area where more customers drive. Also see Response to Comment C-127-2 regarding parking requirements under zoning code for the 51st and Broadway Shopping Center project.

Response to Comment C-154-2

See Master Response M-3 for an expanded parking demand survey of the existing project site that shows hourly parking demand throughout the day on weekdays and Saturdays.

Response to Comment C-154-3

The DEIR analyzed on-street parking demand during the evening hours because both project parking demand and on-street parking on adjacent streets would peak at this time. Parking demand on residential streets adjacent to the College Avenue commercial corridor peaks during the evening hours on weekdays as local residents return home from work and at the same time, retail and restaurant customers also arrive in the area.

Consistent with the comment, Figures 4.3-6 and 4.3-7 of the DEIR show that parking occupancy on 62nd and 63rd Streets between College and Hillegass Avenues and some segments of Hillegass Avenue is near, at, or above capacity (i.e., occupancy is 90 percent or higher). However, parking occupancy decreases on blocks further away from College Avenue.

Improvement Measure TRANS-2 recommends installing parking meters along the project frontage on Claremont Avenue to reduce the number of carpool or bus commuters using the on-street parking throughout the day and to make these parking spaces available to retail customers. However, these spaces would continue to remain available for casual carpool pick-ups on weekday mornings.

Improvement Measure TRANS-2 also recommends implementing residential parking permits (RPP) on the residential streets that do not have RPP as residential streets that currently have RPP have lower parking occupancies than streets that do not have RPP.

Also see Master Response M-3 for an updated analysis of on-street parking demand.

Response to Comment C-154-4

The comment is consistent with DEIR conclusion that the expected parking deficit at the project site would result in parking spillover on adjacent residential streets. See Master Response M-3 for an expanded analysis of project parking demand. However, Safeway customers are not expected to park on Eton Avenue or Woolsey Street as they are too far away and supermarket customers carrying numerous grocery bags are unlikely to walk far.

Comment Letter C-155

Vollmann, Peterson

From: Howard Matis [hsmatis@gmail.com]
Sent: Sunday, July 10, 2011 10:06 AM
To: Vollmann, Peterson
Subject: Safeway Expansion

1 I live in Oakland near the proposed Safeway Expansion on College Avenue. This Safeway is our local shopping area. The expansion is good for our neighborhood and good for our community. If it is not built then we will simply shop more often in Berkeley. Furthermore, when my family shops at Safeway, we also go to the other Oakland shops which are nearby. Expansion of the current Safeway is good for us and good for the local merchants. Please recommend the expansion and forward my comments to the Oakland Planning Commission.

Howard Matis

Response to Comment C-155-1

The comment in support of the proposed project is noted, and will be considered by decision makers during their deliberations on whether or not to approve the proposed project or one of the alternatives.

Comment Letter C-156

August 16, 2011
Peterson Z. Vollman, Planner III
City of Oakland Community and Economic Development Agency, Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612
by email to pvollman@oaklandnet.com

Re: Case # ER09-0006 – Opposing Safeway College and Claremont expansion and protesting the lack of notification on the DEIR to Berkeley residents who live very near Safeway

Dear Mr. Vollman,

1 **I am an air quality specialist and also have lived on College Avenue one block from the Safeway store for over 20 years.** I was surprised that many required pieces were missing from the Draft Environmental Impact Report (Draft EIR) and public notification process for this project. Because I have evaluated dozens of industrial, transportation, and other projects that cause environmental and health impacts to community members for more than the last two decades, I am very familiar with the requirements of the California Environmental Quality Act (CEQA). I am also very disheartened that the Safeway corporation has taken such an aggressive stand to inappropriately site a huge new development in our residential area. If Safeway had proposed a reasonably moderate expansion, the company would likely have had the support of the community, but instead has alienated and violated the rights of the whole neighborhood. The community is obviously hoping and urging that the City of Oakland put this right by correcting the Draft EIR, and choosing a moderate project alternative as required by the facts.

2 **CEQA and normal zoning evaluation requires that approval for this project be denied by the City of Oakland because of its deficiencies. The draft EIR may not be finalized, but must be reissued and recirculated in draft form.** The oversized expansion has significant negative environmental impacts not identified in the Draft EIR, and many other impacts that were not analyzed. Environmentally superior, feasible project alternatives are available that don't cause the significant negative impacts of the proposed project. The very large expansion is inappropriate in this residential neighborhood and small business district. In addition, the DEIR failed to evaluate significant Cumulative impacts of the project.

3 **I also protest the lack of public notice to Berkeley residents like myself who live extremely close to Safeway, but who did not receive letters notifying us that DEIR had been published. As a result, I have had only a couple of weeks to review the DEIR rather than 45 days.** I did my best to complete as much as I could within the short period, but I would certainly have spent considerably more time evaluating the DEIR if I had been given the proper notice. I have asked many of my Berkeley neighbors if they received a notice, and I was told that they did not. It appears that only Oakland residents were notified (and not all of them either). The project will cause significant air pollution impacts, which do not magically stop at the Oakland/Berkeley border,

Comment Letter C-156, cont'd.

which is very close to the Safeway store. Due process needs to be provided for members of the public whether or not we live in Oakland, especially those that are directly impacted (like myself). We are proud of both Berkeley and Oakland where we work and live, and we need to be included in the public planning process. Since the City of Oakland is the lead agency, it is responsible for including all the community members in the area who are potentially impacted. 3

Because myself and others who were not notified, and because there are many pieces missing from the DEIR, it should be reissued as a draft with a full 45-day comment period in order to complete our review. Taking the time to follow the required public process is necessary; otherwise Safeway will be facing long delays through the inevitable legal actions that community members would likely take, especially given the alienation that Safeway has caused through its heavy-handed dealings.

A few of the project deficiencies that I identified during the very shortened evaluation period available included the following. Some additional detail is provided in the discussion following this list for a few of these impacts as time permitted. Many additional crucial points of testimony were provided at the most recent public hearing at the City, identifying deficiencies in the analysis that need to be fixed. Here is my short list of issus.

- The Cumulative Impacts to air quality section does not actually perform any cumulative impacts assessment 4
- The DEIR found no significant impacts to air quality but left out the basis for its conclusions for many major activities
- The Project left out analysis of potential crime impacts related to the proposed parking garage and burden of additional policing to City. I testified about this at the hearing but have run out of time to repeat my comments. 5
- The Project is at odds with the City of Oakland's bicycle plans and will degrade bicycle access in the area 6
- The seismic safety analysis is missing – particularly of concern due to the extremely close proximity of the Hayward Fault, and the building of a parking garage, a structure that is frequently subject to lower building standards than other structures. 7
- The impacts on local small businesses in the Special District is already harmful – Safeway has bought up our independent pharmacy even before the project's approval and closed the local gas station and repair shop. 8
- The visual impact of the project was not accurately characterized by the DEIR - -they minimize the size of the project, and don't fairly characterize the existing neighborhood. 9
- The overall size of the project (with a two-level parking garage, and installation of a whole new shopping center) is completely at odds with the small business District. It would be larger than any building complex for miles, within a residential area. Our special business 10

2

Comment Letter C-156, cont'd.

10 District with small businesses is compatible with the residential area, but siting this massive Safeway complex is more consistent with a freeway frontage shopping District.

11 • Due to the oversize of the project, it is at odds with the City of Oakland's Land Use *Policy CO-12.1: **Land use patterns which promote air quality.*** **Promote land use patterns and densities which help improve regional air quality conditions by:** (a) minimizing dependence on single passenger autos; (b) promoting projects which minimize quick auto starts and stops, such as live-work development, mixed use development, and office development with ground floor retail space; **(c) separating land uses which are sensitive to pollution from the sources of air pollution;** and (d) supporting telecommuting, flexible work hours, and behavioral changes which reduce the percentage of people in Oakland who must drive to work on a daily basis.

12 • Particulate matter fugitive dust during construction including demolition of the existing buildings, construction of the new buildings, and hazardous waste in the soil from the previous gas station was not adequately assessed, and should have been found as significant

13 • The Project setting was not fairly characterized.

14 • In addition to the issues above, the following DEIR conclusions are wrong:

4.1 Land Use, Plans and Policies

- **"Impact LU-2:** The project would not result in a fundamental conflict between adjacent and nearby land uses." (Incorrectly found by DEIR as Less than Significant).
- **"Impact LU-3:** The project would not conflict with applicable land use plans and policies adopted for the purpose of avoiding or mitigating an environmental effect." (Incorrectly found by DEIR as No Impact)
- **"Impact LU-5:** The proposed project, combined with cumulative development in the defined geographic area, including past, present, existing, approved, pending, and reasonably foreseeable future development, does not reveal any significant adverse cumulative impacts in the area." (Cumulative Impact: Less than Significant – In fact no Cumulative Impact analysis was carried out for Air Quality – see above)
- **"Impact AES-2**: The proposed project would alter the existing visual conditions on the project site, but would not substantially degrade the existing visual character or quality of the site and its surroundings. In addition, it would be consistent with the City of Oakland Design Review criteria for non-Residential projects." (Incorrectly found as Less than Significant)

15 - "Converting the existing angled parking spaces on College Avenue to parallel spaces would result in elimination of six metered on-street parking spaces. Parking demand on this segment of College Avenue is currently at or above capacity." (Found as Significant and Unavoidable, but project alternatives would avoid this impact)

(continued below)

3

Comment Letter C-156, cont'd.

A few details on air quality issues:

Air quality impacts due to the project were not analyzed and are likely to be significant

The DEIR came to the following conclusions of no significant impacts. These are not credible given the large increase in traffic, increased diesel trucking, and major construction identified in the DEIR. Furthermore, major activities of the Project were not documented (specific assumptions, and evalutions of air emissions impacts to residents along College, Claremont, and to smaller residential streets, due to traffic increases, with the exception that Carbon Monoxide screening was mentioned). The calculations used to determine the results of air emissions were almost completely left out, with a small exception listed below. The DEIR Air Quality section is thus incomplete, and must be completed and re-circulated.

DEIR Air Quality Conclusions Summary (beginning p. 2-26)

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4.4 Air Quality		
Impact AIR-1: Activities associated with demolition, site preparation, and construction would generate short-term emissions of criteria pollutants. (Less than Significant)	None Required Standard Condition of Approval AIR-3, *Asbestos Removal in Structures*	**Less than Significant**
Impact AIR-3: Construction activities would expose nearby sensitive receptors to substantial levels of PM2.5 and toxic air contaminants (TACs), which may lead to adverse health effects. (Significant)	Mitigation Measure AIR-1: The project applicant shall develop a Diesel Emission Reduction Plan including, but not limited to alternatively fueled equipment, engine retrofit technology, after-treatment products and add-on devices such as particulate filters, and/or other options as they become available, capable of achieving a project wide fleet-average of 70 percent particulate matter (PM) reduction compared to the most recent California Air Resources Board (CARB) fleet average. This Plan shall be submitted for review and approval by the City, and the Project applicant shall implement the approved Plan.	**Less than Significant** Implementation of Mitigation Measure AIR-1 above would reduce TAC, including DPM, exhaust emissions by implementing feasible controls and requiring up-to-date equipment. With mitigation, the calculated maximum excess cancer risk from construction activities would be reduced from 30.9 in one million to 9.3 in one million. This would be considered less-than significant after mitigation.
Impact AIR-4: Operation of the proposed project would result in increased long-term emissions of criteria pollutants. **(Less than Significant)**	None Required	
Impact AIR-5: The proposed project would not frequently create substantial objectionable	None Required	

4

Comment Letter C-156, cont'd.

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odors affecting a substantial number of people. **(Less than Significant)**	
Impact AIR-6: The proposed project would not contribute to CO concentrations exceeding the State AAQS of 9 ppm averaged over 8 hours and 20 ppm for 1 hour. **(Less than Significant)**	None Required
Impact AIR-7: The project would continue to attract diesel powered delivery trucks, which are sources of diesel particulate, a Toxic Air Contaminant. **(Less than Significant)**	None Required
Impact AIR-8: The proposed project could result in a cumulatively considerable contribution to a cumulative air quality impact from criteria pollutant emissions. **(Less than Significant)**	

17

The DEIR has acknowledged that the traffic is already at or above capacity in this area. Despite this the DEIR fails to identify any evaluation of associated air impacts due to the increased congestion with the exception a general screening for Carbon Monoxide based on number of cars at intersections due to the project itself (p. 4.4-20). Even this screening does not provide an assessment of cumulative increases due to other projects occurring at the same time. The DEIR does state that:

> "Operational emissions for vehicle trips and area sources were calculated using the CalEEMod computer model. The CalEEMod model was applied to both the existing and proposed Safeway stores. Net new emissions were estimated and compared to the appropriate threshold of significance."

It is not clear whether this model included increased traffic impacts other than at the facility itself, and the assumptions used. No information was provided in the DEIR or the appendices giving the extent of the geographic region evaluated for air quality impacts from traffic, the specific pollutants assessed for traffic air quality impacts, or any information at all about the model relating to air quality. Computer modeling is only as good as the assumptions used, and these can be readily explained to the public in lay terms. It is not clear that any assessment of air emissions due to traffic other than at the facility itself was carried out, except for carbon monoxide screening at some unknown intersections not identified.

Here are examples of the air quality details provided in the Appendices. They were provided as charts with the results of air emissions as follows, with no calculations:

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Comment Letter C-156, cont'd.

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.13	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	547.11	547.11	0.02	0.01	550.52
Mobile	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Waste						0.00	0.00		0.00	0.00	29.31	0.00	29.31	1.45	0.00	59.83
Water						0.00	0.00		0.00	0.00	0.00	1.29	1.29	0.00	0.00	1.62
Total	2.86	6.62	22.94	0.02	1.26	0.14	1.40	0.06	0.14	0.21	29.31	2,059.42	2,088.73	1.60	0.01	2,126.68

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.13	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	547.11	547.11	0.02	0.01	550.52
Mobile	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Waste						0.00	0.00		0.00	0.00	29.31	0.00	29.31	1.45	0.00	59.83
Water						0.00	0.00		0.00	0.00	0.00	1.29	1.29	0.00	0.00	1.62
Total	2.86	6.62	22.94	0.02	1.26	0.14	1.40	0.06	0.14	0.21	29.31	2,059.42	2,088.73	1.60	0.01	2,126.68

Mitigated Mobile

17

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Unmitigated	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

There are no calculations provided to document the basis of the numbers in the charts above or the other charts in the appendix, with the small exception of one page entitled "Spreadsheet to calculate DPM/PM2.5 Emissions, "Construction of Safeway Store at Claremont and College." It only provides a list of the numbers of trucks per day at the facility, the emissions factors in grams/mile, the emissions/second and per day on average and maximum, and only for pm2.5 emissions, for construction onsite. No citations for the origin of these emissions factors is provided. No calculations at all were provided in the DEIR for any air pollutant for the project.

The DEIR does fairly characterize the concerns about health for sensitive receptors to air quality impacts in the following excerpt, but it fails to identify whether it carried out the necessary analysis related to these issues:

> For the purposes of air quality and public health and safety, sensitive receptors are generally defined as land uses with population concentrations that would be particularly susceptible to disturbance from dust and air pollutant concentrations, or other disruptions associated with project construction and/or operation. The reasons for greater than average sensitivity include preexisting health problems, proximity to emissions sources, or duration of exposure to air pollutants. Schools, hospitals, and convalescent homes are considered to be relatively sensitive to poor air quality because children, elderly people, and the infirm are more

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Comment Letter C-156, cont'd.

susceptible to respiratory distress and other air quality-related health problems than the general public.

Residential areas are considered sensitive to poor air quality because people usually stay home for extended periods of time, with associated greater exposure to ambient air quality. Recreational uses are also considered sensitive due to the greater exposure to ambient air quality conditions because vigorous exercise associated with recreation places a high demand on the human respiratory system.

The closest sensitive receptors to the project site are residences immediately adjacent the site to the north. Residential receptors are also located across Claremont Avenue to the east and across College Avenue to the west. p. 4.4-2

This statement also leaves out that there are sensitive receptors in a much wider area impacted by the increased traffic. Furthermore, healthy adults are also vulnerable to air pollution.

The increased air pollution due to traffic, including gasoline and diesel autos and pickup trucks, and large diesel trucks, is well known to cause health hazards to humans. The DEIR failed to identify whether it evaluated increased concentrations in the air due to these pollutants offsite from the Safeway facility:

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- Diesel particulate matter (which is strongly carcinogenic) from traffic increases throughout the community
- Fine particulate matter (PM2.5 is proven to cause increased death rates in the population even at low levels)
- Increased levels of NOx, benzene, and other pollutants.

Furthermore, testimony was given during the August 3rd public hearing that the traffic analysis was missing a review of many additional peak traffic periods that occur during the year from UC Berkeley home football games, where many extra large buses, and very heavy traffic along College Avenue. I concur with this testimony -- such major events add to the repeated air quality burden, and need to be considered as part of the existing environmental setting.

Cumulative air quality impacts were not evaluated

The Cumulative Impacts section of the air quality chapter completely missed the point of the requirements of cumulative impacts analysis under CEQA. The CEQA definition is as follows:[1]

The CEQA definition of cumulative impact comes from the Office of Planning and Research (OPR). Section 15355 of OPR's CEQA Guidelines provides the following context:

Cumulative impacts **refer to two or more individual effects which, when considered together, are considerable or which compound or increase other environmental impacts.**

(a) The individual effects may be changes resulting from **a single project or a number of separate projects.**

[1] http://knowledge.fhwa.dot.gov/ReNEPA/ReNepa.nsf/All+Documents/2386F242F857029E852570A500092E58/$FILE/Approach_and_Guidance.pdf

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Comment Letter C-156, cont'd.

(b) The cumulative impact from several projects is the change in the environment which results from the incremental impact of the project when added to other closely related past, present, and reasonably foreseeable probable future projects. **Cumulative impacts can result from individually minor but collectively significant projects taking place over a period of time.**

The Safeway DEIR incorrectly states that there are no cumulative air quality impacts since the Safeway project itself causes no significant air quality impacts:

Cumulative Air Quality Impacts

Impact AIR-8: The proposed project could result in a cumulatively considerable contribution to a cumulative air quality impact from criteria pollutant emissions. (Less than Significant)

The geographic area considered for the air quality cumulative is generally the San Francisco Bay Area air basin. According to City of Oakland significance criteria, any proposed project that would individually have a significant air quality impact would also be considered to have a significant cumulative air quality impact.

17

Since the project's individual impacts were found to be less than significant or would be reduced to a less-than-significant level through mitigation, the project would not have any cumulative air quality impacts.

Mitigation: None required.

CEQA cumulative impacts analysis by definition include both the impacts of the Safeway project PLUS impacts of other projects in the region. The DEIR states that if the project itself causes significant impacts, then it must also be cumulatively significant. However, the converse is not true – if the project itself is not significant, it can still cause significant cumulative impacts in combination with other projects in the region. Identifying the combined impacts on the area is the whole point of a cumulative impacts analysis. As will be discussed later in this letter, other projects do exist which cumulatively cause significant impacts with the Safeway project.

Cumulative Impacts analysis is a crucial requirement of CEQA, because an isolated project could cause considerable harm to public health or the environment if there are a lot of other projects present causing the same impact. One good example is the formation of smog, which is the regional pollution caused by chemical reactions of individual air pollutants in the atmosphere. Smog is not usually caused by just one air pollution source alone unless it is very large, but is a severe problem due to the cumulative emissions of many sources. Together they cause and exacerbate asthma.

The Safeway DEIR completely left out the Cumulative Impacts analysis from the air quality section. Although the quoted section above is entitled "Cumulative Air Quality Impacts" it doesn't actually carry out a Cumulative Air Quality Impacts analysis. The DEIR seems to mean by cumulative impacts only those within the Safeway property.

18 **Lack of public notice to Berkeley residents**

Comment Letter C-156, cont'd.

I evaluated the Draft EIR in the short time available (since I received no notice of the Draft EIR and was only told about it by chance, by neighbors 2 ½ weeks ago). A member of the community organization "FANS"[2] made the effort to call me and notify them about the August 3rd City of Oakland public hearing, which I attended. I have asked other neighbors of mine in Berkeley, and they were not aware about the DEIR availability or the comment deadline. After being told by the FANS member about the public hearing, I looked at the City of Oakland website to see if the DEIR was published, but only 2009 CEQA initial study documents were listed on the City's webpage as shown below.[3] I tried searching under many "google" searches and by looking through many pages of the City's website, but was unable to find any page listing the DEIR. The City's webpage entitled "City of Oakland Environmental Review Documents" is shown below, listing no DEIR available. The following is a print screen capture of the website as of 8/14/2011, which is still the on the City's webpage as I write this comment letter. I brought this to the attention of the City during my testimony at the last hearing, but this page remained up at the City website. I assume that many others who received no notice in the mail of the website were also led astray by this page:

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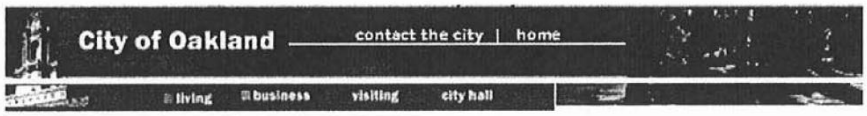


CITY OF OAKLAND Environmental Review Documents

Zoning & Planning Homepage | Major Projects Homepage | Certified Documents

	Project Name	Case File Number
1)	**325 Seventh Street Project** Initial Study	ER07-002
2)	**2007-2014 Housing Element** 2007-2014 Housing Element – Revised Public Review Draft Initial Study Notice of Preparation	ER08-0009
3)	**College Avenue Safeway** Initial Study Notice of Preparation of Draft EIR	ER09-0006
4)	**Jack London Square Residential Tower** Initial Study	ER06-006
5)	**Gateway Community** Draft EIR	ER05-001

[2] Friends and Neighbors of College Avenue, http://concernedneighborsofsafeway.blogspot.com/

[3] http://www.oaklandnet.com/government/ceda/revised/planningzoning/majorprojectssection/environmentaldocuments.html

9

Comment Letter C-156, cont'd.

18 Only after I had the exact title of the DEIR lent to me during the public hearing, was I able to later find the report, on the City of Berkeley's webpage, which redirected me to a different City of Oakland webpage. This problem of lack of notification needs to be fixed for the general public in this area.

Although I live in Berkeley, I have worked in downtown Oakland for more than 10 years, and I take pride in both cities. I am fully aware of the dire economic straits of municipalities these days, but I am concerned that a misguided decision could be made by the City of Oakland, wooed by imagined increased tax dollars from this oversized development. That would be at the expense of the economic stability of the many vibrant small businesses in the area, and could actually result in an economic blight of the area. The Safeway corporation which is already the largest store around, risks a major boycott if built as proposed, tearing apart the community, and not providing the imagined economic benefits to the City. With a reasonable expansion the Safeway could remain an accepted and useful grocery for local residences including college students who bus here. But Safeway instead is pushing ahead to implement a business plan developed at a long distance from our neighborhood. I have shopped at Safeway and at local small businesses for the last two decades. I've always found Safeway employees to be courteous and helpful. However, at this time it appears the Safeway corporation is uninterested in neighbors' concerns, or about carrying out Safeway's legal obligations under CEQA.

19 I wish to protest the views of one person who testified on behalf of Safeway, who implied that the opponents to the project are lazy rich people sitting at cafes drinking coffee. In fact, we are not all rich folks in the neighborhood – there are people at all income levels in our rent-controlled area, and many of us do not own homes or cars. We appreciate living in a vibrant community where people know each other, work hard, and also can walk up the street to relax at our local small businesses when we have a minute. I explain this because there is a danger of dismissing the opponents to the project as only high income snobs. Please listen to the legitimate concerns of everyone in the community at all levels of income. We truly want to build a healthy Oakland and a healthy Berkeley, with economic stability, improved, not degraded air quality, and diversity.

Let's stop this proposal for "fixing" the neighborhood before we break it. Thank you for your consideration. Please add me to all mailing lists for information on this project.

Sincerely,

Julia May

Response to Comment C-156-1

The writer expresses opposition to the project and makes a general comment that the DEIR is inadequate, but provides no examples, so a specific response is not feasible. The more detailed comments in the letter are addressed in turn. In response to this comment, the City believes the DEIR is adequate.

Response to Comment C-156-2

CEQA requires a lead agency to identify an environmentally superior alternative, pursuant to *CEQA Guidelines* Section 15126.6(e)(2), but does not require the agency to approve the environmentally superior alternative. As discussed in more detail in Response to Comment B-4-10 and Master Responses M-6, M-7, and M-8, both the Initial Study and the DEIR included a full evaluation of cumulative impacts of the project. There is no need to recirculate the DEIR because none of the conditions for recirculation established in *CEQA Guidelines* Section 15088.5 have occurred.

Response to Comment C-156-3

Consistent with standard City practice, notices on the availability of the Draft EIR were mailed out to all property owners in the City of Oakland within 300 feet of the project. Notices were also mailed to any Berkeley residents who had previously submitted comments on the project to the City and/or requested to be included in future mailings about the project. In addition, enlarged notices were posted at the site and in the surrounding neighborhoods on telephone poles. The City's adopted notification procedures are more rigorous than required under CEQA, which requires at least one of the following:

1) Publication at least one time by the public agency in a newspaper of general circulation in the area affected by the proposed project. If more than one area is affected, the notice shall be published in the newspaper of largest circulation from among the newspapers of general circulation in the area.

2) Posting of notice by the public agency on and off the site in the area where the project is to be located.

3) Direct mailing to the owners and occupants of property contiguous to the parcel or parcels on which the project is located. Owners of such property shall be identified as shown on the latest equalized assessment roll. (*CEQA Guidelines*, Section 15087(a).)

Regarding mailed notices to Oakland residents, the City obtains information on property owners from the County Assessor's Office. Therefore, tenants and others who are not the property owner of record would not have received a notice. As established in Section 17.134.040 of the Oakland Planning Code, failure to send notice to any such owner where his or her address is not shown in the last available equalized assessment roll as owning real property in the city within 300 feet of the property involved shall not invalidate the affected proceedings.

The comment also alleges that there are "many pieces missing" from the DEIR, but does not cite any examples or provide any evidence in support of the statement. The DEIR provides a thorough review of the proposed project and contains all of the content required by Article 9, Sections 15120 through 15131, of the *CEQA Guidelines*. Absent a more specific comment, a more specific response is not feasible.

Response to Comment C-156-4

The BAAQMD (Bay Area Air Quality Maintenance District) methodology for evaluating projects is based upon examining the emissions associated with an individual development but comparing project emissions to levels established as representing a "cumulatively considerable" impact. The air quality analysis in the EIR examines cumulative impacts. See Master Response M-7. The air quality analysis states the basis for all conclusions on pages 4.4-14 to 4.4-21. Appendix L of the DEIR contains the outputs from the CalEEMod program and the air quality dispersal maps. Master Response M-7 explains how to interpret outputs from the CalEEMod program.

Response to Comment C-156-5

Security on a project site generally is considered a social effect of the project, and not an environmental impact under CEQA. The following discussion is provided for informational purposes. Security on the project site will be improved by the additional nighttime lighting for the project. The garages and interior spaces will be extensively illuminated with minimal light spillage outside of the building. The entire project will have closed-circuit surveillance cameras providing scanning of the project on a 24-hour basis. The project sponsor anticipates that the retail and restaurant activity on the site, the increased lighting on the site and bright illumination in the garages, and the surveillance cameras will provide sufficient the deterrence to crime. The Oakland Police Department will have an opportunity during the City's internal review of the Conditional Use Permit applications to request that the Planning Commission require any additional warranted security measures as conditions of project approval.

Response to Comment C-156-6

See Response to Comment B-6-2 and Master Response M-4 regarding analysis of project impact on bicycles.

Response to Comment C-156-7

Please see Response to Comment E-129.

Response to Comment C-156-8

The pharmacy will be relocated into the new Safeway store.[23] Real estate transactions between willing private sellers and buyers do not constitute an environmental issue subject to review under CEQA. However, an economic impact study on the potential adverse effects of the project on local businesses as well as on businesses located outside the project area was performed by ALH Urban & Regional Economics. The results of the study are summarized in Master Response M-6.

Response to Comment C-156-9

The comment does not explain how the DEIR minimizes the size of the project or unfairly characterizes the neighborhood. The architectural renderings presented in Chapter 3 (Figures 3-14 through 3-19) and Section 4.2 (Figures 4.2-2 through 4.2-8) are accurate, to-scale renderings of the project and the existing surrounding development, taken from a wide variety of vantage points. They realistically depict the project and surroundings, including the size of the project as viewed from a variety of angles. The size of the project is identified on DEIR pages 3-10 and 3-11 as approximately 62,167 square feet of retail floor area, with the 51,510-square-foot Safeway store on the upper level, a 2,744-square-foot full service

[23] Letter from John Gelinas, Chimes Pharmacy to customers, July 5, 2011.

restaurant at the corner, and up to seven small retail shops located at ground level. As discussed on DEIR page 3-19, the roof of the Safeway store would be at an elevation of 236 feet above sea level, approximately 33 feet above the low point of the site (at the College/Claremont corner), 30 feet above College Avenue at the northwestern corner of the site and 16.5 feet above Claremont Avenue at the high point of the site, in the northeast corner. The signature tower at the southwest corner of the Safeway store would be 40 feet high above College Avenue, at elevation 250.5 feet. The project's size is discussed in the context of surrounding development in the discussion of Impact AES-2 (pages 4.2-14 through 4.2-16). The comment does not explain how the neighborhood is not fairly characterized, but the existing neighborhood is accurately described on DEIR pages 3-5 through 3-9, 4.1-1 through 4.1-2, and 4.2-1 through 4.2-11.

Response to Comment C-156-10

The project would not be located in a residential area, though residential development flanks the commercial district lining College Avenue and Claremont Avenue in proximity to College. The site is zoned for commercial use, and has been developed with commercial uses for many decades, and for nearly five decades as a Safeway store. From a land use perspective, the project is completely in keeping with the existing business district. With respect to the size of the project, as discussed in more detail in Master Response M-9, the project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance. The project would be comparable in size to much of the development in the vicinity and, at two stories, would be smaller than a number of three- and four-story buildings in the vicinity. For additional discussion on the compatibility of the project with the neighborhood, please see Response to Comment E-142 and Master Response M-9.

Response to Comment C-156-11

The referenced policy is in the Open Space, Conservation, and Recreation Element of the General Plan, on page 3-52. First, it should be noted that the policies promulgated in support of Objective CO-12 ("To improve air quality in Oakland and the surrounding Bay Region.") are the responsibility of the City, not individual project applicants. This is made explicit by the sentence preceding the policy quoted in the comment, which reads," The following policies and actions direct Oakland towards meeting and maintaining regional air quality standards." Secondly, the paragraph following Policy CO-12.1 identifies basic land use principles that can be followed to reduce pollution generated by motor vehicles. It states that the necessity of driving can be reduced by creating more dense development in transit-served areas, which the project does. It also notes that widely distributed neighborhood-oriented retail reduces lengthy cross-town drives. The project would continue and expand upon the neighborhood-oriented retail uses on the project site. Therefore, while it is not the applicant's responsibility to implement Policy CO-12.1, the proposed project would be fully consistent with the policy.

Response to Comment C-156-12

Appendix L of the DEIR contains outputs from the CalEEMod program and the air dispersal maps, and Master Response M-7 explains how to interpret outputs from the CalEEMod program. The DEIR addresses the impacts from construction including demolition of the existing buildings on pages 4.4-16 to 4.4-19. The DEIR concluded that there were no significant impacts. The comment does not provide any information to conclude otherwise.

Response to Comment C-156-13

The DEIR discusses the environmental setting for land use, visual quality, transportation, air quality, greenhouse gases, and noise at the beginning of each chapter, in accordance with CEQA. The DEIR discusses the project setting on pages 3-1 through 3-9, in accordance with CEQA.

Response to Comment C-156-14

The comment provides no evidence to support the statement that the project would result in a fundamental conflict between adjacent and nearby uses. The project would continue a use that has been present on the site for 46 years, and would add a restaurant and seven small retail outlets of the type already lining the opposite side of the street and both sides of neighboring blocks of College Avenue. The project is a conditionally permitted use consistent with zoning and the General Plan. The conclusion of Impact LU-2 is correct.

Again, the comment provides no evidence to support the statement that the project would conflict with applicable plans and policies. Please see Master Response M-9.

The comment provides no evidence to support the statement that the project would result in significant cumulative impacts. Please see Response to Comment B-4-10 and Master Responses M-6, M-7, and M-8.

Again, the comment provides no evidence to support the statement that the project would substantially degrade the existing visual character of the site or surroundings. Please see Responses to Comments A-5-11, E-53, E-90 for additional discussions on the project's aesthetic impacts.

Response to Comment C-156-15

The DEIR identifies Impact TRANS-2 at the Alcatraz Avenue/College Avenue intersection as a significant and unavoidable impact because the intersection is located in Berkeley. City of Oakland, as lead agency for this EIR, does not have jurisdiction at this intersection. Since the mitigation measure would need to be approved and implemented by City of Berkeley, the DEIR identifies the impact as significant and unavoidable. As shown in Table 5-22 of the DEIR, Impact TRANS-2 is identified as significant and unavoidable under all studied alternatives, except Alternative 5 (No Project Alternative).

As stated in the comment, the mitigation measure at this intersection would include elimination of up to six on-street parking spaces. However, as described in Response to Comment A-2-6, the updated intersection design would result in a net loss of three parking spaces. Regardless, as described on page 4.3-56 of the DEIR, parking is not considered a CEQA issue.

Response to Comment C-156-16

The comment states that the conclusions in the DEIR are not credible, however, no new information is provided that would counter the DEIR findings.

See Master Response M-7 regarding the evaluation of vehicular emissions in the DEIR.

The CalEEMod and ISCST-3 models were applied to project construction following BAAQMD guidance. Applying the model results to the BAAQMD significance thresholds, the DEIR found that during construction, community risks and hazard impacts would be significant. Mitigation measures were developed to reduce these impacts to below the BAAAMQD significance threshold.

The CalEEMod was used to quantify operational emissions of criteria pollutants and greenhouse gases. Assumptions and methods used with the CalEEMod program are discussed in detail in Chapter 4.5 of the DEIR. The CalEEMod is a computer model, and there is no listing of "calculations" available beyond the model output. Documentation of the calculation method is included in the model user's guide.[24] The output of the CalEEMod is provided in Appendix L of the DEIR. See Master Response M-7.

Response to Comment C-156-17

See Master Response M-7.

See Response to Comment C-156-16 regarding calculations of impacts.

See Master Response M-7 regarding impacts on sensitive receptors. The DEIR examined worst-case health risks for the closest receptors during construction and operation. Impacts at sensitive receptors would be less than that at the worst-case location.

See Master Responses M-6, M-7, and M-8 regarding cumulative impacts.

Response to Comment C-156-18

Please see Responses to Comments C-156-3 and E-127.

Response to Comment C-156-19

Regarding the potential for the project to cause blight in the neighborhood, please see Master Response M-6. As far as protesting the views of people who commented at the public hearing (or in any other forum), that is not germane to the adequacy of the DEIR, which is the focus and purpose of this Responses to Comments document, and no response is necessary.

[24] Environ International Corp., *California Emissions Estimator Model Users Guide*, February 2011.

Comment Letter C-157

Vollmann, Peterson

From: Michael Mayer [pressrun@pacbell.net]
Sent: Monday, August 15, 2011 12:33 PM
To: Vollmann, Peterson
Subject: Comment on Safeway DEIR

Peterson Vollman
City of Oakland

Mr. Vollman,

My wife and I live at the corner of Claremont and Alcatraz avenues in Berkeley, only a few hundred feet from the College Avenue Safeway store. We had a few concerns we had hoped the DEIR would address, but I don't think they are adequately dealt with.

1 1. Traffic: Two of the three streets surrounding the store are inadequate to handle the existing load of truck and customer traffic generated by the store, but those trucks and customers must use one or two of them (College Avenue and Alcatraz Avenue) to get to the store. We are already inundated by smelly, smoky truck traffic on Alcatraz, and can't even imagine what it's going to be like if the store were to be more than doubled in size. Some of the problem, it seems, is being dumped on Berkeley, who has no say in this approval process. And the proposed remedies -- lights on Claremont and an alteration in the lane structure on College Avenue won't solve the problem. The lights on Claremont will in fact just diminish the effectiveness of Claremont as a thoroughfare. College Avenue is simply not a street that should be used for trucks, further increasing the likelihood that Alcatraz is going to be a nightmare for those of us who live on it, or use it regularly. The increased congestion, noise and pollution are going to be tough to live with.

2 2. Parking: The plans have already acknowledged that the parking allotment is not quite up to code, and that doesn't take into account a) six more retail stores on College, b) many many more Safeway employees c) the loss of spots on College Avenue. It is already difficult to park on all the streets surrounding Safeway. The problem is going to get many times worse.

3 3. Shade: I haven't seen any reference to this, but the block-long building complex that Safeway proposes is going to rob College Avenue, and the sidewalk walking and eating spots between Claremont and Alcatraz, of light and any feel of openness, which is what makes that block such a nice oasis. As it is, people at Cole Coffee have a view over the open Safeway parking lot of the East Bay Hills. That will disappear completely. College will change from an open, airy stretch to a tunnel-like, much more noisy and smoky strip. Shouldn't an EIR have to study shade patterns? I know they do when skyscrapers are built. For this block, the Safeway IS a skyscraper. Its effect will be that dramatic.

Please consider these factors and re-do the DEIR to accommodate them.

Thank you

Michael Mayer
Meri SImon

Response to Comment C-157-1

The traffic impact analysis completed for the DEIR conservatively assumes that all project-generated traffic would use College and Claremont Avenues to access the project site. This is a conservative assumption because it would identify the most number of significant impacts (See Master Response M-5 for more details). It does not assign any traffic volumes to the section of Alcatraz Avenue between College and Claremont Avenues, because considering the location of the project driveways and the direction of approach to the project site, it is not expected that drivers would use the segment of Alcatraz Avenue between College and Claremont Avenues to access the project site. Also see Master Response M-3 regarding potential traffic circulating for available parking space.

As stated in the comment, trucks belonging to Safeway's vendors currently use the segment of Alcatraz Avenue between College and Claremont Avenues located in the City of Berkeley. Since this segment of Alcatraz Avenue is a public street and trucks can physically navigate the street, the City of Berkeley cannot prohibit trucks from using the street. However, Safeway's delivery trucks are instructed to not use this segment of Alcatraz Avenue. Neither City of Oakland nor Safeway has control over vendors' trucks or other commercial delivery trucks in the area. Also, see Comment C-135-4 and Responses to Comments C-159-1 and C-159-5 regarding truck traffic generated by the proposed project.

Mitigation Measures TRANS-2 and TRANS-3, which would install left-turn lanes on northbound and southbound College Avenue at Alcatraz Avenue and signalize the Alcatraz Avenue/Claremont Avenue intersection, respectively, would mitigate the project impacts at Alcatraz Avenue/College Avenue and Alcatraz Avenue/Claremont Avenue intersections. However, as shown in Tables 4.3-14, 4.3-16, and 4.3-18, even though Mitigation Measure TRANS-2 would reduce the delay at the Alcatraz Avenue/College Avenue intersection, the intersection would continue to operate at unacceptable LOS E or LOS F. The decision to install either or both of these mitigation measures is at the discretion of City of Berkeley. If City of Berkeley agreed to implement these mitigation measures, then the impacts would be reduced to a less-than-significant level.

In addition, the DEIR identifies traffic intrusion on residential streets as a non-CEQA quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site, including Alcatraz Avenue between College and Claremont Avenues, in consultation with local residents and in accordance with all legal requirements. See Master Response M-5 for a more detailed discussion of traffic intrusion on residential streets.

Response to Comment C-157-2

As stated in the comment, the proposed project parking supply would not meet City of Oakland's zoning code requirements. As shown in Tables 4.3-21 and 4.3-22, parking generated by the retail and restaurant components of the project were considered in determining the required parking supply per City Zoning Ordinance and parking demand for the project. In addition, the parking analyses presented in the DEIR also include employee parking demand and account for loss on on-street parking.

See Response to Comment C-178-7 regarding on-street parking on College Avenue. Also see Master Response M-3 for a more detailed analysis of parking at the site and on surrounding streets.

Response to Comment C-157-3

Regarding the shade that would be created by the project, please see Response to Comment C-32-1. Regarding the effect on hillside views, please see Response to Comment E-86.

There is no evidence the project would cause a lack of light in the area. The project would be comparable in height to many nearby buildings, and would be shorter than a number of neighboring buildings. With a height of two stories, comparing the project to a skyscraper is not a valid comparison. The comment about a tunnel effect is also addressed in Response to Comment C-32-1.

Comment Letter C-158

Vollmann, Peterson

From: Steven L. Mayer [smayer@howardrice.com]
Sent: Monday, August 15, 2011 11:27 AM
To: Vollmann, Peterson
Subject: Safeway Expansion

1 As a neighbor of the College Avenue Safeway (I live on Woolsey St. in Berkeley), I write to ask that the proposed expansion not be approved, or approved at a modest scale College Avenue is already clogged and this will make it worse. At the very least, Safeway should have to pay for neighborhood traffic improvements.

Very truly yours,

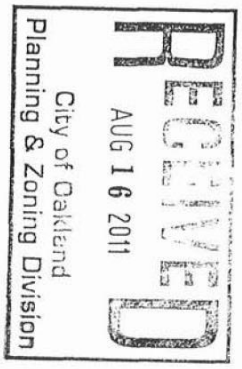
Steve Mayer

Response to Comment C-158-1

The City will consider the comment opposing the project prior to taking action on the proposed project. The applicant will be required to implement the traffic mitigation measures identified in Section 4.3 of the DEIR to the extent approved by the City of Berkeley. See Master Response M-5 for analysis of traffic intrusion in residential streets and a revised Improvement Measure TRANS-3 that includes monitoring of traffic conditions and potential strategies to reduce traffic volumes on residential streets if necessary.

Comment Letter C-159

Jacquelyn N. McCormick
305 The Uplands • Berkeley, California 94705
(510) 843-0352 phone • (510) 843-0318 fax



August 16, 2011

Mr. Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031.

RE: Safeway at College - Comments to DEIR - Case Number ER09-0006

Dear Mr. Vollman,

I am respectfully submitting a DVD that includes time-lapse filming of the existing loading dock and delivery traffic for the time period from Friday, August 5, 2011 through Friday, August 12, 2011. The DVD is organized by date and the within each date there are various speeds for review purposes.

1

Also included with this letter is a PDF of an excel spreadsheet (Exhibit A) that documents all loading dock and surface deliveries that could be captured by the camera on the Claremont Avenue side of the site. Please note: *Deliveries that occur, on a daily basis, directly in front of the existing store are not captured in this film.*

DEIR Comments

4.1 Land Use Plans and Policies

4.1.2 Regulatory Setting

2

The proposed store size requires a 3 berth loading dock. A variance will be required for 2 berths. Currently, a significant number of deliveries from smaller trucks occur in the parking lot. As is stated in the DEIR all deliveries in the proposed store will be accommodated in the employee parking/loading area. The number of trucks requiring delivery access will exceed the capacity of 2 docks. *See attached Exhibit A.*

4.1.3 Impacts and Mitigation

3

Impact LV-2 states that all loading and delivery will occur on the upper level and will not impact adjacent homes. The overlapping activity of morning deliveries and need for smaller truck parking cannot be accommodated with 2 berths and in employee parking stalls. As is stated in section **4.3 Transportation, Circulation and Parking,** there is an anticipated 17 employee parking space shortfall during peak hours. ***Mitigation will be required.***

4.3 Transportation, Circulation and Parking

4

A shortfall of 15 customer parking spaces was identified in **Section 4.1.3.** There is an additional shortfall of 17 employee parking spaces during peak hours that were identified. Many deliveries also occur during peak hours. *Please review DVD.* There has been no mitigation identified for this lack of capacity.

Comment Letter C-159, cont'd.

4.4, 20 - 21 Air Quality

DEIR Statements

Current **Loading Dock** activity

Safeway Trucks/Daily delivery	2 – 3
Smaller Vendor Truck/Daily delivery	5
Semi non-Safeway Trucks/Weekly	2 – 3

Proposed **Loading Dock** activity (net add 1 truck daily)

Safeway Trucks/Daily Delivery	3 – 4
Smaller Vendor Truck/Daily delivery	5
Semi non-Safeway Trucks/Weekly	2 – 3

5

Actual (please review DVD)

Delivery activity (*Claremont Avenue side only. Loading Dock + Parking Lot*)

Safeway Trucks/Daily delivery	3 – 4
Smaller Vendor Truck/Daily delivery	6 - 14
Semi non-Safeway Trucks/Weekly	20

SUMMARY

Current activity has been significantly understated. Delivery activity will have a significant impact on Air Quality, Transportation, Circulation, Parking and Land Use Plans and Policies. ***Mitigation will be required.***

Thank you for your consideration of this information in your review of the DEIR and the comments made thereto.

Sincerely,

Jacquelyn McCormick

Enclosures:
Exhibit A
DVD of loading dock/parking lot activities, Friday, August 5 – Friday, August 12, 2011

Comment Letter C-159, cont'd.

EXHIBIT A

DEIR Safeway at College - Film Review

Date	Day	Time In	Time Out	Dock Delivery	Surface Parking Delivery	Safeway Truck	Semi Truck	Waited (for Dock to Clear)
5-Aug-11	Friday							
		7:08am	7:35am	x				
		7:16am	7:49am	x				x
		7:20am	8:16am	x			x	x
		8:00am	8:50am	x		x	x	x
		8:28am	9:39am	x				x
		8:37am	8:46am		x			x
		9:00am	9:12am		x			
		9:34am	12:36pm		x			
		9:46am	9:57am	x				
		9:55am	10:17am		x			
		10:24am	10:44am	x				
		10:33am	11:14am		x			
		11:02am	11:07am		x			
		11:13am	12:15pm		x			
		12:17pm	1:04pm		x			
		12:22pm	1:08pm	x		x	x	
		1:23pm	1:50pm		x			
		3:14pm	3:55pm		x			
		4:56pm	5:55pm	x		x	x	
6-Aug-11	Saturday							
		7:57am	8:13am	x				
		8:43am	10:20am	x			x	
		9:11am	9:36am	x				x
		10:31am	12:06pm		x			
		11:13am	11:43am	x			x	
		11:47am	12:11pm	x		x	x	
		5:06pm	5:18pm	x			x	
		5:31pm	6:27pm	x		x	x	
8-Aug-11	Monday							
		7:05am	7:47am	x			x	
		7:45am	9:42am		x		x	
		8:04am	8:24am	x		x	x	
		9:12am	10:29am		x			
		9:23am	10:29am		x			
		11:40am	12:48pm		x			
		12:05pm	12:43pm	x		x	x	
		12:15pm	1:00pm	x			x	x
		3:06pm	3:31pm	x		x	x	
		3:16pm	3:43pm		x			
		5:43pm	6:11pm		x			
		6:13pm	6:51pm	x		x	x	
9-Aug-11	Tuesday							
		7:06am	7:18am	x			x	
		7:24am	7:40am		x			
		8:16am	8:37am		x			
		8:16am	8:30am	x				
		9:11am	9:40am	x			x	
		9:29am	9:51am	x				x
		10:03am	10:29am	x			x	
		10:36am	10:42am	x				
		11:11am	12:25am		x			
		11:51am	12:12pm	x			x	
		12:16pm	12:28pm	x			x	
		12:39pm	1:24pm	x		x	x	
		12:48pm	12:53pm		x			
		12:50pm	12:58pm		x			
		6:44pm	7:15pm	x		x	x	

Comment Letter C-159, cont'd.

EXHIBIT A

DEIR Safeway at College - Film Review

Date	Day	Time In	Time Out	Dock Delivery	Surface Parking Delivery	Safeway Truck	Semi Truck	Waited (for Dock to Clear)
10-Aug-11	Wednesday							
		7:19am	7:28am		x			
		7:30am	7:55am	x			x	
		8:49am	8:52am		x			
		8:59am	9:18am	x		x	x	
		9:38am	10:30am		x			
		10:28am	12:20pm		x			
		10:40am	11:04am		x			
		11:20am	11:40am	x			x	
		11:50am	12:57pm	x		x	x	
		12:20pm	12:31pm		x			
		1:31pm	1:48pm		x			
		2:35pm	2:43pm	x		x	x	
		5:06pm	5:48pm	x		x	x	
11-Aug-11	Thursday							
		7:24am	7:53am	x			x	
		7:31am	8:05am	x		x	x	x
		8:10am	8:25am	x		x	x	
		8:14am	8:25am		x			
		10:46am	11:50am		x			
		12:03pm	12:16pm		x			
		12:19pm	12:34pm	x				
		5:19pm	6:29pm	x		x	x	
		6:51pm	7:11pm	x		x	x	
12-Aug-11	Friday							
		7:01am	7:21am	x				
		7:23am	7:36am	x			x	x
		7:26am	7:57am	x			x	x
		7:57am	8:36am	x			x	
		8:16am	8:32am		x			
		8:56am	10:02am		x			
		9:30am	10:07am		x			
		9:51am	10:19am		x			
		10:07am	10:33am		x			
		10:21am	11:08am		x			
		10:25am	10:52am	x			x	
		10:38am	10:58am		x			
		10:53am	12:01pm		x			
		11:48am	11:52am	x			x	
		11:53am	12:29pm	x		x	x	
		12:17pm	12:47pm	x		x	x	x
		6:42pm	7:04pm	x		x	x	

Response to Comment C-159-1

The comment references a survey of truck activity at the project site that the commenter conducted. See responses to the specific points of the letter below. In preparing responses to this comment letter, the survey of truck activity has not been independently verified (and in fact there appear to be some discrepancies). However, for the sake of analysis, the responses assume that all data is correct.

Response to Comment C-159-2

The comment is consistent with the Truck Access and Circulation discussion provided on page 4.3-112 of the DEIR. The City Municipal Code requires three loading docks for the proposed Safeway store. However, the proposed project would provide two loading docks which would require a zoning variance. Generally, truck loading in and of itself is not a CEQA impact, except where secondary impacts are identified.

The existing Safeway store provides one loading dock. The truck traffic data presented in Exhibit A of the comment letter would indicate that trucks are at times queued to use the existing single loading dock. During the weeklong data collection period, there was only one instance, lasting about 15 minutes, when the number of queued trucks exceeded one (i.e., two trucks were waiting to use the loading dock). Thus, except for one 15-minute period during the weeklong data collection, two docks would have been sufficient to accommodate the large trucks serving the existing store. Although the proposed store would be larger than the existing store, the number of trucks required to serve the store are not expected to increase proportionally because:

- The current store does not have much storage area, which requires frequent truck visits. The proposed store would have more storage area, reducing the need for frequent truck visits.

- Safeway currently uses one truck to serve three stores in one visit. Safeway is planning to change its distribution strategy to serve two stores in one truck visit.

Thus, the two loading docks at the proposed store are expected to meet the majority of the truck demand (See Comments C-135-3 and C-135-4 for more detail).

Also note that smaller vendor trucks serving Safeway would use the upper level surface lot to complete their deliveries. In addition, the ground-level parking garage would provide space for truck loading/ unloading for the retail and restaurant components of the project in the south end of the garage just west of the south driveway on Claremont Avenue.

Response to Comment C-159-3

The comment correctly identifies that the proposed project would require a variance for providing two loading docks rather than the three required by City Municipal Code Section 17.116.140 (DEIR, page 4.3-112).

The survey of truck traffic presented in Exhibit A of the comment letter would indicate that the highest number of trucks entering and/or exiting the Safeway driveways during the weekday or Saturday peak hours is three trucks, which may at times exceed the existing loading space, and would exceed the proposed two loading spaces. However, as stated on page 4.3-106 of the DEIR, truck access and circulation does not relate to an environmental transportation impact under CEQA, and is discussed in the DEIR for informational purposes and to aid the public and decision makers in considering the merits of

the project. See Response to Comment C-159-5 for reasons why trucks circulating and waiting for an available loading dock would not result in a significant impact.

Response to Comment C-159-4

The comment incorrectly identifies the deficit of 17 employee parking spaces in addition to the customer parking deficit. The DEIR identifies the overall parking deficit and the employee parking deficit as a subset of the overall parking deficit. As shown in Table 4.3-21, the project site would have 15 fewer spaces than required by the City of Oakland Zoning Ordinance. Master Response M-3 presents a more detailed analysis of project parking demand than presented in the DEIR. The overall peak project parking demand is estimated to exceed the project parking supply by 41 spaces on weekdays and 63 spaces on Saturdays. As stated in the comment, the peak Safeway employee parking demand on both weekdays and Saturdays would exceed the 27 parking spaces provided in the upper level parking lot by 17 parking spaces.

The parking deficit in the upper level parking lot would not affect truck loading docks because the loading docks would continue to be available for truck deliveries and the upper level surface lot would also be available for truck loading even if the upper level parking lot is at capacity. Based on the truck loading data provided in Exhibit A of the comment letter, the maximum number of trucks at the site during the weekday or Saturday peak hours is three, which may exceed the two loading docks provided in the upper level parking lot at times, but is not expected to result in any significant impacts. Also see Response to Comment C-159-5.

Response to Comment C-159-5

Even if the existing Safeway generated more truck traffic or the proposed project generated more truck trips than estimated in the DEIR; the higher number of trucks would not affect the traffic impact analysis completed for the DEIR. The traffic impact analysis completed for the DEIR assumes that two percent of all traffic at the study intersections are trucks, which corresponds to about 10 trucks entering and exiting the site during the weekday PM peak hour and 12 trucks entering and exiting the site during the Saturday PM peak hour. The survey of truck traffic presented in Exhibit A of the comment letter would indicate that the highest number of trucks entering and/or exiting the Safeway driveways during the weekday or Saturday peak hours is three trucks. Thus, trucks generated by project operation would need to increase by 300 to 400 percent in order to exceed the DEIR assumptions on which the traffic impact analysis was based (i.e., two percent of all traffic corresponding to 10 weekday PM peak hour trucks and 12 Saturday PM peak hour trucks). Considering that the number of trucks serving the proposed project is not expected to increase that much, truck traffic generated by the proposed project is not expected to impact traffic operations beyond the impacts identified in the DEIR.

The air quality impact analysis related to truck traffic delivering items to the proposed store is discussed on pages 4.4-20 and 4.4-21 in the DEIR. The projection of additional trucks is not based on the existing activity at the store, but rather on the distribution strategy changes projected for the proposed project provided by the project applicant (noted above in Response to Comment C-159-2; also see Master Response 1). Both the noise analysis and the air quality analysis note that the larger store would generate additional truck traffic, but not in proportion to the existing store. With the project, there would be three or four daily Safeway trucks utilizing the loading dock. Small vendor truck trips would be approximately five per day, and semi-sized non-Safeway truck deliveries would be about two or three per week. The new design would re-direct truck traffic further away from the closest residences located just north of the project site, with the result that exposures to truck exhausts would be reduced from existing conditions. This would be a less-than-significant impact.

Comment Letter C-160

Vollmann, Peterson

From: LOUISE MCGUINNESS [lmcgth@sbcglobal.net]
Sent: Tuesday, August 02, 2011 11:18 AM
To: Vollmann, Peterson
Subject: College Ave.Safeway

1 Please count my husband and me and neighbors up and down our street among those who oppose the grandiose "lifestyle store" plans for this Safeway. A remodeled store,remodeled and slightly larger but not big enough to make new traffic signals, curbouts, etc necessary would be just fine. We do not need or want EmeryBay/Walnut Creek architecture in this neighborhood of small shops and walkers. Our "lifestyle" is just fine now. Do not impose something else on this neighborhood. Louise McGuinness, 421 62nd St.

Response to Comment C-160-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-161

Vollmann, Peterson

From: Paul L McKaskle [mckasklep@usfca.edu]
Sent: Wednesday, July 13, 2011 3:20 PM
To: Vollmann, Peterson
Subject: Safeway at College and Claremont

1 We live in the Claremont area of Berkeley and do much of our shopping at the Safeway at College and Claremont. It, however, is sufficiently small that it doesn't carry as many products as larger Safeway's or runs out of stock more frequently. This is very frustrating and one consequence is that if we are in North Berkeley, Lafayette or Orinda, we shop at the Safeway's there--indeed, we make trips to one of these areas in part to shop at the Safeway. This not only adds to pollution but it denies Oakland sales tax revenue.

Please grant Safeway the necessary planning permits.

I fear that if Safeway isn't able to expand this store it may simply shut it down and this would increase traffic, pollution and general inconvenience.

Paul McKaskle

Response to Comment C-161-1

The City will consider the comment supporting the project prior to taking action on the proposed project. The comment raises the possibility that Safeway would close the existing store if the current proposal were denied. This is not currently anticipated, and as a result, was not contemplated in the evaluation of the No Project Alternative.

Comment Letter C-162

Nancy S. McKay & Dennis V. Swanson
340 63rd Street, Oakland, CA

August 11, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street, less than one block from Safeway, since we purchased our home in 1978. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. Our comments below are based on such personal knowledge.

Our comments in this letter are limited solely to the failure of the Draft EIR ("DEIR") to acknowledge, address, analyze, and mitigate the significant adverse environmental impacts from increased traffic on 63rd Street.

Summary Conclusions

1

1. 63rd Street is a narrow residential side street. The DEIR fails to acknowledge, analyze, or mitigate its inherent limitations as a traffic corridor and the consequences of increased traffic thereon.
2. The proposed project traffic plans will turn 63rd Street into a major access thoroughfare into the Safeway College Avenue entrance.
3. The increased traffic on College Avenue will cause substantial additional cut-through traffic on 63rd Street.
4. These results will make a bad situation substantially worse and the additional traffic will have a significant adverse environmental impact on the living conditions and safety of 63rd Street.

Proposed Alternative and Mitigation for Significant Environmental Impacts

2

1. Prohibit any traffic from crossing College Avenue into or from the Safeway entrance, either heading West from the Safeway store or East from 63rd Street.
2. Prohibit left turns from North bound traffic on College into 63rd Street, and delete the proposed dedicated left turn lane into 63rd Street from College Avenue.

Discussion

3

The 63rd Street area was subdivided in 1904. Our home was built in 1906. 63rd Street was not designed as a transportation arterial. It is narrow, only 32 feet wide curb to curb. By contrast, 62nd Street is 36 feet wide, and Hillegass, the next street to the West of

Comment Letter C-162, cont'd.

College is also 36 feet wide from Claremont to 63rd. Alcatraz, a typical two-lane arterial is 48 feet wide.

63rd Street is only two blocks long in this area, from Colby to College, but provides cut-through access to and from Alcatraz and Claremont via Hillegass and Colby.

63rd Street is residential except for the lots near College. In the R-35 portion of 63rd Street between Hillegass and College, there are 16 single family homes, four single family homes converted to duplexes, two backyard cottages, 20 residential driveways, and 11 children under the age of 9 . Similarly, on 63rd between Hillegass and Colby there are 26 single family homes, 3 single family homes converted to duplexes, one backyard cottage, and 21 residential driveways.

63rd Street is so narrow and on-street parking so crowded, that we often must jockey our cars in the middle of the street to back out of our driveway, thereby blocking traffic.

3 63rd Street near College is used for necessary large truck deliveries to local businesses, with frequently required double parking blocking one lane of 63rd.

The DEIR fails to discuss or analyze the unique traffic limiting attributes of 63rd Street. Indeed, the report assumes a standard 12-foot traffic lane width (see, e.g., Appendix F, Synchro 7 Report, Intersection 7), impossible on a 32 foot street with parking on both sides.

63rd Street suffers from substantial cut-through traffic. Drivers avoid the Alcatraz/College intersection and the Claremont/College intersection by using 63rd Street. Or they enter the College Avenue maze and, frustrated, head down 63rd. Look at the DEIR data, 17 left and 22 right turns from College onto 63rd on Saturday (Figure 4.3-8A). That is not local traffic. It's cut-through and parking hovering, since the on-Street parking is full (Figure 4.3-7, which overestimates the limited parking, in our experience). This extra cut-through traffic on this narrow residential street already makes 63rd Street dangerous.

4 We know that this is nearly all cut-through traffic because we live here and know local traffic patterns. Local residents do not use College to access 63rd Street during peak times because of the huge delays on College.

5 Furthermore, the DEIR assumes without analysis that traffic on 63rd Street will only increase by its current share of Safeway traffic (stated to be 4%) times the predicted "Total Net New Automobile Trips" of 102. Multiply 102 by 4% and like magic the increase of traffic on 63rd is increased by 4 cars (see Figure 4.3-12 [inset]; Table 4.3-10; and Figure 4.3-14A). There is no justification, much less substantial evidence, provided for the assumption that current traffic on 63rd Street will increase only proportionately. This is a calculation based on faulty assumptions. Rather, 63rd Street will become one of the preferred access routes to avoid College Avenue and enter and exit the new Safeway.

Comment Letter C-162, cont'd.

Nancy S. McKay & Dennis V. Swanson
ER 09-0006 Comments August 11, 2011

5 All of the traffic LOS studies and reams of data focus on an efficient intersection to move traffic through College and into Safeway. It is solely an intersection analysis. None of it addresses the appropriateness and environmental impact of additional traffic on this narrow residential street. For example, under current conditions, the 63rd Street intersection is at LOS F. When the calculations show an increase of a few cars across the 63rd Street intersection, suddenly the "peak hour signal warrant" is reached and a traffic signal is indicated and the intersection is suddenly LOS A. But now the traffic on 63rd Street is even higher, and the signal will facilitate such increased traffic, well beyond the few extra cars that justified the signal! (See "Impact TRANS-13", page 4.3-94; Table 4.3-18.)

6 We would like to quote from "Impact TRANS-13" page 4.3-96: "Because the mitigation would create a signalized intersection on a residential side street and would provide direct access to the College Avenue entrance for the site, it could create negative increases in traffic in the residential neighborhood along 63rd Street. This could result in undesirable quality of life and other negative effects . . . ." The quoted language goes on to say that such impacts are not significant under CEQA. We beg to differ!

7 Furthermore, the discussion at "Impact TRANS-13" quoted above states that impacts are significant and unavoidable. RIGHT that they are significant, and WRONG that they are unavoidable. Different alternatives and mitigation not considered in the DEIR will substantially reduce the impact: (1) Prohibit all crossing traffic from or to 63rd Street from the College Avenue entrance to Safeway and (2) Delete the dedicated left turn lane for North bound College traffic onto 63rd Street and prohibit all such left turns. And given the relatively small number of predicted vehicles using 63rd Street, the few extra cars on College will be immaterial.

The Final EIR must analyze the LOS for the College/Claremont and College/Alcatraz intersections assuming the above two traffic flow changes are made.

8 At some point, judgment and common sense must prevail. The 63rd Street intersection already operates at LOS F (Table 4.3-15). Increased traffic on College will only increase exponentially, not proportionately, the cut-through traffic onto 63rd Street and the traffic going around the Alcatraz and Claremont intersections via Hillegass and up 63rd Street to access Safeway. This will be especially true if a traffic light is added at 63rd Street to facilitate traffic crossing College.

The increase in 63rd Street traffic predicted by the DEIR analysis is woefully inadequate and flawed, and the Final EIR must properly analyze the traffic impacts on 63rd Street and consider the Alternative and Mitigation referred to above.

Respectfully Submitted.

Dennis V. Swanson

Nancy S. McKay

Response to Comment C-162-1

As stated in the comment, the DEIR assigns few project-generated automobile trips to 63rd Street (about four percent of total new trips), and does not identify any significant impacts on 63rd Street. As described on page 4.3-117 of the DEIR, the analysis assigns the majority of the project-generated traffic on major arterials serving the project site, such as College and Claremont Avenues. This is a conservative assumption because the significance criteria used to determine if the project would result in a significant impact are based on the physical capacity of intersections (see page 4.3-54 of the DEIR). Considering the relatively low current traffic volumes on residential streets, such as 63rd Street (the traffic volume on 63rd Street is currently about 60 vehicles during the weekday PM peak hour and 70 vehicles during the Saturday peak hour), even if the majority of the project-generated traffic were assigned to 63rd Street and other residential streets in the area, the traffic volumes would not meet the thresholds set by City of Oakland's Significance Criteria, and no significant impacts would be identified. In addition, assigning project traffic to 63rd Street or other residential streets would reduce the project traffic volumes assigned to the major streets in the area and potentially eliminate the identified significant impacts and potential mitigation measures on College and Claremont Avenues. Thus, the assumptions used for traffic analysis in the DEIR are conservative in that they identify the most number of potential impacts and mitigation measures that would improve traffic operations on the major streets serving the project site.

Furthermore, although the project site currently provides a driveway opposite 63rd Street and intersections along College Avenue are congested through peak periods, the majority of traffic generated by the existing Safeway store nevertheless uses College and Claremont Avenues (not 63rd Street) to travel to and from the site. Based on the existing intersection traffic volumes shown on Figure 4.3-8 of the DEIR, less than two percent of the traffic entering and exiting the project site (corresponding to about five weekday and seven Saturday PM peak hour vehicles) currently directly enters from or exits to 63rd Street, despite the current congestion along College Avenue.

In addition, as described in the Neighborhood Traffic Intrusion subsection on page 4.3-117 and Master Response M-5, the DEIR acknowledges that traffic generated by the proposed project may use residential streets in the area as a cut-through route to divert from the potential congestion on College, Claremont, and Alcatraz Avenues. Since neighborhood traffic intrusion would not exceed the capacity of the residential streets, it would not result in a significant impact based on the City of Oakland's significance criteria. Although not identified as a significant impact under CEQA, the DEIR identifies traffic intrusion on residential streets as a non-CEQA quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor and, if necessary, implement traffic calming strategies on residential streets, including 63rd Street, in the vicinity of the project site in consultation with local residents and in accordance with all legal requirements.

Response to Comment C-162-2

See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/ College Avenue intersection and implement the modifications suggested in this comment.

Response to Comment C-162-3

The comment describes the current conditions on 63rd Street. Although it provides more detailed information than provided in the DEIR, it is consistent with the DEIR and does not contradict the information provided in the DEIR.

As stated in the comment, the Synchro model assumes that the travel lanes on 63rd Street are 12 feet wide. Synchro uses numerous factors such as automobile, bicycle, and pedestrian volumes and physical characteristics of the intersection to calculate intersection delay. Street width is one of the least sensitive inputs into the model and is generally not used.

As shown on Table 4.3-6 of the DEIR, the 63rd Street/College Avenue intersection currently operates with 3.0 seconds of overall delay and 40.6 seconds of delay for the stop-controlled eastbound movement during the weekday PM peak hour and it operates with 3.1 seconds of overall delay with 30.2 seconds of delay for the eastbound movement during the weekday PM peak hour. Reducing the width of the travel lanes on 63rd Street to nine feet would not change these results.

Response to Comment C-162-4

The comment states that most traffic turning between 63rd Street and College Avenue is cut-through traffic based on the commenter's experience. The revised project, as described and analyzed in Chapter 2 of this FEIR, would modify the 63rd Street/College Avenue intersection and eliminate the left-turns from northbound College Avenue to 63rd Street and from 63rd Street to northbound College Avenue, which would reduce the potential for cut-through traffic on 63rd Street.

Response to Comment C-162-5

College Avenue is currently congested as the major intersections on College Avenue operate at unacceptable LOS E or LOS F during the peak hours as shown on Table 4.3-6 of the DEIR. However, as stated in the comment, the majority of traffic generated by the existing Safeway store use College Avenue to travel to and from the site. Based on the existing intersection traffic volumes shown on Figure 4.3-8 of the DEIR, less than two percent of the traffic entering and exiting the project site currently uses 63rd Street. However, based on the trip distribution developed for the project, the DEIR conservatively assumes that four percent of the future traffic generated by the proposed project would use 63rd Street. See response to comment C-161-1 regarding reasons for assigning minimal project-generated traffic on 63rd Street.

The comment incorrectly states that the 63rd Street/College Avenue intersection currently operates at LOS F. As shown in Table 4.3-6, the stop-controlled side-street movement at the intersection currently operates at LOS E during the weekday PM peak hour and LOS D during the Saturday PM peak hour. The addition of project-generated traffic would degrade the intersection to LOS F under Existing Plus Project Conditions pursuant to Oakland's CEQA Thresholds of Significance; however, the proposed project would not cause an impact at this intersection under Existing Plus Project because the traffic volume at the intersection would not meet the peak hour signal warrant (see footnote 6 in Table 4.3-6). The intersection would meet the peak hour signal warrant under 2035 Plus Project conditions. As a result, Impact TRANS-13 identifies a significant impact at the intersection under 2035 Plus Project conditions and Mitigation Measure TRANS-13 identified installation of a signal to mitigate the impact. However,

note that the revised project (see Chapter 2 of this FEIR) would eliminate this impact and the need for the mitigations measure.

Response to Comment C-162-6

The DEIR (page 4.3-96) acknowledges that Mitigation Measure TRANS-13, which would signalize the 63rd Street/College Avenue intersection, would result in negative effects on 63rd Street. Based on the significance criteria used by City of Oakland and described on pages 4.3-54 and 4.3-55 of the DEIR, the potential negative effects on 63rd Street are not considered significant impacts under CEQA. Nevertheless, considering the negative effects on traffic circulation and quality-of-life issues on 63rd Street, the DEIR also acknowledges that implementation of Mitigation Measure TRANS-13 may not be desirable. Since Mitigation Measure TRANS-13 may not be implemented, the DEIR conservatively identifies the impact as significant and unavoidable. However, the revised project would eliminate this impact and the need for the mitigations measure.

Response to Comment C-162-7

See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and implement the modifications suggested in this comment.

Response to Comment C-162-8

See Response to Comment C-162-1 regarding the assumptions used for traffic analysis. See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and implement the modifications suggested in this comment.

Comment Letter C-163

Nancy S. McKay & Dennis V. Swanson
340 63rd Street, Oakland, CA

August 15, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street, less than one block from Safeway, since we purchased our home in 1978. Our comments in this letter are limited solely to the failure of the Draft EIR ("DEIR") to mitigate the significant adverse environmental impacts from increased light and glare intruding into the surrounding residential areas, including into 63rd Street where we live.

Summary Conclusions

1. The Project as proposed will increase light and glare into the surrounding residential areas, which will constitute a significant adverse environmental impact.
2. "SCA AES-1.1: Lighting Plan" is neither sufficient to mitigate light and glare visible from 63rd Street nor sufficiently specific to mitigate such significant adverse environmental impacts.

1 Proposed Mitigation for Significant Environmental Impacts

1. All luminaires at the site that could caste light or glare visible from outside of the site shall be fully shielded and subject to lumen review.
2. All luminaires in the parking areas on the first floor and second floor structure shall be shielded so light is directed inward to the site, and no such light is visible from outside the site.
3. The second floor parking structure shall be designed so no vehicle headlamp light and glare escapes or is visible from outside the site.
4. Signage shall be designed and shielded to minimize light and glare into the surrounding residential areas, including into 63rd Street.
5. As a condition of approval, a curfew shall be established (we suggest 10:00 pm) after which outdoor lighting (including signage) shall be reduced (subject to necessary light for safety and personal security purposes).

Discussion

The Project site is surrounded by residential areas in all directions. Not all are immediately adjacent, but many are across a street and have visible contact with the Project. For example, the residences along College and West of College on 63rd Street.

Comment Letter C-163, cont'd.

Nancy S. McKay & Dennis V. Swanson
ER 09-0006 Comments August 15, 2011

Safeway is open 24/7, and the Project will create light and glare significantly and adversely impacting the nearby residential areas all night without a break unless mitigated.

The proposal includes a tower as high as 44.5 feet and a continuous façade along the East side of College Avenue with prominent signage. The main entrance is lined up with 63rd Street. A parking lot is on the first level and on the roof, and all of the foregoing will be in the site lines from 63rd Street. This tall façade and second floor parking structure each have the potential to caste significant light and glare visible from residential 63rd Street, both from ambient lighting and car headlights, all night.

1 The current Project design appears to seek to reduce headlight glare from the second story parking lot, but this is only one aspect of potential light and glare escaping the project into the surrounding residential area, and, in any event, designs can change, so specific conditions of approval must be spelled out as mitigation measures to avoid such significant adverse environmental impacts.

Standard Condition of Approval AES-1.1 focuses on adjacent areas (specifically, the residential area abutting the site to the North), not the surrounding neighborhood such as 63rd Street, and is not sufficiently detailed to provide adequate mitigation for the significant adverse environmental impact on 63rd Street, nor does it include the latest thinking on light pollution and dark sky design approaches. See, e.g., "Model Lighting Ordinance" promulgated June 15, 2011, jointly by the International Dark Sky Association and the Illuminating Engineering Society of North America.

The Final EIR must include a detailed analysis of light and glare that could escape the site as well as dark sky compliance and adopt specific mitigation measures to reduce such significant adverse environmental impacts.

Respectfully Submitted.

Dennis V. Swanson

Nancy S. McKay

Response to Comment C-163-1

Standard Condition AES-1 would require the use of downward-directed and shielded exterior lighting fixtures. This is a standard approach to reducing nighttime glare from lighting, and in thousands of EIRs and Initial Studies performed pursuant to CEQA has been found to be adequate mitigation for the nighttime lighting effects of new development projects, particularly in urban environments, where a degree of nighttime lighting is a necessary and commonly accepted fact of modern life.

Although ambient light from the store interior would be visible from the west side of College Avenue, it would not be a source of glare.[25] The potential for light to affect residences on 63rd Street would be negligible even if there were completely unshielded outdoor lights because a dense canopy of street trees lines both sides of the street, which would block such light. Even absent the trees, due to intervening buildings the only light path would be down the street, where no residences would be affected. There is simply no potential for the proposed project to cause adverse light effects along 63rd Street.

The wall enclosing the upper employee parking lot would prevent most direct light from vehicle headlights from striking adjacent properties, and the landscape trees would provide additional shielding. While it is acknowledged that some light from sweeping headlights could strike the upper story of neighboring residences, this would not be considered a significant adverse impact, because the light would be intermittent and would likely be shielded. There would not be continuous activity in the upper parking lot as it would be reserved for Safeway employees, who would arrive and depart at the beginning and end of work shifts, but otherwise would generate no vehicular activity in the lot. Deliveries would generally occur during daylight hours. Passing headlights from cars occur anywhere there are public streets for vehicles, including residential neighborhoods. Briefly passing headlights across a building façade do not constitute significant adverse effects on the environment. Nonetheless, the comments are noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Regarding the Model Lighting Ordinance, the City of Oakland's adopted dark sky ordinance does not apply to private development projects, like the proposed project, so evaluation of the proposed project's compliance with such an ordinance is a moot point, and not required.

[25] While ambient light generally illuminates of a room or area, glare is bright light that causes discomfort, frequently reflected and amplified or focused, or else direct light that affects the eye in such a way that it can interfere with vision. Glare is regulated through building codes.

Comment Letter C-164

Vollmann, Peterson

From: Gabe Mello [safewayoncollege@gmail.com]
Sent: Friday, July 15, 2011 8:52 PM
To: Nancy Hendrickson
Cc: Elisabeth Jewel; Vollmann, Peterson; Brunner, Jane; dariush330@yahoo.com; jeanquan4@gmail.com
Subject: Re: Important Changes at Chimes Pharmacy on College Ave

Ms. Hendrickson:

1 My apologies that you were incorrectly addressed as a supporter of the store in the email that you referenced. Contact lists have been compiled that contain both community members that have expressed support for the new store as well as lists of individuals such as yourself who have only asked to receive updates and information. The specific message that you mention was intended to be sent to supporters and was mistakenly sent to the entire list. As caretaker of said records, I acknowledge my mistake and regret the honest error.

In regards to how we quantify supporters, they are voluntarily counted by signing up as such on our website. To date, 594 individuals have done so in the past two and a half months (http://www.safewayoncollege.com/petition/signed_petition.php). Over a hundred of these signers in support have also shared their comments (http://www.safewayoncollege.com/petition/comments.php).

- Gabe Mello

Response to Comment C-164-1

The comment responds to an email that was sent by the project proponent in error. It does not address the adequacy of the DEIR, and no response is necessary.

Comment Letter C-165

Vollmann, Peterson

From: Michael Melvin [michaeltmelvin@sbcglobal.net]
Sent: Sunday, July 10, 2011 12:27 PM
To: Vollmann, Peterson
Subject: Safeway store on College

Dear Mr. Vollman:

I write in support of the Safeway store plan for the College Ave store. As a Rockridge resident and frequent shopper on College, I believe that the neighborhood needs this store and it will enhance, rather than detract from the ambience.

I know that the owners of the existing properties around the store probably are against the expansion including new retail space. That is not surprising as they would not want more competition for rental space as this could push down rents for their existing shopkeepers. But government should not be in the business of restricting competition to favor a few but better serve the entire community who do their shopping in the neighborhood and welcome more shops. 1

As for the size of the store and traffic issues, it is not like we are going to have a WalMart or Target store on that corner that will bring in hundreds more shoppers each day. It is still Safeway and people will come their to buy their groceries as they currently do. So the arguments about traffic problems are silly and, at best, misguided or, at worst, self-serving protectionist arguments.

A secondary benefit for the city will be the tax dollars generated by the new plan. We already get quite a few UC Berkeley students shopping at Safeway, and the new store would only draw more students and Berkeley residents to north Oakland.

I hope the city will exercise good judgement in approving the plan for the benefit of Rockridge residents.

Sincerely,
Michael Melvin

Response to Comment C-165-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-166

Vollmann, Peterson

From: roger mendelson [Roger@Mendelson-Reyes.com]
Sent: Sunday, August 07, 2011 8:23 AM
To: Vollmann, Peterson
Subject: strongly oppose large expansion of Safeway on College Ave

Peter Vollman
Oakland Community & Economic Development Agency

For Oakland government's imminent review of Safeway's proposal for large expansion on College Ave: WE STRONGLY OPPOSE.
We have lived on Regent St (near Alcatraz) for 35 years: raised 2 children here and now have 5 grandkids nearby. We have enjoyed shopping at current moderate size Safeway for 3[illegible] years. We also enjoy the small shops and restaurants on College Ave near Safeway (bakery, poultry, fruits and vegetable produce, wines, pedicure, pharmacy, etc). And enjoy the atmosphere and environment on
College: sidewalk seating for 2 coffeshops and moderate traffic.

Safeway proposes a huge 2 story reconstruction with undergroud parking. Increased traffic, and harsh competiton for the small shops
will occur. We will lose the mellow "urban village" atmosphere that
neighbors and visitors love.

And Safeway will be closed on College for construction for 1-2 years.

The Rockridge Safeway (Broadway and 51st St) is going to expand to a regional center Safeway. We don't need expansion here.

Please DISAPPROVE Safeway's expansion.

Roger and Monique Mendelson
6409 Regent St, Oakland, 94618

Response to Comment C-166-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Please see Response to Comment C-236-1 regarding the other points made in the comment.

Comment Letter C-167

L. Kirk Miller, FAIA

577 Forest Street

Oakland, CA 94618

510-652-0888

August 16, 2011

Via E-mail

Peterson Z. Vollmann

CEDA-Planning & Zoning

250 Frank H. Ogawa Plaza

Suite 2114

Oakland, CA 94612

Re: Comments on DEIR, Safeway on College Proposed Project, 6310 College Avenue; File No. 02954-124425

Dear Mr. Vollmann:

These comments are to supplement my testimony at the August 3, 2011, Planning Commission hearing.

Introduction and General Comments

1 Professionally, I am an architect and a planner. I am writing as a neighbor, as a customer of Safeway and its surrounding businesses, and as professional; in support of the proposed enhancements to the College Avenue Safeway and its surrounding neighborhood. I believe that the proposedalternatives listed in the DEIR are not sufficient to bring that section of College up to the standards of the policies in the Oakland General Plan, and the more recently passed CN1 Zoning Code.

Comment Letter C-167, cont'd.

This Safeway Proposal Complies with the Purpose and Intent of the "Maintain and Enhance" guidelines of the General Plan; The Alternatives Do Not.

This project fits squarely within the "Maintain and Enhance" guidance in the General Plan. Two types of "Enhancements" are being proposed for this project on College Avenue: 1) Cosmeticand2) healing. The serviceable and updated section of College Avenue on the blocks between Claremont and Alcatraz should be "Maintained"; the area directly across College desperately needs to be "enhanced". As an architect and planer, I can say that College Avenue is one of Oakland's greatest pedestrian-oriented streets. From Broadway north to just beyond Alcatraz is a delightful, enjoyable, and healthy pedestrian street.

However, there are two gaps in College Avenue's otherwise bright shiny smile. The first is the block under the BART station stretching to Claremont Middle School. While a new landscaping plan is in the works and will somewhat beautify and soften the area under the BART tracks and Highway 24, there really isn't a way to fundamentally change what is already there. BART is a tough gap to fill in. So there is to be some enhancement, but it is cosmetic – the enhancements are not substantive, that is, they are not "Healing" the Pedestrian environment. And, chances are that for the foreseeable future, the school will continue to present a blank wall.

2

The other gap in College Ave's smile is the corner of College and Claremont– with its Shell gas station and the closed Union 76 station, and to the north the Bank of America and Safeway parking lots, and the cracking; rock-studded; continuous concrete wall that is the West side of the Safeway store. The redevelopment of Safeway, as proposed, helps correct these urban planning, design, and development errors. It "Heals" the gap in the College Ave. smile.

First, the Union 76 corner will be filled in with a restaurant. It will be a delightful space with light on three sides. Above it will be a sun filled and landscaped patio open to the public. Safeway solves half of this corner's problem... Now, we just need to wait until Shell and Bank ofAmerica to redevelop their properties to fill in the rest of the corner.

Second, the former Safeway parking lot and adjacent blank wall which now takes up over half the east side of the block between Claremont and Alcatraz, will be transformedto pedestrian oriented small retail, as will the current blank wall of Safeway. This creates a double loaded College Avenue which greatly "Enhances" the character of the existing single loaded shops on the west side of College. This improves the walking atmosphere. It adds pedestrian critical mass to the single loaded street, and it will improve business for the existing shops.

The proposed redevelopment of Safeway is appropriate urban renewal. It is eloquent density. It is definitely improving the neighborhood, not detracting from it. It "Maintains & Enhances" this wonderful neighborhood I call home.

Comment Letter C-167, cont'd.

"Maintain and Enhance" in a commercial area can only by accomplished through expansion. The only way to do this without enlargement is having the enhancements go into the area that is currently on the maintain side of the equation. That is not going to happen unless there is a benefactor… Less maintained space taken over by the enhancements means less income and less financial feasibility. The "Maintain & Enhance" equation must have expansion in it.

The Proposed Safeway Project with Enhance the Business Base of the Existing Small Shops

2 I am a customer and regular shopper at the College Avenue Safeway. I also shop at La Farine, Ver Brugge, Yasai's, and the other shops across and up the street. But Safeway is the anchor store and I usually shop at the smaller specialized stores *because* I'm going to Safeway. If it wasn't for Safeway I would probably do more of our specialized shopping at Market Hall. Contrary to the claims of the opponents of this project, a larger Safeway will *add* business to the neighboring shops, not detract from it. Safeway also provides *free* 2-hour parking for the customers of the smaller shops. I do not drive up to Safeway, load up the car, and drive out. More often than not, I visit the neighborhood stores: Vino for and excellent bottle of wine, La Farine for pastries, Yasai's for fruit and vegetables, etc. I will be more likely to do that more often with the additional shops and a café added to College Avenue.

For Customer Enhancement, this proposal is a positive; it will reduce traffic congestion

Now, to the inside of the current Safeway itself: It is cramped, dingy, and has unbelievably narrow aisles. It is certainly not up to ADA or contemporary shopping standards. Nor is it a full service food store. At least once a month my wife and /or I must go to the Pleasant Valley Safeway to stock up on a variety of items. We must also make that Pleasant Valley trip before large family dinners. Having a larger College Safeway would cut down on our vehicle trips.

3

In regards to traffic, when I now visit Safeway I go up Claremont and turn left at College. I then turn right off of College into the Safeway parking lot. With the enhancements made to Safeway my traffic pattern will change. There will not be parking spaces right off of College, so in the future I will continue driving up Claremont past College and then turn left into the Safeway parking under the new building. I am sure I will not be alone in that change of pattern, thus current Safeway customer traffic on College will be diminished.

Conclusion

4 My family, many of our neighbors, and myself urge you to support the redevelopment of Safeway and for Oakland to continue to enhance its pedestrian scale retail streets and districts. Over the course of my professional and political career I have sat on may project review

Comment Letter C-167, cont'd.

committees, boards, and commissions. Of the dozens and dozens of the projects I have seen, the proposed project stands out. It is sensitive to its neighbors, and it heals a gaping hole in the pedestrian fabric of College Ave. The architects have done an excellent job in considering all of the competing factors surrounding the maintenance and enhancement of Safeway and the addition of complimentary shops and services. They have created a superb example of urban design and architecture that also reinforces the character of the existing businesses (it's the same firm that updated the specialty stores across the street!). Their design adds a missing tooth to this gap in the College Avenue Smile.

4

Thank you for all of the hard work, time, and consideration you have given this project.

Sincerely yours,

Kirk Miller,FAIA

Response to Comment C-167-1

The comment states that "the proposed alternatives listed in the DEIR are not sufficient to bring that section of College up to the standards of the policies in the Oakland General Plan, and the more recently passed CN1 Zoning Code." It is not clear if the comment is asserting that one or more of the alternatives is not viable because they would not be consistent with the General Plan and applicable zoning, or if the alternatives are not desirable for those reasons, or if the zoning and General Plan consistency of the alternatives has not been evaluated in sufficient detail. In the latter case, please see Response to Comment E-132. Also note that the planning/zoning consistency is addressed in the DEIR for each alternative as follows: Alternative 1a on pages 5-17 through 5-18; Alternative 1b on page 5-20; Alternative 2 on page 5-22; Alternative 2a on page 5-24; Alternative 2b on page 5-26; Alternative 3 on page 5-43; Alternative 4 on page 5-59; and Alternative 5 on page 5-62.

If the intent of the comment is that the alternatives are not viable or desirable because they would not be consistent with the General Plan and applicable zoning, the uses included in the alternatives would be permitted or conditionally permitted uses. The alternatives were formulated at a conceptual design level. See Response to Comment E-132.

The interpretation of the Planning Code will be up to Planning staff, the Planning Commission, and possibly the City Council. It is a separate and distinct process from the environmental review that is the subject of this EIR. The purpose of the alternatives chapter of the DEIR was to identify alternatives to the project that are feasible, meet most of the basic objectives of the proposed project, avoid or lessen one or more significant impacts of the project, and don't have other fatal flaws. It is possible that some of the alternatives would or could conflict with one or more Planning Code regulations or General Plan policies. If a particular alternative were selected for implementation by the decision makers, it would be subject to refinements to the conceptual design presented in the DEIR to render it more compliant with the applicable zoning regulations. It should be noted that *CEQA Guidelines* Section 15126.6(f)(1) states that among the factors that may be taken into account when addressing the feasibility of alternatives are site suitability, economic viability, availability of infrastructure, general plan consistency, other plans or

regulatory limitations, jurisdictional boundaries, and whether the proponent can reasonably acquire, control, or otherwise have access to the alternative site, but stipulates that no one of these factors establishes a fixed limit on the scope of reasonable alternatives. Thus, while potential conflicts with some zoning regulations could occur with one or more alternatives as they are currently formulated, they do not necessarily form the sole basis for rejecting these alternatives from further consideration.

Response to Comment C-167-2

The comment concurs with the conclusion reached in the DEIR (page 4.1-3) that the proposed project would be consistent with the "maintain and enhance" intention of the Neighborhood Center Mixed Use classification and the supporting objectives and policies.

Response to Comment C-167-3

The comment states the proposed project would improve automobile access to the project site. It does not address the adequacy of the DEIR and is therefore noted. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-167-4

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-168

Vollmann, Peterson

From: Ginny Irving [ginirving@sbcglobal.net]
Sent: Sunday, August 07, 2011 8:46 PM
To: Vollmann, Peterson
Subject: OPPOSE Safeway megastore on College Avenue

To: Peter Vollman, Oakland Community & Economic Development Agency

1 We strongly oppose Safeway's proposed expansion of it's store on College Avenue. This megastore will replicate most of the individually owned stores across the street by adding a bakery, a coffee shop, and other features already amply represented in this neighborhood. It is way out of scale and it will dwarf the eclectic mix of small businesses in historic buildings that has drawn so many people to live in this neighborhood. The increase in traffic will be dangerous and unhealthy, in a community where people make a point of getting out of their cars and walking or biking.

2 We have lived 3 blocks from Safeway since 1976. When we moved here, College Avenue was a depressed area, still recovering from the many closed businesses that resulted from the years of constructing BART. We have watched College Avenue grow, step by step, into a thriving business area which contributes solidly to Oakland's tax base. We would hate to see a new round of closed businesses due to a megastore locating, for the first time, on College Avenue.

3 The size and offerings of the current store fit in well with the area, and we enjoy shopping there. Please do not fall prey to the temptation of collecting more taxes from a megastore which the neighborhood overwhelmingly does not want.

Please DISAPPROVE Safeway's expansion.

Larry Moll and Ginny Irving

Response to Comment C-168-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the need for project, please see Response to Comment C-58-1. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures.

Response to Comment C-168-2

As explained in more detail in Master Response M-9, the proposed Safeway store would not be a "megastore." As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the

College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Response to Comment C-168-3

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-169

Vollmann, Peterson

From: David Morris [mahlsdorf@earthlink.net]
Sent: Saturday, July 09, 2011 12:28 PM
To: Vollmann, Peterson
Cc: Elisabeth Jewel
Subject: Re: Safeway and Chimes Pharmacy

Dear Mr. Vollman,

1 I am a 24-year resident of the Rockridge neighborhood (I live near 61st and Colby) and am writing to tell you how disturbed and saddened I was to receive Elisabeth Jewel's letter (below, sent 7/9/11) regarding Safeway's acquisition of the Chimes Pharmacy.

2 I can only guess that the present economy- not to mention a changing business climate- has made life difficult for small, independent pharmacies like Chimes. Reading between the lines of Mr. Gelinas' letter, it sounds as though the choice was to stop doing business altogether, or to sell it to Safeway.

3 I am glad Mr. Gelinas that he felt he made the right choice, one which allowed him to continue working as a pharmacist in the same location- however, I am also very disturbed to witness the end of another independent, local business. It is especially tragic that the the very last namesake of our neighborhood (known as "Chimes" long before there was ever a Rockridge BART station) has now been absorbed into what appears to be another step in Safeway's corporate takeover of our neighborhood. I know that Safeway has made offers of retail space to other local businesses, and I can only guess that Safeway's long-term plan is to use their new, revamped store as a means to continue to capitalize on the specialness of Rockridge by taking over every local business that they can.

I cannot fault Safeway for looking out for its own economic interests, but I likewise cannot help but perceive that its real goal is to make our neighborhood its own. Until Safeway can demonstrate that it has heard and understood the critique of its plans for a mega-store in Rockridge, I will remain highly skeptical of any of its plans.

Yours,

David A. Morris

Response to Comment C-169-1

The comment responds to an email that was erroneously sent by the project proponent to all parties interested in the proposed project, rather than only its supporters, as had been intended. Please see the email that comprises Comment C-164.

Response to Comment C-169-2

Please see Master Response M-6 regarding the economic impact of the proposed project.

Response to Comment C-169-3

The retail spaces on the ground floor would be independent of Safeway, not part of the grocery store. It should be noted that Safeway has met with residents about the project numerous times over the past four years to try to listen to and respond to their concerns. The applicant redesigned the project in response to a number of neighborhood concerns. While it is impossible to please everyone, the company has attempted to develop a project tailored to the site and the context of existing development in the vicinity. Regarding the characterization of the project as a "megastore," please see Master Response M-9.

Comment Letter C-170

Vollmann, Peterson

From: Ron & Holly Moskovitz [r.moskovitz@comcast.net]
Sent: Saturday, July 09, 2011 8:55 PM
To: Vollmann, Peterson
Subject: We Support the Safeway Plan for the New Supermarket at College and Claremont

To Mr. Peter Vollman
Oakland City Planning Department

Dear Mr. Vollman,

We are writing to let you know that we strongly support the Safeway plan for a new supermarket and retail store facility at College and Claremont. It is a beautiful plan and will create a supermarket facility that the neighborhood desperately needs.

We have lived in this neighborhood since 1973 and are regular shoppers at this Safeway. It is well below the standards of modern supermarkets, which at this point you have to travel away from the area to see. We have also watched time and time again as an almost mindless opposition to change has stopped or come close to stopping projects that are highly beneficial. If you want to see this phenomenon for yourself, you need go no further that 50 yards from this Safeway to the Berkeley city border. Please don't let the "no-birds" stop a project that will be both beautiful and highly desirable.

1

We will not be able to attend the Planning Commission meeting in person on July 20 and hope you will convey our feelings to the Planning Commission.

Thank you for your attention to this matter.

Ron & Holly Moskovitz

Response to Comment C-170-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-171

Vollmann, Peterson

From: mmossca@comcast.net
Sent: Wednesday, July 20, 2011 3:08 PM
To: Vollmann, Peterson
Subject: College Ave Safeway Redesign

1 My husband and I have lived in the Rockridge District for 29 years and want to go on record as being supporters of the Safeway redesign project. We think the plans we have seen look much more attractive than the current store -- that existing solid wall opposite the La Farine / Ver Brugge area is downright ugly. We think the new plans will add a lot to the look and feel of the neighborhood, bring in new businesses and shoppers, add to the vitality of the community and the tax base of Oakland.

We understand there is a public hearing on the project on July 20. We are currently on vacation and unable to attend, but please count us as two very strong YES votes for the project.

Thank you,
Melissa and Larry Moss

Response to Comment C-171-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-172

Vollmann, Peterson

From: Robert Mueller [rmueller@pacbell.net]
Sent: Saturday, July 09, 2011 12:32 PM
To: Vollmann, Peterson
Cc: elisabeth@ajepartners.com; cneighbors@pacbell.net
Subject: New Safeway store on college

Mr. Vollman,
My wife and I are totally opposed to the new Safeway on College. It is out of scale. It looks suburban. It will generate more traffic in an area that is essentially already grid locked on the weekends. It proposes a bigger store with 2 entrances to the parking lot when there are 4 to the current, smaller, store. We never go to the Safeway and won't in the future. The area does not need another conduit for junk food into the community.
Bob and Nancy Mueller

1

Response to Comment C-172-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9.

The proposed project is quite different from typical suburban development, as discussed in more detail in Response to Comment C-32-1. In fact, the proposed project would do much to rehabilitate the site from a suburban, auto-centric model of development to a higher-density, pedestrian-oriented in-fill development, with ready access to public transit, located in a well-established neighborhood commercial district—very much in keeping with smart growth principles. The modified project block would have up to eight walkable street-level storefronts (plus two pedestrian storefront entries to Safeway) where none exist now. The project represents infill urban development consistent with the scale of development already present in the area, and it would lessen the predominance of the automobile that exists at the current site.

The consolidation of driveways will increase pedestrian safety, reduce vehicle conflicts, and improve traffic flow to and from the site. Regarding the traffic that would be generated by the project, please see Response to Comment C-80-1. Regarding the need for the project, please see Response to Comment C-58-1.

Comment Letter C-173

Vollmann, Peterson

From: Robert Mueller [rmueller@pacbell.net]
Sent: Sunday, August 14, 2011 1:44 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

We are opposed to the expansion of the Safeway as currently proposed.

1 The traffic on College avenue and the surrounding streets is essentially grid locked on the weekend and at commute times during the week. The current store has 4 entrances to the parking lot. If the store is doubled in size and there are only 2 entrances to the parking lot the traffic situation can only become worse. The architectural depictions of the project blithely show a few cars coursing down College Avenue - in both the before and after renditions of the street scape. This is not the case now and is certainly not possible if the size of the store doubles.

2 Currently the truck loading facilities are at the rear of a large, usually empty, parking lot. The access is at grade. I can not imagine that it is a good idea to have the trucks come and go to a roof top loading area to supply a store that is twice as large as the existing. Either the number of trucks will increase, the duration of their stay on the site will lengthen or their hours of access will broaden.

3 The traffic part of the DEIR is deeply flawed.

4 The land use question is an important one. I will set aside for the moment the issue of the number of "adjustments" needed to imagine that the proposed store conforms to the existing zoning regulations. It does not. The site is an important one in Oakland. The land use question is paramount. The site should be developed as a mixed use site. I will offer several examples of how this may work:
1. Consider the NWC of College and Alcatraz - the so called clock building. Here is a development that anchors the street corner with a clean corner and shop facades built right up to the edge of the side walk. The ground floor is developed as small shops and the upper floor is developed as light commercial use.
2. Consider the Trader Joe's as the NWC of University and MLK - again a strong affirmation of the "block" with street level access to the market and housing above.
3. Consider the NWC of 4th and King in San Francisco - again the strong affirmation of the "block'. Here the intensity of use is much higher as is befitting its location in San Francisco. **The ground floor tenant here is actually Safeway!!!!!** The upper floors are commercial use.
In summary, the site at College and Claremont would best be developed as a mixed use site with the Safeway occupying the ground floor and another use, probably housing but maybe some light commercial use on the upper floor(s). The "block" should be made to read as part of this complex intersection. I am having trouble imagining that Safeway thinks it is a good idea to have their delivery trucks on the roof and to have every customer with a cart full of groceries be obliged to take an elevator to the ground level.

The land use question is an important one and should be a part of the process in considering the development of this corner.

5 The economic effects on the existing merchants in the area of the enlarged Safeway have not been

Comment Letter C-173, cont'd.

5

adequately addressed in the DEIR. Safeway's stated goal is to take customers away from the existing merchants. I am sure they have done detailed studies of they will effect this result. Absent getting these studies from the applicant, something that is probably impossible, it is incumbent on the C of O to have independent studies of these effects done. We personally never shop a the Safeway, preferring to buy food at Star Market, the local farmer's markets, through a CSA farm and at the small merchant's along College Avenue. We prefer to have these small merchants in business and healthy.

The economics affects of the Safeway project have not been adequately addressed in the DEIR.

Bob and Nancy Mueller

Response to Comment C-173-1

The existing traffic congestion on College Avenue noted in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during the weekday and Saturday peak hours.

Four driveways would provide access to the proposed project: One on College Avenue and three on Claremont Avenue. The driveway on College Avenue and two driveways on Claremont Avenue would serve the ground-level customer parking and the remaining driveway on Claremont Avenue would serve the employee parking and the loading docks.

The purpose of the renderings is to depict the facades of the building to aid decision makers in their determination whether or not to approve the proposed project or one of its alternatives. Adding additional cars to the renderings would obscure the purpose of the renderings to depict the proposed project.

Response to Comment C-173-2

See Responses to Comment C-159-1 and C-159-5 regarding truck loading at the project site. In addition, the proposed project separates truck loading from customer parking and reduces potential conflicts between delivery trucks and customers circulating through the parking garage and/or walking to/from their vehicles.

Response to Comment C-173-3

The comment states that the traffic analysis presented in the DEIR is flawed. However, no specifics are provided. Therefore no specific response can be provided. Master Responses M-1 through M-5 provide more analysis of the traffic and parking impacts of the proposed project.

Response to Comment C-173-4

In fact, the project would conform to all zoning regulations, with variances for 15 parking spaces and one loading space. Please see Master Response M-9 for additional discussions on the project's consistency with zoning.

Regarding development of the project site with a mixed-use project, the DEIR does evaluate three different mixed-use alternatives, including one with 5,000 square feet of commercial office space

(Alternative 2a), one with 40 residential apartments (Alternative 1a), and one with 54 senior housing units (Alternative 1b). However, none sufficiently satisfies the objectives of the project sponsor, as discussed in the DEIR in Chapter 5. The comment cites examples of other developments, referencing the "affirmation of the block." It should be noted that the proposed project would also be constructed to the sidewalk, and would entail a type and design of development that is intended to "affirm" neighboring blocks and the opposite side of College Avenue from the site (and intentionally departs from the existing auto-centric orientation of the project site). For additional discussion on the proposed project's compatibility with the neighborhood, please see Master Responses M-9.

Response to Comment C-173-5

Please see Master Response M-6 for a detailed discussion on the proposed project's potential economic effects on existing businesses in the area.

Comment Letter C-174

Muller & Caulfield
ARCHITECTS

July 20, 2011

To: the Planning Commission
Re: Item 10, Safeway on College

From: Rosemary Muller, FAIA

Architect, President of Muller & Caulfield Architects, office in downtown Oakland

Former president of East Bay chapter of American Institute of Architects (AIAEB)

Former member, Oakland Landmarks Preservation Advisory Board 2004-2011

I am speaking today on my own behalf in support of the proposal to build a new, larger Safeway at College and Claremont.

I divide my grocery shopping between the original Berkeley Bowl and the Safeway on College, which are both about a mile from my home. I have driven by the current Safeway every weekday for more than 30 years as part of my commute between my house in the Elmwood area of Berkeley and my office in Oakland. I am a "pass-by" shopper at Safeway, to use the term used in the EIR traffic analysis, since I usually stop on my way home from work when I need groceries from Safeway.

However, the shopping experience is not ideal. Going through the narrow aisles with my cart is like playing "bumper cars" at an amusement park as I try to avoid bumping into other shoppers; the selection is not as good as at other Safeways; the store and parking lot are not beautiful.

1 The current Safeway experience is bad enough that the other two grocery shoppers in my family bypass this Safeway on a weekly basis to travel further down College to shop at Trader Joes, thereby generating additional traffic on College Avenue in Rockridge. My family's traffic on College Avenue will be reduced after the new store is built. I suspect we are not the only local family who can say this.

I worked with Ken Lowney as the preservation architect in creating the new Whole Foods store from the historic Cox Cadillac building. As some of you may remember, several other potential owners turned down the Cox Cadillac site because the historic building was right on the street and they could not follow the standard suburban pattern of putting their parking lot in front of the store.

Safeway is to be commended for being willing to put aside the suburban mindset of most of their previous stores to develop a store on College Avenue with an entirely different, more urban pattern. The proposed development will go a long way to remediate the damage done to the urban fabric at this intersection in the 1960's when previous storefronts were removed to create the two gas stations, the Bank of America parking lot, and the existing Safeway. Although the Bank of America parking lot and the Shell station will remain as gaps in the fabric on the west side of College, on the east side we will have virtually continuous pedestrian retail frontage all the way from Birch Court, past the bicycle store and the Claremont diner, to the wine and liquor store and the organic ice cream on the other side of Alcatraz.

The planned restaurant on the corner, making an ensemble with the Claremont Diner and Noodle Theory, seems like a particular stroke of genius. Three of the six corners of the intersection will have restaurants.

The use of the existing topography to allow the provision of small tenant spaces on the College frontage, while the larger Safeway store is elevated to the second

339 15th STREET
OAKLAND CA 94612
510-832-8560
FAX 836-0942
www.mullercaulfield.com

Comment Letter 174, cont'd.

level, is also a very positive aspect of the design. The scale of these first-floor spaces, including the actual Safeway entrances, will echo the scale of the current historic retail establishments across the street. The cross section shown in the design drawings has a raised first floor ceiling, while the second floor is set back behind the façade, helping to further reduce the scale of the building.

The Claremont Avenue façade is articulated into larger, less embellished elements in keeping with the larger and more modern buildings across the street. The exception is at the corner, where the articulation borrows from the massing of the historic Claremont Diner. I feel that the corner element could be made taller if appropriate, to better fit in with the 3-story Diner building.

1 I believe the urban design would be even stronger if the garage entrance from College could be eliminated. However, I am not qualified to comment on this from a traffic point of view. I don't know if any survey has been conducted of existing patrons to see how much traffic uses the existing College entrances, but if not such information might be useful in making this decision.

I know from my experience as an architect and as a member of the Landmarks Board that the detailed design will continue to be revised and reviewed as the final plans progress, and that the City will continue to be involved with design review.

I am glad that this project is moving forward.

Response to Comment C-174-1

The comment consists primarily of expressing support of the project and concurrence with conclusions presented in the DEIR regarding the land use and aesthetic compatibility of the project with surrounding development, and no response is necessary. Regarding the comment pertaining to the elimination of the garage entrance on College Avenue, Alternative 3 – Full Project with No Curb Cut on College Avenue was evaluated in the DEIR, which found that, unlike the proposed project, it would result in a significant and unavoidable impact to the College/Claremont intersection, for which there is no feasible mitigation (DEIR, pages 5-27, 5-28, and 5-35). Other transportation impacts were determined to be similar to those of the proposed project.

Comment Letter C-175

Vollmann, Peterson

From: Heng Nhoung [heng.nhoung@berkeley.edu]
Sent: Wednesday, August 10, 2011 6:03 PM
To: Vollmann, Peterson
Cc: Ria Hutabarat Lo; ricardo1@berkeley.edu
Subject: Berkeley Student Opinion on Safeway on College

heng.nhoung@gmail.com

Peterson Vollmann
pvollman@oaklandnet.com

August 6, 2011

Dear Mr. Vollmann,

I firmly support the renovation of the Safeway on College and Claremont. This Safeway is the main grocery outlet for college students. I think that the store expansion provides characteristics of "smart growth" while at the same time considers the concerns of the local population. I do however think that there could be improvements to the final store to better serve college students.

As a college student here, this Safeway is the grocery store I go to. Often times it is very difficult to get the groceries to make fully nutritious meals, and because of this I eat outexcessively and it is producing great costs in terms of my financial budget and health. To encourage more college students like myself to shop more at Safeway, I think there needs to be efficient and sustainable methods of getting customers to and from the location, such as time trackers for buses in the store.

With this design, I see that there are signs of "smart growth" where the design is allowing for multiple modes of transportation. The design is also making it easier for buses to stop near the location, the design also shows a lot of open spaces for people, while hiding cars underneath making effective use of the small-space. Prop 13 capped property taxes decreasing revenue from homeowners greatly . Because of this, I understand why it is beneficial for the city of Oakland and Safeway to collaborate on increasing revenue through having more businesses and retailspaces. Other "smart growth" aspects I can see from the plan is to create walkalbe neighborhoods as opening up more stores will attract people to park and explore the Rockridge area.

1

While I know that the plan will create hundreds of jobs, I think it is also important for Safeway to understand the dynamics of the community and find ways of the developing the relationship of the community and the store. I know that "Rockridge" sign in front is a great start, but I think including aspects unique to Rockridge will protect the features that make Rockridge what Rockridge is. I think that it is also a good sign for the community to collaborate/communicate with advocates opposing the redevelopment. It is important to understand why the locals feel about certain things in opposition to the project. I also think it is important for locals to help create alternatives and amendments to the proposal so that a general

consensus could be made about one of the biggest parts of Rockridge. I wish you good luck on the project.

Response to Comment C-175-1

The City will consider the comment supporting the project prior to taking action on the proposed project. The commenter also expresses support for the public participation process, of which this FEIR document is part. Regarding statements of general opposition, support, or opinions about the design of the building, interested parties may voice their opinions at the CUP hearings.

Comment Letter C-176

Vollmann, Peterson

From: Eva Nico [eva.rzepniewski@gmail.com]
Sent: Wednesday, August 03, 2011 10:52 AM
To: Vollmann, Peterson
Subject: College Avenue Safeway Plans - Against Expansion!

Dear Mr. Vollman,

I would like to go on the record as being **strongly *against*** Safeway's large expansion project. My husband and I have lived in the neighborhood for 6 years, and have been homeowners since 2008. We were willing to pay the premium to live in this area because of the local small businesses and livable neighborhood. The proposed nearly doubling of Safeway puts both characteristics at risk.

1

The Safeway expansion has not even begun yet an already we have lost Chimes Pharmacy as a independent business. Safeway has said they wouldn't be "competitive" with existing businesses - I guess by definition you can't be competitive with yourself so buying out the local business meets the letter if not the intent of that statement.

2

Clearly if the proposed plan is allowed to be implemented in its current form, this will be the first of many neighborhood and property value destroying losses.

3

The idea that the proposed plans will not alter the area is not credible. The new complex would be the dominant feature in the neighborhood, literally and figuratively dwarfing the rest of the shops. There are only two ways that a dramatically expanded Safeway can be economically viable: 1) take business from existing stores and 2) draw many more people to the area. The first would destroy our local business community. The second will increase traffic in an area where congestion is already a big problem.

Please don't let the Safeway expansion damage what is unique and valuable about the Rockridge neighborhood and what continues to attract residents who are willing to pay high property values and contribute to the Oakland and Berkeley tax base.

Sincerely,

Eva Nico

Response to Comment C-176-1

Regarding the potential impact on neighborhood businesses, please see Master Response M-6. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Real estate transactions between willing private sellers and buyers do not constitute environmental issues subject to review under CEQA. The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-176-2

There is no evidence that the project would cause an adverse effect on property values. In any event, this is not an environmental issue subject to review under CEQA.

Response to Comment C-176-3

The concerns about impacts on neighborhood character and businesses were addressed above. Please see Response to Comment C-176-1. Regarding traffic, as discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies mitigation measures to reduce all but one of the impacts to less-than-significant levels if the City of Berkeley approves the measures (the remaining significant and unavoidable impact, at 63rd Street/ College Avenue, is eliminated by the revised project). The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-177

Vollmann, Peterson

From: Peter Nico [pnico123@gmail.com]
Sent: Wednesday, August 03, 2011 10:39 AM
To: Vollmann, Peterson
Subject: College Avenue Safeway Plans

Dear Mr. Vollman,

1 I would like to go on the record as being **strongly *against*** Safeway's large expansion project. My wife and I have lived in the neighborhood for 6 years, and recently bought a home. We were willing to pay the premium to live in this area because of the local small businesses and livable neighborhood. The Safeway expansion has not even begun yet an already we have lost Chimes Pharmacy as a independent business.

2 Clearly if the proposed plan is allowed to be implemented in its current form, this will be the first of many neighborhood and property value destroying losses.

3 The idea that the proposed plans will not alter the area is ridiculous on its face. Clearly, the new complex would be the dominant feature in the neighborhood, literally and figuratively dwarfing the rest of the shops. There are only two ways that a dramatically expanded Safeway can be economically viable: 1) take business from existing stores and 2) draw many more people to the area. The first would destroy our local business community. The second will increase traffic in an area where congestion is already a big problem.

I have personal experience with the expansion of the Safeway store in Pleasanton which turned a local shopping center connected to a park into a giant parking lot with a Safeway at one end. The connection to the park, which promoted walking to and from the shopping center, was removed in order to facilitate and expanded loading dock. The result is a complex that is unfriendly to local residents and pedestrians.

Please don't let another Safeway expansion damage what is unique and valuable about this neighborhood.

Thank you for your time,

Peter Nico, Rockridge Resident

Response to Comment C-177-1

Please see Response to Comment C-176-1.

Response to Comment C-177-2

Please see Response to Comment C-176-2.

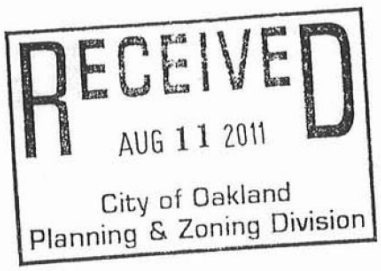
Response to Comment C-177-3

Please see Response to Comment C-176-3. The proposed project differs from the Safeway store in Pleasanton. The proposed project includes pedestrian walkways and is intended to enhance the visual quality of the site. It will in fact result in the conversion of an existing parking lot into an enclosed structure, which can reasonably be considered a visual improvement over existing conditions. No park exists on the project site. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-178

Gerald V. Niesar
6200 Manoa Street
Oakland, CA 94618

August 4, 2011



Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, Ca 94612-2031

Re: Case No. ERO9-0006

Dear Mr. Vollman and Honorable Commissioners:

I am a 41 year resident of the City of Oakland at the above address. I submit these comments for consideration by the Planning Commission and its staff of the Draft Environmental Impact Report ("DEIR") concerning the proposed Safeway at College and Claremont Avenues.

In considering these comments and those submitted by our neighbors, I would like the Commission to keep in mind several important facts:

1 A) The proposed suburban-style shopping center is situated smack dab in the middle of a residential community consisting for the most part of single family homes, very small apartment complexes and the typical assortment of schools, churches, and community-oriented services such as dance studios and medical facilities.

B) The neighborhood worked very hard some thirty-five years ago to devise a pedestrian-oriented zoning code for the Commercial area surrounded by the neighborhood, and has constantly and strenuously worked as a cohesive neighborhood these past 35 years to maintain and protect that accomplishment.

C) The great majority of the merchants in the area are also cognizant of this neighborhood desire and support us.

Noise: Section 4.6 of DEIR

2 Building the huge complex contemplated will result in almost 60 weeks of construction noise. (page 4.6-14). This is in the heart of a residential community. The remodeling alternative would obviously dramatically reduce the time construction is going on and the level of noise generated while the lower level of construction is being done. Note that the DEIR claims no mitigation is required for the massive construction generated noise, nor that generated by the increased traffic. But mitigation should be required by having Safeway comply with the existing small scale operations mandated by the current zoning. I see no discussion of this in the DEIR.

Also, it appears that there will be a parking structure. Every such structure that I have seen requires a very loud warning buzzer for every exiting car. Will this be required? If so, this would be a 24 hour per day obnoxious noise generator, with the noise invading the neighboring residential streets. I see no discussion of this in the DEIR.

1

Comment Letter C-178, cont'd.

COMMENTS ON DEIR ERO9-0006

2 The general conclusion that a facility with over twice the traffic and three times the store space, as compared to the existing facility, would not significantly raise noise levels is simply not believable or consistent with common sense based on our everyday life experiences. This is one of the reasons why the existing zoning is in place for this residential community.

Traffic: Section 4.3 of DEIR

3 This is already a high accident area. One type of collisions (bicycle) is reported to be the highest in Oakland! See data on page 4.3 – 28.

It appears the DEIR has only relied on CHP data for accident reports. What about Oakland/Berkeley police? Many smaller accidents may not have been reported to CHP. And certainly bicycle-pedestrian accidents are hardly likely to get into CHP records.

4 But even then, the CHP reports for this small area a total of 43 vehicle accidents in a period of 60 months – I believe that is one every six weeks! If anything is needed to demonstrate the folly of bringing a significant number of additional autos to this area, these facts alone prove it. Nothing in the DEIR addresses this issue and what effect this overwhelming expansion of auto-oriented businesses might have. Again, common sense tells us that more traffic means more accidents- on the street that in at least one category (bicycles) is already the most dangerous in the City of Oakland (page 4.3 – 28).

5 The City of Oakland has a "Transit First" policy (page 4.3 – 35). Nothing in the DEIR addresses the highly used "Casual Carpool" pickup point on Claremont Avenue between College and Alcatraz. This spot is used by hundreds of passengers every day from roughly 6:30 to 9:30 AM. This is a "Transit First" friendly project which encourages residents in the neighborhood to ride into the city in carpools and use public transit (bus or Bart) to come home. I am an example of a commuter who has taken one car off the road each day by relying on the casual carpool alternative. There is no analysis of what impact sixty months of heavy construction, and the resulting changes to Claremont Avenue, will have on this "Transit First" site and the people who rely upon it.

Parking: Page 4.3-107

6 At least one honest statement is made in the DEIR – on page 4.3-100 "The proposed project would result in increased vehicular traffic." Duh!

7 On page 4.3-108 "The project would increase the overall on-street parking supply by one parking space." This is simply false and inconsistent with proposals required to mitigate increased traffic congestion. It only accounts for the reduction in a driveway or two. But in the proposed traffic congestion mitigation areas they propose changing from diagonal to parallel parking on College, installing "bulbouts", left turn lanes, etc. Overall, several more on-street parking spaces will be eliminated (along with their parking revenues for the City).

8 Moreover, the ratio of retail space to parking spaces before and after this massive development will actually significantly reduce parking spaces per square foot of retail. And this,

2

Comment Letter C-178, cont'd.

COMMENTS ON DEIR ERO9-0006

I understand, will be to a level well below zoning requirements. For the grocery store alone the retail space increases by over 200% while they provide less than 170% of the parking spaces. But, being a very large store compared to the existing neighborhood store, one would expect a disproportionately higher auto visit rate. Also, there is no accounting for the 10,500 square feet of other retail spaces. These take the total space increase to 250% (!) of the current space, versus a 170% increase in parking spaces. The DEIR itself shows that the number of spaces is insufficient (page 4.3-111) but glibly concludes that this can somehow be compensated for by the to-be-diminished number of on-street spaces.

8

There is no study, allusion to, or suggestion that, these extra cars will not have to go into the neighborhood residential streets. But there is no other conclusion possible than that this spill over will occur. This alone is a fatal flaw in the DEIR.

And to kill this dead horse once again, one should consider the "parking survey" mentioned on page 4.3 – 10. This "survey" consisted of exactly two days, April 15 and April 17. April 15 sounds familiar; it is the day half of us are trying to finish our tax returns, not a day we are likely to be shopping. April 17 was a Saturday. This "survey", upon which the DEIR usage estimates are presumably based, found only 71% of the spaces occupied on the Tax Day peak period; and 69% on the Saturday "peak period." That would be 30.5 vacant spaces on Tax Day and 32.5 vacant spaces on the Saturday. This is based on 105 spaces reported for the survey.

Since this usage is so far off what I have witnessed in my 41 years as a neighbor, I did a "survey" on Saturday, July 23 and again on Monday, July 25. Here is what I counted as empty spaces:

9

			Vacant Spaces	
Date	Day	Time	Actual Count	Safeway "Survey"
7/23	SAT.	10:00 AM	19	32.5
7/23	SAT.	3:30 PM	14	32.5
7/23	SAT.	5:15 PM	5	32.5
7/25	MON.	12:30 PM	12	30.5

From this I can conclude that the Safeway "survey" is fatally flawed to the point of being useless. I leave it to others to speculate whether it was intentionally designed to provide false and misleading information; I only say it must be disregarded, and a more thorough, accurate and useful survey must be commissioned for a re-study of the entire parking issue.

3

Comment Letter C-178, cont'd.

COMMENTS ON DEIR ERO9-0006

Bicycle Traffic: Page 4.3-28

I walk most evenings, some time between 6PM and 7PM, from the Bart Station to the College/Claremont intersection. For the past several months I have counted the number of bicycles moving on the street or sidewalks during that walk which takes me about seven minutes. The average is 15, or a rate of 128 bicycles per hour. The highest I counted was 27 on one walk, which is 231 per hour! This should be encouraged, not discouraged. Yet the DEIR reports on page 4.3-28 that, based on 2000 to 2004 data, College Avenue already had the highest collision per mile rate in Oakland. It is absolute folly to contemplate increasing automobile traffic under such circumstances. We should be working to find ways to decrease auto traffic in order to encourage more bicycle – and pedestrian – traffic. That is the future; auto-centric shopping centers are the past.

10

Emergency Vehicles; Traffic Generally: Section 4.3

If you spend any time around College Avenue between Bart and Alcatraz you will note a significant number of emergency vehicles using this road every day. The Fire Station is next to Bart; the Alta Bates hospital is a half-mile into Berkeley. On our street (Manoa) we have several emergency vehicle calls each year as we have a number of residents in the 70-100 year age bracket. Our street is typical of many others in the neighborhood in having a disproportionately high number of elderly. This is in addition to the need to respond to an accident rate on College Avenue reported to be one every 45 days (see pages 4.3-28-29). From what I have read, the DEIR report of delays caused by the increased traffic this mega-store would attract says the delays would increase by between 1.4 and 2.25 minutes along College Avenue (page 4.3-83). Are they nuts!? Recently on a Saturday it took my wife twelve minutes to get from the Julia Morgan Theater to College/Claremont (Saturday, July 23 about 4:30 PM). Yet this is the main street for emergency vehicles getting to our neighborhood, and our friendly neighbor Safeway wants to make it even more congested.

11

This is the reason why we have zoning laws---to prevent this kind of overreaching by the big corporate powerhouse companies.

Please respect the Rockridge residents and reject any attempt by Safeway to avoid compliance with existing zoning and neighborhood protection ordinances. Please require them to rebuild within their existing 25,000 square foot "grandfathered" allowance which is already three times the size of stores to be located in the C-31 zoning area. Require Safeway to accept and work within the "Enhance and Maintain" designation for our neighborhood.

12

Sincerely,

Gerald V. Niesar

Gerald V. Niesar

4

Response to Comment C-178-1

The site is located on a street developed with scores of retail businesses on a site that is zoned for commercial use. The DEIR states and considers the fact that residential uses are adjacent to the site on the north and east.

Regarding the pedestrian-oriented zoning of the site, as discussed in Master Response M-9, the project would be consistent with the site zoning. Regarding the project's compatibility with the pedestrian-oriented shopping district in which it is located, please see Responses to Comments A-5-11, E-53, and Master Response M-9.

Response to Comment C-178-2

As noted in the comment, the project would not result in significant construction noise or traffic impacts (see DEIR pages 4.3-100 and 4.6-14 to 4.6-16). There is therefore no basis under CEQA for imposing mitigation requirements on the applicant for these impacts. The size of the project would be compliant with the current zoning.

The project driveways are designed to provide adequate sight distance for drivers exiting the site to see pedestrians on the sidewalks and for pedestrians on the sidewalks to see automobiles exiting the garage. Therefore, the garage driveways are not expected to require audio or visual warning devices.

Regarding traffic noise, the project would increase traffic in the site vicinity by a maximum of 10 percent. It has been demonstrated, and is a commonly accepted fact by noise experts, that approximately a doubling of vehicle traffic is required before a perceptible increase in noise (3 dBA) occurs. As discussed on page 4.6-16 of the DEIR, traffic from the project would increase ambient noise by approximately 0.4 dBA, which is below the threshold of human hearing, and well below the 5-dBA threshold of significance for permanent project noise increases.

Response to Comment C-178-3

As noted in the comment, the collision data presented in the DEIR is based on the California Statewide Integrated Traffic Records System (SWITRS) data compiled by the California Highway Patrol (CHP). All local jurisdictions, including Cities of Berkeley and Oakland, provide all reported collision data on their local streets to CHP on regular basis. Therefore, the data presented in the DEIR includes all collisions reported in the study area.

Response to Comment C-178-4

The comment is consistent with the DEIR in that 43 collisions were reported on College Avenue between Alcatraz and Claremont Avenues and on Claremont Avenue between College and Claremont Avenues combined; and that College Avenue has the highest rate of collisions per mile for bicyclists in City of Oakland.

Based on significance criteria established by City of Oakland, a project would cause a significant impact if it would substantially increase traffic hazards to motor vehicles, bicycles, and pedestrians due to a design feature or incompatible uses (bullet 10 on page 4.3-55). Based on the analysis summarized in the DEIR on pages 4.3-100 through 4.3-102, the proposed project and its mitigation measures are consistent with the applicable design guidelines and latest design standards and do not include design features that would increase hazards to motor vehicles, bicycles, and pedestrians. In addition, the project uses would

not be incompatible with the surrounding areas as it is a retail use in a commercial area. Also see Master Response M-4 for more detail on safety for pedestrians, bicyclists, and automobiles.

Response to Comment C-178-5

As stated in the comment, parking spaces between the two Safeway driveways on southbound Claremont Avenue are designated for casual carpooling passenger loading from 6:00 AM to 9:00 AM on weekdays. The construction and operation of the proposed project would not interfere with casual carpooling. These parking spaces on Claremont Avenue would continue to be designated for casual carpooling during weekday morning.

Response to Comment C-178-6

The comment is consistent with the DEIR.

Response to Comment C-178-7

As stated in the comment and on page 4.3-108 of the DEIR, the proposed project without the mitigation measures would result in a net increase of one on-street parking space. The potential parking loss from the mitigation measures were not included in this total because it is not certain that the mitigation measures would be implemented. However, the following mitigation measures may result in additional loss of on-street parking:

- The DEIR conservatively estimated that Mitigation Measure TRANS-2 at the Alcatraz Avenue/College Avenue intersection may result in loss of up to six parking spaces depending on the design of the improvements at the intersection. However, based on the latest design for the intersection, the parking loss would be three spaces. Note that the intersection is located in the City of Berkeley and the decision to reconfigure the intersection and change the parking supply is with City of Berkeley.

- The DEIR also identified that Mitigation Measure TRANS-17A may result in loss of up to two parking spaces on the west side of College Avenue at 63rd Street due to installation of pedestrian bulbouts. The revised project, as described and analyzed in Chapter 2 of this Final EIR would reconfigure this intersection and either provide a center island or bulbouts on the west side of the street that would not eliminate any on-street parking spaces.

Thus, only Mitigation Measure TRAN-2, if implemented, would result in loss of three on-street parking spaces.

In addition, Improvement Measure TRANS-2 recommends installing parking meters along project frontage on Claremont Avenue, which would increase the revenue from on-street parking for City of Oakland.

Also, see Master Response M-3 for a more detailed analysis of parking supply and demand.

Response to Comment C-178-8

The comment is consistent with the DEIR findings. As stated in the comment, the proposed project would reduce the ratio of project square footage to parking space at the site. The proposed project would also provide 15 fewer spaces than required by the City's zoning requirements as shown in Table 4.3-21 for all components of the project. The DEIR, on page 4.3-111, also acknowledges that parking demand from the

proposed project may spill over to the adjacent residential streets and Improvement Measure TRANS-2 includes strategies to reduce the potential for parking spillover. Also see Master Response M-3 for more detail.

Response to Comment C-178-9

Parking demand at any site can vary from day-to-day. The difference between the parking observations in the comment and the parking observations reported in the DEIR are within the expected range of day-to-day variability. See Master Response M-3 for a more detailed survey of existing parking occupancies. Although the on-site parking demand on the particular days observed in the comment may be higher than the current parking demand reported in the DEIR, the conclusions of the parking analysis presented in the DEIR remain the same. The estimated parking demand generated by the proposed project would exceed the project parking supply on the particular days noted during peak periods. However, as described in Master Response M-3, the parking deficit would not result in secondary significant impacts.

Response to Comment C-178-10

As shown on Figure 4.3-10 of the DEIR, about 108 bicycles were observed on College Avenue, adjacent to the project site, during the weekday PM peak hour. This is based on a count of all bicycles during the peak hour. The bicycle count stated in the comment is based on a seven minute sample. Considering the statistical variability of bicycle volumes in a single hour, the discrepancy in the number of bicyclists between the DEIR and the comment is within the expected range of day-to-day variability. In addition, it is not clear if the bicycles counted by the commenter consist of only bicycles along College Avenue or if it also includes bicycles on the side streets.

In addition, the proposed project includes a number of features to discourage driving and encourage pedestrian and bicycle activity. See Response to Comment A-2-2 for more detail. Also see Master Response M-4 regarding bicycle safety.

Response to Comment C-178-11

As stated in the comment and shown in Table 4.3-19 of the DEIR, the additional traffic generated by the proposed project would increase the travel times along College Avenue. Emergency vehicles would continue to operate similar to current conditions and other urban areas as they would continue to be allowed to travel through red signals, drive on the opposite side of the street, and other vehicles are required to pull to the side of the street to allow emergency vehicles to proceed. Therefore, this is not considered a significant impact under CEQA.

Response to Comment C-178-12

As discussed in detail in Master Response M-9, the size of the project would be well below that allowed by the General Plan and applicable zoning regulations.

Comment Letter C-179

Gerald V. Niesar
6200 Manoa Street
Oakland, CA 94618

RECEIVED
AUG 11 2011
City of Oakland
Planning & Zoning Division

August 5, 2011

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, Ca 94612-2031

Re: Case No. ERO9-0006

Dear Mr. Vollman and Honorable Commissioners:

I live a little over one block from the Safeway project site. I have submitted a separate letter addressing serious deficiencies in the Draft Environmental Impact Report (DEIR) regarding the referenced project. I did not address the issue of community sentiment in that letter, because I understood we were to address only deficiencies in the DEIR. However, a number of speakers at the hearing on July 20 and August 3 claimed that a significant portion of the neighborhood supports the massive Safeway expansion. In a newspaper article on August 1 a Safeway spokesperson claimed that some 600 people have expressed support for their project. At the July 20 hearing a Safeway lobbyist presented a slide purporting to show significant support by residents for the Safeway expansion.

These speakers do not speak for the residents or the business owners in the area surrounding the project site, i.e., the hundreds of people who will be adversely impacted by the increase in traffic and congestion, the noise, the degradation of air quality and the other serious adverse impacts the project would impose upon them if it is approved. That is because almost none of the supporters are from the neighborhood. I know of only one person in the impact area who is in favor of the project. Virtually all of our neighbors are opposed, most to the extent of being willing to contribute to a fund to litigate, if necessary.

1

Safeway's PR people have blanketed the neighborhood and our emails with propaganda which, like most propaganda, is misleading. They obviously have recruited persons from outside the area to show support for their project. They showed the Commissioners a slide indicating large numbers of residents who they claimed support the project. The slide is inaccurate in that very many of the reported supporters are, in fact, opposed to the project. I believe what they did was send out by email a propaganda report to these residents in which we were requested to visit their website on the project. I believe anybody who got seduced into that visit was listed as a supporter, even if the only purpose of the visit was to see what was on the website.

Zoning laws are designed to provide various levels of protection to segments of the community. Those persons in a given area who will be impacted by a request to vary the zoning requirements for a particular project should have the most significant voice in support or opposition. Comments of hired lobbyists, the sponsor's employees and contract partners, and

1

Comment Letter C-179, cont'd.

ERO9-0006

persons from areas remote from the project site should be accorded little weight, if any, to the extent they claim the project will benefit the surrounding neighborhood.

1 It is respectfully suggested that the Commission should closely examine the credentials and determine the residence of each person who claims to support the project on the grounds that it will benefit the residents and businesses located within the area that will be directly and adversely impacted by the project.

Very Truly Yours,

Gerald V. Niesar

Response to Comment C-179-1

Regarding the number of project opponents versus the number of supporters, this is not relevant to an objective consideration of the environmental effects of the project, and no response is necessary.

With implementation of required mitigation measures and standard conditions identified in the DEIR, the project would not result in any significant air quality or noise impacts, as discussed in detail in DEIR Sections 4.4 and 4.6, respectively. Under the revised project (see Chapter 2 of this FEIR), all impacts could be mitigated to a less-than-significant level, if the City of Berkeley implements those mitigations under its jurisdiction.

Comment Letter C-180

Vollmann, Peterson

From: oniesar [oniesar@sbcglobal.net]
Sent: Tuesday, August 16, 2011 12:34 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; 'Michael Colbruno'; 'Madeleine Zayas-Mart'; 'Jonelyn Whales'; 'Chris Patillo'; sgalvez@phi.org
Subject: Case No. ER09-0006

Ortrun Niesar
6200 Manoa
Oakland. CA 94618
(510)652-6664

August 15, 2011

Pete Volkmann, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plazas, Suite 2114
Oakland, Ca 94612-2031

Re: Case No. ERO9-0006

Dear Paul Vollman,

My name is Ortrun Niesar. My family and I are long-time residents of Rockridge, living no more than two blocks from Safeway. I am a Realtor and business women and have been active in this community for many years. I write for the Rockridge News and as the Muse have had much time to research and think about issues that form neighborhoods and let them thrive.

UNDERSTANDING OUR NEIGHBORHOOD

1

I think we all agree that the Rockridge neighborhood is an exemplary neighborhood that can be counted among the crowning achievements of the City of Oakland. Its planning council RCPC has won many awards and today serves as a model for other cities as they strive to build healthy communities by carefully balancing the needs of residents, the business community and the natural environment. .

DID YOU KNOW? On the day of our last HEARING Oakland was ranked #10 in America's Most Walkable cities IN A NATIONAL SURVEY, singling out Piedmont and Rockridge neighborhoods.

SF Gate describes this place as follows:"Rockridge doesn't have any tourist sites—it's just a really nice place to live and hang out. Then there follows a very long list of all the shop and restaurants one can visit here. It doesn't mention Safeway as a destination point. And it is true; people come here on weekends with their dogs and small children just to walk our neighborhood streets

Comment Letter C-180, cont'd.

DEMOGRAPHICS

Rockridge is an extremely livable area. Young families come here to raise their children and the elderly fully intend to stay here, age in place. Everybody walks.!!!

Median home value 752k

76% of our housing stock is in homes owned.

2% vacancy if any.

Median age 43 (half of our population is over 43 yr of age) They are home owners. Seniors plan to age in place)

51% female

1 49% families raising children here. They are the ones who are working so hard to make Rockridge so livable.

14% work from home. Probably many more who have not been officially counted. This is not a bedroom community.

Children primarily walk or bike to schools, library, music teachers, stores etc Nannies push strollers. Dog walkers abound. There are pre-schools on College, Broadway and Claremont Avenues. People visit Frog Park and the Chabot Playground from other areas.

Safety in the neighborhoods and public spaces is extremely important for quality of life here. Safeway has not submitted an in-depth review of criminal activity here.

I RESPECTFULLY ASK you to review further Safeway's or the researchers' conclusions in following areas:

1-PROJECT CONSISTENCY

P.4.1-3 Neighborhood Center Mixed Use description. Then you state "future developments should maintain and enhance mixed uses that provide opportunities for pedestrian small-scale neighborhood
2 oriented retail. You also say that large –scale commercial activities oriented toward regional consumers should be located in areas amenable to high volume traffic.

We ask Safeway to respect the terms of the C-31 and NC-1 designations. We also ask that they conduct interviews with residents living in a quarter mile radius from the project. That would include Berkeley residents who will be affected by the project.

2-TRAFFIC STUDIES

Comment Letter C-180, cont'd.

SAFETY

3 Did you know that the collision rate on College and Claremont is the highest in Oakland? CHP reports 43 accidents in a period of 60 months. What about the bicycle accidents and all the smaller accidents that handled by local Berkeley and Oakland police?

This information provided in the EIR is incomplete and misleading.

TRAFFIC COUNTS AND QUEING

4 As a local Realtor I drive a lot through these neighborhood streets at all hours of the day. It is my job. I do it because of my job, but often as well to avoid the incredible gridlock on College Avenue. On Saturday, July 23 of 2011 I clocked 12 minutes in my commute from Parker and College to Claremont intersection. At most other times it is about 7 minutes. Nobody has looked at UCB football gridlock on College. Nobody has looked at emergency travel times and routes.

It is important for you to redo the traffic flow studies contained in your report TO BE MORE NCLUSIVE

NEIGHBORHOOD STREET OFF-SITE PARKING

-Neighborhood streets were surveyed for available parking spaces on two days in March of 2009 (a Thursday and a Saturday). I believe this was to show that Safeway parking overflow could be handled by the side streets.

- It was not mentioned that Berkeley has blocked off access to Lewiston for example from Alcatraz,

-That there is a dance school on the Alcatraz block in question that lets out dozens of children to be picked up by their moms during the afternoons

- That Auburn is a one-way street leading onto Claremont,

5 - That the remaining streets have fragile pavements and are already being used extensively for cross cutting through the neighborhoods

-that most blocks handle 30-35 resident owned parked cars curbside already. Garages and driveways were built in the 1920s, too small to hold current models.

-AND are not wide enough to let two cars pass.

-that elderly residents with large cars already cannot exit out of their garages.

On our block alone we have five disabled or elderly people living in place. We also have four families with small children, numerous dogs and cats. One with teenage boys who like to play baseball or skate board.

Neighborhood streets exist primarily for the residents who live there and pay property taxes and buy

Comment Letter C-180, cont'd.

permits for the privilege of parking there without being harassed. 5

Safeway needs to devise a plan that exists in harmony with the existing neighborhoods.

PEDESTRIAN ACCESS AND SAFETY

Pedestrian paths and walkways are meant to accommodate people of all ages. THE ELDERLY HAVE NOT BEEN CONSIDERED.

Ask the elderly, and we have many here who walk all the time to shops, services etc. and you will hear that they are afraid of all that traffic on Claremont and College where there have been numerous severe injury accidents over the years, two near fatal ones about three years ago. Parking in subterranean garages frightens them not without cause and they have problems carrying their groceries or manipulating carts in elevators. They do not climb stairs to upstairs sitting areas or shops. Such areas are not an enhancement but a hindrance an often become UNSAFE spaces. 6

Your data is unreliable and incomplete since it has not profiled the needs of children and the elderly. Please expand your studies.

CRIME

Too many cars divide and dissolve neighborhoods. We are concerned about increase in crime as our neighborhoods are opened up to through traffic and we lose our ability to look out for each other. 7

Please review the crime reports for this area.

Thank you.

Ortrun Niesar

Response to Comment C-180-1

The comment describes the demographics of the neighborhood, and notes the importance of safety to the residents. The comment requests that Safeway should submit an in-depth review of criminal activity in the area. However, as noted on page 61 of the Initial Study, because the existing and proposed uses of the site are commercial, it is not expected that the project would result in a marked change in the number of calls for police services, nor would it generate the need for any new or physically-altered police facilities to ensure the provision of adequate police services. No significant adverse impacts on the Police Department are projected. There is no reason to expect that the proposed project would result in an increase in crime in the area, and there was no basis for requiring Safeway to submit an in-depth review of criminal activity in the area.

Response to Comment C-180-2

With the exceptions of requested variances to the parking and loading requirements, the proposed project would be consistent with the applicable zoning regulations. For a more detailed discussion of how the project would comply with the zoning requirements, please see Master Response M-9. Regarding the request to interview residents living within a quarter-mile of the project, there is no requirement under CEQA for a lead agency to conduct such interviews. However, the City provided a 46-day public review period and conducted two public hearings on the DEIR, during which any interested resident could submit comments on the adequacy of the DEIR. This Final EIR presents responses to every comment that was submitted to the City during the public review period. As discussed in Responses to Comments E-90 and E-134, residents may also convey their support of or opposition to the project at the public hearing on the Conditional Use Permits for the project.

Response to Comment C-180-3

See Response to Comment C-178-3 regarding the collision data reported in the DEIR.

Response to Comment C-180-4

Travel times on a corridor can vary from day to day due to a variety of factors, such as traffic volumes, number of pedestrian crossings, whether buses block traffic when loading/unloading passengers, and other factors. The typical travel time on southbound College Avenue stated in the comment is consistent with the existing travel times shown in Table 4.3-19 of the DEIR. The maximum travel time on southbound College Avenue stated in the comment is higher than the existing travel times in Table 4.3-19, but it is within the day-to-day variability in travel time expected on College Avenue.

Response to Comment C-180-5

The DEIR did not analyze conditions on a Saturday with football games at UC Berkeley's California Memorial Stadium because football games occur about five or six times a year and do not represent typical operating conditions. However, considering that most intersections currently operate at or near capacity on non-game Saturdays, additional traffic generated by a football game are not expected to change the results of the analysis.

See Response to Comment C-178-11 regarding emergency access.

As stated in the comment, the DEIR shows current on-street parking demand during typical weekday and Saturday conditions when parking demand generated by the proposed project is expected to peak. The comment also summarizes a number of detailed characteristics of existing residential streets, including on-street parking, that were not provided in the DEIR. These observations are noted; however, they would not change the conclusions of the parking analysis presented in the DEIR.

See Master Response M-3 for a more detailed analysis of parking demand at the project site.

Note that all public streets are considered public right-of-way where the general public has access and ability to park.

Also see Response to Comment C-180-6.

Response to Comment C-180-6

The proposed project is designed based on the latest design standards and guidelines. It is consistent with Americans with Disabilities Act (ADA) requirements and will be accessible for all users of the site. Also see Master Response M-4 regarding pedestrian safety.

Response to Comment C-180-7

As discussed on page 61 of the Initial Study, because the existing and proposed uses of the site are commercial, it is not expected that the project would result in a marked change in the number of calls for police services, nor would it generate the need for any new or physically altered police facilities to ensure the provision of adequate police services. Therefore, no significant adverse crime-related impacts or impacts on the Police Department are projected.

Comment Letter C-181

Vollmann, Peterson

From: Norton-Bryants [nortonbryant@sbcglobal.net]
Sent: Saturday, July 09, 2011 7:10 PM
To: 'Elisabeth Jewel'
Cc: Vollmann, Peterson; Brunner, Jane
Subject: RE: Important Changes at Chimes Pharmacy on College Ave

1 This is absolutely disturbing! Rockridge is not suburbia! The mass of store looking up Claremont is totally inapprpriate to the neighborhood and the style and size facing college is absolutely overpowering and wrong! It is also not needed.

2 I see bike racks, but no bike lane! As a cyclist, I will absolutely not be patronizing Safeway if I have to lock my bike in an area not near the entrance with fioot traffic and I will not be using the store if the parking is below or hidden from street traffic.

3 I will be there July 20th but not in support.
I am disappointed about Chimes which we had chosen to support in lieu of Longs or Walgreens. Now, it is just another big business.
Mary Norton
District 1 constituent.

Response to Comment C-181-1

Regarding the compatibility of the project with the existing character of the neighborhood, please see Response to Comment E-142 and Master Response M-9. Regarding the reference to suburbia, please see Responses to Comments C-32-1 and C-247-3. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the need for the project, please see Response to Comment C-58-1.

Response to Comment C-181-2

The City of Oakland is currently planning on implementing Class 3 arterial bike routes along College Avenue in the near future. In addition, The City of Oakland Bicycle Master Plan identifies Claremont Avenue as a future Class 2 bicycle lane facility. However, there are currently no plans to implement this

improvement. Based on the analysis presented in the DEIR on pages 4.3-100 through 4.3-103, the proposed project is not required to implement these on-street bicycle improvements.

The proposed project would provide more than twice the required amount of short-term (i.e., customer) bicycle parking. The bicycle parking is dispersed throughout the site and on sidewalks adjacent to the project site, ensuring that convenient bicycle parking is provided for customers of Safeway and other project components.

Response to Comment C-181-3

See Response to Comment C-176-1. The owner of Chimes Pharmacy sold his business to Safeway; and will become part of the Safeway Pharmacy team. The comment does not address an issue subject to review under CEQA.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-182

Vollmann, Peterson

From: Norton-Bryants [nortonbryant@sbcglobal.net]
Sent: Saturday, July 16, 2011 5:02 PM
To: fjavandel@cityofBerkeley.info
Cc: Vollmann, Peterson
Subject: proposedlight at alcatraz and claremont

1 Bike lanes on Claremont...YES!!!
2 Light at Alcatraz and Claremont...NO!

3 If the infrastructure continues to focus on managing cars because more cars are expected on our side streets due to the proposed Safeway expansion, the mitigating measure should be providing encouragement for alternative transportation, the bicycle.
If you build it, they will come! I have heard in the past that Berkeley was not in favor of bike lanes on Claremont... I hope that has changed because they would improve the situation more than a light. Picture bikes on Claremont bike lanes with grocery panniers parkinga t bike racks appropriately installed near the entry doors safely in full view of patrons coming and going. Great picture and it could happen!

4 All a light at that intersection will do is create bottleneck and undesirable conditions for residents of Alcatraz and Claremont which becomes very residential and leafy in that area. I don't live in that area, but the current ambiance increases my sense of well-being and environmental appeal....A light will mess it up...If Safeway's unnecessary expansion makes a light necessary, THEN THE Safeway plan needs to be modified to be appropriate for the neighborhood.

5 Thank you for your consideration of a Rockridge resident who heavily patronizes the Elmwood and wants to keep the excellent feel of small shops, not surburban -style sprawl that the Safeway project and all its ramifications will cause.

Mary Norton

Response to Comment C-182-1

See Response to Comment A-2-5 regarding bicycle lanes on Claremont Avenue. Also see Response to Comment A-2-1 regarding some of the pedestrian and bicycle features of the proposed project.

Response to Comment C-182-2

Mitigation Measure TRANS-3 consists of signalizing the Alcatraz Avenue/Claremont Avenue intersection because the proposed project would cause a significant impact at the intersection based on the intersection meeting Caltrans peak hour signal warrant as stated in the significance criteria used in the DEIR (page 4.3-54). The intersection currently satisfies the Caltrans peak hour signal warrant and would continue to do so regardless of the proposed project.

The City of Berkeley is responsible for approving and implementing this mitigation measure. The DEIR summarizes the benefits and negative effects of the mitigation measure. The DEIR identifies the impact as significant and unavoidable because City of Oakland, as lead agency, does not have jurisdiction at the intersection. The City of Berkeley may decide to not implement this mitigation measure.

Response to Comment C-182-3

See Response to Comment C-181-1.

Response to Comment C-182-4

See Response to Comment C-181-2.

Response to Comment C-182-5

The proposed project is quite different from typical suburban development, as discussed in more detail in Response to Comment C-32-1. In fact, the proposed project would do much to rehabilitate the site from a suburban, auto-centric model of development to a higher-density, pedestrian-oriented in-fill development, with ready access to public transit, located in a well-established neighborhood commercial district—very much in keeping with smart growth principles. The modified project block would have up to eight walkable street-level storefronts (plus two pedestrian storefront entries to Safeway) where none exist now. The project represents compact urban development consistent with the scale of development already present in the area, and it would lessen the predominance of the automobile that exists at the current site. For additional discussion on the project's size and scale, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

Comment Letter C-183

Vollmann, Peterson

From: Joan Nygard [joan.marilyn@gmail.com]
Sent: Friday, August 12, 2011 3:30 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments CASE ER09-0006

Oakland Planning Commission

Re. Safeway on College Avenue

1 I own property on Claremont Avenue. I am currently awaken by Safeway delivery trucks in the early morning hours. This is continuing after I installed double pane windows. If a larger store is built, it would be only logical that there would need to be more supplies stocked by more delivery's and most likely that would be by more trucks. I am asking please do not allow a larger store to be built!

2 I also have a concern about the amount of traffic, including idling cars, that will increase the pollution I have to breath as well as clean off my porch and house. These are serious health issues. Please do not allow the Safeway on College to increase in size. It is your job to consider quality of life for you tax paying residents.

Thank you for your consideration, Joan Nygard

Response to Comment C-183-1

As discussed on page 4.4-21 of the DEIR, the proposed project would increase truck deliveries by just one truck trip per day. A commenter conducted a survey of existing truck deliveries as Comment Letter C-159. Please refer to responses to that letter. The reason the store size can be doubled without doubling the number of delivery trips is due to how most goods are delivered to Safeway's stores. The majority of Safeway's products are delivered to stores in the area by means of large trucks dispatched from Safeway's distribution center in Tracy. A single truck leaving the Tracy distribution center usually will deliver goods to more than one Safeway store in a single trip, depending on a variety of factors, including the overall size of each store being served and the "back room" storage capacity of each store. Safeway delivery trucks will typically transport a load of one type of product, such as frozen foods, dairy, non-perishables, etc., and deliver the products to multiple stores. This distribution model is typically mirrored by other vendors (such as Coca-Cola, Pepsi, or providers of baked goods) delivering products to Safeway stores via smaller trucks and the occasional large truck. Generally speaking, just because a store is larger does not mean that it will receive more truck deliveries in a single day; instead, its larger size means that more space within a particular delivery truck will be reserved for goods destined for that store. Thus, even though the proposed project would result in an enlarged Safeway store, that increase in size would not lead to a proportionate increase in the frequency of truck deliveries to the site. Instead, while the number of trucks visiting the store would increase slightly, the majority of the increase in product delivery volume would be accommodated by allocating more space for the College Avenue Safeway in the delivery trucks that are already serving the store.

Response to Comment C-183-2

The air quality analyses models included any potential increase in emissions that may be generated by vehicles idling around the project site. The DEIR concluded the project would not have a potentially significant impact on air quality.

Also see Responses to Comments C-1-3 and Master Response M-7.

Comment Letter C-184

Vollmann, Peterson

From: Pam Oettel [pamoettel@comcast.net]
Sent: Monday, July 18, 2011 11:29 PM
To: Vollmann, Peterson
Subject: Safeway on College - I am not in support

Dear Mr. Vollman,

1 I have been living at 529 North Street in Oakland, CA, 94609. I have been living at this address for quite some time, since 1996.

I want to go on record that I do not support the proposed expansion of the Safeway on College to a two story building with retail space on the ground floor, and a 51,500 square foot Safeway Grocery store on the second floor.

Feel free to contact me with any questions you have regarding this matter.

Yours truly,

Pamela Oettel

Response to Comment C-184-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-185

Vollmann, Peterson

From: Donna P. Owen [movingon70@comcast.net]
Sent: Friday, August 12, 2011 2:59 PM
To: Vollmann, Peterson
Subject: new Safeway at College and Claremont

1 I am in favor of the new Safeway at College and Claremont. The current one is too small, dirty, and generally an eyesore. The proposed plan is lovely and would be an asset to the neighborhood.
If I understand what I have read, the ingress/egress would be from Claremont, and that in itself would eliminate the congestion on College Avenue.
Hopefully this plan will be approved. I live in Rockridge, and am in favor of its improvement.
Thank you,
Donna Owen

Donna P. Owen

Response to Comment C-185-1

The comment in support of the proposed project is noted. The comment implies that vehicle access to the site would be via Claremont Avenue only, which is not correct. While there would be a vehicle entrance to the site on Claremont Avenue, there would also be one on College Avenue, as discussed on page 3-12 of the DEIR (and numerous other locations) and shown on Figures 3-8 and 3-10. The entrance is also depicted at the far right of the lower rendering of the project shown on Figure 3-15. The traffic impact analysis presented in Section 4.3 of the DEIR factors in the presence of the entrance on College Avenue. See Alternative 3 starting on page 5-26 of the DEIR for description and analysis of an alternative with no vehicular access on College Avenue. Also see Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the project vehicular access on College Avenue opposite 63rd Street.

Comment Letter C-186

Vollmann, Peterson

From: patteemft@comcast.net
Sent: Tuesday, August 16, 2011 10:17 AM
To: Vollmann, Peterson
Subject: safeway project at college and claremont

1 I received no notice of the project and i'm concerned about the traffic and air quality impacts and impacts on local small businesses.
candice pattee

Response to Comment C-186-1

Response to Comment C-156-3 delineates the public notification for Oakland projects. Regarding mailed notices to Oakland residents, the City obtains information on property owners from the County Assessor's Office. Therefore, tenants and others who are not the property owner of record would not have received a notice. Notices were also mailed to any Berkeley residents who had previously submitted comments on

the project to the City and/or requested to be included in future mailings about the project. In addition, enlarged notices were posted at the site and in the surrounding neighborhoods on telephone poles. The commenter expresses concern about air quality, traffic, and economic impacts of the proposed project, but identifies no deficiencies in the DEIR. As a statement of opposition to the proposed project, the City will consider this input on the project prior to taking action on the proposed project.

Comment Letter C-187

Linda S. Phipps
Anthony Smith
385 62nd St.
Oakland, CA 94618

To whom it may concern:

We are residents, and property owners, whose quality of life will be significantly affected by the proposed expansion of the College Avenue Safeway store. Having read the most germane sections of the voluminous DEIR, we have the following concerns.

Generally, this Report, for all its technical clarity, ignores the elephant in the room: that is the desirability of inserting a big box retail type construction upon the footprint of the present-day appropriately-scaled grocery and parking lot. The proposed building not only triples the size of the present store, but will squeeze more shops and a restaurant into an area that is already staggering under the pressure of extant traffic congestion.

1

This is not suburban Lafayette, but a densely settled, primarily pedestrian district. Safeway appears to have a one-size-fits-all approach to design, one utterly lacking in sensitivity to the environment in which it proposes to drop this bomb of an expansion.

The short sightedness of this program is threefold. These problems are listed in order of severity with the most urgent listed first.

One: Traffic Problems/Increased Congestion.

2

Safeway ignores the existing traffic conditions and offers purportedly "mitigating" solutions that will only worsen an already overwhelming problem. The most glaring of the various proposed mitigations are those proposed alterations to College Avenue at 63rd and Alcatraz Streets.

In a place where parking is already difficult to find, Safeway proposes to reduce the amount of spaces along College Ave. (by replacing diagonal parking spaces with parallel ones) in order to widen the street and

3

Comment Letter C-187, cont'd.

accommodate turn lanes *that will benefit only the Safeway and its tenants*. Those customers who wish to park on the street in order to patronize other nearby businesses will have increased difficulty doing so, and the adjacent stores will suffer as a result of the reduced parking and the increased congestion.

3

The impact of the increased traffic through formerly quiet residential side streets is largely ignored. These are streets where children ride bikes and skateboards, where people walk their dogs and chat with their neighbors. More cars will mean greater hazards to pedestrians, more noise and air pollution. More transiting vehicles also accompany greater street crime, another problem ignored in the DEIR. It seems unnecessary to point out or stress the degree to which the Oakland Police Department is currently struggling to come to terms with local crime in the face of budget cuts. Safeway seems remarkably unconcerned about the potential for this problem.

4

The proposed additional light at 63rd and College will draw congestion to a strip that currently hosts restaurants, cafes, and thriving local businesses. The mix of pedestrian and vehicular traffic is already at a density complicated by bicycles and a pedestrian crossing between two stoplights within two blocks. It is hard to imagine how inserting yet another stoplight will improve things. Outdoor seating for restaurants and cafes is enhanced by the slow pace of traffic and the pedestrian crossing along this strip. People enjoying coffee at Cole's Coffee currently bask in natural light and enjoy ventilation that will be compromised by the erection of a two storey structure over the present parking lot directly across the street. **Nowhere in the DEIR is the effect of reduced natural light and warmth in the local environment addressed.** Instead, there are three sole concerns: traffic, noise levels and air quality.

5

Safeway largely ignores the quality of life represented by the restaurants and cafes on the two blocks along College Ave., between Claremont and Alcatraz. Apparently, it sees the street not as a living landscape, with people strolling, chatting, shopping and dining, but as a mere conduit to be altered in order to maximize the movement of products through its retail location. This is not a company that wishes to participate in modernizing and enhancing the convenience of its neighbors by offering them an improved store, rather, it is a corporation blindly focused on one sole object: maximizing profits and minimizing its bottom line. If this

6

Comment Letter C-187, cont'd.

6 proposal is any indication of its priorities, the happiness of its customers comes at the bottom of the list of concerns.

Two: Safeway's potential impact as real estate developer/landlord.

In its proposal, Safeway intends not only to expand a local grocery store, but to construct a larger, mixed-use complex including shops and a restaurant. In so doing, it wishes to expand its presence in the community from that of a mere retail business to that of a real estate developer and landlord. In so doing, it promises essentially to transform the texture of the entire neighborhood by inserting itself as a dominant landholder. Under the proposed plan, Safeway, alone, assumes the considerable power to determine what kinds of businesses and restaurants will obtain leases in the additional retail and restaurant space.
7 In so doing, we, as residents, will be at the mercy of a corporation that has already demonstrated its insensitivity to the nature of this neighborhood via its expansion proposal. One business has already fallen prey to such practices: Chimes Pharmacy, a local, family-owned business, has recently been taken over by this corporation.

This is not a company that is happy to live and let live on a level playing field in the world of competitive business. Instead, it engages, as part of everyday practice, a corporate monoculture, the kind on display at strip malls across America. One shudders at the prospects of whatever other transformations might be in store as the anticompetitive strategies of this corporation continue to act in favor of its own bottom line with no concern for the community.

Three: Aesthetics and historic preservation issues.
Safeway's redevelopment proposals essentially throw the baby out with the bathwater. It plans to demolish an underappreciated example of mid-century modernism, a sensitively designed commercial vernacular structure and replace it with a poorly thought out and aesthetically inferior design.

8

Our neighbors to the north, in Canada, have been landmarking such structures as the one standing on College Avenue. Yet, in its own backward fashion, Safeway proposes to demolish this elegant store with its trademark gull-wing roof and curtain-walled façade. This is a retail building, set apart but fitting well into its context, both through its scale

Comment Letter C-187, cont'd.

and now retro-look. It hearkens back to the golden age of the supermarket, and stands as a pristine exemplar of a period of design that heralded such gems as Lever House and San Francisco's Crown-Zellerbach building. By proposing to demolish this structure, Safeway demonstrates remarkable ignorance and a lack of appreciation for its own history, as well as for the good taste once exhibited by the directors of the company. The banality of the proposed design is only surpassed by the insensitivity of its size, scale and detail.

The surrounding urban fabric, consisting of one and two storied commercial and residential structures, will be dwarfed by the proposed 40-foot tower at the corner of Claremont and College Avenues. The scale of the structure, the fenestration patterns, choices of materials and scale of detail in the design ignore the surroundings in a way suggestive of a Surrealistic exquisite corpse. This is a design strategy that might work in the hands of a masterful architect such as Frank Gehry, but that fails when attempted by lesser architects. And evidence of the work of lesser architects, a series of them, in fact, is what we have here. Frankly, this neighborhood, with its range of elegant shopping structures from a variety of historic periods, deserves better and Safeway should be ashamed at not submitting a better effort.

8

In conclusion, there is a general blindness in this report that regrettably demonstrates the planners' deliberate misappropriation of or willful ignorance of the principles of the New Urbanism. Somehow, neither the executives at Safeway nor the architects and planners preparing the plans for this project were acquainted with how such pedestrian friendly venues could enhance and improve the quality of American life. This is a pity, but the failure of these planners to educate themselves should not allow them to victimize and denigrate the daily existence of hundreds of families. The plan simply should be shelved until one that is more responsible and better thought out can be supplied.

We appeal to you to block the proposal until a more modestly scaled project can be supplied.

Sincerely,

Linda S. Phipps
Anthony Smith

Response to Comment C-187-1

The proposed project is not a big-box development as discussed in more detail in Response to Comment C-11-4 and Master Response M-9, nor would it be triple the size of the existing store (62,167 square feet versus 24,260 square feet). The design of the project has been specifically tailored to the unusual project site and to integrate with the scale and character of the existing neighborhood. The project has been revised to try to respond to the concerns expressed by members of the community. The DEIR does acknowledge that there would be adverse traffic effects from the project, and identifies measures that, if implemented, would reduce the impacts to acceptable levels.

Response to Comment C-187-2

The analysis presented in the DEIR is based on existing data collected in the project study area. The comment does not state any specific concerns with the existing conditions data.

The DEIR proposes Mitigation Measures TRANS-2 and TRANS-13 to mitigate the identified significant impacts at the Alcatraz Avenue/College Avenue and 63rd Street/College Avenue intersections, respectively. City of Berkeley is responsible for approval and implementation of Mitigation Measure TRANS-2. See Response to Comment A-2-6 for more detailed design Mitigation Measure TRANS-2 at this intersection.

See Chapter 2 of this FEIR for a description and analysis of the revised project. The revised project would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13. Therefore, Mitigation Measures TRANS-13, which consisted of signalizing the 63rd Street/College Avenue intersection, is not necessary under the revised project.

Response to Comment C-187-3

See Response to Comment A-2-6 regarding the mitigation measure at Alcatraz Avenue/College Avenue intersection. Note that the proposed left-turn lanes on College Avenue at Alcatraz Avenue would reduce delay and improve safety and would benefit all users of the intersections.

Response to Comment C-187-4

See Master Response M-4 for a discussion of project impacts on pedestrian and bicycle safety.

Regarding the potential for an increase in crime, please see Responses to Comments C-156-5 and E-8.

See Master Response M-5 regarding traffic intrusion on residential streets.

Response to Comment C-187-5

See Chapter 2 of the FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and eliminate the need for Mitigation Measure TRANS-13, which consisted of signalizing the 63rd Street/College Avenue intersection.

Response to Comment C-187-6

The Initial Study evaluated the proposed project for shadows and found that the proposed project would result in less-than-significant impacts resulting from shadows (DEIR, Appendix N, pages 17 and 27). There is no evidence the project would cause a significant lack of light or air in the area. The project would be comparable in height to many nearby buildings, and would be shorter than a number of neighboring buildings. The only time the project would cast any shadow over College Avenue would be in the morning, and except for a short time during the earliest hours of sunlight, the shadow would not extend across the façades of buildings on the west side of the street. Numerous taller buildings already line College Avenue, including three-story buildings in the project block. Shadows cast by existing development along College Avenue are a commonly accepted component of any development. There is no reason why the proposed project would affect light and air any more than the existing development in the vicinity.

The characterizations of Safeway are not environmental issues subject to consideration in the environmental review of the project that is the subject of this EIR. However, it should be noted that the proposed project has been designed to integrate with the pedestrian-oriented neighborhood, and in fact the project will provide new landscaped public places for people to rest, congregate, stroll, and chat (see DEIR, pages 3-10 to 3-12 and 3-19).

Response to Comment C-187-7

Characterizations of the project sponsor and the preference for local business developers are social issues and not environmental issues subject to review under CEQA. However, regarding the potential for the retail storefronts to be developed with franchise or chain stores, please see Response to Comment C-97-1.

Response to Comment C-187-8

The Initial Study determined that the existing Safeway store and gas station that would be demolished are not listed on, or believed to be eligible for listing on, the applicable local, State or National registers of historic resources. The proposed project therefore would not adversely affect historic resources (see CEQA Guidelines 615064.5).

Aesthetics of design are subjective, and what appeals to one person may not appeal to another. While the commenter is entitled to view the proposed design as inferior to that of the existing store, some DEIR comments indicate other people hold the opposite view. In any event, while the commenter may not like the design of the project, it would be difficult to reasonably argue that the proposed project would represent a substantial adverse change in the existing visual quality of the site. The DEIR concluded that the project's aesthetic impacts would be less than significant. The analysis presented in Section 4.2 of the DEIR documents that the project would not have any substantial adverse visual impacts, and the comment provides no evidence to the contrary. The commenter may express concerns about the project's design to City officials when they conduct design review of the project, which will include a public hearing for input from the public.

Regarding how well the existing building fits into its context, it actually is an auto-centric, suburban-style development that is at odds with the pedestrian-oriented rows of retail stores that line neighboring blocks of College Avenue. The proposed project, with its strong pedestrian orientation and design that is far

more appropriate for the context of the site, represents New Urbanism design far better than the existing store. For additional discussion on the pedestrian orientation of the project, please see Responses to Comments A-5-11, E-53, and Master Response M-9. Regarding the size and scale of the project, please see Responses A-5-11, D-31, E-142, and Master Response M-9.

The proposed tower would be approximately 23 feet wide, which would be a small portion of the total building façade. In addition to its function as a mechanical tower for the elevators and as an entrance lobby into the Safeway store, the tower would provide an architectural element to the project, and would break up the roofline and provide visual balance to the wide building. The building across Claremont Avenue is 40 feet tall, taller than the roofline of the proposed main building, which would be somewhat less than 30 feet tall. With a proposed tower height of 45 feet, just 5 feet taller than the opposite existing building, the tower would not dwarf the neighboring building. As demonstrated in the architectural renderings presented in the DEIR, and as demonstrated in the to-scale animated movie on the http://www.safewayoncollege.com website, the proposed project would be compatible with existing neighboring development, and would be shorter than some buildings in close proximity to the site, as well as on neighboring blocks of College Avenue.

Comment Letter C-188

Vollmann, Peterson

From: Stan Pisle [stan.pisle@gmail.com]
Sent: Thursday, August 04, 2011 11:59 AM
To: Vollmann, Peterson; vienv.truong@gmail.com; gwozniak@ci.berkeley.ca.us; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean
Subject: Oakland City Planning Commission regarding Case Number ER09-0006 Rockridge Safeway - Supporting Arguments

Stan Pisle
2701 Woolsey Street
Berkeley CA 94705

Attn: Oakland City Planning Commission regarding Case Number ER09-0006 Rockridge Safeway

As a 13 year resident of the Elmwood/Rockridge area, I'd like to express my support for the planned new Safeway in Rockridge. After reviewing the draft environmental impact, it would appear the best compromises that could be thought out for an upgrade of this type have been covered. Obviously there will be ongoing adjustments to the project as it progresses.

Given the efforts of some local neighbors to shout down this proposed development it's important for you to understand there is a good group of individuals in the neighborhood that are looking forward to the construction of this new facility. **1**

From reviewing the architectural designs it appears to fit well into the overall look and feel of the neighborhood. It also promotes a whole series of new shops in the area to further enhance the small shop experience.

There are a lot of counter arguments to allowing the construction. My counter comments to the primary ones follow:

The new Safeway will increase traffic congestion on College Ave.

Traffic on College Avenue is bad and will continue to be. The primary contributor to traffic on College Avenue is the fact that most of the side routes through the Elmwood and Rockridge neighborhood traversing between Claremont Ave, College Ave, and Telegraph Ave. are blocked by barriers. These blocked routes cause backups and gridlocks from U.C. Berkeley to Broadway in Oakland daily. Removal of those barriers would be the best mitigation. While I don't expect most members of the neighborhood to support such a move, simply having a Safeway Store right sized for the level of commerce it has will not really add to the traffic problem. One of the primary causes of traffic between Alcatraz and Claremont on College is drivers proceeding down College to enter the current Safeway from College. Removal of the that entrance by the new design should help that. **2**

The proposed Safeway is too large for the area.

3 ▼ What is clear is that the current Safeway is too small for its customer base. In an attempt to

Comment Letter C-188, cont'd.

maximize shelve space and meet grocery demand in the area Safeway has reduced isle width to five feet in the Rockridge store. This has led to highly crowded shopping and operations experiences in the store. Two shopping carts cannot fit side by side in a same isle in the store. If shelve stocking efforts are going on, no carts can pass the stock on the isle floor staged for stocking. The resulting in store shopper traffic jams rival College Ave. regularly. In the proposed expansion of the store 20 percent of the floor space expansion would simply be adding isle space between shelves and display islands in the store. Adding in basic other standard Safeway offerings (meat department etc. account for the rest.) What is interesting about the current store size is many people in the neighborhood currently shop outside the neighborhood to avoid the internal environment of the local store. I myself do my primary grocery shopping in San Ramon near work to avoid the Rockridge store if possible. Similarly one of my neighbors shops in Pleasanton for the same reasons. This leads to our sales tax dollars going to the city of San Ramon and Pleasanton rather than Oakland. When I do go to the Rockridge store, I walk. One of the counter proposals offered to people who need a more full service store is to travel to the Broadway Safeway store. As the trip is substantially more distance, I would likely drive down College Ave. to get to the Broadway store, thus adding to traffic. Safeway regularly builds stores on the order of 100,000 square feet in many of their locations. This store is half of that and uniquely design for the neighborhood. One of the more interesting anecdotes I can pass on from the DEIR meetings on this subject was that I was approached by many people from the Friends and Neighbors of College Avenue Association. They asked me to justify my support. Which I did. But as the conversations continued it became obvious FANS is a coalition of many diverse points of view on the Safeway. Four out of the first five people who approached me, admitted they had never actually shopped at the store. They had a broad set of motivations for opposing the current design from wanting Safeway to add apartments they could buy and rent as landlords, to wanting to conduct the architectural design themselves. The fifth said he only shopped there once or twice a year if he needed light bulbs or something. The new Safeway's primary environmental benefit will be to the shoppers in the neighborhood. Some sort of independent poll of them probably should be conducted. FANS took a poll, but from answering it myself I found it skewed towards defeating the current proposal.

3

The extra parking and floor space in the store will attract more shoppers and thus cause more traffic in the neighborhood.

The larger store could attract new shoppers. It certainly will be a more pleasant experience than is present at the current Rockridge Safeway. However 80-90 percent of grocery shopping occurs at a person's closest retail outlet. Reasons for traveling great distance to grocery shop are usually generated by the ability to substantially save on purchase price for items. As Safeway has standard pricing throughout its chain there is no reason to assume people in the other neighborhoods would travel to Rockridge for shopping. People looking for bargains will likely travel to Wal-Mart in Oakland or Target in Emeryville. Most new customers to the Rockridge store are going to come from the neighborhood from people more attracted to the new local store.

4

The new Safeway store will add additional parking but this is mostly to offset the loss of parking on College Ave. and to provide some relief for the tight parking situation now. However the total number parking spots added are not going to be sufficient enough to motivate out of area residents to suddenly change shopping habits and travel to Rockridge to buy groceries. The traffic and parking situation will continue, motivating many local shoppers to walk or bike to the new store.

Response to Comment C-187-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Response to Comment C-188-2

The City will consider this input on the proposed project's merits prior to taking action on the proposed project. Analyzing the removal of the existing barriers in the residential streets near the project site is beyond the scope of this EIR.

The entrance on College Avenue would remain; please see Chapter 2 of this FEIR for a description of the revised project's vehicular access.

Response to Comment C-188-3

The comment presents arguments regarding the need for the project and potential unacknowledged environmental impacts of the No Project Alternative. The comments pertaining to project opponents are not germane to the environmental review that is the subject of this EIR, and no response is necessary.

Response to Comment C-188-4

The comment provides arguments for why the project would not generate substantial additional traffic. It does not disagree with the conclusions of the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-189

Vollmann, Peterson

From: elise proulx [eproulx@gmail.com]
Sent: Tuesday, August 09, 2011 3:42 PM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

Dear Mr. Vollman:

1 I am writing about the College Ave. Safeway EIR. I live at 3300 Claremont Ave. in Berkeley, four houses away from the site at the corner of Berkeley and Claremont.

In addition to believing that the project is simply too large for the neighborhood and too large for the two-lane College Ave. to sustain, I found several elements of the EIR alarming.

2 1) 5 stoplights in one block in a mainly residential neighborhood? Really? That seems unsustainable and not a very good solution. In fact, what that means is the block can't handle the amount of traffic expected.

3 2) I work from home most days. After dropping my child off at preschool at 9 am, there is usually 0% parking availability on the block of Alcatraz between College and Claremont. Same with the block of Claremont between College and Alcatraz. The availability percents in the EIR seem fabricated.

4 3) Nearby schools are completely left off the EIR: A major oversight. Added traffic would certainly impact them - not only putting them in physical danger but also impacting air and noise quality. They are:
a) on Alcatraz: Shawl-Anderson Dance Center at 2704 Alcatraz - students as young as 4 walking on sidewalks and crossing the street here
b) on Alcatraz: Escuela Bilingue Internacionale at 410 Alcatraz
c) on Alcatraz: Peralta elementary at 460 63rd - one side faces Alcatraz
d) on Claremont: Claremont Kids Preschool at 2845 Woolsey Street with the main entrance on Claremont
e) on Claremont: John Muir Elementary at 2955 Claremont Ave. - School buses drop kids off and pick them up; there is no parking lot so many kids are walked to school

Please do not approve this EIR. This project is folly at such a tight corner.

Sincerely,
Elise Proulx

Response to Comment C-189-1

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

Response to Comment C-189-2

See Response to Comment C-30-2 regarding the signals proposed by the project and mitigation measures.

Response to Comment C-189-3

The comment states that no on-street parking spaces are available at 9:00 AM on Alcatraz Avenue between College and Claremont Avenue and on Claremont Avenue between College and Alcatraz Avenue. The DEIR, on Figures 4.3-6 and 4.3-7 shows some parking availability on both streets during weekday and Saturday PM peak periods. The comment is not in conflict with the DEIR because they report parking availability at different times of the day. The DEIR did not analyze parking demand and occupancy during the weekday morning period because the parking demand generated by the proposed project would be low at this time and would be accommodated within the project garage. Also, see Master Response M-3 for a more detailed discussion of parking.

Response to Comment C-189-4

The traffic and parking generated by the local schools listed in the comment are included in the traffic and parking data used in the analysis presented in the DEIR as data collection was conducted on days when local schools and UC Berkeley were in normal session. See Master Response M-4 regarding project impacts on pedestrian safety.

For the most part the demographics of the project area were not identified as a factor in any of the potential environmental impacts of the project. However, the air quality analysis does identify a potentially significant construction impact (Impact AIR-3) in which "sensitive receptors" would be exposed to toxic air contaminants (TACs), including diesel particulate matter (DPM), and particulate matter with an aerodynamic resistance diameter of less than 2.5 micrometers (PM2.5) from construction activities. From an air quality standpoint, the elderly and the young are considered sensitive receptors, while the general adult population is considered less sensitive to respiratory distress and other air quality-related health problems. Therefore, in the case where age as a demographic was relevant, it was factored into the impact analysis presented in the DEIR. With the exception of Impact AIR-3, the potential impacts of the project were independent of the demographic of age.

Comment Letter C-190

Vollmann, Peterson

From: MADELINE PUCCIONI [polarbear135@yahoo.com]
Sent: Saturday, August 13, 2011 8:38 AM
To: Vollmann, Peterson; Brunner, Jane
Subject: Greetings, esteemed Council Members ... I have a few comments regarding the College Safeway DEIR

Greetings.

My husband Monroe and I live on 6430 Mystic Street, five minutes away from the College Safeway. We have been living and shopping in the neighborhood for many years. We have two major objectiSaons to the proposed gigantisizing of our College Safeway:

1. The proposed retail shops within the Safeway complex may introduce franchised and unwelcome competitors such as Starbucks to College Avenue - competitors which will have a profound effect on the character of the neighborhood and on the status of our friends who run and work at local shops and cafes. These small businesses are already struggling to stay open in difficult times. How can Cole's Coffee compete with the prices of Dunkin' Donuts or Starbucks over the long term?

2. Safeway is old paradigm. They don't get "locally sourced". They don't get "free range". They don't get "fresh". They don't get humane treatment of animals. Their produce is old and wilted before they put it out -their meat section is filled with factory-farmed chicken and beef from all over the country, and it smells bad. 1

If we want high quality, locally sourced fresh produce, fresh meats and dairy products, we shop at Ver Brugge's, Farmers' Markets, or Yasai. Since this College Safeway conflict began, many of us have boycotted College Safeway. We go to Safeway only when necessary, and only for non- perishable goods. I have found we spend less money on groceries, get more exercise, support local farms and businesses better ... and eat better food. We do NOT need a larger version of Corporation Safeway in Rockridge.

And now about the Safeway Roof Garden Cafe? Are you kidding? In Rockridge? True story: my daughter lives in Montclair, where they built a similar McSafeway with a similar cafe -- serving Safeway quality coffee, pastries, packaged macaroni salad, sandwiches, etc. NO ONE GOES THERE. It is EMPTY most of the time. The food is terrrible. The coffee is terrible. The building is an eyesore. And no one goes there.

How about a nice green space, a little park on that point of land, with trees and benches -- instead of the monstrous McSafeway

Response to Comment C-190-1

Regarding whether Safeway leases the retail spaces to independent businesses or chain stores, the comment does not address an environmental issue subject to review under CEQA. The opposition to certain types stores is noted, and the City will consider this input on the project's merits prior to taking action on the proposed project. Regarding the potential for the project to adversely affect local businesses, please see Master Response M-6.

The comments regarding the source and quality of Safeway's food is similarly not an environmental issue subject to review under CEQA, nor do they address the adequacy of the DEIR, and no further response is necessary. A point of clarification: the proposed rooftop plaza would not be a café, but rather a landscaped public plaza, for the use and enjoyment by anyone.

As the property owner of the site, Safeway is entitled to put forth any proposal it likes for review and consideration by the City. It is not obligated to develop its site with a park.

Comment Letter C-191

Vollmann, Peterson

From: Lesley Pulaski [lesleya7@gmail.com]
Sent: Saturday, July 09, 2011 1:49 PM
To: Vollmann, Peterson
Subject: support of Safeway Center at College Ave and Claremont

1 I definitely support the new life and vibrancy of this center.....YES, let's do it!

I live in Rockridge closer to the Safeway at 51st and Broadway.....I am very much in support of both transitions

Lesley Pulaski

Response to Comment C-191-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-192

Vollmann, Peterson

From: Jean Rains [jean-rains@sbcglobal.net]
Sent: Friday, August 12, 2011 11:58 AM
To: Vollmann, Peterson
Subject: Safeway Plan on College

Dear Mr. Vollmann,

I don't know why we need TWO giant destination Safeways within a mile of each other. The to-be-enlarged Safeway on 51st seems to be a good spot for a destination Safeway with its existing large parking lot and central location.

An enlarged Safeway on College will simply destroy the character of one of our handful of beautiful neighborhoods in Oakland/Berkeley. These areas are priceless.

1

I know you have hearings but is there any mechanism for those affected - people who live near there and shop there - to actually STOP this development from resulting in a store that is no longer a community store, but a destination store, adding to traffic, eliminating the already sparse parking spots on College that the other retail stores count on for their customers.

I know that Oakland is strapped for money and looks favorably on any development that will result in increased tax revenues, but, in the end. who gets to decide on this?

Once you wreck the character of a neighborhood you don't get it back.

Thank you for your attention.

Jean Rains
Steve Zimmerman

Response to Comment C-192-1

There are several forums for citizens to be heard by the City's decision makers regarding the proposed project. There have already been 16 community meetings of varied formats with Safeway representatives and City staff. The environmental review process that is the subject of this EIR provides another forum, though comments should be limited to the potential environmental effects of the project and the adequacy of the DEIR. In addition to the 46-day public review period during which citizens could submit written comments on the DEIR, the City conducted two public hearings, on July 20, 2011 and August 3, 2011, to receive oral comments from members of the public. Finally, the Planning Commission will conduct one or more separate hearings to conduct design review of the project and consider the required Conditional Use Permit and variance applications. The City will provide notice of the hearing(s) by posting an enlarged notice on the premises of the subject property involved in the application, and by mailing notices to Oakland property owners within 300 feet of the project site. All such notices must be provided a minimum of 17 days prior to the date set for the hearing. These hearings are the appropriate venue for citizens to present comments on the merits or demerits of the project or to express opposition or support for the project, which can also be made in writing. Nonetheless, the Planning Commissioners will read and consider the transcripts of all oral comments made during the public hearings on the DEIR as well as all written comments submitted during the public review period for the DEIR, including a large number of comments that express opposition to or support of the project or features of the project.

Comment Letter C-193

Vollmann, Peterson

From: walter@ratcliffconsultants.com
Sent: Thursday, August 11, 2011 8:37 AM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; susan@fansco.org; Marguerite Croptier
Subject: Case # ER09-0006 Safeway on College

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Mr. Vollman;

1 I've walked the length of College Avenue twice a week for years, for exercise and for shopping. I've watched Rockridge sidewalks over the last few years get crowded with pedestrians. It's a wonderful evolution that people, businesses and the city together have created through their positive action. More foot traffic equals more community and less crime, not to mention more people wanting to hang out and interact.

The EIR is based on Safeway doubling its size at the College and Claremont site. I support Safeway's property rights. But Safeway's vision is a suburban vision that requires higher car volume, larger streets, more traffic controls and fewer pedestrian safeguards to be successful. The EIR fails to account honestly and adequately for the adverse impact that additional traffic will have on this community.

2 I read the EIR. It calls for three new light-controlled intersections in the five blocks surrounding Safeway: 63rd & College, Alcatraz & Claremont and Claremont & Mystic. In 5 consecutive blocks surrounding the store, the plan is to put a signal control at every intersection. Five consecutive blocks. Five lights.

3 The EIR calculations are based on a nearly doubling of car traffic. But it leads the reader to believe that the traffic problems that now exist with half the Safeway traffic will be resolved with the additional traffic lights, left-turn lanes and moving bus stops. When I walk this area after noon, College Avenue from Claremont to Alcatraz is often bumper to bumper. On weekends, the line of cars waiting for the existing lights at Alcatraz and Claremont stretches from Woolsey to Harwood. The plan is to double traffic. But the EIR calculations show traffic getting better? There's some magical thinking here.

4 On an average Saturday afternoon last week, I walked up College from Claremont. Traffic is bumper to bumper North across Claremont. It's bumper to bumper South from Woolsey. Why? It's cars turning across traffic onto Alcatraz. It's cars turning across traffic into the BofA lot. It's cars turning across traffic into the Safeway lot. It's cars turning across traffic down 63rd. It's cars pulling out of parking on both sides. But more often than not, it's pedestrians crossing College between lights and stopping traffic in both directions. When you add up all this activity, you begin to wonder how addressing point sources of congestion, which is the focus of the EIR, is going to address the root causes.

5 ▪ Does it really make sense to the Oakland Planning Commission to approve a Pleasant Valley Mall-sized

Comment Letter C-193, cont'd.

Safeway in a neighborhood that is trying to become more pedestrian-friendly? It makes no sense to me.

5 ▪ Does Oakland really want to put in the same traffic controls you have around Pleasant Valley Mall to enable Safeway to pull in more car traffic? It's a dilemma: go for the promised tax revenue or enhance pedestrian-friendly use. Having it all is an illusion.

As a pedestrian and Rockridge resident, I hope the Planning Commission steers this project in the right direction:

6 ▪ Insist that the mis-assumptions that were employed in the EIR be corrected

7 ▪ Approve a downsized the store

8 ▪ Limit car access and egress from College Avenue into the Safeway parking lot for traffic and pedestrian safety

9 ▪ Keep up your great work to make College Avenue more pedestrian-friendly

Thank you.

Walter Ratcliff

Response to Comment C-193-1

The comment expresses concern that the DEIR does not adequately address the impacts of the proposed project, particularly traffic. However, the comment does not raise any specific issues, and no specific response is possible. Master Responses M-1 through M-5 analyze traffic issues in more detail. As a statement of opposition to the project; however, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-193-2

The proposed project does not propose to signalize three intersections as stated in the comment. The proposed project includes one traffic signal, at the project driveway on Claremont Avenue opposite Mystic Street and Auburn Avenue, as part of the proposed project. Two other signals, at Alcatraz Avenue/Claremont Avenue and 63rd Street/College Avenue intersections are proposed as Mitigation Measures TRANS-3 and TRANS-13, respectively. These two mitigation measures are proposed because the project would cause significant impacts at these intersections based on both intersections meeting Caltrans peak hour signal warrant as stated in the significance criteria used in the DEIR (page 4.3-54 and 4.3-55).

The decision to implement Mitigation Measures TRANS-3 is by City of Berkeley. Since City of Oakland, as lead agency for this EIR, does not have jurisdiction over the Alcatraz Avenue/Claremont Avenue intersection, the DEIR identifies Impact TRANS-3 as significant and unavoidable. Since Mitigation Measures TRANS-3 may not be implemented, the DEIR conservatively identifies the impact as significant and unavoidable. Thus, the EIR presents a valid worst-case scenario that contemplates if City of Berkeley decides to not signalize the intersection.

In regards to Mitigation TRANS-13 which would have signalized the 63rd Street/College Avenue intersection, the revised project, as described in Chapter 2 of the FEIR, would reconfigure the intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13. Thus, the comment is no longer applicable to the 63rd Street/College Avenue intersection.

Response to Comment C-193-3

The comment states that the proposed project would double car traffic. It is not clear if the comment is concerned about doubling of traffic generated by the project site or doubling existing traffic on adjacent streets. As shown on Table 4.3-10 of the DEIR, the proposed project would increase the amount of traffic generated by the project site by about 54 percent during the weekday PM peak hour and about double during the Saturday PM peak hour. The proposed project would increase the amount of traffic at intersections in the vicinity of the project site between 5 and 10 percent.

The observations of existing congestion are consistent with the existing conditions data presented in the DEIR. If implemented, the mitigation measures presented in the DEIR are adequate to mitigate the impact caused by the proposed project (i.e., reduce the incremental delay caused by the additional traffic generated by the proposed project). However, as shown in Tables 4.3-14, 4.3-16, and 4.3-18, most study intersections would continue to operate at a deficient LOS E or LOS F after the implementation of the proposed mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-193-4

As stated in the comment, current congestion along College Avenue is caused by a variety of factors, including through moving vehicles queued behind vehicles turning left at Alcatraz Avenue and project driveway. The proposed project and Mitigation Measure TRANS-2 propose left-turn lanes on College Avenue at the project driveway and at Alcatraz Avenue, respectively, to separate through vehicles and left-turning vehicles and reduce delay experienced by through moving vehicles. Also see Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and eliminate access between project driveway and 63rd Street, left-turns out of the project driveway, and left-turns from and to 63rd Street.

Response to Comment C-193-5

The comment implies that the proposed project should not be approved and it does not address the adequacy of the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-193-6

The comment states that the mis-assumptions in the EIR be corrected; however, no specific issues are raised, and no specific response is possible or warranted pursuant to CEQA; however, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-193-7

The comment suggests that a smaller store be approved; it does not address the adequacy of the DEIR and is therefore noted. No response is warranted pursuant to CEQA; however, the City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment C-193-8

See analysis of Alternative 3 in the DEIR which assumes no project driveway on College Avenue, Alternative 4 in the DEIR which assumes inbound access only on College Avenue, and the revised project in Chapter 2 of the FEIR which assumes no outbound left-turn lanes from the project driveway on College Avenue.

Response to Comment C-193-9

Comment noted.

Comment Letter C-194

Vollmann, Peterson

From: Jack R. [audiofrq@aol.com]
Sent: Saturday, July 09, 2011 10:09 PM
To: Vollmann, Peterson
Subject: Safeway plans for College Ave and Claremont Ave. Oakland CA. ...from John Ravenscroft

Mr. Pete Vollman, Oakland City Planning,

1 I am not pleased at the way Safeway has bullied the College Ave and Claremont Ave. neighborhood about bringing their "big box" monstrosity forward at any cost. No cost was spared to roll over the neighborhood's wishes. In spite of what Safeway might say, there is virtually no positive neighborhood interest in this huge, traffic congestion worsening and air and noise quality worsening project.

2 We also are not pleased about Safeway's obvious intent to duplicate every business function of our beautiful College Ave. businesses. Just north of Claremont is one of the best examples of a working neighborhood business district that may be found anywhere. It is totally functional, having at least one of each necessity, especially food wise. Only men's clothes cannot be bought in this neighborhood, while women's clothes MAY be bought here. Well, maybe a hardware store would be nice. Otherwise everything is here and the stores are nice, clean and charming. Why would we want Safeway to run all of these very functional and charming businesses out of the neighborhood? No, we wouldn't want them to do that, we don't want a huge "Bid Box" Safeway. Safeway is making it up that the neighborhood wants this. The majority by far do not.

3 Traffic: What about the traffic? Both College Ave. and Claremont Ave. currently have horrible traffic problems--did I hear both earned an "F" where "F" is the worse? Often south bound traffic on College Ave. can deadlock from the Claremont Ave interesction all the way back to the Ashby Ave intersection--3 or 4 blocks depending on how you count them. This makes the intersection at College Ave. and Alcatraz Ave. deadlock Alcatraz Ave. with cross stopped traffic.

4 The intersection of 63rd St at College in Oakland, deadending to Safeway at College Ave, is nearly always deadlocked due to the heavy traffic. Pedestrian traffic is at risk in this and other intersections north on College due to this traffic overload. This "Big Box" Safeway can only make it much worse.

5 Traffic Access: On Claremont Ave., in spite of the much larger store, there is going to be one less entry/exit for shoppers. Safeway has obvious expectations of more traffic to support the expense of a new store. How else could the shoppers arrive? There used to be 3 entrances to/from this Safeway lot, now there will be 2, but only 1 may be used by shoppers. The other entrance/exit is exclusively for trucks which would be turning left across Claremont Ave. for the most part or making a sharp right turn into the truck on Claremont Ave. What a traffic zoo this will be! Worse than ever in every way! More traffic, less places for the traffic to enter/exit. What a crazy traffic plan!

6 Parking: Where are the employees going to park? If only 28 spots are reserved for them but there will be, on average, 66 employees working during each shift, seems to me that they'll either take spots needed for customers or park on the side streets. And where are the employees of the 8-9 retail stores going to park? That didn't seem to be addressed in the DEIR.

7 Air Quality: Air quality has got to be worse just on the expectation that more trucks will be needed to do the stocking of the much larger store. It seems to be undeniable that more trucks equal worse air quality. More cars equal worse air quality.

8 Noise: Noise is already terrible day and night from the Safeway trucks and the parking lot with customers and employees yelling, employees banging carts as they unload product from the trucks, car alarms going off, leaf blowers blowing. (Some of this is actually illegal but it is done anyway). Trucks are not supposed to load/unload at night, like from 10:00 pm and not resume until until 6:30 am but often they do. Trucks are not supposed to let their tractor or refrigeration engines run while the truck is being unloaded but sometimes they do (often more than 10 minutes). More often than should ever happen. Noise must of necessity be worsened due to the increased car and truck traffic and shoppers that Safeway expects. Remember, if they don't expect more shoppers, why are they doing this? That they want more shoppers is undeniable, that more shoppers, trucks and more cars make more noise is also undeniable. How can that be dismissed?

Comment Letter C-194, cont'd.

9 Construction turmoil: Large construction projects come with large construction noise, dust and construction traffic concerns. This Safeway is in a residential neighborhood on most sides. Admittedly there is a commercial building across from Safeway on Claremont Ave., but there are residential homes right behind that building.

10 Need?: Then we have to ask if the neighborhood needs another big Safeway within approximately a mile of the other big Safeway at Broadway and Pleasant Valley Rd. I contend that we as neighbors don't need it as we have the latter big Safeway if we need a big Safeway, and several years ago, nearby BART, we received a nice highly functional Trader Joe's with the adjacent Pharmaca Drug Store. And there nearby BART is also the very nice Market Hall shopping center which has high end food of every kind. We lack for nothing in the way of food shopping opportunities in this greater Rockridge neighborhood.

11 Possibly: We would like and appreciate a slightly larger Safeway at College and Claremont with better layout and availability of foods. Slightly larger, more functional, with beautification. That's all, no more please!

12 Summation: Just be to quite clear: there is no neighborhood want or need for a Big Box Safeway at College Ave. and Claremont Ave. There is dislike for any more traffic, noise, and air pollution. Only Safeway sees the need to grab more business even while putting other fine food purveyors out of business. We have no need or want for, as Safeway has said in meetings, "Wouldn't you like to enter Safeway and smell the aroma of freshly baked bread and fancy pastries?" No, we've got that across the street at La Farine or up Claremont Ave. at Semifreddis. They ask, "Wouldn't you want a full service butcher market with a real butcher on site?" No, we've got Ver Brugge Foods for that, one of the best butchers in the East Bay. There is no foodstuff that we cannot get within a block or two of this Safeway today. If we need a larger Safeway for something rare, we can take a bus or drive or even walk to the Broadway and Pleasant Valley Road Safeway. We don't need a Big Box Safeway here on College and Claremont. There is virtually no majority interest in the neighborhood for this. Safeway is making this need up and they are inventing the truth about our want for a Big Box Safeway. On the contrary--we don't want this Big Box Safeway here on College and Claremont.

You may email me for more information at any time.

Very truly yours,

John Ravenscroft, audiofrq@aol.com

Response to Comment C-194-1

Safeway has met with residents about the project numerous times to try to respond to their concerns. The applicant redesigned the project in response to some of the neighborhood concerns. While it is impossible to please everyone, the company has tried to develop a project tailored to the site and the context of existing development in the vicinity. Regarding the characterization of the project as a big-box development, please see Master Response M-9

Response to Comment C-194-2

As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Response to Comment C-194-3

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along both College and Claremont Avenues currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-194-4

The queuing on College Avenue at 63rd Street mentioned in the comment is consistent with page 4.3-114 of the DEIR. The project includes a number of features, such as bulbouts on the east side of College Avenue at 63rd Street, to improve pedestrian circulation and safety at this intersection. The revised project, as described in Chapter 2 of the FEIR, would provide either bulbouts on the west side of the intersection or a center median, to increase pedestrian safety at this intersection. Also see Master Response M-4 regarding pedestrian safety.

Response to Comment C-194-5

The comment incorrectly stated that the ground-level customer parking would only have one driveway on Claremont Avenue. As stated on page 4.3-41 and shown on the project site plan on Figure 3-8, two driveways on Claremont Avenue would provide access to and from the ground-level parking. A third driveway on Claremont Avenue would provide access to the upper level parking and would be used by project employees and truck deliveries.

Response to Comment C-194-6

See page 4.3-111 of the DEIR for a description of employee parking at the project. The peak Safeway employee parking demand is estimated at 44 parking spaces. As stated in the comment, the 27 parking spaces in the upper level employee parking lot would not be adequate to meet the estimated peak demand generated by the Safeway Store and the additional employee parking demand generated by the retail and restaurant components of the project. Some parking spaces in the ground-level garage may be assigned to employee use.

In addition, Standard Condition of Approval TRANS-1 requires the implementation of a Transportation Demand Management (TDM) program that will provide strategies to encourage more employees to use non-automobile modes to travel to and from work. See Master Response M-3 for more detail on parking.

Response to Comment C-194-7

As noted in other responses, there would be an increase in air quality emissions, however, the DEIR concluded that the increase would not be significant.

Also see Master Response M-7.

Response to Comment C-194-8

Much of the existing operational noise emanating from the site would be reduced by the new design. For example, the loading dock would be located further away from adjacent residences and, more significantly, would be fully enclosed. Similarly, the trash compactor would be entirely enclosed, and located more than 60 feet from the nearest neighbor, rather than immediately adjacent as is currently the case. HVAC equipment would also be located much further away from neighbors than it is currently. Noise from vehicles in the employee/service lot would be reduced by a new 7.5-foot concrete sound wall. Despite the increased store size, there would not be a substantial increase in the number of delivery trucks servicing the project. Deliveries by Safeway trucks would increase by just one truck trip per day. For an explanation of why this is so, please see Response to Comment C-183-1.

Regarding general traffic noise, the project would increase traffic in the site vicinity by up to 10 percent. It has been empirically demonstrated, and is a commonly accepted fact by noise experts, that approximately a doubling of vehicle traffic is required before a perceptible increase in noise (3 dBA) occurs. As discussed on page 4.6-16 of the DEIR, traffic from the project would increase ambient noise by approximately 0.4 dBA, which is below the threshold of human hearing, and well below the 5-dBA threshold of significance for permanent project noise increases.

Response to Comment C-194-9

The DEIR acknowledges that there will be noise, dust, and traffic impacts during project construction. With implementation of identified mitigation measures and compliance with the City's standard conditions of approval, construction impacts would be temporary, limited in scope, and generally would not be considered significant under CEQA. Noise impacts would be confined to the immediate site vicinity, and compliance with the City's Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5 would ensure that impacts would be less than significant, as discussed on pages 4.6-14 through 4.6-16 of the DEIR. For additional discussion on construction noise, please see Response to Comment C-29-2.

The DEIR did identify one potentially significant air quality impact from diesel exhaust during project construction. Implementation of Mitigation Measure AIR-1, which requires the applicant to develop and implement a Diesel Emission Reduction Plan subject to review and approval by the City, would reduce the impact to a less-than-significant level.

The project's anticipated impacts on traffic during construction are addressed on page 4.3-100 of the DEIR. While acknowledging that construction-related traffic may temporarily reduce capacities of project area roadways because of the slower movements and larger turning radii of construction trucks compared to passenger vehicles, the traffic consultant determined that the use of local roadways by construction trucks would be limited due to the proximity of State Route 24 freeway ramps, located less than one-half mile from the project site. As discussed on DEIR page 4.3-38, the City of Oakland's Standard Condition of Approval TRANS-2 requires that a Construction Traffic Management Plan be developed to address potential traffic issues during the project's construction. Among other requirements, the plan will include provisions for accommodation of pedestrian flow and a set of comprehensive traffic control measures, including scheduling of major truck trips and deliveries to avoid peak traffic hours; detour signs, if required; lane closure procedures; signs; cones for drivers; and designated construction access routes. It

will also require provisions for parking management and spaces for all construction workers to ensure that construction workers do not park in on-street spaces. In addition, the Construction Traffic Management Plan will identify a process for responding to, and tracking, complaints pertaining to construction activity, including identification of an onsite complaint manager. Additional details are provided on pages 4.3-38 through 4.3.-39 of the DEIR.

Response to Comment C-194-10

Regarding the need for the project, please see Response to Comment C-58-1. The comment does not address the adequacy of the analysis in the DEIR.

Response to Comment C-194-11

Please refer to the previous response.

Response to Comment C-194-12

The comment reiterates the points made in the above comments (C-191-1 through C-194-10); please see the responses to those comments. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-195

Vollmann, Peterson

From: Jack R. [audiofrq@aol.com]
Sent: Tuesday, August 16, 2011 1:04 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Comments on Draft EIR ER09-0006, re: Claremont & College Safeway Expansiion Plans

John Ravenscroft
2712 Alcatraz Ave
Berkeley, CA 94705

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: Draft EIR, Case Number ER09-0006

Dear Mr. Vollman:

I am writing to comment on the Draft Environmental Impact Report ("DEIR"), prepared under the California Environmental Quality Act ("CEQA"), for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland, Case Number ER09-0006.

I live at 2712 Alcatraz Ave in Berkeley and my backyard faces Safeway's current loading dock. I have sent pictures previously of Safeway's lack of interest in maintaining their property. Safeway is not interested in doing so unless someone complains to the City of Oakland and/or the City of Berkeley. Contrary to Safeway's website, the majority of neighbors in the 300', 600' and 1000' radius of this proposed project are not in favor of this massive structure based on traffic, parking, air quality, land use and scale to the neighborhood.

1

Safeway has asked and gotten the world population (no geographic restriction) to make positive comments (I'm paraphrasing their words in their website) about **their** choice of project options, the largest and most impactful of all. They aren't asking people if they live anywhere near the Safeway, just asking them to make positive

Comment Letter C-195, cont'd.

comments. Note that they are not asking them for their actual opinions, just their positive comments. I'm certain that anything negative input to their Website will be flushed. After all, they asked for positive comments and it IS their website. They aren't interested in the truth.

The DEIR fails to analyze the potential effects of the proposed project on neighborhood character, misidentifies project objectives, avoids meaningful alternatives, lacks evidence supporting its discussion of consistency with the zoning, and does not support its conclusion that greenhouse gas emissions will not exceed the relevant threshold of significance. The DEIR also improperly ducks the secondary, physical effects of parking problems that the project would impose, assumes that significant and unavoidable issues in Berkeley are not relevant, and generally treats only the potential effects of the large Safeway itself, often ignoring the effects of the proposed eight new retail establishments.

1

I am certain that over the course of the 4 years this project has been in discussion, you have heard and/or received numerous comments both pro and against this massive Safeway project. I have been one such commentator. The issues of Land Use, Greenhouse Gases, Traffic, Parking and Scale have been addressed by others more knowledgeable than I, but I do want to comment on the a few of the shortcomings in the DEIR.

Traffic:

Currently, the intersection at Alcatraz and College in Berkeley is congested almost always during daylight hours. At 5:00 pm traveling eastbound on Alcatraz it takes upwards of 2 to 3 minutes for me to cross College Ave and park in my drive (provided no one is blocking it because they can't find a parking place and will only be there for "few minutes"). Adding a super large Safeway that is a destination from outlying areas and not a store that supports the neighborhood will only exacerbate this issue, reduce our quality of life, and make it even more difficult for me to leave work and arrive home in a timely manner.

2

I also didn't see any effect on traffic from the huge proposed 51st and Broadway project, which is less than 1.25 miles away. And there was no analysis of the implications this project would have on Ashby Avenue. Plus there are great number of assumptions in the DEIR that have been proposed for quite some time and never been approved or implemented. From what little I can see and understand, that should be enough for the planning commission not to certify this DEIR and send it back for more research and analysis.

3

Parking:

Comment Letter C-195, cont'd.

By reducing the required number of spaces in the Safeway parking lot, and then requesting that Berkeley eliminate six spots on College Avenue will make traffic and parking in the neighborhood even worst. As it is now, people have no qualms about blocking my driveway because they are only going to be a few minutes while running errands on College (be it Berkeley or Oakland). All this circulating and idling traffic will increase greenhouse gases in the entire neighborhood. That certainly cannot be tolerated. And what about the eight new retail stores, where are those patrons going to park? What about parking for the three shifts working at Safeway? Even if they park in the Safeway lot, they reduce the total parking in the neighborhood. I am certain that few new employees will live and shop in Rockridge, and I'm fairly certain that there will not be enough parking for them as well, thus reducing the number of parking spaces further for patrons of Safeway and the Claremont/College Ave. neighborhood.

4

Buffer Zone along the Berkeley/Oakland Boarder

The existing store is noisy, produces noxious odors, and abuts the property line. The proposed design calls for a 10-foot wide, landscaped buffer area between the new grocery store and the residential parcels to the north. This area may be accessed through the parking garage simply by going over a low wall and going through a live bamboo curtain. Regarding security, noise, stray bullets, etc, it is also not clear who will be monitoring this strip of land, but we are certain it won't be Safeway. This strip is accessible from the underground parking with a large building concealing all sorts of activity during the night—or even during the day. I'm not interested in policing a strip of land that doesn't even belong to me. And given Safeway's record for the current property, I am certain they won't be policing this property either.

5

The landscaping proposes that trees be planted in this 10 foot wide area. Their shade (we are just north of these trees) will impact the sunlight in our backyard, sunlight which we value highly and which contribute to our property values. We also currently use this property to grow vegetables, fruit trees and other plants which, of course, are good for the environment in many ways. We are expecting to put Solar Panels in parts of this backyard area which the blocking of sunlight will negatively impact.

Environmentally Superior Alternatives

The DEIR analysis designates the No Project Alternative as the environmentally superior alternative, Alternative 2b, the 25,250 sq. ft. Reduce Size Project as 2nd place runner up, Alternative 2, the 40,000 sq. ft. Reduced Size Project is the 3rd place runner up and The Full-build option does not even place. Based on the DEIR it

6

Comment Letter C-195, cont'd.

6 appears that the proposed project is the most damaging to the environment. Why anyone would consider that project in light of the alternatives is baffling.

Very truly yours,

John Ravenscroft

Response to Comment C-195-1

The comments pertaining to the Safeway website and the applicant's alleged solicitation of supportive comments are not environmental issues subject to review under CEQA. Therefore, no response is necessary.

Regarding the potential effects of the project on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Regarding the suitability of the project objectives, please see Responses to Comments B-4-12 and C-10-7. Regarding the range of alternatives, please see Responses to Comments C-10-8 through C-10-11 and E-132. Regarding the discussion on consistency with zoning, please see Master Response M-9. Regarding evidence in support of the conclusion that the project's greenhouse gas emissions would not exceed the relevant thresholds of significance, please see Master Response M-8.

See Master Response M-3 regarding the secondary effects of traffic and parking. As far as the assertion that the analysis ignores the eight small retail stores, this is addressed in Response to Comment C-10-1.

Response to Comment C-195-2

See Response to Comment C-194-3.

Response to Comment C-195-3

See Response to Comment B-1-6 regarding the inclusion of the proposed 51st and Broadway Shopping Center project in the cumulative traffic analysis. The DEIR included an analysis of project impacts on Ashby Avenue at intersection with College and Claremont Avenues and identified impacts and mitigation measures at both locations. The DEIR also analyzed project impacts on Ashby Avenue as part of the Required CMP Evaluation summarized on page 4.3-104 of the DEIR.

The comment also refers to a "great number of assumptions in the DEIR that have been proposed for quite some time and never been approved or implemented." However, no specifics are provided in the comment; therefore no response can be provided.

Response to Comment C-195-4

As stated in the comment, the project would provide fewer parking spaces than required by City of Oakland Zoning Code requirements.

As described in Response to Comment A-2-6, the updated design for Mitigation Measure TRANS-2 may result in elimination of net three on-street parking spaces on College Avenue at Alcatraz Avenue, which is less than the six spaces estimated in the DEIR. The City of Berkeley is responsible for approving this mitigation measure. Also see Response to Comment A-2-6 for more detail. See Master Response M-3 for an expanded discussion of project parking demand.

Master Response M-3 addresses the secondary effects of the parking deficit on greenhouse gases. See Response to Comment C-194-6 regarding employee parking at the project site.

Response to Comment C-195-5

The proposed project would continue and expand upon an existing use on the site that has been operating for 46 years. It is not anticipated that the project would result in an increase in crime. For additional discussion, please see Responses to Comments C-156-5 and C-137-8. As documented on pages 4.6-16 through 4.6-19, the project would result in reduced operational noise as experienced at neighboring residential receptors. See Response to Comment C-197-1 regarding building height and shadow effects.

Safeway has indicated that it will coordinate with residential property owners adjacent to the project site to identify agreeable approaches to landscaping the proposed buffer strip of land along the north edge of the site.

Response to Comment C-195-6

As noted in the comment, the proposed project is neither the environmentally superior alternative nor a "runner-up." However, the environmental impacts that would result from the project have been disclosed in the DEIR, consistent with the requirements of CEQA, and mitigation measures have been identified to reduce impacts to the maximum extent feasible. See Response to Comment C-10-7 regarding the role of the project applicant in defining project objectives.

Comment Letter C-196

Vollmann, Peterson

From: nycmr@yahoo.co.uk
Sent: Saturday, July 09, 2011 11:29 AM
To: Vollmann, Peterson
Subject: Safeway

Dear Sir.

1 As a 6 year resident of Rockridge, I wish to let you know that my family and I firmly support the full development and expansion of the existing Safeway site.

I understand there are folks in our community that don't support it, but I say to them: look at the Markethall complex and its success and popularity and how it wasn't fully supported in its planning stages.

Sincerely,
Matthew Read
On Claremont Ave
Sent from my Verizon Wireless BlackBerry

Response to Comment C-196-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Vollmann, Peterson

From: Rachel Heyman Resnikoff [rachel@resnikoff.net]
Sent: Saturday, July 09, 2011 12:31 PM
To: Vollmann, Peterson
Subject: College Ave. Safeway

Small, closer stores that don't require driving should be the goal of a greener, transit first urban plan.

I did my best to plow through the DEIR. The conclusions seem to be that no further mitigations are necessary, however I have to disagree. The character of the neighborhood as it is simply cannot tolerate the scale of the project as it stands. The shops on the opposite side of College Ave. create a "village" atmosphere that was one of the major attractions of the neighborhood when we first moved here. The amount of additional traffic disruption alone should be given much more consideration. 1

If I had a home on the north side of the store, I would be very concerned about shadows in my back yard. I assume measurements at the height of summer and the long of winter were taken to mitigate this concern to the satisfaction of the neighbors. My personal experience with this issue caused me to sell my house and move.

The only good thing I can say about this project is that during the construction period, people will have to get used to shopping elsewhere and will stay in the habit after construction is completed.

Thank you for your attention,

Rachel Resnikoff
Berkeley 94705

Response to Comment C-197-1

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the compatibility of the project with the existing character of the neighborhood, please see Response to Comment E-142 and Master Response M-9.

Regarding the potential for shadow to affect the neighboring residences, the proposed project would have a new 10-foot-wide buffer strip of landscaped land separating the building from the property line, which would serve to reduce shadow fall outside the confines of the site. In addition, existing tall fences separating the residential back yards from the Safeway property range from 6 feet to 12 feet in height. These fences create a greater amount of backyard shadow in their own right than the project would in most cases, and they would also block the majority of shadow from the project. Nonetheless, there would be times, particularly in the early morning, when shadow from the project would strike the rear yards of adjacent residences. The amount of shadow would also be greater during winter months. The incremental change in shadow that would be caused by the project would not be substantial, and this would not be considered a significant impact, as concluded on page 4.2-16 of the DEIR.

Comment Letter C-198

Vollmann, Peterson

From: pcstjohn [pcstjohn@earthlink.net]
Sent: Friday, August 12, 2011 7:07 PM
To: Vollmann, Peterson
Subject: DEIR Safeway College Avenue

1 Dear Mr. Vollman, Among my concerns about the Safeway project on College Avenue is its impact on the small locally based and owned businesses across the street and nearby. Safeway has touted its "lifestyle store" as incorporating a bakery, pharmacy, flower and coffee shops among other offerings. Safeway has already bought up Chimes Pharmacy, an old, established and locally owned business. Rumor has it that Safeway has made overtures to LaFarine, a similarly owned bakery across the street. Does Safeway mean to absorb as many of the fine high quality businesses that already exist in Rockridge as it can as a means of eliminating competition? Will these businesses then be scaled down to Safeway's less than fine quality standards? What will happen, in this event, to the empty store fronts on the west side of College? In these perilous financial times, starting a small business is increasingly difficult, leaving the neighborhood with chain stores or empty stores and the memory of once upon a time high quality stores.
Thank you for your consideration of this matter. Carmen Rezendes, 6427 Benvenue Avenue, Oakland, CA (510) 654-7124

Response to Comment C-198-1

Please see Master Response M-6.

Comment Letter C-199

Vollmann, Peterson

From: Amy Rock [rock.amy@sbcglobal.net]
Sent: Tuesday, July 19, 2011 9:52 PM
To: Vollmann, Peterson
Subject: Opposing Safeway's Proposed Expansion on College Avenue

Dear Mr. Vollman:

I would like to go on record as being ***against*** Safeway's large expansion project.

1 I have lived in the neighborhood for 15 years and consider the small businesses on College Avenue to be one of the most desirable and distinctive features of Rockridge. I love walking to and shopping at these small businesses.

The unique shops and ambiance of Rockridge are a real asset and an attraction that draws many to Oakland to shop and dine. Rockridge is famous in the Bay Area, and the envy of other cities. The scale of the Safeway expansion is totally out of proportion to Rockridge and will irreparably degrade our neighborhood.

2 Traffic along College and Alcatraz Avenues is already a problem. With Safeway's expansion, there will be an enormous increase in car and delivery vehicle traffic. The large scale congestion that will match the large scale Safeway expansion will truly end the person-friendly, eco-friendly, walkable Rockridge neighborhood.

3 The College Avenue Safeway should be remain a satellite to the large Broadway store just up the street.

Sincerely,

Amy Rock, Rockridge Resident

Response to Comment C-199-1

The City will consider the comment supporting the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The project would be within the maximum F.A.R. allowed by the General Plan and is conditionally permitted by the zoning ordinance, as discussed in more detail in Master Response M-9. Regarding the potential impact on neighborhood character, please see Master Response M-9.

Response to Comment C-199-2

The current traffic congestion at Alcatraz Avenue/College Avenue intersection stated in the comment is consistent with Table 4.3-6 of the DEIR which shows that the intersection currently operates at unacceptable LOS F during the weekday PM peak hour. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the intersection would continue to operate at a deficient LOS E or LOS F after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if approved by City of Berkeley and implemented, the mitigation measure would reduce overall delay and eliminate the additional delay caused by the proposed project at this intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-199-3

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-200

Nina Rosen
6424 Benvenue
Oakland, CA 94618

July 19, 2011
To: Oakland City Planning Commission
Re: Safeway on College Avenue - Proposed Development

I am STRONGLY **OPPOSED** to Safeway's proposal to situate a huge, mall-sized store of 50,000 square feet adjacent to my residential neighborhood on College Avenue's **purposefully created small-scale pedestrian-friendly shopping district.**

I **SUPPORT** the **modernization of the existing store** to update it both inside and out to better serve customers and provide Safeway a renewed business climate.

I have been a Rockridge resident in the immediate vicinity of this store since 1972 when I was a graduate student at UC Berkeley. I have owned my home for the past two decades and ask that the Planning Commission support a plan that provides Safeway the right to develop in a way that enhances its service to customers, (the most steadfast of whom would be local residents) while protecting the neighborhood from adverse development burdens.

Develop Positively/Avoid Detriment. Safeway can and should be required to develop without negatively affecting this area with a density of development that is not suited to this site. Unwieldy amounts of traffic, levels of influx activity appropriate for a mall setting, and inevitable problems of noise, garbage, pollution, disruption of existing residential and businesses, as well as crime increase (with attendant demands on law enforcement) I think are best avoided. Safeway is developing its site just a mile or so away in a mall setting so there is no justification for two mall-type stores in the same vicinity.

1

A supersized store and addition of numerous small stores would forever change this neighborhood that is widely known as being one of Oakland's finest. **The city needs to protect what works well** and remains a source of high-value property taxes from residential and commercial parcels. This revenue stream results precisely from the character of the neighborhood with its mix of small-size shops and varied size housing stock.

This neighborhood and immediately adjacent ones cannot possibly provide a level of business and patronage to sustain a big box store. As a matter of economics, an outsized Safeway will overturn the foundation of this area by **requiring a huge influx of automobile traffic.** This will overturn the very nature, appeal and success of this neighborhood that is a pedestrian friendly community.

I ask that the Planning Commission ensure a middle-ground solution that serves both business and community. Thank you.

Nina Rosen Nina Rosen

Response to Comment C-200-1

Regarding the size of the project and its compatibility with the pedestrian-oriented shopping district in which it is located, please see Responses to Comments A-5-11, D-31, E-53, and Master Response M-9. Regarding the density of the project, please see Master Response M-9.

The DEIR discloses in Section 4.3 that the proposed project would result in significant impacts at numerous intersections. However, mitigation measures have been identified that, if implemented, would reduce all of the project's significant traffic effects to less-than-significant levels. As disclosed in the DEIR, implementation of the measures is not within the City of Oakland's jurisdictional authority; if the City of Berkeley (where the most of the affected intersections are located) declined to implement the measures, Impacts TRANS-1 through TRANS-3, TRANS-5 through TRANS-7, and TRANS-9 through TRANS-12 would remain significant and unavoidable. In that case, it will be up to decision makers to determine whether the benefits of the project would outweigh the adverse environmental consequences associated with implementation of the project.

There is no evidence that the project would result in significant impacts from noise, garbage, or crime. The noise analysis presented in Section 4.6 evaluated all potential noise sources from the proposed project and determined that noise impacts would not be significant and, in fact, the project would result in a decrease in operational noise in comparison to existing conditions. The project applicant would have an interest (and legal obligation) in maintaining clean and presentable facilities, and there is no evidence that the project would cause any adverse effects related to garbage or cleanliness. The Initial Study identified no impacts related to increased crime or other impacts on police protection services, and this issue was focused out of the EIR from further study. Regarding pollution, although the detailed air quality analysis presented in Section 4.4 of the DEIR did identify one potentially significant impact from diesel exhaust during project construction, implementation of Mitigation Measure AIR-1, which requires the applicant to develop and implement a Diesel Emission Reduction Plan subject to review and approval by the City, would reduce the impact to a less-than-significant level. As documented in Section 4.4, all other air quality impacts would be less than significant.

The potential for disruption of neighboring businesses is addressed in detail in Master Response M-6. Regarding the potential impact of the project on neighborhood character, please see Response to Comment E-142 and Master Response M-9. Master Response M-9 discusses why the proposed project is not a "big-box" store.

Comment Letter C-201

Vollmann, Peterson

From: Antonio Rossmann [ar@landwater.com]
Sent: Saturday, July 09, 2011 10:43 AM
To: Vollmann, Peterson
Cc: Zachary Walton; Jerome Buttrick; John Chalik; Brunner, Jane
Subject: Re: Oakland Planning Commission Case #ER09-0006 (Safeway on College)

Mr. Vollmann, I have been forwarded your message below. As one who has practiced CEQA law and taught that subject for at least 35 years, representing petitioners, respondents, and real parties in interest, let me offer these suggestions:

1. Your "not to start before 8" and agenda order do comply with sound hearing practice.

2. Given the importance of the Safeway project and its Rockridge-community-threatening impact, devoting a single meeting to this project would also comply with sound hearing practice.

1 3. Refusing to extend the comment period beyond 45 days does not represent sound practice. This project is not under normal calendar conditions a 90-day review one, but it's more than 30 or 45. If I were recommending a nominal time for this EIR it would be 60 days.

4. But considering that whether by design or accident the review period comes right in the middle of summer vacation (I offer myself as an example of one who will be leaving this week for 30 days thereafter), that factor in sound practice would also enter into the due date. In fact, let me opine that having the due date come before Labor Day, in light of the importance of this project to a constituency of largely school-age families, and in light of how long it has taken Safeway and the City to get this far, represents an abuse of the CEQA process. A fair due date would be 15 September, with the hearing one week before.

2 Please do not underestimate the threat that we see Safeway posing to the Rockridge community. Just yesterday I received a letter from my long-time pharmacist John Gelinas of Chimes Pharmacy. He is basically being forced to sell to Safeway because of the combination of landlords' anticipation of Safeway's plans and Safeway's own ambitions. "The Octopus" of 19th century Southern Pacific Railroad practice is being played out right here in our neighborhood. If Safeway succeeds in their present ambition those who have build the Rockridge community will seek to depart it in search of what brought us here in the first place.

Please make this email a part of the public and CEQA record.

Respectfully,

Tony Rossmann

Comment Letter 201, cont'd.

----- Forwarded Message ----
From: "Vollmann, Peterson" <PVollman@oaklandnet.com>
To: John Chalik <jchalik@prodigy.net>; "Angstadt, Eric" <EAngstadt@oaklandnet.com>; "Miller, Scott" <SMiller@oaklandnet.com>
Cc: michaelcolbruno@clearchannel.com; Sandra Galvez <sgalvez@phi.org>; Vien Truong <VienV.Truong@gmail.com>; Blake Huntsman <Blake.Huntsman@seiu1021.org>; Madeleine Zayas-Mart <mzm@att.net>; Jonelyn Whales <jaw1123@aol.com>; Chris Pattillo <pattillo@PGAdesign.com>; "Brunner, Jane" <JBrunner@oaklandnet.com>; "Wald, Zachary" <ZWald@oaklandnet.com>; David de Figueiredo <ddefig@pacbell.net>; Becky O'Malley <bomalley@berkeleydailyplanet.com>; Earl Crabb <esoft@well.com>; Annette Floystrup <arf@bharf.com>; Jerome Buttrick <jerome@buttrickwong.com>; Dean Metzger <drm1A2@sbcglobal.net>; Jacquelyn McCormick <robleroad@gmail.com>; Larry Henry <larry.henry@comcast.net>; Mark Humbert <markh@greenhumbert.com>; Andrew Charman <acharman@socrates.berkeley.edu>; Nancy McKay <mckaytrade@yahoo.com>; Stuart Flashman <stuflash@aol.com>; Zachary Walton <zack@SSLLAWFIRM.COM>; Susan Shawl <jazzfan1@sbcglobal.net>; Patrick Ansari <psansari@hotmail.com>; Carl Vino! Davidson <vinocarl@aol.com>; Jeff Dodge <dodgeball@sbcglobal.net>; Maggie Hutchens <maggie_hutchens@earthlink.net>; Youza Pak <youzap@hotmail.com>; Bophavi Pak <bophavi@yahoo.com>; Alan Pricco <alanpricco@aol.com>; Mike Temple x12 <mike@grapex.org>; Jerry Ver Brugge <penny.verbrugge@gmail.com>; Rich & Rebekah Wood <woodtavern@sbcglobal.net>
Sent: Fri, July 8, 2011 3:17:17 PM
Subject: RE: Oakland Planning Commission Case #ER09-0006 (Safeway on College)

Mr. Chalik-

3 I understand your concern about the Planning Commission agenda for July 20th, but it has been common practice that we have placed items that are expected to have a large number of speakers at the end of the agenda. This is so that members of the public that are at the hearing for projects that are projected to take less time may proceed through the hearing process more expeditiously rather than sitting through a long item as the Safeway DEIR is likely to be. In addition, it allows for a "not to be heard before 8pm" restriction which is designed to be a time-saving benefit for interested parties on the Safeway item. Regarding the idea of having a 1-item agenda, unfortunately the backlog in Planning Commission items would not permit that. With regard to the request to extend the comment period to 75 days, the City has not extended Draft EIR comment periods beyond those required under the State CEQA Guidelines, even for much larger and more complex EIR's. The DEIR comment period extends beyond the July 20th hearing date, and lasts for 45 days, which is the longer of the required public comment periods compared to the regular 30 day comment period. Even if you speak on the item at the July 20th meeting, you and other members of the public may still submit follow up comments in writing up until August 15th.

Response to Comment C-201-1

The comment concurs with the "not to be heard before 8 pm" restriction referenced above, and with the City's initial decision to hold a single public hearing on the project, but states that the City should have granted a public review period for the DEIR of at least 60 days. Section 15105(a) of the *CEQA Guidelines* stipulates that the public review period for a Draft EIR shall be at least 30 days, and not longer than 60 days, except under "unusual circumstances," which are not defined. When the DEIR is submitted to the State Clearinghouse for review by State agencies, the public review period shall be 45 days, unless a

shorter period of at least 30 days is approved by the State Clearinghouse. In providing a 45-day review period, the City was fully compliant with the requirements of CEQA.

Although the public review period occurred during summer months, the City does not suspend business during summer months, nor is there any requirement under CEQA to adjust a public review period based on the time of year during which it is held. While some people, particularly those with school-age children, choose to take a vacation during the summer, few Americans take six-week vacations. Thus, the average person could take a vacation and still have adequate time to comment on the DEIR. The burden does not fall on the City to accommodate those exceptional cases where a resident could have been on vacation throughout the duration of the six-week comment period by adjusting the entire project schedule. In this modern age of widespread internet access, a vacationing citizen who was concerned enough could remotely access the DEIR from the City's website, and submit comments electronically. It should be noted that comments submitted in writing during the public review period for a Draft EIR are not treated any differently or accorded any less consideration than those made verbally during a public hearing, as this Responses to Comments document demonstrates.

CEQA does not require a public agency to conduct a public hearing on the Draft EIR, but the City conducted two. It is the City's position that the two public hearings and the 45-day public review period provided the public with adequate time to comment on the DEIR.

Response to Comment C-201-2

See Response to Comment C-176-1. The owner of Chimes Pharmacy sold his business to Safeway; and will become part of the Safeway Pharmacy team. The comment does not address an issue subject to review under CEQA.

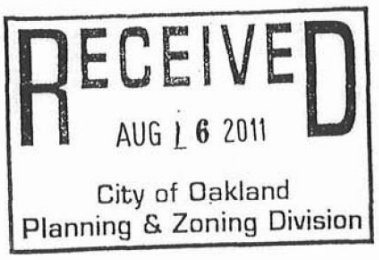
Response to Comment C-201-3

The comment consists of a response to Comment Letter 201 by the Oakland city planner assigned to the project. No response is required.

Comment Letter C-202

By Certified U.S. Mail, return receipt, and by email

August 10, 2011



3159 Lewiston Avenue
Berkeley, California 94705

Peterson Z. Vollmann, Planner III
City of Oakland Community & Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031
pvollman@oaklandnet.com

Re: Comments on Draft Environmental Impact Report: Safeway Project at 6310 College Ave., Oakland, Case Number ER09-0006; Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and 048A-7070-001-01

Dear Mr. Vollmann:

I am writing to comment on the Draft Environmental Impact Report ("DEIR"), prepared under the California Environmental Quality Act ("CEQA"), for the proposed large-scale build-out of the Safeway and gas station properties at College and Claremont Avenues in Oakland, Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and 048A-7070-001-01, Case Number ER09-0006.

Overview

1 The DEIR suffers from many deficiencies, preventing proper review of the environmental effects of the proposed project. Others have commented on many of the failures of the DEIR. I will focus my comments on just 4 narrow areas:

1). The failure to consider the negative effects on the City of Berkeley without a meaningful method of official input from the City of Berkeley;

2 2). The adverse effect of the project on the health and safety of bicyclists who are significant users of the surrounding streets and in particular College Avenue;

3 3). The adverse impact to other area businesses from an expanded Safeway; and

4 4). Lack of serious consideration of alternative uses for the subject site.

City of Berkeley

5 Safeway is at the very north edge of Oakland. The adjacent properties to the north on Alcatraz Avenue are all in the City of Berkeley, and the impacts of the proposed store will

Comment Letter C-202, cont'd.

radiate outward to adversely impact properties in Berkeley to the Northwest, North, Northeast and East. In fact, a number of the proposed traffic mitigation measures are in the City of Berkeley and neither Safeway nor the City of Oakland can implement these measures. I can assure you that there will be major opposition within the City of Berkeley to making the proposed changes due to the overwhelming opposition to the proposed Safeway expansion among the Berkeley residents in the surrounding area. I have attended both public hearings at the City of Oakland Planning Commission and an additional hearing at the City of Berkeley Transportation Commission. Not a single person spoke up in favor of the expansion at the Transportation Commission hearing and while I am not absolutely certain, I don't recall a single City of Berkeley resident at the Planning Commission hearings voicing any support for the proposed expansion but there were many speakers in opposition. The proposed expansion, were it in the City of Berkeley would be rejected. The City of Berkeley City Council, on behalf of the citizens of Berkeley, should have not only the opportunity to comment on the proposed expansion but should be a partner in the deliberations. Given the unique situation, the City of Berkeley should be invited to provide comments on the record and be continually consulted in the ongoing process.

5

The proposed mitigations will not be sufficient to reverse the significant adverse impacts of the proposed expansion. I have lived on Alcatraz between College and Claremont for more than 10 years and can attest from experience that there are often no available parking spaces on Alcatraz and on the southern end of Lewiston Avenue. If there is a light at the corner of Claremont and Alcatraz, traffic will back up down Alcatraz which will make parking and going in an out of driveways even more difficult than they are already.

6

Bicyclists

College Avenue is a major corridor for bicyclists going North toward the University of California and South to various employment and residential locations. The DEIR indicates that weekday PM and Saturday PM peak usage is a maximum of just 39 cyclists per hour going North on College at Alcatraz and only 22 going South. My own survey of between 5PM and 6PM on August 3 was 60 cyclists going South and 32 going North. Between 6PM and 7PM on August 4 was 64/hour going South and 60/hour going North. I also took surveys of early morning traffic between 7AM and 9AM. Traffic during the early morning period was not as heavy as the afternoon but still at the rate of 36/hour going south and 30/hour going north. I also observed a surprising number of bicyclists going both North and South in the late evening long after dark. I did not do a scientific count during these late night observations.

7

The beginning of August is unlikely the peak period of the year and the times observed were also unlikely high usage periods. Based on seven observation periods and numerous additional observations, I estimate that it is likely that more than 1,000 bicyclists go past this intersection every day. This is based on the assumption that at least 80 bicyclists per hour for 13 daylight hours (7AM to 8PM) and 25 bicyclists per hour for an additional 4 hours.

Comment Letter C-202, cont'd.

Comments of Joel Rubenzahl on DEIR: Proposed Safeway Project at College and Claremont, Oakland
August 10, 2011

In the block between Alcatraz and Claremont bicyclists unfortunately often need to swerve around delivery trucks, avoid cars turning in and out of the Safeway and B of A parking lots and breath the fumes from all of the cars and trucks sitting in traffic. The likelihood of accidents is already high but will increase dramatically as a result of the Safeway expansion. The adverse health consequences to bicyclists of riding in heavy traffic is becoming clear. The following article from Environmental Health News, July 6, 2011, http://www.environmentalhealthnews.org/ehs/news/exhaust-ing-ride-for-cyclists, is a wakeup call for bicyclists and heath officials to create bicycle lanes and pathways away from heavy traffic. The DEIR does not adequately address this problem.

8

One partial additional mitigation for this problem would be to require College Avenue adjacent to Safeway to be widened enough to add a dedicated bike lane on each side of the street. This would allow bicyclists to get through the substantial existing and newly generated traffic in a manner that reduces effects on human health.

9

Other businesses

There is much discussion of the pro and adverse economic impacts of an expanded Safeway on adjoining businesses. Right now, the other businesses along College Avenue compete head to head with Safeway in a number of areas including wine, bakery good, meat and fish, produce and other goods. Part of the success of these businesses is due to the way Safeway operates its current store. The representation by Safeway that the new store will have enhanced features that more directly will compete is not a function of a new building but of the way the new Safeway will be organized and the intended target population for the new facility. This new approach is not dependent on having a larger store. It is wholly within Safeway's control to create that new environment in its current facility or in a comparably sized new facility. The Safeway rhetoric that big stores create benefits for adjoining business may be true in some circumstances, but the surrounding community, including the adjoining businesses, aren't clamoring for more business and begging Safeway to expand. Safeway representatives at the hearings have also stated that large anchor tenants are needed for a viable business district. Is that true in Oakland Chinatown, Temescal, or in the Elmwood shopping district in Berkeley?

10

Missing in the DEIR is a discussion of the fact that the surrounding community in every direction is already built out and population growth will be minimal in the future. If Safeway takes a bigger share of the market, then Trader Joes, The Star Market, Whole Foods, Market Hall, Andronicos, the new Safeway Pleasant Valley Road, and The Berkeley Bowl will all be giving up market share. Four of these are locally owned businesses. Taking market share from these businesses will have other adverse economic consequences to our community that could result in deterioration and blight. You will recall that the Trader Joe's is in a location that was vacant for several years.

3

Comment Letter C-202, cont'd.

Comments of Joel Rubenzahl on DEIR: Proposed Safeway Project at College and Claremont, Oakland
August 10, 2011

Alternative Uses of Site

11 The alternative uses considered are evaluated in the context of the goals of Safeway and not based on the needs of the community or the financial feasibility of these alternatives. The housing alternatives should be much more seriously considered. The site has terrific transportation access and many other amenities. The kind of facility built at the corner of University and Martin Luther King in Berkeley with a Trader Joes on the first floor and housing above would be a great enhancement to our community and should be explored in depth. The DEIR fails to seriously consider such alternatives. Such an alternative use of the site would likely result in less adverse environment impacts.

Conclusion

12 Before adopting a final EIR or approving any Safeway project, the City must reformulate the project objectives to reflect the needs of *the City and the public* rather than the narrow interests of the project proponent. Thank you for the opportunity to comment on the Safeway project DEIR.

Sincerely,

Joel Rubenzahl

Response to Comment C-202-1

Please see Responses to Comments E-3 and E-91 pertaining to the City of Berkeley's opportunity to comment on the DEIR.

Response to Comment C-202-2

See Responses to Comments C-202-6 through C-202-9 for responses to specific comments

Response to Comment C-202-3

Please see Master Response M-6 for a detailed discussion on the potential effect the project would have on the surrounding neighborhood businesses.

Response to Comment C-202-4

Please see Responses to Comments C-10-8, C-10-9, C-10-10, C-10-11, and E-132.

Response to Comment C-202-5

The DEIR acknowledges that the proposed project would result in adverse impacts within the City of Berkeley, and that if the City of Berkeley fails to implement the mitigation measures associated with Impacts TRANS-1 through TRANS-3, TRANS-5 through TRANS-7, and TRANS-9 through TRANS-12, these impacts would remain significant and unavoidable.

Regarding the number of project opponents versus the number of supporters, this is not relevant to an objective consideration of the environmental effects of the project, and no response is necessary. Regarding the City of Berkeley's opportunity to comment on the DEIR, please see Responses to Comments E-3 and E-91. The City of Oakland Zoning Manager has indicated that the City Manager for the City of Berkeley authorized their professional transportation staff to submit comments on the DEIR.

Response to Comment C-202-6

The comment stated that on-street parking on Alcatraz Avenue between College and Claremont Avenues and on Lewiston Street is currently near capacity and the proposed project would increase parking demand on both streets. As shown on Figure 4.3-6 of the DEIR, parking on this segment of Alcatraz Avenue is near capacity during the weekday evening period; however, parking occupancy along the entire length of Lewiston Avenue is about 56%. As stated on page 4.3-111 of the DEIR, the proposed project would increase on-street parking occupancies in the vicinity of the project. Also, see Master Response M-3 for a more detailed analysis of parking demand.

Note that as indicated by Mitigation Measures TRANS-3, the City of Berkeley is responsible for determining if a signal is installed at the Alcatraz Avenue/Claremont Avenue intersection.

Response to Comment C-202-7

Comment noted. The number of bicyclist on any roadway depends on several factors and can change from day to day. These factors may include time of year, proximity of bicycle friendly destinations, weather, and other factors. The discrepancy in the number of bicyclists between the DEIR and the comment is within the expected range of day-to-day variability. The additional bicycle traffic stated in the comment would not change the results of the DEIR or result in additional significant impacts.

Response to Comment C-202-8

See Master Response M-4 regarding the project impacts on bicycle safety, and Master Response M-7 regarding air quality. The Air Quality Health Risk Assessment prepared for the proposed project was included in this FEIR as Appendix F.

Response to Comment C-202-9

City of Oakland is currently planning on installing Class 3A Arterial Bike Routes, consisting of shared lane bicycle stencils, along the entire length of College Avenue in Oakland. Widening College Avenue to provide bicycle lanes along the project frontage only would not be consistent with the rest of the College Avenue corridor. Typically, it is desirable to provide a similar cross-section along the entire length of a corridor in order to provide a consistent experience for both bicyclists and motorists. Furthermore, since the proposed project would not cause a significant impact on bicycles on College Avenue, the DEIR does

not need to identify a mitigation measure for bicycles on College Avenue. However, see Response to Comment A-2-2 for project features and strategies that would encourage bicycling.

Also, note that City of Oakland has designated Colby Street, two blocks west of and parallel to College Avenue, as a bike boulevard.

Response to Comment C-202-10

Please see Master Response M-6 for a detailed discussion on the potential effect the project would have on the surrounding neighborhood businesses.

Response to Comment C-202-11

Please see Responses to Comments C-10-8, C-10-9, C-10-10, C-10-11, and E-132.

Response to Comment C-202-12

Please see Responses to Comments B-4-12 and C-10-7.

Comment Letter C-203

Vollmann, Peterson

From: Ethel Ruymaker [eruymaker@yahoo.com]
Sent: Monday, July 18, 2011 1:32 PM
To: Vollmann, Peterson
Subject: Safeway expansion in Rockridge

To the Planniong Commission

1 You are well aware of the objections the Rockridge Community has to the Safeway expansion, its proposed size and the negative impact it will have on the small businesses in the area, on the light and air quality, etc. so I will not outline them again. I do want to state in the strongest possible terms the effect it will have on my block.

2 College Avenue is at present a nightmare and close to gridlock from Ashby down to Broadway. Far too many motorists use Hillegass to avoid College Avenue. My block, between Alcatraz and 63rd Street, is narrower than the rest of Hillegass and presents a danger to cars parked close to Alcatraz. To date the city has refused suggestions to have Hillegass and Colby made into one-way streets---Colby for cars going to the freeway, Hillegass for cars entering Oakland from the freeway. With the new proposal for cars to enter Safeway via Hillegass and 63rd Street will make an already overused street even more dangerous.

3 In the 53 years I have lived on Hillegass Avenue I have seen many changes, both positive and negative in the neighborhood, including previous Safeway closures and renovations. The latest proposed Safeway expansion is by far the most negative and will cause irreparable damage to our very unique and economically sound neighborhood. Our neighborhood has worked, in good faith, with Safeway in an attempt to reach an amicable agreement but Safeway has not only canceled some meetings but has not responded. Yes, they did get another architect with a more attractive design but one that was more in keeping with suburbia and not with our community. Big is NOT always better and a Safeway of this size in this location is both inappropriate and damaging to one of the most profitable areas for the city of Oakland.

I strongly urge you to support the Rockridge objections to a store of the proposed size and urge Safeway to do the same.

Thank you.

Ethel S. Ruymaker

Response to Comment C-203-1

The comment expresses concern about the effects of proposed project, and the City will consider the comment prior to taking action on the proposed project.

Response to Comment C-203-2

See Master Response M-5 regarding additional traffic on Hillegass Avenue and 63rd and Colby Street. The comment's observations regarding current congestion on College Avenue are consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay

caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Regarding the comment to make Hillegass and Colby made into one-way streets, any attempt to do so would involve more blocks than just the adjacent streets, and analysis of such a project is beyond the scope of this EIR.

Response to Comment C-203-3

It should be noted that Safeway has met with residents about the project numerous times over the past four years to try to listen to and respond to their concerns. The applicant redesigned the project in response to a number of neighborhood concerns. While it is impossible to please everyone, the company has attempted to develop a project tailored to the site and the context of existing development in the vicinity.

The proposed project would alter the aesthetics of a site currently dominated by a parking lot, gas station, and 1960s-era suburban-style grocery store, and although aesthetics are subjective in nature, it can be argued that the proposed project would be an aesthetic improvement over existing conditions. The project proponent has conducted

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Comment Letter C-204

Vollmann, Peterson

From: Ethel Ruymaker [eruymaker@yahoo.com]
Sent: Monday, August 01, 2011 10:39 AM
To: Vollmann, Peterson
Subject: Rockrdige Safeway

1 I was unable to speak at the last meeting so could not object to two of the speakers who spoke about the expansion of Safeways being necessary in vitalizing our district. Since I am unable to attend the August 3rd meeting because of a prior engagement I want to say for the record that Rockridge is already one of the most prosperous neighborhoods in Oakland and the extensive expansion of Safeways threatens to seriously damage if not destroy it. If Safeway wants to vitalize the economy of Oakland I would suggest they build in both east and west Oakland, two neighborhoods that badly need more grocery stores.

2 More than doubling the size of Safeways would have a serious impact on neighboring streets---Colby, Hillegass, and 63rd St. a factor that the EIR did not take into account. These streets are already over used by motorists seeking to avoid the congested College Avenue. I would strongly urge members of the Planning Commission to visit the affected area to see for themselves the traffic on College Avenue so they can better see the effect the doubling of the store would have on the neighborhood. As an 87+ resident of over 53 years in Rockridge I no longer drive and have to rely on public transit. Twice last week while on the 51B bus the traffic was so congested that I got off the bus a block before my stop because I could get home faster walking than waiting until I got to my corner. And at my stage I don't walk very fast!

3 It has taken more than 20 years to create an attractive, livable economically sound neighborhood with locally owned independent shops, a place where one can live, walk, dine, bike, shop and is a model for other neighborhoods. Doubling the size of Safeways in this neighborhood when there is a much larger Safeways on Pleasant Valley Road, just a mile away defies logic. We in the neighborhood have no objectioin to a slightly larger Safeways, a Safeway that could and should be a feeder store to the larger Safeways.

Thank you

Response to Comment C-204-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the potential for the proposed project to adversely affect the economic vitality of the neighborhood, please see Master Response M-6.

Response to Comment C-204-2

See Master Response M-5 regarding additional traffic on Hillegass Avenue and 63rd and Colby Street. The comment's observations regarding current congestion on College Avenue are consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay

caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-204-3

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-205

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

1

I have lived on 63rd Street since 1956. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Ethel Ruymaker

Ethel Ruymaker

Response to Comment C-205-1

This comment letter is in support of Comment Letter C-162. See Responses to Comment Letter C-162.

Comment Letter C-206

Vollmann, Peterson

From: David Salniker [dsalniker@equaljusticesociety.org]
Sent: Friday, August 05, 2011 10:26 AM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Wald, Zachary
Cc: Quan, Jean; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; lreid@oaklandnet.co; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: DEIR Comments

Dear Members of the Planning commission, Mayor Quan and City Council members,

1 I have been a resident of the North Oakland area near College and Alcatraz for over 30 years and want to express my deep concern about Safeway's plan to expand its store on College. The impact of such an incredibly large store, more suited for a suburban mall, on such a dense neighborhood will be dramatic. Traffic already crawls in the area. A large grocery store is desperately needed in other parts of Oakland, this neighborhood (Elmwood, North Oakland, Rockridge) is well served already by three chains and an independent store (Andronicos, Whole Foods, Safeway and Star Market) and a large number of boutique shops (Trader Joe's, Market Hall, small shops on College from Elmwood though Rockridge). What purpose would an expanded store serve except to take business from existing stores and add to the traffic burdens that clog College Avenue. Oh, and there is a farmers market as well at the Claremont DMV – adjacent to an abandoned building that used to be a grocery store on Claremont (Safeway, I think) that would be perfectly well-suited for an expanded site!

Oakland vitally needs major market grocery stores in so many other neighborhoods, why in the world would you permit an expansion in an area already well-served before first requiring opening in neighborhoods that lack a single major grocery. This store will change the neighborhood from a destination to be enjoyed to a traffic nightmare to be avoided at all costs. Small shops will suffer, the character of the neighborhood will suffer, parking will clog streets just like the old Berkeley Bowl did...other shops will close and Safeway will eventually be surrounded by empty storefronts. Please keep the store and its impact modest.

David Salniker

Response to Comment C-206-1

The project would not be comparable to a suburban shopping mall, as discussed in more detail in Response to Comment C-32-1. In fact, the proposed project would do much to rehabilitate the site from a suburban, auto-centric model of development to a higher-density, pedestrian-oriented in-fill development, with ready access to public transit, located in a well-established neighborhood commercial district—very much in keeping with smart growth principles. The modified project block would have eight walkable street-level storefronts (plus two pedestrian storefront entries to Safeway) where none exist now. The project represents compact urban development consistent with the scale of development already present in the area, and it would lessen the visual prominance of the automobile that exists at the current site. For additional discussion on the project's scale and size, please see Responses to Comments A-4-1, D-31, E-142 and Master Response M-9.

Regarding the need for the project, please see Response to Comment C-58-1. As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses.

As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures. As documented in detail in DEIR Sections 4.4 and 4.6, respectively, the project's impacts on air quality and noise would not be significant.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-207

Vollmann, Peterson

From: bob sand [2rhs07@comcast.net]
Sent: Tuesday, August 09, 2011 3:02 PM
To: Vollmann, Peterson
Subject: Safeway, College Avenue, Expansion

I've live in the neighborhood, and shopped at Safeway for around 50 years.

The neighborhood has expanded in population over the years. Safeway needs to do likewise -- to increase isle space to compete with nearby competitors -- Trader Joe's & Lucky's.

I've examined Safeway's planned expansion, and am very satisfied with their design.

1 The immediate area currently has small shops, 3-story buildings, and a Bank of America. Parking would be quite limited if it were not for Safeway's current large parking lot.
Safeway's new design adds some commercial space, but also increases parking availability, as well as adding a 2nd story outdoor cafe, as well as an architectural appearance that goes beyond the typical super market.

Safeway's expansion plan will increase & improve the available local shopping experience, and reduce the need for neighborhood auto travel.

Robert H Sand 510-841-4411

Response to Comment C-207-1

The comment expresses support for the project and concurrence with some of the findings in the DEIR, and no response is necessary. The City will consider the comment supporting the project prior to taking action on the EIR and the proposed project.

Comment Letter C-208

Vollmann, Peterson

From: Barbara Schick [bschick2@earthlink.net]
Sent: Tuesday, August 09, 2011 7:09 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; nsgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; Gordon Wozniak; susan@fansco.org
Subject: Case Number ER09-0006. I am against the Mega Safeway store proposed for Rockridge

Pete Vollman, Planner III
City of Oakland
Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: ER09-006; I am against the "Mega Safeway" proposal for College Ave and Claremont Ave

Dear Sir,

Although I live in North Berkeley, I usually patronize the current Safeway store at this location once a week, since my 86 year old mother lives nearby. Although the store is not huge, I find everything I need, and due to its smallish size, I can do my shopping quickly. I would enthusiastically support a remodel of the current structure. In fact, the Berkeley Bowl on Shattuck in Berkeley has done a great job in remodeling and using an old Safeway store. Interestingly, I enjoy shopping at the Shattuck Berkeley Bowl, but do not enjoy shopping at the new Berkeley Bowl on Ashby near 9th, the latter of which is much larger. It takes me longer to shop and I have trouble locating what I need at the larger store, without providing me with any advantages.

1

My reasons for opposing the expanded "Mega Safeway" proposal for College and Claremont are as follows:

1) Rockridge is currently a vibrant shopping district with many small specialty shops, including a butcher, bakery, fruit & vegetable shop, florist, restaurants, and pharmacy in close proximity to Safeway, that make it a pleasure to shop in the area. These **current businesses**, which have managed to survive in this challenging economic time, would be detrimentally affected by a **Mega Safeway**, which would have expanded sections that **would** directly **compete with them**.

2

2) Proposed **addition of Retail Stores** on College. Although the Rockridge Shopping district is not currently plagued by numerous empty storefronts, I am concerned that the addition of more retail spaces in the area **might** destroy the delicate equilibrium and **make retail less profitable for all the current and future businesses in the area**.

3

3) **If shoppers**, including me, **want big box mega stores and chain stores**, we **go to malls**, not Rockridge. In fact, I don't like shopping at the larger Safeway at Broadway and

Comment Letter C-208, cont'd.

3 Pleasant Valley. Such big stores and chains would destroy the character and close neighborhood feeling of the current Rockridge Shopping District.

4 4) **Addition** of the proposed three additional **traffic lights** will **probably add to traffic congestion on College,** and possibly on Claremont. More congestion means more pollution, as well as, delays, the latter of which could deter shoppers from patronizing all stores in the area.

5 5) **Removal of current parking spaces, will deter shoppers from patronizing all stores in the area**, in addition to inundating the surrounding residential neighborhood with the parked cars of shoppers. Often, if parking is not convenient, I will decide not to get the item (s) I went shopping for, or will to go somewhere else

6 6) **Safeway wants to double the size of the store, but not the number of parking spaces**. This makes no sense to me, especially if they want to add retail stores, which would have to have high sales volumes to cover their rents.

7) **Shopping malls, not neighborhood shopping districts, can handle the increased congestion and pollution caused by** shoppers patronizing **mega stores**

8) **Ecologically it is better to remodel than to demolish and build from scratch.** I believe it is ecologically better to rearrange and remodel the current building, and possibly to add a 2 - 3 story extension to the current store, rather than build a Mega store from scratch. By the way, I am **amazed that demolition of a building from the 1960's is being proposed**, while I, and also my mother, are living in houses built prior to 1920. Our houses are more beautiful and functional than many "modern" houses, and the repairs, such as installing new foundations, have been more cost effective than demolishing and

7 rebuilding the houses.

In summary, please preserve the pedestrian friendly, prosperous local economy, locally-owned independent shops, and attractiveness of the Rockridge Area to live, walk, and shop. Furthermore, a remodeling of the current Safeway might actually be more cost effective for Safeway, when demolition, building costs, installation of traffic lights, loss of income while under construction.

By the way, I can always go to the Trader Joes in Rockridge, or the Mega Luckys in the El Cerrito Plaza.**if a Mega Safeway is approved and built at College and Claremont, I plan to boycott it.**

Sincerely yours,
Dr. Barbara Schick

Response to Comment C-208-1

As discussed in detail in Master Response M-9, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on

neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Response to Comment C-208-2

Please see Response to Comment C-208-1.

Response to Comment C-208-3

As explained in Response to Comment C-11-4 and Master Response M-9, the proposed project is quite different from what is typically known as big-box development. Please also see Response to Comment C-247-3.

Response to Comment C-208-4

The proposed project includes one traffic signal, at the project driveway on Claremont Avenue opposite Mystic Street and Auburn Avenue, as part of the proposed project. Two other signals, at Alcatraz Avenue/Claremont Avenue and 63rd Street/College Avenue intersections are proposed as Mitigation Measures TRANS-3 and TRANS-13, respectively. These two mitigation measures are proposed because the project would cause significant impacts at these intersections based on both intersections meeting Caltrans peak hour signal warrant as stated in the significance criteria used in the DEIR (page 4.3-54 and 4.3-55).

The decision to implement Mitigation Measure TRANS-3 is by City of Berkeley. Since City of Oakland, as lead agency for this EIR, does not have jurisdiction over the Alcatraz Avenue/Claremont Avenue intersection, the DEIR identifies Impact TRANS-3 as significant and unavoidable. Since Mitigation Measures TRANS-3 may not be implemented, the DEIR conservatively identifies the impact as significant and unavoidable. Thus, the EIR presents a valid worst-case scenario that contemplates if City of Berkeley decides to not signalize the intersection.

In regards to Mitigation TRANS-13 which would have signalized the 63rd Street/College Avenue intersection, the revised project, as described in Chapter 2 of the FEIR, would reconfigure the intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13. Thus, the comment is no longer applicable to the 63rd Street/College Avenue intersection.

Response to Comment C-208-5

See Response to Comment C-178-7 regarding the project's modifications to on-street parking. See Master Response M-3 for a more detailed analysis of parking conditions with the proposed project.

Response to Comment C-208-6

The comment expresses concern that the project supply does not increase proportionally with the project size. See Master Response M-3 for a detailed analysis of project parking demand.

Response to Comment C-208-7

Please see Response to Comment C-208-3. Safeway has determined that the size constraints of the current building do not allow it to provide a modern range of goods and services, and thus satisfy the demands of today's consumers. Please see Responses to Comments B-4-12 and C-10-7 regarding Safeway's right to

propose a project that meets its needs and objectives. See Master Response M-8 for a discussion of the project's "green" design features.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-209

Vollmann, Peterson

From: Lawrence W. Schonbrun [lwschonbrun@inreach.com]
Sent: Thursday, August 11, 2011 1:02 PM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

Dear Mr. Vollman,

1 I live and work in the Rockridge area. The proposed redevelopment of the Safeway store at the corner of Claremont and College is excessive and totally out of proportion to this neighborhood. Please do not approve Safeway's proposal. It is too big.

Very truly yours,
Lawrence W. Schonbrun

Response to Comment C-209-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-4-1, D-31, E-142, and Master Response M-9.

Comment Letter C-210

Vollmann, Peterson

From: Kathy Schultz [katschu@gmail.com]
Sent: Saturday, July 16, 2011 7:54 PM
To: Vollmann, Peterson; Miller, Scott; Michael Colbruno; Sandra Galvez; Vien Truong; Blake Huntsman; Madeleine Zayas-Mart; Jonelyn Whales; Chris Pattillo; Brunner, Jane; Wald, Zachary
Cc: tanya smith; David Paul
Subject: Safeway on College, Oakland Planning Commission Case #ER09-0006

Dear Mr. Peterson Vollmann and Colleagues,

1 I understand that the Planning Committee of the City of Oakland will be discussing the draft EIR related to the College Avenue Safeway project at this Wednesday's meeting, July 20.

Since I will be unable to attend the meeting due to a prior commitment, I want to express my strong opposition to the huge size of the Safeway proposed for College Avenue. The proposed building will double the size of the current Safeway as well as house 11,600 square feet of additional retail space.

2 Neighborhood groups and merchants have worked hard to make this stretch of College pedestrian friendly. The character of this stretch of College Avenue attracts visitors from all over -- the Bay Area, California and the world. It is already congested much of the time, but visitors and neighbors enjoy the shops, restaurants, and cafes. AC Transit buses stop here and Rockridge BART is less than half a mile from this district. At present, heavy automobile and truck traffic do not impede bicyclists and pedestrians.

I recently moved to the Rockridge area, and one of the major attractions to our family was this stretch of College Avenue. We shop here nearly every day and its charm is important to us. It would be drastically changed if the large Safeway is built. Rockridge has become an attractive area and this project threatens its charm and the neighborhood itself.

I believe that the proposed College Safeway store, less than a 1.25 miles from the planned large regional store at Pleasant Valley and Broadway, makes little sense from a planning perspective. I urge you to reject this proposal and ask Safeway to develop its new store more in line with the neighborhood and streets surrounding it.

Respectfully yours,

Kathy Schultz

Response to Comment C-210-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

As discussed in more detail in Responses to Comments A-5-11, E-53, and Master Response M-9, the proposed project would enhance, not detract from, the pedestrian orientation of the neighborhood. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Comment Letter C-211

Vollmann, Peterson

From: Peter Schwartz [poschwartz@lbl.gov]
Sent: Tuesday, July 12, 2011 5:26 PM
To: Vollmann, Peterson
Cc: tanya smith
Subject: New Safeway store

Dear Mr. Peterson Vollmann,

1 I am writing to ask that the Planning Committee of the City of Oakland postpone the discussion of the Draft EIR on the College Avenue Safeway project to a date after their July 20 meeting. A delay will give well-intentioned people a chance to make a careful case that this project will be destructive (even though that fact probably appears obvious to most people who actually inhabit the neighborhood.)

2 Long time residents don't anticipate any joy from living in the shadow of a grotesquely large building selling quantities of third rate groceries. In particular, the additional cars alone will probably destroy
3 pleasant walking and interesting small stores. No doubt, real estate values will probably drop as well, which will at least be equitable in the sense that the harm would also spread to a wider area of the city.

4 On the other hand, a smaller Safeway, combined with a park instead of a parking lot would do wonders for the neighborhood.

Peter

Response to Comment C-211-1

While the the July 20, 2011, hearing on the project took place, a continuation hearing was held on August 3, 2011. In addition, written comments were accepted for 46 days following publication of the DEIR.

Response to Comment C-211-2

Please see Response to Comment C-32-1 regarding shadows; and Responses to Comments A-5-11, D-31, E-142, and Master Response M-9 regarding the size and scale of the project. The quality of products offered at the proposed project is not an environmental topic under CEQA. As a statement of opposition to the proposed project, the comment will be considered by the City prior to taking action on the project.

Response to Comment C-211-3

There is no evidence that the proposed project would cause a drop in property values. Please see Master Response M-6 for a detailed discussion on the anticipated economic effects of the proposed project.

Response to Comment C-211-4

The applicant is entitled to put forth the application that is the subject of this EIR, and is not obliged to develop a park on its property. The project does include public open space on the roof of the structure. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

Comment Letter C-212

Vollmann, Peterson

From: Judy Scott [twoscottdocs@gmail.com]
Sent: Wednesday, August 03, 2011 9:15 PM
To: Vollmann, Peterson
Subject: Opposition to Safeway College Avenue Expansion

1 We are writing to express our strong opposition to the pproposed expansion of Safeway at Colege and Claremont. We are Oakland residents, taxpayers, frequent shoppers at the SMALL neighborhood stores that populate the Claremont/College neighborhood.

2 1. Traffic in this area is already congested--particularly on College Avenue. There is no justification for creating the potential for more traffic and traffic delays.

3 2. A mega Safeway will be built less than 10 minutes from College/Claremont on Pleasant Valley. An additional mega store is not needed in such proximity--especially when there is a Trader Joe's store a block away and NUMEROUS small, locally owned stores carrying meat, produce, wine, baked items, candies, coffee etc. in the immediate proximity. Star Grocery, a neighborhood full service market is located 1.5 blocks away. There is no justification for bringing in a fleet of chains to compete with businesses that are frequented by and have served our neighborhood for many, many years.

4 3. In reality, the current Safeway may be outdated but the parking lot is almost NEVER full. This is not a highly utilized store, not because it is outdated but because it is located in a neighborhood that DOES NOT shop at mega chain stores. It is located in a neighborhood where residents value small shops with good quality items for sale at a reasonable price.

We urge you: DO NOT sacrifice our neighborhood for corporate greed. Do not create the opportunity for yet another hideous, out of proportion mega store in Rockridge. Respect neighborhoods. Respect neighbors.

Malcolm P Scott MD
Judith M Scott PhD

Response to Comment C-212-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-212-2

The comment expresses concern about increased traffic congestion on College Avenue caused by the proposed project. The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if

implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-212-3

As explained in more detail in Master Response M-9, the proposed Safeway store would not be a "megastore." Regarding the need for the project, please see Response to Comment C-158-1. As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Response to Comment C-212-4

See Master Response M-3 for a more detailed analysis of parking and current hourly parking occupancy at the Safeway parking lot on typical weekdays and Saturdays. See Master Response M-9 regarding the characterization of the store as a "megastore." The comment opposing the project is noted, and the City will consider this input on the project's merits prior to taking action on the proposed project.

Comment Letter C-213

Vollmann, Peterson

From: Jennifer Selby Long [jennifer.selby@selbygroup.com]
Sent: Monday, August 15, 2011 10:53 AM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

1 Please consider the alternative proposals for the Safeway at College and Claremont Avenue. The proposed store is too close to the sidewalk and will attract too many cars to an area in which I've already nearly been hit by cars one too many times. I want an expanded Safeway, just not expanded so much.

Jennifer Selby Long

Response to Comment C-213-1

The comment expressing preference for one of the alternatives is noted and will be considered by the City prior to taking action on the proposed project. The proposed project was intentionally designed to present sidewalk storefronts comparable to those in the other neighboring blocks of College Avenue, and consistent with the Neighborhood Center Mixed Use General Plan designation and applicable zoning regulations. Regarding potential pedestrian safety impacts, please see Master Response M-4.

Comment Letter C-214

August 16, 2011

Mr. Peterson Vollman, Planner III
City of Oakland
Community and Economic Development Agency, Planning Division
250 Frank Ogawa Plaza. Suite 2114
Oakland, CA 94612

RE: Review of Transportation/Traffic Portion of Draft Environmental Impact Report (EIR) at College Avenue Safeway Shopping Center Project (Case # ER09-0006).

Dear Mr. Vollman:

My name is Kevan Shafizadeh, and I have been hired to review the traffic and transportation portion of the July 2011 Draft EIR for the College Avenue Safeway Shopping Center Project on the behalf of the Rockridge Community Planning Council (RCPC), the community organization representing the residents of Rockridge. I am a transportation engineering consultant with a Ph.D. in civil engineering (transportation engineering), and I am a California-licensed professional civil engineer (PE) [#70099] and a certified professional transportation operations engineer (PTOE) [#2208].

1 This letter identifies, in no particular order, the areas of concern that I have about the potential impacts with the proposed shopping center after reviewing the Draft EIR:

1. Project Study Area and Report Scope – The study area of the Draft EIR transportation and traffic analysis is insufficient for a project of this size. The traffic analysis is limited to 15 "critical" intersections in the study area "where the proposed project would increase volumes by 30 or more peak-hour vehicles trips or by 10 or more peak-hour vehicles at intersections already operating at unacceptable conditions during peak hours" (p. 4.3-3). A more detailed analysis of intersections near the project site is likely to reveal that residential streets and local intersections beyond those studied would be adversely affected. Further, the cumulative impact analysis needs to have an expanded scope because even intersections where the project would cause less than 30 additional peak hour trips could contribute to a cumulatively significant traffic impact.

2

3 The signalization of unsignalized intersections would lead to changes in driver route selection into the adjacent residential areas and would lead to increased cut-through traffic or increased congestion on residential side streets. This increased, higher-speed traffic created by diverted traffic is likely to affect pedestrian and bicycle safety, as well as noise and air quality, on local side streets. The traffic analysis presented in the draft

Comment Letter C-214, cont'd.

EIR needs to extend beyond the 15 critical intersections to check for significant impacts as required by CEQA. Based on the analysis in the Draft EIR, there is no way to determine if other intersections other than those 15 meet or exceed the significance thresholds in Oakland (or Berkeley) due to this project. It is highly probable that more intersections will be affected by this project than the intersection studied in the draft EIR. For example, the Draft EIR expects the corridor of College Avenue between Alcatraz Avenue (Intersection #5) and Ashby Avenue (Intersection #1) to experience an increase of 31 or more peak hour trips as shown in Figures 4.3-13A (Weekday PM Peak Hour Project Trip Assignment) and 4.3-13B (Saturday Peak Hour Project Trip Assignment); we would also expect the parallel residential streets of Benvenue Avenue and Hillegas Avenue, which are located just west of College Avenue, to experience a significant increase in congestion as motorists try to avoid congestion on College Avenue. Similarly, 63rd Street would receive increased traffic from motorists avoiding congestion on Alcatraz Avenue west of College Avenue. The traffic analysis needs to account for the increase in congestion from cut-through traffic on nearby residential streets. The Draft EIR's analysis should then be revised to consider whether this congestion results in potentially significant congestion, automobile, bicycle, and pedestrian safety, noise, and/or air quality impacts on these streets.

4

2. Level of Service (LOS) Analysis – Some of the turning movement counts in Appendix A do not match the volumes shown in LOS Analysis Worksheets shown in Appendix B. The report indicates that "traffic volumes not served by the intersection during the peak hour were added to the vehicle turning movement counts to determine the peak hour demand volume and better estimate delay and LOS at the study intersections" (p. 4.3-14), and while it is appropriate to include the unserved demand in the level of service determination, it is not made clear in the report how this unserved demand was measured and why it was not included in Appendix A with the other traffic data. Additionally, a reader of the Draft EIR cannot determine if bicycles were included with the vehicle counts in determining level of service. Without all the data available, it is impossible to replicate the LOS analysis results. For example, the westbound through movement at College Avenue & Ashby Avenue in Appendix A (p. 53 of 1027) contains 452 through vehicles and 59 bicycles in the entire westbound approach (p. 34 of 1027), but the "HCM Signalized Intersection Capacity Analysis" in Appendix B (p. 99 of 1027) indicates 528 through vehicles at that location. One can only assume that the additional 17 vehicles during the peak hour were unserved vehicles.

5

Because the proposed project area is within the City of Oakland's Land Use Transportation Element (LUTE) Neighborhood Center Mixed-Use area, a more thorough multimodal level of service analysis (MMLOS) should be conducted of the transportation and traffic impact to see how all travel modes fare and interact along these important

6

Comment Letter C-214, cont'd.

6

community and regional corridors.[1] The MMLOS method was developed to evaluate "complete streets," context-sensitive design alternatives, and smart growth from the perspective of all users of the street; it enables project stakeholders to better understand the tradeoffs of various street designs in terms of their effects on the needs shared by automobile drivers, transit riders, bicycle riders, and pedestrians in their street designs by evaluating different allocations of scarce street right-of-way to the different modes using the street, which is consistent with the goals and policies set forth in the City of Oakland General Plan, and specifically the LUTE.[2]

7

3. Modal Split Characteristics - A fundamental error in the report was made in Table 4.3-11, which summarize "Project Trip Generation Estimates by Various Modes. It was assumed that the traffic mode share (or "mode split") surveyed on a Friday would be typical of a weekday mode share. Friday traffic patterns, however, can, in many ways, resemble those travel patterns exhibited on a weekend day. The Draft EIR itself states "existing traffic volumes on College and Claremont Avenues are similar on a Friday and Saturday" (p. 4.3-44), and it is common practice in the transportation field that "typical weekday" traffic studies are conducted Tuesday through Thursday to avoid this problem.[3]

In this particular situation, we would expect a higher mode share of bicyclists, pedestrians, and transit users on a Friday than on typical weekday. (Again, travel behavior on Fridays can resemble that of the weekends, where individuals have more leisure time and are more likely to ride the bicycle, walk, or use public transportation.) As a result, the mode share used in this analysis underestimates the percentage of automobile trips and overestimates the number of bicycle, transit (p. 4.3-113), and walking trips – all of which forms the basis to the forecasted trip and parking demand at this location. The traffic analysis and forecasting needs to be revised to properly reflect weekday, as opposed to Friday, mode splits. A separate survey of mode share should be

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[1] See the National Highway Cooperative Research Program (NCHRP) *Report 616: Multimodal Level of Service Analysis for Urban Streets* (2008) available at http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_616.pdf, or the *2010 Highway Capacity Manual*.

[2] The 2008 California Complete Streets Act (AB 1358) requires cities and counties to include complete streets policies as part of their general plans so that roadways are designed to safely accommodate all users, including bicyclists, pedestrians, transit riders, as well as motorists, and the City of Oakland has repeatedly acknowledged the importance of complete streets in evaluating transportation impacts in its own policies. The City of Oakland is pursuing several "Complete Streets" projects that emphasize pedestrian, bicycle, and transit as well as automotive traffic, in order to revitalize urban neighborhoods and commercial corridors, which is also consistent with citywide transportation plans and policies such as its "Transit First" Policy (1996) and its BRT Principles & Policies Memorandum (2009), in addition to its General Plan.

[3] While not explicit to modal split, the California Department of Transportation (Caltrans) states that "common rules for counting vehicular traffic include but are not limited to: 1. Vehicle counts should be conducted on Tuesdays, Wednesdays, or Thursdays during weeks" (p. 4 *Guide For The Preparation of Traffic Impact Studies* December 2002, available at http://www.dot.ca.gov/hq/tpp/offices/ocp/igr_ceqa_files/tisguide.pdf).

Comment Letter C-214, cont'd.

7 conducted should be on a typical weekday (i.e., Tuesday through Thursday) when schools are back in session, and if necessary, additional traffic counts should be done to provide accurate baseline data for weekday, as opposed to Friday, mode splits.

8 With regard to employee mode split, a larger grocery store and shopping center is more likely to employ a greater percentage of its staff outside of the local community. As a result, it is more likely that the modal split presented in Table 4.3-12, "Day-Time Employee Mode Split," overestimates local walking and bicycle mode share and underestimates vehicle and possibly transit share.

9 4. Trip Generation – The proposed ITE Trip Generation predictions provided in Table 4.3-10 ("Project Automobile Trip Generation Estimates") underestimate the automobile traffic generated by the existing 24,260 square foot Safeway, according to the peak-hour vehicle counts collected on March 13 and 16, 2010 provided in Figure 4.3-8 and in Appendix A. The number of vehicles entering ("In") and exiting ("Out") the Safeway parking lot can be determined, based on actual data collection at this project site. This count methodology is consistent with the approach implemented at the approved Safeway expansion project on Henry Street in North Berkeley.[4] This observed travel demand is greater than the ITE Trip Generation estimates as shown in Table 1 and Figure 1 below. When compared to Table 4.3-10 of the Draft EIR, the vehicle counts shown in Table 1 demonstrate that ITE Trip Generation predictions underestimate the automobile traffic generated by the existing grocery store by 12% during the week and by 62% on Saturdays. Similar results were also found for Saturday traffic at the nearby Berkeley Bowl West store. These findings indicate that the ITE weekday trip rates can grossly underestimate Saturday travel demand at some sites, and that Saturday traffic impacts may be considerably worse than stated. The Draft EIR should provide justification for using the ITE trip generation methodology, when in similar circumstances with similar land uses, including other Safeway stores, the more accurate method of using local traffic data was used.

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[4]. See *Draft Safeway on Shattuck Transportation Impact Analysis Report*, Fehr & Peers, April 2010, available at http://cityofberkeley.info/uploadedFiles/Planning_(new_site_map_walk-through)/Level_3_-_General/Traffic%20Study,%20Submitted%20April%202009.pdf.

Comment Letter C-214, cont'd.

Table 1. Comparison of Traffic Counts and ITE Trip Generation Methodologies

Methodology	Weekday PM Peak Hour			Saturday PM Peak Hour		
	In	Out	Total	In	Out	Total
ITE Trip Generation Method	185	178	363	134	129	263
Existing Traffic Counts (from Figure 4.3-8)	204	202	406	213	214	427
Difference (%)	19 (10%)	24 (13%)	43 (12%)	79 (59%)	85 (66%)	164 (62%)

It is common knowledge in the transportation and traffic engineering profession that the ITE Trip Generation rates are often based on limited empirical data, which is why the ITE Trip Generation Manual itself cites the need to "collect local trip generation data to either validate the use of Trip Generation data for local use" (p. 1, ITE, 2004).[5]

9

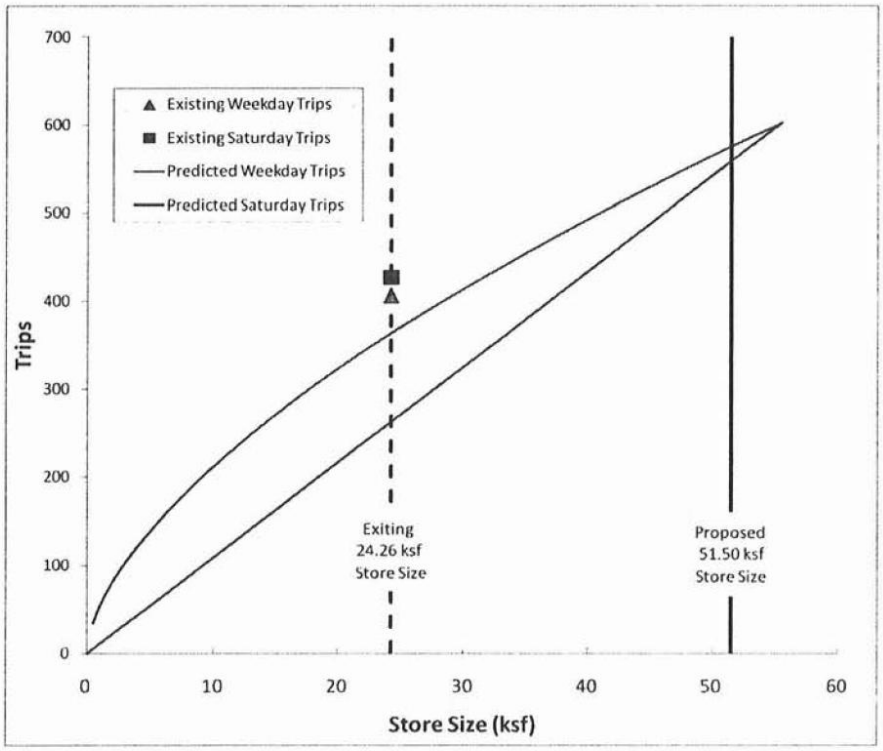

Figure 1. Comparison Between Existing and Predicted ITE Trips

[5] *Trip Generation Handbook, 2nd Edition*, ITE, 2004.

Comment Letter C-214, cont'd.

9

Based on the data collected, we would also expect the ITE Trip Generation rates to underestimate the automobile traffic generated by the proposed project. As a result, the traffic analysis in the Draft EIR needs to be revised to consider these additional vehicle trips in its analysis of both existing and proposed project conditions.

10

It should also be noted that the Saturday traffic counts were collected on Saturday March 13, 2010 between 4:00 p.m. and 7:00 p.m., but residents observe that the peak period on Saturday occurs closer to noon, particularly if there is a major event at the University of California like a football game (which there was not on March 13, 2010). The parking and roadway data collection in the Draft EIR should consider that the peak travel period on Saturday occurs outside of the typical weekday peak travel period. Traffic and parking should be recollected on Saturdays for a longer time period, like 10 a.m. to 7 p.m., to accurately determine when the true peak period occurs as well as to empirically determine accurate traffic volumes for a typical Saturday around this site.

11

5. Trip Distribution – In this study, the methodology used for trip distribution is different than traditional traffic impact studies for proposed development projects because existing data exists that may be more accurate than traditional methods. The existing Safeway store has valuable trip data available through its Club Card program (p. 4.5-48). The Club Card data could be used to approximate trip distribution of its customers, and Club Card data is probably more accurate than the traditional four-step travel demand modeling process that combines census track data with regional land uses assumption and employment estimates among other data, as noted in Appendix G ("Land Use Assumptions Memorandum") of the Draft EIR. It would be important to compare available Club Card data with output from the existing Alameda County Congestion Management Analysis (ACCMA) travel demand model (now known as the Alameda Countywide Travel Demand Model) to validate its accuracy, but Club Card data were not made available.[6] While Club Card data has limited use when forecasting future travel demand in 2035, exiting information could be used to modify or adjust forecasted distributions and the resulting traffic assignment if it was discovered that the trip distributions under existing "base year" conditions were inaccurate.

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[6] The data used to prepare the Draft EIR, such as the "Avg HH Distance by Zip4.xls" file acquired via e-mail communication with Todd Paradis of Safeway on May 10, 2010 and cited by footnote 86 on page 4.5-49, should have been made available as part of the Draft EIR review process.

Comment Letter C-214, cont'd.

12

6. Travel Demand Model – It is recommended that the final EIR be prepared using the recent 2009 update to the Alameda Countywide Travel Demand Model, formerly the Alameda County Congestion Management Analysis (ACCMA) Travel Demand Model, available through the Alameda County Transportation Commission (ACTC). This version of the model contains updated land uses and has been made available since the completion of the Draft EIR, which contains projected 2007 land uses. The updated model should include important transportation projects in the broader study area.

13

7. Parking Generation – There are inconsistencies in Table 4.3-22, "Automobile Parking Demand Estimate." The 85th percentile rate is used for the supermarket land use, but the (lower and less conservative) average rates are used for the retail and restaurant land uses. For the retail shops (ITE Parking Generation Land Use Code 820), a rate of 2.65 vehicles per 1,000 sq. ft gross floor area (GFA) was used when a much higher rate of 3.35 vehicles per 1,000 sq. ft GFA should have been used. The result is that at least six more parking spaces are needed (27 instead of 21 parking spaces), as shown in the table below. This result further increases the parking deficits to 26 (weekday) and 36 spaces (Saturday) shown in Table 4.3-22 of the report.

Table 2. Draft EIR vs. Recommended Parking Demand

Land Use	ITE Code	Units (ksf)	DEIR Parking		Recommended Parking		Difference	
			Weekday	Sat.	Weekday	Sat.	Weekday	Sat.
Proposed Supermarket	850	51.510	146	149	146	149	-	-
Proposed Retail	820	7.913	21	24	27	28	6	4
Proposed Restaurant	931	2.744	42	47	52	66	10	19
Time of Day Reduction			-12	-13	-15	-18	-3	-5
Subtotal			42	47	37	48	7	14

The Draft EIR does not explain why it uses the 85th percentile for the supermarket part of the analysis and the average for the retail part of the analysis, other than to say that the rates "best fit the proposed uses" (p. 4.3-110). It is not clear what is intended by this statement when so much uncertainty exits about the exact uses of the retail spaces. The EIR should either provide a clearer explanation and justification for the difference, or should be revised to use the more conservative 85th percentile for all project uses.

14

It is also unclear under how the 28% time-of-day reduction was made for the high-quality restaurant use. This calculation was not provided and may not be valid during the weekday period. According to the ITE Parking Generation Manual, the peak periods for all three uses have a peak in the evening and a 28% time-of-day reduction may not be justified: supermarket (1 p.m. – 2 p.m. and 3 p.m. – 6 p.m.), retail (11 a.m. – 3 p.m. and 6

Comment Letter C-214, cont'd.

14 p.m. – 7 p.m.), and restaurant (7 p.m. – 8 p.m.).[7]

15 It should also be noted that the parking and trip generation on Fridays can be much higher than those during the week and on the weekend. The 85th percentile retail parking generation rate is 3.35 vehicles per 1,000 sq. ft. between Monday through Thursday and 3.56 vehicles per 1,000 sq. ft on Saturday, but 4.36 vehicles per 1,000 sq. ft on Friday.[8] These values suggest that there may be increased difficulty finding parking for the retail stores on Fridays. As with the traffic analysis, a separate parking analysis for Fridays, especially Friday PM hours, should be provided. As will be discussed further below, the interaction between congestion and parking deficiencies can result in exacerbating congestion and other traffic-related impacts. For this reason, consideration of possible interactions between parking and traffic impacts during the Friday PM hours is particularly important.

16 8. On-Street Parking – Parking shortages have been a problem with the current Safeway and are expected to get worse with the proposed project. A large portion of the weekday PM peak-hour on-street parking already operates at or above capacity. During the week, 19 street segments operate at or above capacity (> 90% occupancy), and of those streets 11 operate over 100% without the project. On Saturday, 10 street segments operate at or above capacity. Community members have already expressed concern of the *existing* lack of available on-street parking. Parking occupancy rates of 120% at Harwood Avenue between Auburn and College, shown in Figure 4.3-6, has six vehicles trying to park for every five available spaces. As the report states, "the effective capacity of on-street parking is around 90 percent, *above which drivers search, circulate and wait for vacant spaces... [which] is not only an inconvenience, but also can cause congestion and potential blockage of vehicles on the public street system while waiting for an available space*" (p. 4.3-14 [emphasis added]). In other words, the parking problem would lead to adverse environmental and air quality issues as "hot-spots" develop when vehicle queues develop as drivers circle or idle in search of parking. However, the Draft EIR dismisses the impacts of the expected parking deficiency as being a non-CEQA issue (p. 4.3-56) and fails to consider or discuss the cumulative impacts of the combined parking deficiency due to the project plus the existing parking deficit in the area. As a result, the Draft EIR fails to identify or address the likely significant congestion and other potential secondary impacts (increased congestion, air pollution, wasted fuel, and accidents) caused by the cumulative parking deficiency.[9]

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[7] *Parking Generation Manual, 3rd Edition*, ITE, 2004.
[8] Values are based on amount of gross leasable area (GLA) during non-December days (*Trip Generation Manual, 8th Edition, ITE, 2008*).
[9] Shoup, D. "Cruising for Parking," *Transport Policy*, Vol. 13, No. 6, Nov. 2006, pp. 479-486.

Comment Letter C-214, cont'd.

9. AC Transit BRT Impacts – The Draft EIR does not sufficiently consider the impacts of the planned AC Transit Bus Rapid Transit (BRT) service in its analysis. This state-of-the-art, regional transit system would connect Berkeley, Oakland, and San Leandro and extend well beyond the scope of this project study area. All portions of the proposed BRT route are considered "Priority Development Areas" within each city and are likely to lead to increased congestion as capacity is restricted. Telegraph Avenue is a north-south arterial that extends from the University of California-Berkeley campus to Broadway in Oakland. Telegraph Avenue provides two lanes of traffic in each direction, but one through lane in each direction would be converted into BRT right-of-way, as explained on p. 4.3-30.

   The Draft EIR is correct when it acknowledges 1) "The proposed BRT project would result in more automobile congestion along Telegraph Avenue due to the reduced lane capacity" and 2) "the reduced traffic capacity on Telegraph Avenue may also result in traffic diverting to other parallel corridors such as College Avenue or Claremont Avenue" (Appendix D, p. 161 of 1027). Where the Draft EIR may be mistaken is when it claims that the "BRT project may have off-setting benefits… if a substantial number of people switch to BRT, [because] the overall person delay in the corridor would be less than with the current configuration as it would increase the capacity of Telegraph Avenue on a per person basis" (p. 161 of 1027). By its very nature, BRT service is designed to be very different from local bus service and may better serve longer-distance commute travel instead of local travel. As a result, local trips may not be reduced enough by BRT to offset the accompanying loss in roadway capacity, and may instead be diverted to other nearby through streets, including College Avenue. BRT should be modeled, at least as an option, as part of the cumulative impact analysis for the project as well as in the alternatives analyses.

17

   In May of 2007, AC Transit published a Draft Environmental Impact Statement/ Environmental Impact Report (EIS/EIR) where significant or potentially significant impacts were identified at: Ashby Avenue/College Avenue (Intersection #1), Alcatraz Avenue/Telegraph Avenue (Intersection #6), and College Avenue/Claremont Avenue/62nd Street (Intersection #9). As the Draft EIR states, "If the BRT project is implemented, the Safeway on College Avenue project may result in an additional impact at the Telegraph Alcatraz/Avenue intersection, and impacts already identified by this EIR may have a higher magnitude" (p. 162 of 1027).

   Over the next year, AC Transit will update the Draft EIS/EIR for the BRT project. The analysis will be based on a new travel demand forecasting model, an expanded study area, and additional data collection. While that updated analysis may not yet be available

Comment Letter C-214, cont'd.

17 in time for inclusion in this EIR, its present availability should be investigated. In any case, a more detailed discussion of the potential cumulative impacts that would result from this important project needs to be added.

10. Caldecott Tunnel Improvement Project Impacts – The Draft EIR scenarios assume the completion of intersection improvements at Miles Avenue/College Avenue (Intersection #13) and at Shafter Avenue/Keith Avenue/College Avenue (Intersection #14) as "part of the Caldecott Tunnel Improvement Project Settlement Agreement" (p. 4.3-77). It should be noted that there were two settlement agreements that affect the proposed project area, the City of Oakland Settlement Agreement and the Fourth Bore Coalition (FBC) Settlement Agreement.[10] The Oakland Settlement includes Shafter Avenue/Keith Avenue/College Avenue (Intersection #14) and all additional Oakland intersections, but it is not clear from the Oakland Settlement that those improvements will be implemented as proposed because a lengthy public process still needs to be conducted. Currently, there are no finalized plans for improvements at these intersections, no assurance of full funding for the improvements, and no approvals from the City of Oakland or other public agencies. Because the Caldecott Tunnel mitigations are not fully designed, approved, or funded, the Draft EIR should reconsider whether these proposed roadway improvement should be included in its analysis.

18

In general, the consideration of cumulative impacts from the Caldecott Tunnel Improvement Project was insufficient. The Draft EIR recognized that a "potential increase in delay" exists from the Caldecott Tunnel, but this delay "[could] not be reasonably quantified because the details of the improvement that may be implemented at this intersection are not known at this time" (p. 4.3-64). There are ways to estimate projected impacts of the Caldecott Tunnel Improvement Project the same way that any freeway capacity improvement project is evaluated through travel demand modeling process. In this case, the Alameda Countywide Travel Demand Model should be used to estimate travel impacts on the proposed project from capacity improvements on nearby Highway 24.

19

11. Truck Traffic – As part of mitigation measure TRANS-2, "Construction Traffic and Parking," the Draft EIR recommends that "a set of comprehensive traffic control measures, including scheduling of major truck trips and deliveries to avoid peak traffic hours" (p. 4.3-38). There is concern that the Draft EIR failed to sufficiently account for truck traffic on Claremont Avenue (i.e., the delivery entrance through the employee

20

[10] See the Fourth Bore Coalition website for details on both settlement agreements at http://www.fourthbore.org/.

Comment Letter C-214, cont'd.

parking lot/docking area). There is concern that truck traffic occurring during the peak commute hours (7:00 to 9:00 A.M. and 4:00 to 6:00 P.M.) will adversely impact localized traffic and will result in worse levels of service and higher delays on intersections leading up to and including Claremont Avenue. A mitigation measure should be added requiring conditions of approval that both construction and operational truck traffic be scheduled to occur outside of peak commute hours. As part of the CEQA process, a Mitigation Monitoring and Reporting Program (MMRP) should be established for this project to explain how compliance with these conditions will be monitored and effectively enforced.

20

12. Bicycle and Pedestrian Safety – There remain unaddressed pedestrian and bicycle safety concerns as a result of this proposed project. Not only is there concern about increased automobile speeds and volumes on adjacent residential streets (discussed above), there remains concern that that the pedestrian treatments by parking lot entrance to the project will be effective at ensuring the safety of pedestrians as vehicles exit a parking garage. In general, there is concern that all of the proposed improvements along College Avenue will jeopardize bicycle and pedestrian safety because: 1) there will be an increase in motorized/non-motorized traffic conflicts, particularly at intersections, and 2) all of the proposed improvements and mitigation measures may not be able to peacefully coexist in the available right-of-way.

21

A separate concern is that the Draft EIR does not take into account various bicycle facility improvements that have already identified and prioritized in the City of Oakland Bicycle Master Plan, such as planned bicycle lanes on College Avenue and Broadway and Safe Routes to Schools (SR2S) program improvements that are slated for implementation between 2012 and 2013. The Draft EIR makes no mention of these planned bicycle safety improvements and how they would be impacted by the proposed project or its related vehicle traffic mitigation measures. In some instances, like the College Avenue lanes, the Draft EIR incorrectly states the status of these projects: "None of these proposed [bicycle facility] improvements are currently planned for implementation. In addition, these changes do not have finalized design plans or are not fully funded. Thus, this EIR assumes that these changes will not be provided in the study area." (p .4.3-30).

22

The City of Oakland website, however, updates the status of the various bicycle projects affected by this proposed Safeway project on its Pedestrian Facilities Program "Bikeway Striping Projects Tracking" sheet; it shows a proposed Class 3A bicycle facility (designated arterial bicycle route) on College Avenue between Broadway and Berkeley

Comment Letter C-214, cont'd.

22

which has been funded and approved and is scheduled for implementation in 2012.[11] There are also Class 2/3A bicycle facilities (designated bicycle route with bicycle lanes) prioritized on Alcatraz Avenue as part of a SR2S grant, which was awarded several years ago and should be completed in 2012, and other Class 2/3A bicycle facilities planned for Claremont Avenue starting on Alcatraz Avenue and extending beyond Highway 24 to Telegraph Avenue.[12] There is also a proposed Class 3B bicycle facility (bicycle boulevard) planned for Colby Avenue in the proposed project area that the Draft EIR assumes will not be implemented, even though signage is expected in 2011 and accompanying pavement marking is expected in 2012. Further, the Draft EIR does not correctly identify the *existing* Class 3 Colby Avenue bicycle route in Figure 4.3-4 and in the 2007 Oakland Bicycle Master Plan, shown in Figure 2, nor does it consider its potential impacts.

23

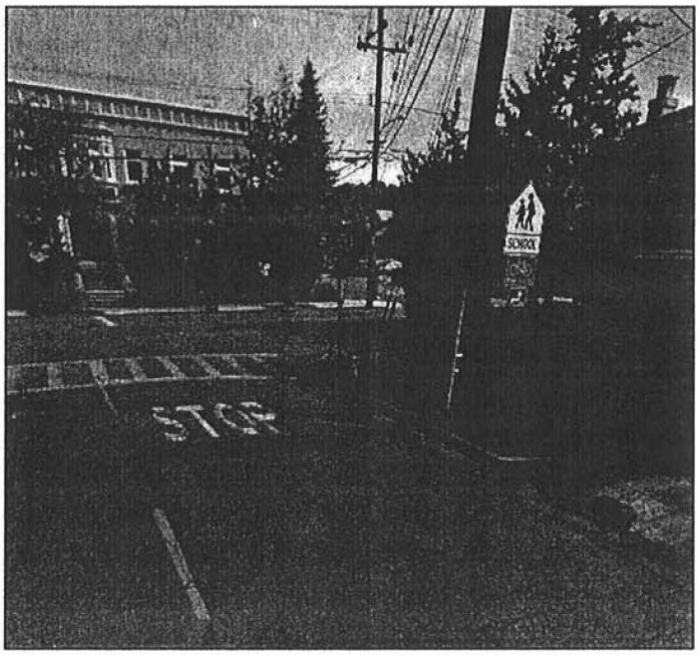

Figure 2. Existing Designated Bicycle Route on Colby Avenue at Alcatraz Avenue

[11] A list and map (updated April 22, 2011) showing the status of all bikeway projects currently under development are available at: http://www2.oaklandnet.com/Government/o/PWA/s/BicycleandPedestrianProgram/OAK026930.

[12] Also see the proposed bicycle projects on a map with completed bicycle projects on the City of Oakland Bikeway Network Map at: http://www2.oaklandnet.com/oakca/groups/pwa/documents/report/oak026931.pdf.

Comment Letter C-214, cont'd.

24

In general, the greater issue here is the appearance that there was not adequate circulation and consultation between the Planning Office and other city departments and programs including but not limited to: Bicycle & Pedestrian Program, Capital Projects, Traffic Safety & Parking, and Streets & Sidewalks. Some of these other city departments and programs have worked with community groups like the RCPC as well as advisory committees like the Bicycle & Pedestrian Advisory Committee (BPAC) for years to identify and prioritize local improvements, and this Draft EIR gives the impression to these community groups and advisory committees that their previous work and input into the public planning process has been, at best, overlooked or, at worst, ignored.

Thank you for accepting my comments related to the Draft EIR of the proposed Safeway on College Avenue. Please notify me of all future events in the City's consideration of this project. If you have any questions regarding this letter, please contact me or Stuart Flashman, RCPC Board Chair.

Sincerely,

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Response to Comment C-214-1

The DEIR does not analyze intersection in the adjacent residential neighborhoods because it assigns few project-generated automobile trips on these streets. As described on page 4.3-117 of the DEIR, the analysis assigns the majority of the project-generated traffic to major arterials, such as College and Claremont Avenues serving the project site. This is a conservative assumption in that significance criteria used to determine if the project would result in a significant impact are based on the physical capacity of intersections (page 4.3-54 of the DEIR). Considering the relatively low current traffic volumes on residential streets, such as 63rd Street (the traffic volume on 63rd Street is currently about 60 vehicles during the weekday PM peak hour and 70 vehicles during the Saturday peak hour), even if the majority of the project-generated traffic were assigned to 63rd Street or other residential streets in the area, the traffic volumes would not meet the thresholds set by City of Oakland's significance criteria, and no significant impacts would be identified. In addition, assigning project traffic to the residential streets would reduce the project traffic volumes assigned to the major streets in the area and would potentially eliminate the identified significant impacts and the recommended mitigation measures at intersections along College and Claremont Avenues. Thus, the assumptions used for traffic analysis in the DEIR are conservative in that they identify the most number of potential impacts and mitigation measures that would improve traffic operations on the major streets serving the project site.

In addition, as described in the Neighborhood Traffic Intrusion subsection on page 4.3-117 and Master Response M-5, the DEIR acknowledges that traffic generated by the proposed project may use residential streets in the area as a cut-through route to divert from the potential congestion on College, Claremont, and Alcatraz Avenues. Since neighborhood traffic intrusion would not exceed the capacity of the residential streets, it would not result in a significant impact based on the City of Oakland's significance criteria. Although not identified as a significant impact under CEQA, the DEIR identifies traffic intrusion on residential streets as a quality-of-life issue and recommends Improvement Measure TRANS-3 to monitor, and if necessary, implement traffic calming strategies on residential streets in the vicinity of the project site in consultation with local residents and in accordance with all legal requirements.

Response to Comment C-214-2

Based on City of Oakland's significance criterion 15 (page 4.3-55 in DEIR), a project's contribution to cumulative impacts is considered significant only if the project would exceed one of the other thresholds under a future year scenario. Based on this significance criterion, the City's general criterion to analyze intersections where the project would increase peak hour volumes by 30 or more trips would capture all potential impact locations, including potential cumulative impacts.

Response to Comment C-214-3

As stated in the comment, signalization of the unsignalized intersections may result in negative effects on adjacent residential streets. Therefore, the DEIR noted that decision makers might decide to not implement Mitigation Measures TRANS-3 and TRANS-13 which consist of signalizing the Alcatraz Avenue/Claremont Avenue and 63rd Street/College Avenue intersections. Thus, the DEIR conservatively identified these impacts as significant and unavoidable because the mitigation measure (i.e., signalization) may not be implemented.

Furthermore, the revised project, as described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13.

See Master Response M-5 for more detail on traffic intrusion in residential streets.

Response to Comment C-214-4

See Response to Comment C-214-1 regarding the reasons for not including intersections along residential streets, such as 63rd Street and Benvenue and Hillegass Avenues, as study intersections in the DEIR. See also Master Response M-5 for further discussion of traffic diversion and intrusion in residential streets, and Master Response M-4 regarding safety and hazards.

Response to Comment C-214-5

Bicycle volumes used in the intersection LOS analysis are shown on Figure 4.3-10 of the DEIR. The LOS calculation sheets provided in the Appendix show the bicycle volumes used in the analysis in the row titled "Confl. Bikes (#/hr)". The "volume" row reported on the LOS calculation sheets represents automobile traffic volumes only.

As correctly referenced in the comment and shown on Figure 4.3-8A of the DEIR, and in the Appendix B calculation sheet (page 99 of 1027 in the Appendix), the westbound volume during the weekday PM peak hour at the Ashby Avenue/College Avenue intersection is 528 through vehicles. This volume is consistent with the corresponding volume shown on the weekday intersection count sheet for Ashby

Avenue/College Avenue intersection in Appendix A (page 9 of 1027 in Appendix). The comment incorrectly references the Saturday count sheet, and not the weekday count sheet, which explains the discrepancy described in the comment.

As stated in the comment and on page 4.3-14 of the DEIR, queued vehicles at the end of the peak hour not served by the intersection were counted and added to the peak hour volumes to better and more conservatively represent the peak hour volume demand.

Response to Comment C-214-6

Consistent with the City of Oakland's guidelines for conducting transportation impact analyses, a Multi-Modal Level of Service (MMLOS) analysis was not conducted. However, the DEIR includes an analysis of potential project impacts on pedestrians and bicycles (page 4.3-100 through 4.3-102), and transit (page 4.3-105 and 4.3-112 through 4.3-115) consistent with City of Oakland guidelines. Furthermore, Master Response M-4 evaluates the less-than-significant safety and hazards impacts of the project.

Response to Comment C-214-7

The comment incorrectly states that the mode share data presented in Table 4.3-11 was used to estimate project trip generation. As described on pages 4.3-42 through 4.3-45, the analysis conservatively did not use the mode split data to reduce the project trip generation estimate. The mode split data was only used to estimate the pedestrian, bicycle, and transit trips generated by the project as shown in Table 4.3-11. If the weekday mode split data presented in the DEIR over represents the pedestrian, bicycle, and transit trips, as stated in the comment, then the DEIR estimates for trips generated by these modes would be overestimated and thus conservative. Thus, a new mode share survey conducted on a Tuesday through Thursday would not change the automobile project trip generation and may reduce the number of trips generated by other travel modes.

Response to Comment C-214-8

The employee mode share for non-automobile modes is likely to increase because as required by Standard Condition of Approval TRANS-1, the project would implement a Transportation Demand Management (TDM) program to encourage the use of other travel modes for employees. See Response to Comment C-212-7, which further elaborates on the fact that mode share data was not used to reduce the project trip generation.

Response to Comment C-214-9

See Master Response M-1 regarding the reasons for use of ITE trip generation rates, rather than the current driveway counts.

Response to Comment C-214-10

See Master Response M-2 regarding project impacts during the Saturday midday peak hour. Also see Response to Comment C-180-4 regarding impacts on football game days.

Response to Comment C-214-11

As stated in the comment, Safeway Club Card data was not used for estimating project trip distribution for the following reasons:

- In comparison to the trip distribution used in the DEIR, the Club Card data shows more current Safeway customers from the south of the project area. Considering that the existing Safeway at 51st and Broadway Shopping Center is planned to be expanded in the near future, it is likely that most of the existing customers from south of the project area that currently shop at the College Avenue Safeway would divert to the other Safeway store as it would be closer.

- The Club Card data represents the home address of Safeway customers. Not all Safeway customer trips are to and/or from their house.

- The Club Card data does not account for the customer mode of travel to and from the store.

- The Club Card data may not represent the current address of the Safeway customers.

As shown in Table 4.3-10 of the DEIR, about 25 to 30 percent of the trips generated by the project are generated by the other components of the project. The Safeway Club Card data would not accurately reflect their trip distribution.

Thus, solely using the Club Card data may not accurately represent the trip distribution of the proposed store. The comment also incorrectly states that the Alameda County Congestion Management Agency (ACCMA, now Alameda County Transportation Commission [ACTC]) Travel Demand Model was used to estimate project trip distribution. However, as described on page 4.3-45 of the DEIR, an independent methodology based on current population densities and relative location of other supermarkets was used to estimate the trip distribution for the proposed project.

Response to Comment C-214-12

As described in Appendix G of the DEIR, the travel demand model used to develop future traffic forecasts was released by the Alameda County Congestion Management Agency (ACCMA, now Alameda County Transportation Commission [ACTC]) in 2009. The land use database in this model is based on Association of Bay Area Governments (ABAG) *Projections 2007*. This is the same travel demand model that was referenced in the comment and was the latest model publicly released by ACTC when the DEIR analysis was under way. Also, as described in Appendix G of the DEIR, the ACCMA model land use database and roadway network was modified to better (and more conservatively) reflect the land use growth and transportation network in the project vicinity. ACTC has released a newer version of the model based on *Projections 2009* since the publication of the DEIR. Based on CEQA guidelines, the EIR must analyze conditions as the time the project NOP was released. Thus, the cumulative analysis presented in the DEIR does not need to be updated.

Response to Comment C-214-13

See Master Response M-3 for an updated parking demand analysis. The Master Response updates the parking analysis based on data published in ITE's *Parking Generation, 4th Edition.* The updated analysis uses estimates parking demand for the supermarket component of the project based on data published for suburban supermarkets. Since the proposed project is located in an urban setting, the 85th percentile suburban rates are reduced based on the customer non-automobile mode share presented in Table 4.3-11

of the DEIR to account for the urban setting of the project. Note that the adjusted suburban rate used in this analysis is higher than the urban rate in ITE's *Parking Generation*.

ITE's *Parking Generation* does not provide trip generation rates for the retail and restaurant components of the project based on urban or suburban settings. Rather, one rate is provided for all settings. Considering that the ITE data is dominated by suburban uses and that typical urban uses generate fewer parking spaces, the average parking demand rates were used because they would better (and more conservatively) represent the parking demand for these uses.

Response to Comment C-214-14

As stated in the comment, parking for the restaurant component of the project peaks around 7:00 to 8:00 PM, compared to earlier in the day for the supermarket and retail components of the project. Consistent with ITE *Parking Generation* data, the parking demand for the restaurant use was reduced by 28 percent to account for this. Also see Master Response M-3 for a more detailed analysis of parking demand by time of day.

Response to Comment C-214-15

As stated in the comment, ITE *Parking Generation* provides higher parking generation rates for retail on Fridays than on weekdays. As described in Master Response M-3 of this FEIR, the weekday parking demand analysis is based on average parking demand rate of 2.55 spaces per KSF for retail uses on non-Friday weekdays. The average parking demand rate for retail on Fridays is 2.94 spaces per KSF. This would increase the peak parking demand for the retail component of the project by three spaces on Fridays. Although the project may generate more parking on Fridays, the Friday parking demand would continue to be less than the estimated Saturday parking demand. Thus, the additional parking demand would not change the conclusions of the DEIR, result in new impacts, or require new mitigation measures.

Response to Comment C-214-16

See Master Response M-3 for potential secondary impacts of the project parking deficit on traffic congestion and air quality. Parking demand generated by the proposed project would not be accommodated on-site and on streets adjacent to the project site, which would require project customers to drive around and look for available parking. However, the parking deficit would not have a secondary impact on traffic congestion or pedestrian safety because the incremental amount of additional vehicles is small compared to the current traffic volumes in the area.

Response to Comment C-214-17

As described on page 4.3-30 of the DEIR, the proposed Bus Rapid Transit (BRT) project on Telegraph Avenue was not fully designed, approved by any of the responsible jurisdictions, nor fully funded at the time the DEIR was prepared. Based on CEQA requirements, the proposed BRT project was not included in the future year analyses because there is no guarantee that it would be implemented. However, Appendix D of the DEIR nevertheless evaluated the potential effects on project impacts caused by the BRT project. This analysis of future traffic conditions was completed based on the latest analysis of the BRT project that was publicly available at the time (Draft EIS/EIR published in 2007).

As stated in the comment, AC Transit has since updated its analysis and published the Final EIS/EIR for the BRT project. In addition, the BRT project, as proposed by AC Transit in Spring of 2012, would not be

implemented on Telegraph Avenue. Therefore, the BRT project would not affect traffic patterns in the study area.

Response to Comment C-214-18

As stated on page 4.3-31, The DEIR acknowledges the different settlement agreements between Fourth Bore Coalition and City of Oakland. City of Oakland has completed preliminary design for the improvements at Miles Avenue/College Avenue (#13) and Shafter Avenue/Keith Avenue/College Avenue (#14) intersections as part of their Caldecott Tunnel Improvement Project Settlement Agreement. In addition, both projects are ranked high on the City's priority list and would most likely be funded by the Caldecott Tunnel Improvement Project Settlement Agreement. Considering that it is very likely that these improvements would be implemented, it is appropriate for the DEIR to assume them for the analysis of future conditions.

Response to Comment C-214-19

The comment incorrectly states that that DEIR analysis did not account for the fourth bore of Caldecott Tunnel. The text on page 4.3-64 of the DEIR referenced in the comment refers to the improvement project to be funded through the Caldecott Tunnel Improvement Project Settlement Agreement by City of Berkeley, and not the fourth bore of Caldecott Tunnel. The fourth bore of the Caldecott Tunnel is accounted in the future traffic volume forecasts as it was included in the ACCMA travel demand model used to forecast future traffic volumes.

Response to Comment C-214-20

Standard Condition of Approval TRANS-2 (shown on page 4.3-38 of DEIR), bullet a, includes a provision to limit major construction truck trips during the peak commute hours. The existing store would be closed during the construction period. Construction truck traffic is expected to be less than the existing project trips that would be eliminated during the construction period. Thus, project construction trips are not expected to adversely impact traffic operations at study intersections.

Based on a survey of current truck activity at the existing Safeway Store presented in Exhibit A of Comment Letter C-159, the highest number of trucks entering and/or exiting the Safeway driveways during the weekday or Saturday PM peak hours is three trucks. The traffic impact analysis completed for the DEIR assumes that two percent of all traffic at the study intersections are trucks, which corresponds to about 10 trucks entering and exiting the site during the weekday PM peak hour and 12 trucks entering and exiting the site during the Saturday PM peak hour. Thus, trucks generated by project operation would need to increase by 300 to 400 percent in order to exceed the DEIR assumptions. Considering that the number of trucks serving the proposed project is not expected to increase that much, truck traffic generated by the proposed project is not expected to impact traffic operations beyond the impacts identified in the DEIR.

Response to Comment C-214-21

See Master Response M-4 for a discussion of project impacts on pedestrian and bicycle safety.

Response to Comment C-214-22

As of April 2012 City of Oakland is planning the following bicycle facilities in the project vicinity (see http://www2.oaklandnet.com/oakca1/groups/pwa/documents/report/oak026930.pdf):

- Class 3A arterial bike routes, consisting of shared lane bicycle stencils, along entire length of College Avenue in Oakland in 2012/2013

- Combination of Class 2 bicycle lanes and Class 3A arterial bike routes along Alcatraz Avenue in 2013

- Class 3B bicycle boulevard along Colby Street in 2012

Since these projects have funding identified and do not require additional approvals, the DEIR has been modified to include them in the analysis of future conditions. However, none of these projects would modify the lane configurations or controls at any of the study intersections, and therefore, would not change the traffic impact analysis presented in the DEIR.

City of Oakland does not currently have any plans, funding, or approval to implement the proposed Class 2 bicycle lanes on Claremont Avenue. Therefore, the DEIR analysis correctly assumes that this improvement would not be implemented in the study area.

Response to Comment C-214-23

The comment is correct. The existing Class 3 bicycle route on Colby Street is not identified on Figure 4.3-4 of the DEIR. However, this would not change the analysis presented in the DEIR as the Class 3 bicycle route consists of only signage and no physical features on the roadway network.

In addition, the first non-bulletted paragraph on page 4.3-10 of the DEIR has been changed to the following (additions shown in double underline):

> Based on the City of Oakland's 2007 *Bicycle Master Plan Update* and City of Berkeley's 2005 *Bicycle Plan Update,* the existing and planned bicycle facilities in the project vicinity are shown on Figure 4.3-4. Existing bicycle facilities in the study area include Class 3 bike routes along Woolsey and Colby Streets and a Class 3B bike boulevard along Hillegass Avenue.

Response to Comment C-214-24

Please see Responses to Comments B-4-7 and C-156-3 for information regarding the public notification process for this project, as well as other Oakland projects.

Comment Letter C-215

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1980. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1 I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Deborah Sharpe

Deborah Sharpe

Response to Comment C-215-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-216

Vollmann, Peterson

From: Deborah Sharpe [dlsharpe@earthlink.net]
Sent: Monday, August 15, 2011 10:35 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Comments on DEIR ER09-0006

NOTE: During the City Planning Commission meeting on August 3rd, we were told we had until August 16th to submit comments because August 15th was a furlough day.

Dear Mr. Vollman,

I have lived at 362 63rd St. Oakland since 1980. I am extremely concerned about the proposed Safeway project in the neighborhood and have reviewed the DEIR. Here are some of the reasons I find the DEIR lacking.

1 - Locating the parking garage entrance on College so that it is not across from 63rd St. should be addressed in the EIR.

- Likewise, locating the entrance on Claremont so that it is not across from Mystic should be addressed in the EIR.

2 - A project alternative that does not have a parking entrance on College and is sized in a way that does not cause an unmitigated problem at Claremont Ave. should be included in the report (I could not find this.)

3 - The report mentions >10 trips added to 63rd St. It is not clear what that means. Does it mean 100+ more cars driving down the street per day since Safeway is open 24 hours? Its estimate of 5-10 trips during peak hours appears to be a very low estimate. That additional cars would be zigzagging all over 63rd St., Hillegass, 62nd St., Colby, etc. as drivers try to avoid the mess on College by Safeway is not covered.

4 - The report does not point out that 63rd St. between College and Colby has been protected from bad traffic since the 2 block section ends at College and at Colby. The report acknowledges that the quality of life on 63rd St. would decrease if there were a parking garage entrance on College Ave. but does not make clear how significantly it would alter life on those 2 blocks.

5 - Closing off 63rd St. at College should be included in the report.

6 - Adding a traffic light to 63rd and College is a mitigation in the report. Having a traffic light at Alcatraz and College then one a block away at 63rd, then another one a block away at Claremont is ridiculous. That it would cause people to avoid College in that area by taking side streets is not included as a side effect of that mitigation.

7 - The claim and supporting material that the arrangement proposed by Safeway for College Ave. is pedestrian-oriented is not convincing. I seems very likely that walking around a parking garage entrance with cars driving in an out would be extremely unappealing.

8 - The effect of the project on the Casual Carpool pickup point on Claremont above College should be included in the report. I value being able to walk to it. Where will it go and will people who drive to it be able to park?

1

Comment Letter C-216, cont'd.

9 - Whether the area really needs and can support 2 large Safeways as close together as the 51st St./Broadway and College/Claremont projects is not covered in the report.

10 - There is no vision for College Avenue as a whole. College Avenue is a very nice shopping/residential street stretching from UC Berkeley to Broadway. The consistency of the project with College Avenue is not considered. For one, adding a big parking garage and putting a left turn lane onto a small street like 63rd St. is not consistent with the rest of the street. The BART parking lot is the only other large parking area. It is not a garage, and it wisely has no entrance/exit from College. The left turns lanes existing on College Ave. only turn onto major streets like Claremont or streets adjacent to Highway 24, specifically Keith and Miles. Secondly, there is no other part of College Ave. with heavy traffic trying to dart in and out of a parking entrance. The traffic would be far heavier than what exists today. Furthermore, parking cutout is not the style of parking on the rest of College Ave. It would only be in front of Safeway.

11 - The word "revitalize" should be stricken from the report. This is one of the few neighborhoods in Oakland that works really well as it is. How do we know the new storefronts won't sit vacant?

12 - There are a great deal of general, unsubstantiated claims in the report. For example, under Impact LU-1, the claim that "the proposed project would compliment and expand, not divide, the established neighborhood retail area " is not substantiated. Generalities like that require evidence or should be removed from the report.

Sincerely,

Deborah Sharpe

362 63rd St.
Oakland, CA 94618

Response to Comment C-216-1

The proposed project would provide access to and from the project garage at driveways on College Avenue opposite 63rd Street and on Claremont Avenue opposite Mystic Street and Auburn Avenue. The driveways were placed at these locations because:

- They are located where existing driveways are currently provided.
- They provide the most convenient pedestrian crossings by locating opposite existing streets and sidewalks.
- They are located at existing intersections where most motorists and pedestrians expect driveways.
- They are not located mid-block to reduce the potential for mid-block queuing and potential queues spilling back to upstream intersection.

Response to Comment C-216-2

The DEIR did not analyze an alternative with a smaller project size and no driveways on College Avenue because it would not meet project objectives. In addition, as described on page 5-39, eliminating all driveways on College Avenue would result in traffic, including existing project traffic, diverting to Alcatraz Avenue.

Response to Comment C-216-3

As stated in the comment, page 4.3-94 of the DEIR states that the project would add more than 10 peak hour trips to the 63rd Street/College Avenue intersection. However, most of these trips are added to the College Avenue approaches of the intersection. As shown on Figure 4.3-14 of the DEIR, the proposed project is estimated to add 8 weekday and 11 Saturday PM peak hour trips to 63rd Street, west of College Avenue. Also note that although the project site currently provides a driveway opposite 63rd Street, based on the existing intersection traffic volumes shown on Figure 4.3-8 of the DEIR, less than two percent of the traffic entering and exiting the project site (corresponding to about five weekday and seven Saturday PM peak hour vehicles) currently directly uses 63rd Street. Please also see Chapter 2 regarding the traffic impacts of the revised project, and Master Response M-5 regarding traffic intrusion on residential streets.

Response to Comment C-216-4

See Response to Comment C-162-6 regarding the amount of project traffic expected to use 63rd Street. See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and limit automobile access between 63rd Street and College Avenue to right turns only. Also see Master Response M-5 regarding traffic intrusion on residential streets.

Response to Comment C-216-5

63rd Street cannot be currently closed at College Avenue because it provides loading spaces for the commercial uses on the west side of College Avenue. See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and prohibits left-turns to and from 63rd Street.

Response to Comment C-216-6

The DEIR (page 4.3-96) acknowledges that Mitigation Measure TRANS-13, which would signalize the 63rd Street/College Avenue intersection, would result in queue spill backs on College Avenue and negative effects on 63rd Street. Considering the negative effects on traffic circulation and quality-of-life issues, the DEIR acknowledges that implementation of Mitigation Measure TRANS-13 may not be desirable. Since Mitigation Measure TRANS-13 may not be implemented, the DEIR conservatively identifies the impact as significant and unavoidable.

Furthermore, the revised project, as described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13.

Response to Comment C-216-7

See page 4.3-100 of the DEIR for a list of project features that improve pedestrian safety and encourage pedestrian activity. In addition, the revised project includes additional features (such as a narrowed driveway at the 63rd Street/College Avenue intersection) that will further enhance the pedestrian experience.

Response to Comment C-216-8

See Response to Comment C-178-5 regarding the casual carpooling area on Claremont Avenue.

Response to Comment C-216-9

Regarding the need for two Safeway projects, please see Response to Comment C-158-1.

Response to Comment C-216-10

The project's compatibility with existing development is addressed in the DEIR on pages 4.1-3 (consistency with LUTE Objective N1 and Policy N1.1), 4.1-4 (consistency with LUTE Policies N1.1 and N1.4), 4.1-5 (consistency with Policy N1.8), 4.1-6 (consistency with Policy N10.1), and 4.1-8 (consistency with LUTE Action 3.2.3). It is also addressed in the discussion of Impact AES-2, on pages 4.2-14 through 4.2-16. For additional discussion, please see Responses to Comments A-5-2, A-5-3, A-5-11, B-4-2, B-4-4, C-10-15, E-53, E-73, and E-142.

Regarding the left-turn lane on 63rd Street, transportation improvements such as with the proposed project mitigations, are generally not considered land use impacts. Please refer to Response to Comment C-216-12.

See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and eliminate the proposed left-turn lane on northbound College Avenue at 63rd Street. Also, note that the proposed project driveway on College Avenue would be located at an existing driveway and the proposed project would reduce the number of driveways on College Avenue from four to one.

Response to Comment C-216-11

Regarding the concern that the proposed small retail storefronts might not be occupied, there is a degree of risk inherent with any business enterprise. The applicant has a financial interest in proposing a project that is economically viable, which includes finding appropriate tenants for the proposed retail spaces. As noted in the comment, the project would be located in a vibrant commercial district that generates more sales than any other commercial district in the City of Oakland, including downtown.[1] As such, it is a desirable location for small retailers, and it is likely that tenants would be found for the proposed small retail shops. As a relevant example cited in the economic impact study (Appendix A) summarized in Master Response M-6, when a small tea shop located near the project site recently moved, the vacated retail space was backfilled within several weeks by a Peet's coffee shop.

Response to Comment C-216-12

The discussion of Impact LU-1 does provide evidence in support of the conclusion that the project would not result in the physical division of the established neighborhood retail area. The physical division of an established community typically refers to the construction of a major physical feature (such as a major freeway or railroad) or removal of means of access (such as a road or bridge) that would impair mobility within an existing community, or between a community and outlying areas. The project would add more retail storefronts and parking. The project would not block or remove an existing road, freeway, bridge, or railroad used for neighborhood access and would not construct any physical barriers on public property that would separate or divide a community. The comment does not provide any evidence to contradict this conclusion, and does not cite other examples of where the DEIR makes allegedly unsubstantiated claims.

[1] Hausrath Economics Group, *Assessment of Potential Competitive Effects of An Expanded Safeway at College and Claremont in Oakland*, August 2011.

Comment Letter C-217

SUSAN SHAWL 326 63rd STREET OAKLAND, CA 94618

August 8, 2011

Mr Peterson Vollmann, Case Planner
Oakland, Community & Economic Development Agency
Planning and Zoning Department
250 Frank Ogawa Plaza #2114
Oakland, CA 94612
pvollman@oaklandnet.com

RE: DEIR for Safeway development @ College & Claremont Avenues
Case #ER-09-0006

Dear Mr Vollmann:

I lived in this neighborhood in the early 1960's while a student at CCAC and then moved back "for good" and bought my home in 1994. I chose this area because of access to BART, the walkable shopping area, the active community and I hope to "age in place" in my home on 63rd Street.

There are several areas of the DEIR that I think are deficient. The list is NOT in order of importance.

Land Use & Zoning: The front cover of the DEIR refers to the project as "SAFEWAY SHOPPING CENTER - COLLEGE AND CLAREMONT AVENUES". The current Safeway grocery store, at 22,050 sq ft, per Safeway in a 1964 Tribune article about the new store on College, was grandfathered in due to the C-31 zoning. Per the zoning update of April 14, 2011, C-31 became CN-1 which is where this project is located. Chapter 17.33 describes "Neighborhood Center Commercial Zones Regulations" as "typically characterized by smaller scale pedestrial oriented, continueous and active store fronts with opportunities for comparison shopping." Chapter 17.35 describes "Community Commercial Zone Regulations" as "typically along the City's major corridors and in shopping districts or centers." The proposed 62,000 sq ft Safeway Shopping Center belongs in a CC-1 zone, not this CN-1 zone. Also, the CN-1 maximum shop size was decreased to 5,000 sq ft from the C-31, 7,500 sq ft size. Oakland's trend is to decrease size, not increase it.

1

The Architects computer generated perspective drawings are very deceiving as far as indicating the mass, both of the height and width of the building along the sidewalk. I request that the city require Safeway to install a series of "STORY POLES" on the site that follows the outline of the proposed development including all buildings as they sit and rise on the site. Along the top, there should be at least 2 feet wide of orange mesh so that people get the true "picture" of what is being proposed. This Story Pole installation should be up and visible for all to see for at least 4 weeks prior to the next hearing before the Planning Commission, so that people have enough time to experience and understand "the story" that Safeway is telling us. In addition, shadow studies should be done looking at the effects of the building on College Ave and added to the revised DEIR. The story

1

poles should be left in place until the final determination of the proposed development is made public.

College Ave is a neighborhood "comparison" shopping street because for the past 30+ years, the building owners have rented the ground level stores primarily to independent local entreprenurial business owners. This part of town has incubated many businesses that have gone on to open other branches throughout the Bay Area and beyond. Examples are Noah's Bagels, La Farine, Pasta Pomodoro. The street has prospered, because of the creative efforts of the retail tenants. People come here from all over the Bay Area because it is different from typical run-of-the-mill shopping streets and malls.

1

Safeway's project "objectives" call for a single store that is 51,510 sq ft plus 10,667 sq ft of additional retail for a total of over 62,000 sq ft. Per the July 20th Staff Report, "**Subdivision Ordance:** The proposed development would require a Tentative Parcel Map to merge two parcels into one and also to create new commercial condominiums". The plans and DEIR refer to the commercial condominium spaces as "Tenants", when in fact Safeway plans on listing the properties for sale. Most people think that the tenants will be similar to those across the street, small locally owned independent shops. Safeway will be listing these spaces for extremely high prices aimed at the kinds of business that typically purchase commercial condominiums; ie national stores and fast food franchises. If this end of Rockridge were to end up with businesses that are NOT local and different from most found in suburban malls, Oakland will loose the sales and property taxes that have been produced by the very ambiance that is so attractive - even to Safeway.

What is to prevent Safeway from finding that the spaces do not sell at the prices they set and so then they move some of their departments into the spaces, thereby increasing their square footage above the 51,500 sq ft in the current proposal? What if they decide to not sell them, but instead lease them to national chain stores? Are there any sorts of Conditions that can be placed on any approval of the project that would prevent this?

Transportation & Circulation. Page 7 of the July 20, 2001 STAFF REPORT, states that Intersection #7 at College and 63rd Street has "Significant and Unavoidable" impacts and that the addition of a traffic light at that intersection would reduce the impact to "Less than Significant". However, the DEIR fails to consider the impacts of having 3 traffic signals so close together. The distance between the crosswalks on College between Alcatraz and 63rd Street is only 1,250 feet (scaled using Architects drawings sheet A1.0). The distance between the 63rd Street and Claremont Ave crosswalks is only 1,110 feet along the west side and just 875 feet along the east side of College Ave. The queing and backups caused by these signals being so close together has not been addressed.
I can think of no other situation where traffic lights are installed this close together.

2

Safeway is insisting that the store be fronted on College Ave, which is NOT a major city corridor, but a 2 lane wide street. Claremont Ave is 4 lanes wide, but Safeway states it will not consider all auto entrances and exits on this street. Isn't what Safeway is asking the City for what really belongs in a CC-1 zone, not the CN-1 zone where the site is located?

3

Comment Letter C-217, cont'd.

Project Objectives as it relates to store size: On page 3-9 of the DEIR, Safeway's list of products and services include: "an on-site, from 'scratch' bakery, a pharmacy, expanded floral offerings, expanded deli, a 'service' meat and seafood service (as opposed to pre-packaged items) and a greatly expanded produce section." Where is it written that 100% of their wishes are to be granted? Where does the neighborhoods and communities needs fit into this picture? Does Safeway need 51,500 sq ft of store to accomplish their goals?

An example of a remodeled, 26,000 sq ft "Lifestyle" Safeway store" exists at their Grand Avenue store, remodeled in 2006. It includes all of the expanded departments listed above except the on-site bakery and the Pharmacy. Another example of a remodeled Lifestyle Safeway store is on Fruitvale Ave in the Dimond district at 28,000 sq ft which re-opened in June 2008. This Safeway even includes a Pharmacy, just not the on-site bakery. Finally, in San Francisco, a new 28,000 sq ft Lifestyle Safeway store at Cabrillo & 7th Avenue in the Richmond district includes all that Safeway wants to install except for the on-site bakery. All three of these examples are under 30,000 sq ft. They all maintain their status as a neighborhood serving grocery store, in keeping with the scale of the neighborhoods and 2 lane wide streets on which they are situated.

4

On July 9, 2011 Safeway announced their purchase of Chimes Pharmacy on College Ave from the Owner. The current shop measures approximtely 19'x50' = 950 sq ft. At least half of the shop is stocked with the product mix already in Safeway's aisles (toothpaste, bandages, aspirine etc) The addition of a fully stocked Pharmacy would only take up around 500 sq ft. Note also that their Pharmacy hours are usually 9AM to 6PM.

Study Area: Page 4.3-1 of the DEIR for transportation encompasses 15 intersections but neglects to include a major one just 1.2 miles from the subject project site. The intersection @ Broadway & Pleasant Valley Road borders the Rockridge Shopping Center that currently has a 50,000 sq ft Safeway superstore. This store is listed on Oakland's CEDA website as Project #68 of Active Major Development projects and the DEIR for this project is currently being prepared. Further, Broadway feeds traffic onto College Ave so lack of mention of impacts from this project point to more deficiencies in the current DEIR.

5

What is the cumulative impact of two Safeway stores, one being 50,000 sq ft and the other 65, 000 sq ft within 1.2 miles from each other. Will Safeway abandon one of them like they have abandoned other sites in the East Bay in recent history? Look at the blight that existed for so long at these sites.

6

"Existing Roadway Network, page 4.3-4. What about the problem of cut-through traffic onto Hillegass, Colby, 62nd, 63rd, caused by motorists wanting to go around the College & Claremont and College and Alcatraz congestion? This has not been addressed at all. These streets/intersections MUST be studied for the DEIR to be valid. The current number of cars and motorcycles speeding down these streets causes major problems for all concerned, including the residents trying to pull out of their driveways when there are large SUV's parked on either side of their driveways so that they cannot see the speeding cars approaching them. Many people driving down 63rd Street don't consider the residents on the street and act as if these side streets are major thoroughfares as it is. What will happen when the numbers of cars increases?

7

Comment Letter C-217, cont'd.

Existing On Street Parking; Page 4.3-12; The consultants surveyed parking occupancy "within two blocks" of the project site. I would like to know if any of the people who are driving to a grocery superstore will want to park 2 blocks from the site when they generally will be driving due to the large amount of heavy groceries they plan to purchase. Those people living within walking distance will be making more frequent trips to buy smaller amount of groceries per trip than those who are driving and searching for close "convenient parking" spaces. The study should only use figures within 1 block of the site, not two, for a more accurate estimation of how the shopping public will act. Continuing on page 4.3-14, "The overall on-street parking occupancy ... is about 68-70%." This is a very mis-leading figure because it is talking about parking spaces within 2 blocks of the site. I believe that the figures within 1 block of the site would be more informative of the actual parking shortage in this area as it is today. The report states that 90% or above is effective capacity. I am sure that at least 63rd Street is higher than 90% full at all hours of the day and night.

8

Nowhere in this study are **motorcycles** even mentioned when there are many motorcycle riders in this area. The East Bay Rats motorcycle club members congregate on a regular basis on the corner of 63rd Street and College Ave, sitting on benches and boxes next to Yasai Market, parking their motorcycles in the yellow commercial loading zones or next to residential driveways. The speeding and showing off of these riders has caused many "close encounters". The noise these cause should also be studied.

9

Study Area Collision Summary 4.3-29; Table 4.3-9 When you add together the DEIR's number of collisions on College from Alcatraz, to 63rd Street and on to Claremont, the total collisions is 14, which is the highest number of collisions on any of the streets studied. The next highest is on College Between 62nd Street across Claremont to Florio and that totals 9 collisions. The total number resulting in injuries is 13, of which 8 are on College between Alcatraz and Florio. The size of the proposed Safeway development will bring much more traffic and the mitigations proposed will not prevent more accidents from occuring. The streets are already at their maximum capacity. The large proposed development, will bring in more congestion which will cause more accidents to pedestrians and bicyclists. The smaller alternative projects would not cause this to occur.

10

"Surrounding Area Characteristics" pg 3-5 & 3-9. This section neglects to properly describe the 2 and 3 story buildings on College Ave as being mixed-use. They have either offices or apartments above their street level retail. The two, 3 and 4 story buildings along Claremont are separated by large landscaped areas so that the overall feeling is not massive and bulky like that suggested in the DEIR.

11

The bottom line is that Safeway has not (yet) been willing to negotiate with the community who wants Safeway to remain at the site with a smaller development, one that does not bring so much traffic to the area that it causes substantial and unavoidable negative impacts and ruins the profitability for the current merchants AND the City of Oakland. Safeway canceled the 6th scheduled Stakeholder meeting in November of 2009 because they refused to consider anything smaller than their 50,000 sq ft at this site. The Stakeholder groups are still interested in working with Safeway to come to a reasonable win-win solution.

Comment Letter C-217, cont'd.

Questions not addressed by the DEIR:

12 What has been provided for the trucks delivering supplies and merchandise to the new retail shops along College Ave and the new Restaurant shown on the corner of College and Claremont? Or will they just double park while making their deliveries thereby adding more congestion to the streets?

13 The AC bus stop relocated to the north side of the College/Claremont intersection is shown as a "bulb out". The plan indicates that the buses will stop to pick-up and let off passengers in the traffic lane. Therefore, the bus will be holding up traffic (and creating longer queing lines) and preventing cars from turning right onto College from west bound Claremont.
Is it possible for the "bulb-out" to be deleted so that the bus will be pulling up to the actual curb to pick-up and deliver riders, thereby not holding up traffic making right turns onto College.
If more sidewalk space is needed for a bus shelter, Safeway should move the sidewalk eastward onto their property.

14 Page 2-2 mentions bicycle racks "along the project frontage". On page 4.3-107, per the Bicycle Parking Ordinance, Safeway is required to provide 29 short term spaces (for customers). However, they are providing 68 spaces, more than double the required number. They are doing this so that they can "get away with" providing less parking for cars. I would like to know what the bicycle racks look like, how much sidewalk space they will take up, how many bicycles will be stored per rack, what is the spacing between bike racks. It needs to be shown that the sidewalks will provide enough free and clear space for pedestrians, the disabled in motorized scooters, wheelchairs and mothers with strollers and carriages.

15 Page 2-8; DEIR dismisses Impact LU-2 - there is a conflict between the current height of the Safeway store at the rear of the residencial property and the height of the proposed building. Also dismisses AES-3 relative to shadows.

16 Several of the Traffic mitigations discuss signal timing. That won't make any difference to traffic back ups due to people entering and exiting parking spaces along College Ave. This IS a pedestrian street with buses. Adding traffic lights will not solve the congestion problem - it will only move the congestion at a slower pace and generate longer queues. The congestion is a product of Safeway's insistence on a larger store that doesn't belong here in the first place. The current size store with a modest addition as shown in Alternate 2a and 2b would not bring more congestion, therefore, no SIGNIFICANT AND UNAVOIDABLE negative impacts.

17 Page 3.1: The top paragraph notes that the site "is surrounded by relatively dense residential development". It neglects to include the fact that 3/4 of the homes are detached single family homes and of these less than half are 2 stories. It also neglects to mention that streets are narrow, small scale and tree lined. Can you point to any other neighborhood with a single retail development with this kind of density and bulk on a 2.1 acre site that is bordered by a 2 lane street on the main entrance side and a 4 lane street on the "back" side?

Comment Letter C-217, cont'd.

17

In the August 1, 2011 SF Chronicle, Phil Bronstein wrote a piece on power in political campaigns and his point made me see a real parallel to what Safeway is attempting to do.
"By their nature, presumptive winners [Safeway] exist to try to take away our choices, which is what elections [public input at Planning Commissions and City Council meetings] ought to be all about.
Hard as the work is, no one [corporation] should be entitled to a job [real estate development] serving us, especially ones that oversee our safety, quality of life and well being."
He ends his column with the following:
"Entitlement and inevitability are the opposite of merit".

Safeway is NOT entitled to get their proposed oversized development when it will do great damage to the quality of life and well being of the neighborhood, community and City of Oakland. I would gladly support a smaller store that would not generate the negative substantial and unavoidable impacts discussed in the DEIR.

Sincerely,

Susan Shawl

Response to Comment C-217-1

The proposed use is a conditionally permitted use in the C-31 zoning district, which means it is a permitted use subject to approval of a Conditional Use Permit (CUP). This clearly demonstrates the City's intention to allow full-size grocery stores in C-31 districts. The purpose of the CUP is to prescribe the procedure for the accomodation of uses with special site or design requirements, operating characteristics, or potential adverse effects on surroundings, through review and, where necessary, the imposition of special conditions of approval. Absent a CUP requirement, other stipulated permitted uses are permitted by right, and a public agency has no ability to restrict or impose conditions on a principal permitted use that conforms with the General Plan and zoning ordinance. Regarding the characterization of the project as a neighborhood-serving grocery store, please see Response to Comment C-86-5.

The commenter's statement about the size limits of both the former C-31 district and the current CN-1 district is not accurate. As discussed in Master Response M-9, the project would be within the F.A.R.allowed by the General Plan and is conditionally permitted in the C-31 zoning regulations, which were grandfathered in for the proposed Safeway project because the application was deemed complete prior to the rezoning of the site. That said, it should be noted that the size of the project would also be within the size allowed by the new CN-1 zoning regulations (Height Intensity Area of 35, and F.A.R. of 2.0).

The architectural renderings are accurate, to-scale (except where noted) representations of the proposed project. They therefore accurately depict the building's mass and relation to existing development.

Regarding shadow studies, such studies are typically not done for a two-story development that would be shorter than existing three- and four-story buildings in the vicinity. Please see Response to Comment C-32-1 for additional discussion on this subject.

Regarding the potential for the retail storefronts to be developed with franchise or chain stores, please see Response to Comment C-97-1.

Response to Comment C-217-2

As stated in the comment, Impact TRANS-13 identifies a significant impact at the 63rd Street/College Avenue intersection. Mitigation Measure TRANS-13 would mitigate the impact to a less-than-significant level. Table 4.3-18 of the DEIR presents intersection operations and Table 3 in Appendix K summarizes queue lengths at intersections along College Avenue if Mitigation Measure TRANS-13 is implemented.

As described on page 4.3-95 of the DEIR, the mitigation measure would result in secondary negative effects, including queues spilling back blocking upstream intersections on College Avenue. Considering these negative effects, the DEIR also acknowledges that implementation of Mitigation Measure TRANS-13 may not be desirable. The DEIR conservatively identifies the impact as significant and unavoidable because Mitigation Measure TRANS-13 may not be implemented due to its negative effects.

Furthermore, the revised project, as described and analyzed in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13.

Response to Comment C-217-3

Alternative 3 in the DEIR analyzes the impacts of the full project with no curb cuts on College Avenue and all automobile access from Claremont Avenue. See DEIR starting on page 5-15 for more detail. The commenter's support of this alternative is noted.

Response to Comment C-217-4

Please see Response to Comment C-58-1 regarding Safeway's right to propose a project that meets its needs and objectives. The purpose of the DEIR is to evaluate the environmental effects of the project as proposed. The fact that Safeway operates smaller stores elsewhere is not germane to the evaluation of the proposed project. However, the comments are noted, and will be considered by the City prior to taking action on the proposed project.

Response to Comment C-217-5

See Response to Comment B-1-5 regarding the inclusion of the 51st Street/Pleasant Valley Avenue/Broadway intersection in the project study intersection list.

Response to Comment C-217-6

See Response to Comment B-1-6 regarding the inclusion of the proposed expansion of the 51st and Broadway Shopping Center project in the cumulative traffic analysis.

Response to Comment C-217-7

See Master Response M-5 regarding potential for increase in cut-through traffic on 63rd Street, and Master Response M-4 regarding safety and hazards.

Response to Comment C-217-8

As stated in the comment, it is unlikely that many supermarket customers would park more than one-block away from the project site as they would not want to carry large amounts of groceries for long distances. However, the project also includes employees as well as restaurant and other retail components whose customers are more likely to park further away and walk to and from their destination. In addition, as some supermarket customers park in the parking spaces near the project site, customers and employees of other retail uses along College Avenue would park further away. Therefore, studying on-street parking within two blocks of the project site is a reasonable assumption, as it represents the distance that most people generally walk between their parked cars and destination.

As stated in the comment, and shown on Figures 4.3-6 and 4.3-7 of the DEIR, parking occupancy on streets within one-block of College Avenue is generally higher than on the streets further away. 63rd Street between College and Hillegass Avenues has a parking occupancy of 95 percent or more during both weekday and Saturday peak periods.

See Master Response M-3 for a more detailed analysis of parking.

Response to Comment C-217-9

The existing intersection traffic volumes, as shown on Figure 4.3-8, includes motorcycles as automobiles, which overstates their impact on traffic operations. As previously noted, the proposed project would not double the existing traffic volumes in the area, which is generally required for a perceptible increase in traffic noise.

Response to Comment C-217-10

See Master Response M-4 for a discussion of project impacts on motorist, bicycle, and pedestrian safety.

Response to Comment C-217-11

It is acknowledged that the two- and three-story buildings along College Avenue are generally mixed-use buildings. Commercial development along Claremont in the vicinity of the project is limited to the block opposite the project site and the block west of College Avenue. Neither block includes any substantive amount of open space. On the block across from the project site, there is a building immediately adjacent to the four-story building on one side and a small parking lot on the other side, separating it from the adjacent three-story building. Aside from the parking lot for the Dreyer's site, over one block south of the project site, all buildings in the block of Claremont west of College Avenue are closely spaced one after another. Development density along Claremont Avenue is lower than along College Avenue.

The statement that Safeway has not been willing to negotiate with the community is refuted by the project sponsor. Safeway representatives have indicated they have met with the community numerous times since planning of the project began in 2007. In response to concerns expressed by the community the project was completely redesigned, and was reduced in size from the original proposal. The 10-foot-wide landscaped buffer along the northern edge of the site was also added in response to community concerns.

Safeway did not cancel the sixth stakeholder meeting, but postponed it because following the fifth stakeholder meeting in November 2008, there was a change in architects. Lowney Architecture assumed responsibility for design of the project in January 2009. Because of the transition in architects it took several months to redesign the project. Once the revised plans were completed, Safeway conducted the sixth stakeholder meeting at the Claremont Hotel on April 29, 2009. Regardless, the level of cooperation

between the project sponsor and the community is not an environmental issue under CEQA, and hence beyond the scope of this DEIR.

The comment states that the project would cause substantial and unavoidable traffic impacts and ruin the profitability of existing businesses and the City of Oakland. Ten of the 11 identified significant and unavoidable traffic impacts are identified as such because the affected intersections are located within the City of Berkeley, and the City of Oakland does not have the jurisdiction to approve implementation of the identified mitigation measures. However, the mitigation measures are otherwise feasible, and would reduce the impacts to less-than-significant levels.

That leaves one significant and unavoidable traffic impact (Impact TRANS-13), at the intersection of 63rd Street and College Avenue, which would meet the peak-hour signal warrant under 2035 conditions. However, the revised project as described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13.

Regarding the statement that the project would ruin the profitability of existing businesses, there is no evidence that this would occur. Please see Master Response M-6 for a detailed summary of an independent economic impact study. The comment also states that the project would ruin the profitability of the City of Oakland. However, both the urban decay study summarized in Master Response M-6 and a second economic impact study both concluded that the proposed project would lead to recapturing sales that are currently going to grocery stores in nearby cities such as Orinda, Moraga, and Alameda, as well as Berkeley. These recaptured sales would result in increased tax revenues for the City of Oakland. There is no evidence that the proposed project would have an adverse financial impact on the City of Oakland, and in fact there is evidence that the project would in fact have a beneficial effect.

Response to Comment C-217-12

As shown on the project site plan on Figure 3-8, the ground-level parking garage would provide space for truck loading/unloading for the retail and restaurant components of the project in the south end of the garage just west of the south driveway on Claremont Avenue.

Response to Comment C-217-13

See Response to Comment B-4-6 regarding relocating the Route 51B bus stop on northbound College Avenue from south to north of the intersection.

Response to Comment C-217-14

As stated in the comment, the proposed project would provide more than twice the bicycle parking required by the City of Oakland Bicycle Parking Ordinance. The bicycle Parking Ordinance also allows a reduction in number of automobile parking spaces if the project provides bicycle parking in excess of the minimum requirement. However, the automobile parking demand analysis presented on page 4.3-110 of the DEIR and updated in Master Response M-3 does not reduce the project parking demand based on the excessive bicycle parking supply.

In addition to specifying the quantity of the bicycle parking for a development, the City of Oakland Bicycle Parking Ordinance also addresses the design and layout of the bicycle parking. Although the final landscape plan for the proposed project may change, including placement of bicycle racks and lockers. the number of bicycle parking spaces will not, and they will be consistent with the City's Bicycle Parking

Ordinance. Furthermore, Improvement Measure TRANS-1 reiterates that short-term bicycle parking on the sidewalk would not block pedestrian circulation.

Response to Comment C-217-15

The discussion of Impact LU-2 does not dismiss the height difference between the proposed project and adjoining residential properties, but rather provides an explanation for why the impact was deemed less than significant. Residential properties that currently lie adjacent to the existing Safeway building are facing a building built right to their property line. While the new building would be up to 10 feet taller than the existing building, it would be set back 10 feet from the property line, and would have a 5-foot step-down, further reducing the height of the building near the residences. In addition, the buffer strip created by the setback would be landscaped with trees and other plants that would provide visual screening and create visual separation between the project and adjacent residential uses. Because of the 10-foot setback and 5-foot step-down, the visual and shading effects of the taller new building would be little changed from existing conditions at those residential lots.

Conditions at the mid-block properties would change because they are currently adjacent to the loading dock or parking lot. The new walls of the parking structure would be approximately 10 to 15 feet above grade, about 10 feet from the mid-block properties rear fences. Occupants of these parcels could note the change in visible building mass from the rear, upper-story widows.

Regarding the potential for shadow to affect the neighboring residences, the 5-foot step-down of the building height on the north side of the building and the 10-foot-wide buffer strip of landscaped land separating the building from the property line, which would serve to reduce shadow fall outside the confines of the site. In addition, existing fences separating the residential back yards from the Safeway property range from 6 feet to 12 feet in height. The net new shadow from the proposed project would be limited due to the shadow cast by the existing fences.There would be times, particularly in the early morning, when shadow from the project would strike the rear yards of adjacent residences. The amount of shadow would also be greater during winter months. The incremental change in shadow cast by the project would not be considered a significant impact, as concluded on page 4.2-16 of the DEIR. Please see Response to Comment C-32-1 for additional discussion on this subject.

Response to Comment C-217-16

As stated in the comment, several mitigation measures include updating the current signal timings at the intersection. Based on the analysis summarized in the DEIR, these mitigation measures would adequately mitigate the identified significant impacts to a less-than-significant level. In addition, many of these mitigation measures include other improvements to the intersection, such as upgrading traffic signal equipment to be more responsive to traffic volumes and upgrading pedestrian facilities at the intersection to be compliant with Americans with Disabilities Act (ADA) requirements.

In addition, with respect to the project's traffic impacts along College Avenue, feasible mitigation measures have been identified that, if implemented, would reduce to less-than-significant levels the impacts at all but one intersection on College Avenue. This remaining intersection, the intersection of 63rd Street and College Avenue, would meet the peak-hour signal warrant under 2035 conditions. However, the revised project as described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13. Thus, if the identified mitigation measures were implemented, all of the revised project's traffic impacts would be reduced to a less-than-significant level.

Response to Comment C-217-17

The discussion referenced on DEIR page 3-1 provides a general discussion of the location and context of the project; it is not intended to be a detailed land use survey. The information it provides is a correct characterization. The details provided in the comment are not critical to an introductory overview of the site's location.

The point about the characteristics of the 2.1-acre site and its context is not clear. It is acknowledged that the site is unique along College Avenue. See Master Response M-9 regarding land use and neighborhood compatibility for further discussion of the project's compatibility with the surrounding area.

The comments attributing characteristics to the applicant are not environmental issues under CEQA, are not relevant to analysis in this Final EIR, and no response is necessary. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-218

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since 1994. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1 I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted,

Susan Shawl

Susan Shawl

Response to Comment C-218-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-219

Vollmann, Peterson

From:	Susan Shawl [jazzfan1@sbcglobal.net]
Sent:	Monday, August 15, 2011 2:23 PM
To:	Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc:	Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject:	DEIR Comments CASE ER09-0006

Dear Mr. Vollmann:

1 While driving home this morning, heading north on College from Broadway, I realized that there is another negative traffic related impact that was not mentioned or considered in the DEIR.

The current bus stop heading towards Berkeley at the intersection of College Ave and Claremont Ave is located "before" the intersection and is at the curb of the sidewalk. It does not protrude into the traffic lane, so that the bus pulls over to the curb, and cars can continue to move across the intersection.

In the proposed Safeway expansion plans, the bus stop is moved to "after" the intersection. Instead of allowing the bus to pull over to the curb at the sidewalk for passengers to exit and enter the bus, the new plan provides a "bulb-out" and bus shelter. This is a nice amenity and I'm sure will be appreciated by the AC bus patrons. However, the bus will be stopping in a traffic lane, so that cars will be stuck behind it in the intersection while patrons enter and exit. This will cause more delays, queuing and idling of cars while waiting, making the situation much worse than it is today. Then when the signal changes and the East/West traffic on Claremont wishes to proceed, the intersection will be clogged and traffic will be at a stand-still.

All of this points to the need for Safeway's proposed development plans to be scaled way down and the bus stop to remain where it is, because the increased number of cars on College between Claremont/63rd/Alcatraz will be too great on this 2 lane wide street - even if the proposed left hand turn lanes are provided, which I hope they are NOT. OR, if the bus stop must be relocated anyway, then Safeway should be required to widen the sidewalk to account for the space that the bulb-out and bus shelter would require. A bus should not be made to stop in a traffic lane and hold up other traffic.

Respectfully submitted.

Susan Shawl

Response to Comment C-219-1

See Response to Comments B-4-6 and B-5-3 regarding moving the Route 51B bus stop on College Avenue from south to north of Claremont Avenue. Also see Comment A-1-2 that shows AC Transit's support for relocating bus stops from near-side to far-side of intersections. AC Transit estimates that each bus stop relocation would reduce bus travel times by 15 to 20 seconds.

Comment Letter C-220

Vollmann, Peterson

From: peggy sheehan [peggarita@gmail.com]
Sent: Monday, August 01, 2011 2:31 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Modify the Rockridge Safeway Plans

As a resident that often frequents the Rockridge Safeway and neighboring business, I am in favor of a modified plan for improvement to the Rockridge Safeway.

The current proposed plans are too big for the area --doubling the size of the store and creating a baricade between neighboring stores and pedestrians/parkers. I would like to see Safeway create a set of plans that is consistent with the neighborhood. A smaller floor plate with a walkway from the parking lot/store front to the smaller, existing business across the street. The existing Safeway, while cute in a vinatge way, could certainly use some improvements. The stone facede is UGLY. Safeway should also take better care of the trees on College Avenue, which are not being trimmed properly and appear to be unhealthy.

1

I love Safeway in Rockridge and it meets many of my needs, but the proposed designs for a new store take away from the charm of College Avenue rather than add to its beauty. Safeway could definitely do better!

Peggy Sheehan
resident

Response to Comment C-220-1

Regarding the size and scale of the project, at two stories it would be comparable to much of the existing development in the area, and shorter than the three- and four-story buildings in proximity to the site. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. There is no evidence that the project would create a barricade between pedestrians and neighboring stores; in fact, the project would strengthen the connection by providing pedestrian-oriented destinations on the project site that are currently lacking. As discussed in more detail in Response to Comment E-142 and Master Response M-9, the project as proposed is consistent with the neighborhood. With respect to the suggestion of a walkway to the existing stores on the west side of College Avenue, the applicant is already proposing to construct pedestrian bulb-outs on the east side of the two crosswalks across College Avenue at 63rd Street and provide ladder-striping of the crosswalks for safety. The revised project will also provide either bulb-outs on the west side of the crosswalks or a center median to reduce walking distance across College Avenue. The applicant is also proposing an elevated walkway from the public rooftop plaza to the Safeway store, and a pedestrian "walk street" with specialty paving, landscaping, and benches.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-221

Vollmann, Peterson

From: Steven Sherman [steven@aaronsherman.com]
Sent: Saturday, August 13, 2011 8:38 AM
To: Vollmann, Peterson; gordon.wozniak@sbcglobal.net
Subject: Re: Case Number ER09-0006--Safeway DEIR comments

Dear Mr. Vollman,

1 I live on Lewiston Avenue, one block from the proposed mega-Safeway Project. I support a re-model that allows for a modest amount of footpri nt expansion. Sadly, however, the proposed project is grossly out of scale. The proposed project would cause unmitigated, significant impacts.

Auto, truck, pedestrian, and bicycle traffic impacts:

2 1. How does Safeway's plan for staff parking reduce impacts to an insignificant, non-cumulative level, to reduce the need for parking and frequency of individual vehicle traffic to and from the store? Is there a realistic plan to have them park off site and be transported by van or mini-bus to Safeway?

3 2. Currently, delivery vehicles and Safeway shoppers use Alcatraz (as well as Woolsey and Eton), which between Claremont and College is mostly a residential street. The Safeway caused traffic impacts to these streets will be increased significantly. Additional traffic on these streets will not be mitigated by additional traffic signals on College or Claremont.

4 3. College Avenue is a frequently gridlocked, two lane street that cannot support more traffic. It takes me at least 10 minutes to go three blocks along College near the Safeway at least 20 times per year. This gridlock will increase and is not mitigated by the proposed project.

Auto, truck, pedestrian, and bicycle safety impacts:

5 1. At the intersection of Lewiston Avenue and Alcatraz, I frequently observe people, including small children and elderly residents, walk or ride their bicycles across the street. There is no crosswalk, no stop sign, no traffic light. In addition, at the intersection of Alcatraz and Claremont, where there is a crosswalk, trucks and autos travel at rapid speeds when crossing that intersection, based on its odd configuration. I have nearly been hit there, and I have watched that happen with others as well. Inevitably, the increased traffic on Alcatraz will put people in harm's way.

6 2. The health impacts of additional idling trucks and autos in residential neighborhoods or mixed residential neighborhoods is not insignificant.

Noise impacts:

7 1. There are unmitigated noise impacts from additional auto and truck traffic on several streets. This mars the sense of walkability.

2. What time of day will Safeway delivery trucks be allowed? How will this time of day minimize noise impacts?

Cumulative impacts:

8 Oakland has several neighborhoods in East Oakland and West Oakland that are food deserts in which food is hard to purchase. How does a doubling of an existing Safeway in an upscale neighborhood that already has several food stores help or hinder countering this land use discrepancy among Oakland's neighborhoods?

I question why, when Safeway already has a large store a mile away, the City would support creating a giant store that is out of scale with the existing businesses and traffic patterns of the neighborhood. I could support a modest makeover of the store to update it to modern codes but I cannot support the proposed project as it presents unmitigated

Comment Letter C-221, cont'd.

9 impacts.
Please revise downward the scale of this project to a size that makes sense not only for Safeway but for the neighborhood.

Sincerely,

Steven Sherman

Response to Comment C-221-1

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The DEIR acknowledges that there may be significant and unavoidable impacts on traffic if the project is implemented.

Response to Comment C-221-2

Currently, Safeway is not planning on using remote parking for its employees. See Master Response M-3 regarding accommodations for employee parking at the proposed project.

Response to Comment C-221-3

See Master Response M-5 regarding traffic intrusion on residential streets.

Safeway's delivery trucks are instructed to not use the segment of Alcatraz Avenue between College and Claremont Avenues. However, neither City of Oakland nor Safeway has control over vendors' trucks, other commercial delivery trucks, or customer routes in the area. Also, see Comment C-135-4 and Responses to Comments C-159-1 and C-159-5 regarding truck traffic generated by the proposed project.

Response to Comment C-221-4

See Response to Comment C-1-2 regarding the current congestion on College Avenue and project mitigation measures.

Response to Comment C-221-5

See Master Response M-4 for a discussion of project impacts on motorist, bicycle, and pedestrian safety.

As summarized in Table 4.3-9 of the DEIR, no collisions involving pedestrians have been reported at the Claremont Avenue/Alcatraz Avenue intersection between 2005 and 2009.

Response to Comment C-221-6

The air quality analyses models included any potential increase in emissions that may be generated by vehicles idling around the project site. The DEIR concluded the project would not have a significant and unavoidable impact on air quality.

Also see Master Response M-7.

Response to Comment C-221-7

There would not be a substantial increase in noise from project-generated traffic, and therefore there is no basis for requiring mitigation for those impacts. The negligible increase in ambient noise from traffic

generated by the project would not be perceptible. The project would increase traffic noise in the site vicinity by up to 10 percent. It has been empirically demonstrated, and is a commonly accepted fact by noise experts, that approximately a doubling of vehicle traffic is required before a perceptible increase in noise (3 dBA) occurs. As discussed on page 4.6-16 of the DEIR, traffic from the project would increase ambient noise by approximately 0.4 dBA, which is below the threshold of human hearing, and well below the 5-dBA threshold of significance for permanent project noise increases.

Response to Comment C-221-8

The applicant is entitled to propose development of a project consistent with the General Plan and Planning Code on property that it owns. The purpose of the EIR is to evaluate the environmental impacts that would occur with implementation of the proposed project, not to evaluate the perceived social obligations of the project sponsor. The comment that the project is out of scale with the neighborhood was addressed above in Response to Comment C-221-1.

Comment Letter C-222

Vollmann, Peterson

From: nealsh@gmail.com on behalf of Neal S [nealsorders@gmail.com]
Sent: Thursday, July 28, 2011 9:43 PM
To: Vollmann, Peterson
Subject: Safeway on College

Dear Mr. Vollman:

1 I am concerned about the impact of the proposed Safeway project on College Avenue. In reviewing the draft environmental impact study, it seems that the increase in car traffic on my street will pose a safety risk and reduce the available parking for myself and my neighbors. I was attracted to this area 7 years ago because of the 'village' atmosphere, low traffic volume and small scale of the shops on College Avenue. The characteristics that make me proud to live in Oakland are threatened by the large scope of the proposed project. There may soon be no 'there there' as Gertrude Stein reportedly said of the complete transformation of her own childhood neighborhood.

I do support a modest improvement that is in keeping with the scale of the neighborhood and that would not significantly increase traffic or reduce the air quality and livable, walkable village, that is my beloved Rockridge.

Thank you for your consideration.

Neal Shorstein, MD

Response to Comment C-222-1

The DEIR discloses traffic and pedestrian safety impacts in Section 4.3, but identifies feasible mitigation measures to reduce all identified significant impacts to less-than-significant levels if they are implemented. As disclosed in the DEIR, most of the traffic mitigation requires approval by the City of Berkeley; if that city declines to approve the measures, impacts at the affected intersections would remain significant and unavoidable. Also see Master Response M-4 regarding project impacts on pedestrian, bicycle, and motorist safety.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-223

Vollmann, Peterson

From: Neal S [nealsh@gmail.com]
Sent: Thursday, August 11, 2011 4:52 PM
To: Vollmann, Peterson
Subject: ER09-0006 Safeway at College Proposed Project

For your consideration:

1 The Draft EIR does not adequately take into consideration the impacts of traffic on the street where I live. Evenings and weekends, during the times that I would normally head to College Avenue on foot, 63rd street is already congested with car traffic - particularly with cars observed to come from Claremont and Alcatraz. This would no doubt, be exacerbated by the significantly increased traffic from the proposed Safeway expansion. This impacts quality of life as well as increases safety concerns for the neighborhood.

2 What is the impact to light on that block? It was not adequately addressed by the DEIR.

3 Will I be able to park on 63rd, in front of my house afterwards? Not adequately address by the DEIR.

4 What is the expected change in air quality from not only increased traffic but by emissions from the facility itself? Not appropriately addressed

5 Threat of locally run stores on College Avenue losing their competitive advantage and closing? Far ranging change in economic conditions, not addressed.

The draft EIR falls far short. Please represent your Oakland residents and do not allow the DEIR to stand in its current form.

Regards,

--
Neal Shorstein, MD

Response to Comment C-223-1

See Response to Comment C-162-1 regarding project impacts on 63rd Street. Also, see Chapter 2 of this FEIR for a description and analysis of the revised project that would reconfigure the intersection and limit vehicular access to and from 63rd Street.

Response to Comment C-223-2

There is no evidence the project would cause a lack of light in the area. The project would be comparable in height to many nearby buildings, and would be shorter than a number of neighboring buildings. The existing double-loaded blocks of College Avenue, even those with three- and four-story buildings, do not cause a lack of light in the area. At two stories, the proposed project would have less potential to result in a loss of light than the existing taller development.

Response to Comment C-223-3

As described on page 4.3-56 of the DEIR, parking is not considered a CEQA issue. As shown on Figures 4.3-6 and 4.3-7 of the DEIR, on-street parking on the segment of 63rd Street between College and Hillegass Avenues is currently at or near capacity during both weekday and Saturday peak periods. The

segment of 63rd Street between Hillegass Avenue and Colby Street, which is further away from the College Avenue commercial district, has more on-street parking available with peak parking occupancies ranging between 80 and 90 percents. As described in the Parking section on page 4.3-111 of the DEIR and Master Response M-3 of this FEIR, the on-site parking for the proposed project is not expected to meet the project parking demand and parking is expected to spill into the adjacent residential neighborhoods, including the streets west of College Avenue. Improvement Measure TRANS-2 includes strategies to reduce the project parking demand and potential for intrusion into adjacent residential neighborhoods.

Response to Comment C-223-4

As noted in other responses related to air quality, the DEIR examined the potential air quality effects of the project related to vehicle emissions and operation of the project. The DEIR concluded that in accordance to the BAAQMD thresholds of significant, there would not be any potentially significant air quality impacts.

Response to Comment C-223-5

Please see Master Response M-6.

Comment Letter C-224

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street since 2005. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge. 1

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted,

Neal Shorstein

Christopher Doane

Response to Comment C-224-1

The commenter concurs with the comments submitted as Letter C-162. For responses to the comments raised, please see the responses to Letter C-162.

Comment Letter C-225

Safeway College Avenue DEIR Comments ER09-006 *It'S too B-I-G*

COMMENTS ON DRAFT ENVIRONMENTAL IMPACT REPORT
FOR SAFEWAY COLLEGE AVENUE
ER09-0006

Overall

This DEIR is seriously deficient and should be withdrawn, rewritten, and recirculated.

The DEIR does not properly describe or analyze the existing conditions in the immediate vicinity of the project. It uses inappropriate parameters for traffic and its description of peak traffic and traffic issues are inconsistent with the observations of long-time residents about the timing and volume of traffic. The DEIR fails to consider the whole of College Avenue (which is not very long) as part of the study area. It therefore fails to identify, much less analyze, important cumulative impacts of the proposed project. The DEIR entirely ignores the side streets in the immediate area of the project. In some cases, such as 62nd Street, it ignores streets that intersect with College Avenue right at the site. The DEIR also does not consider the traffic pattern from existing uses, and therefore proposes mitigations and evaluates alternative without reference to the real situation. The proposed traffic "mitigations" that require action by the City of Berkeley are illusory and should be withdrawn. Neither the City of Oakland nor Safeway can effectuate any of those actions, and they are thus not proper mitigations. **1**

The DEIR does not take seriously the potential land use and social impacts of the project as currently designed and as Safeway apparently intends to implement it. The project has a high potential to drive existing and thriving small businesses on the other side of College Avenue out of business, leaving the prospect of extended periods of vacancy. Once it has been demonstrated that the Safeway project is toxic to small retail stores on the west side of College Avenue, it will be very difficult to get new small businesses to come in. **2**

Moreover, the design includes at least three elements that have the potential to increase the opportunities for criminal activity: the underground garage; the "walk street," which is a blind alley from the point of view of pedestrians at either end of it; and the roof garden. **3**

The DEIR is excessively deferential to Safeway's project "objectives," which are so detailed and elaborate that it is impossible for any reasonable alternative to meet those "objectives." This renders the alternatives analysis essentially meaningless. **4**

In sum, the DEIR provides little useful analysis while largely merely describing the project; it does not have a useful approach to alternatives; and it largely throws up its hands when trying to develop mitigation measures. It is not an adequate basis for decision making about this project.

Traffic

The discussion of traffic is almost unrecognizable to anyone who lives in the area. The most significant errors are: **5**

1. The peak time on Saturday is demonstrably not early evening. It is midday, when people are shopping in the commercial areas on College Avenue and driving along College Avenue to go between various commercial areas in Oakland and Berkeley.

Comment Letter C-225, cont'd.

Safeway College Avenue DEIR Comments ER09-006 *It'S too B-I-G*

2. The bit of College Avenue studied is much too small. College Avenue from its beginning at 51st Street (which is Broadway for a block starting from 51st) to its end at Bancroft and the University of California campus is a continuous entity for traffic purposes. Back-ups at College and Russell carry through to College and Claremont. Back-ups at College and Claremont have clear impacts down College past the Rockridge BART station. The DEIR discusses an artificially small piece of College Avenue, which makes it look like the traffic impacts of the project will be horrible, but contained in a small area. In fact, they are likely to be horrible and to ramify up and down the entire street.

6

3. By failing to look at College Avenue as a whole, the DEIR misses the cumulative traffic impacts of the project when considered with two large projects at either end of College Avenue: the renovation of the Safeway shopping center at the 51st Street end of College, and the renovation and expansion of uses of Memorial Stadium, at the Cal campus end of College.

7

4. There is no mention of the "superpeak" Saturday midday event: Cal football games. On those days, College Avenue from Rockridge BART to the Cal campus is thronged by hundreds of pedestrians and scores of buses. Without any information in the DEIR about this obvious and well-known phenomenon, it is not possible to know whether any mitigations should be examined.

8

5. The side streets are ignored. Sixty-second Street, where I live, is part of the College and Claremont intersection. It would be difficult for anyone reading the DEIR to discern that, however, since 62nd Street is not discussed. Nor is Hillegass, nor is 61st Street. These omissions greatly reduce the apparent traffic impact of the project, because there is no discussion of additional congestion, potential for auto accidents, and danger to pedestrians and cyclists from the traffic that will inevitably spill into the side streets as drivers try to deal with the congestion and reconfiguration on College Avenue caused by the project.

9

6. The DEIR also ignores the existing Bank of America building and parking lot at the corner of 62nd and College. This lot is designed with an entrance on College and an exit on 62nd Street. The entrance on College is accessed by cars traveling in both directions on College. There is a large "Keep Clear" zone in front of the entrance, between 62nd and 63rd Streets. The projected increase in traffic on College will lead to bigger back-ups on the 63rd Street side of the "keep clear" area. The proposed mitigation measure of a stoplight at 63rd and College will make the traffic situation between Alcatraz and 62nd Street significantly worse, not better. The block between 63rd and 62nd is short to begin with. Almost in the middle of it is the Bank of America parking lot entrance and "keep clear" zone. Adding a stoplight at 63rd, with the existing stoplight at 62nd, would induce almost permanent gridlock, as there will be very little space for cars to queue between the two streets. When observance of the parking lot "keep clear" zone is added, gridlock looms.

10

7. Most of the proposed traffic mitigation measures are illusory because they must be implemented by the City of Berkeley. Berkeley may or may not be interested in making the changes proposed, may or may not have the money to make them, and may or may not find these changes more important than other traffic-related projects. It is more consistent with the informed decision-making CEQA is designed to further to label all the traffic impacts related to Berkeley streets and intersections as "significant and unavoidable" and leave it at that, rather than to propose elaborate changes to Berkeley's streets and traffic patterns that the City of Oakland can not effectuate.

11

Comment Letter C-225, cont'd.

8. The DEIR has an inexplicably casual attitude about traffic jams. It simply accepts LOS E and LOS F intersections throughout its very limited study area. The DEIR seems to take the position that "traffic is so bad already that making it worse is inevitable." This is not sensible and not consistent with Oakland's policies to encourage pedestrian-oriented land uses and bicycle transport.

12

9. The technical assumptions of the traffic analysis are a specialized area, but it does seem that they are not well-connected to the reality of the project. A project that will more than double the size of a well-known retail grocery store, as well as add eight small stores and a restaurant, will surely produce a larger increase in car traffic volume than the DEIR projects. On the DEIR's numbers of car trips, it is hard to see how Safeway could increase its business enough to pay for the construction, much less make a profit from the new store and shops.

13

Land Use and Social Impacts

The DEIR entirely fails to present the reality of the present land uses and the potential impacts on them of the project. The computer simulation on the cover of the DEIR aptly conveys the problem: there is the Safeway project, prominently identified by the company logo, in the midst of blocks of washed-out color representing buildings with no names, no signs, and no way of knowing what the businesses currently provide.

In fact, the Safeway project will directly compete with many existing businesses. Using the project "objectives" as a basis, these conflicts include:

- On-site "from scratch" bakery (La Farine, across College)
- Pharmacy (Chimes, across College, already bought out by Safeway)
- Expanded floral (The Meadows, across College)
- Expanded deli, including warm food (Cole Coffee, across College; College Avenue Deli, across Alcatraz)
- "Service" meat and seafood (ver Brugge, across College)
- Expanded produce (Yasai Market, across College)

This list does not include the proposed restaurant, which will be added to the eight existing restaurants (going from 62nd to Alcatraz on College: Noodle Theory; Claremont Diner; Great Wall; Southie; Wood Tavern; Extreme Pizza; Flavors of India; Mitama). Nor does it include the competitive pressure from expansion of existing departments in Safeway that could be expected from the large expansion of the store, such as more wine sales (Vino, across College).

14

This list can not now include any of the potential tenants for the small retail spaces. It is important to note that the businesses in the retail spaces are entirely under Safeway's control. If Safeway wants to rent to another retail wine store, it can. If it wants to rent to another cards, gifts, and creative little things store (Heartware), it can.

This means that it is more, not less, important for the DEIR to take seriously the potential that the project could lead to the decimation of the existing retail uses between 62nd Street and Alcatraz on College. The DEIR needs to analyze the real possibility that, if small stores on College start to fold under the pressure of the expanded Safeway and its tenants, it will be very difficult to replace them, because the prospect of having to compete with Safeway and its tenants will be too daunting.

Finally, though Safeway touts the "urban" design of the project, it is based on a very suburban assumption of limited access to the project's grounds. Three design elements

Comment Letter C-225, cont'd.

seem to need study for their potential to impact the incidence of crime in the immediate area of the project.

a. The underground garage. Enclosed unattended garages are known to be areas that provide many opportunities for crimes, particularly crimes against women.

b. The "walk street" between College and Claremont. From the designs included in the DEIR, this "walk street" is nothing but a glorified blind passage between two buildings. There is no evidence that it will be illuminated at night, or that any of the businesses on either side of it will be open after dark. This passageway could become a haven for people lurking, waiting for an overburdened or inattentive pedestrian to happen by.

15

c. The roof garden. There is no evidence from the design in the DEIR that access to the roof garden will be closed after the businesses above which it is situated are closed, or after dark. The DEIR should look at the potential for an open stairway up to an unattended roof to provide opportunities for crimes against pedestrians using the proposed Safeway shopping area.

These possibilities may or may not come to pass, but the physical alterations proposed by Safeway make them a possibility. The DEIR should study them.

Objectives and Alternatives

The project "objectives" are so specific and include so many elements that are merely Safeway's design preferences that they can not ground proper analysis either of the project or of any alternatives to it. Examples include the detailed list of new services and products that Safeway wants to offer, discussed above, and the "objective" of having one driveway on College Avenue.

Properly considered, the objective of the project is *to update and expand the existing Safeway supermarket.* This simple, understandable statement of the objective allows consideration of all the detail presented in the "objectives" in the DEIR (§ 3.2), but in the proper perspective: not as ends in themselves, but as means to the end of updating and expanding the existing supermarket.

16

The effect of the DEIR simply adopting Safeway's agenda for the project is quite noticeable. In evaluating Alternative 2b (27,250 square foot project), the DEIR says that it is the environmentally superior alternative, but then goes on to denigrate this alternative because it would not meet all of the "objectives" of the project, down to the expanded deli with the warm food table. Similarly, the DEIR's discussion of Alternative 3 (no curb cut on College Avenue) and Alternative 4 (inbound only driveway on College Avenue) treats "retaining vehicular access from College Avenue" as a project objective. But the configuration of streets and driveways is not an objective of the project; it is a method of designing and building the project.

The DEIR's extreme deference to Safeway's laundry list of objectives is not what CEQA intends the description of project objectives to be. It fails to provide a basis for reasoned analysis of the project as proposed, and can not serve as the standard for evaluating project alternatives.

Respectfully submitted,

Anne E. Simon and Adrienne Cool anneesimon@gmail.com
328 62nd Street

Response to Comment C-225-1

See Responses to Comments C-225-5 through C-225-13 for more detail.

Response to Comment C-225-2

As discussed in detail in Master Response M-6, the project is not expected to cause a substantial adverse economic impact on existing businesses in the neighborhood.

Response to Comment C-225-3

Please see Response to Comment C-156-5.

Response to Comment C-225-4

Regarding the appropriateness of the project objectives, please see Responses to Comment B-4-12 and C-10-7.

The comment makes a general statement that the DEIR provides little useful analysis while merely describing the project, without citing specific examples. The analysis was performed using commonly accepted standards and methodologies. Where feasible, as with the traffic, air quality, greenhouse gas, and noise analyses, quantitative methods and modeling were employed and the results were compared to numeric thresholds of significance. The methodologies are explained at the beginning of the impact discussion under each resource area. Where quantitative methods were not feasible, as in the case of the land use/planning and visual quality analyses, defensible rationales are provided for the analyses. Absent specific examples to address, a more detailed response is not feasible.

The comment states that the DEIR "throws up its hands when trying to develop mitigation measures" but provides no examples or evidence of this. Where significant impacts have been identified, specific mitigation measures have been developed to reduce the impacts to less-than-significant levels. Since, with the exception of one air quality impact, the significant impacts would all be traffic impacts, the comment may be referring to the fact that the City of Oakland does not have authority to implement all of the traffic mitigation measures, and those impacts are therefore designated significant and unavoidable. This is not a case of the City "throwing up its hands," but merely of following the procedural requirements of CEQA. While the identified mitigation measures are specific and would reduce the associated impacts, the City of Oakland cannot coerce the City of Berkeley to implement the measures.

Response to Comment C-225-5

See Master Response M-2 for analysis of project impacts during the Saturday midday peak hour.

Response to Comment C-225-6

As described on page 4.3-3, study intersections were chosen with the guidance of City staff, and were generally selected where the proposed project would increase volumes by 30 or more peak-hour vehicle trips, or by 10 or more peak-hour vehicle trips at intersections already operating at unacceptable conditions during peak hours. The DEIR did not analyze intersections along College Avenue north of Ashby Avenue or south of Manila Avenue because they would not meet this criterion. In addition, as

shown in Table 4.3-19, the DEIR also analyzed travel times along the length of College Avenue between Manila and Ashby Avenues.

Response to Comment C-225-7

See Response to Comment C-16-3 regarding the inclusion of UC Berkeley developments in the cumulative traffic analysis in the DEIR.

See Response to Comment B-1-6 regarding the inclusion of the proposed 51st and Broadway Shopping Center project in the cumulative traffic analysis in the DEIR.

Response to Comment C-225-8

See Response to Comment C-180-5 for traffic conditions on Saturdays with a football game at the California Memorial Stadium.

Response to Comment C-225-9

See Master Response M-5 regarding the DEIR's analysis of traffic intrusion on residential streets such as 62nd and 63rd Streets.

Response to Comment C-225-10

As stated in the comment, the DEIR did not analyze the Bank of America driveway on the west side of College Avenue between 62nd and 63rd Streets, because the proposed project would not modify the driveway and the driveway would continue to provide inbound access to Bank of America from College Avenue. Furthermore, as shown on the project site plan on Figure 3-8 of the DEIR, the project proposes to widen northbound College Avenue just north of Claremont Avenue and adjacent to the Bank of America driveway. This would provide adequate space for automobiles turning left from northbound College Avenue to Bank of America to wait for gaps in the southbound traffic and pedestrian flow without blocking northbound through traffic. Thus, the proposed project would reduce the delay currently experienced by vehicles on northbound College Avenue queued behind vehicles turning left into Bank of America.

Mitigation Measure TRANS-13 proposes to signalize the 63rd Street/College Avenue intersection to mitigate the significant impact caused by the project. However, the DEIR acknowledges that signalizing this intersection would result in negative effects on traffic circulation and quality-of-life issues. The DEIR also acknowledges that implementation of Mitigation Measure TRANS-13 may not be desirable. Since Mitigation Measure TRANS-13 may not be implemented, the DEIR conservatively identifies the impact as significant and unavoidable.

The revised project, as described and analyzed in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13, which consisted of signalizing the intersection.

Response to Comment C-225-11

The comment is consistent with the DEIR. The DEIR proposes mitigation measures at intersections in City of Berkeley where the project would cause a significant impact. Since City of Oakland, as lead

agency for this EIR, does not have jurisdiction in City of Berkeley, and City of Berkeley would need to approve and implement the mitigation measures, the DEIR conservatively identifies the impact as significant and unavoidable. However, if City of Berkeley approves these mitigation measures, the project applicant will be responsible for paying for and/or implementing the improvements.

Response to Comment C-225-12

Consistent with other recent environmental documents completed in Berkeley and Oakland, the DEIR identifies significant impacts on transportation and circulation based on the significance criteria established by both cities and listed on pages 4.3-54 through 4.3-56 of the DEIR. Furthermore, the DEIR also identifies mitigation measures that would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project). Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

Response to Comment C-225-13

The comment states that the DEIR underestimates the traffic that will be generated by the project. However, it does not provide any specific reasons and is therefore noted. The transportation and circulation analysis for the DEIR were completed using standard transportation engineering practices and City of Oakland's guidelines and requirements. The assumptions and methodology used in the analysis are consistent with other recent environmental documents prepared in Oakland.

Response to Comment C-225-14

The cover of the DEIR does not constitute analysis and it does not provide the basis for the analysis presented within. The text within describes—on pages 3-5 through 3-9, pages 4.1-1 through 4.1-2, and pages 4.2-1 through 4.2-11—the existing land uses in the vicinity of the project site, and the potential impact on those uses is discussed on pages 4.1-11 through 4.1-12 (Impact LU-2), which was determined to be less than significant. Regarding the potential for the proposed project to result in adverse economic impacts on neighboring businesses, please see Master Response M-6.

Response to Comment C-225-15

The point about the "suburban assumption of limited access to the project's grounds" is not clear. The pedestrian orientation of the project, including the pedestrian-only entrances to the grocery store, is in contrast to suburban development, where the most prominent element is a parking lot, and there are typically not even sidewalks providing pedestrian access across a large expanse of parking, much less the type of pedestrian amenities proposed for the project, including a public plaza and a landscaped pedestrian-only "walk street" with benches for resting, lounging, or as meeting points. Regarding the point about crime, please see Response to Comment C-156-5. Also see Master Response M-9 regarding land use and planning considerations related to the project and the project's consistency with General Plan policies for the area.

Response to Comment C-225-16

As discussed in more detail in Responses to Comments B-4-12 and C-10-7, the applicant is entitled to determine the objectives of the project.

While the objective of having one driveway on College may appear arbitrary, it serves several important functions, which are specified in the objective: (1) the consolidation allows for creation of a continuous storefront, consistent with one of the required findings for a Conditional Use Permit ("that the proposal will not impair a generally continuous wall of building facades"); (2) a single driveway will improve pedestrian safety and traffic flow into and out of the site; and (3) Safeway wants to maintain vehicle access from College Avenue, which customers have been using for 46 years and which provides an important access point.

The objectives are valid, consistent with the requirements of CEQA, and provide a legitimate basis for evaluating the merits of the alternatives.

Comment Letter C-226

Vollmann, Peterson

From: Daniel Slichter [dslichter@gmail.com]
Sent: Monday, August 15, 2011 9:51 AM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; kworthington@CityofBerkeley.info; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: Safeway DEIR Comments - Case Number ER09-0006

Dear Oakland Planning Commission,

I am writing to express my strong opposition to the proposed expansion of the Safeway at College and Claremont in Oakland, case number ER09-0006. I feel that the Draft EIR does a poor job of describing the true impacts of the project on the neighborhood, and I think those impacts would be much more negative than the DEIR would suggest. The DEIR relies very heavily on very uncertain traffic mitigations in the City of Berkeley, and has a too-rosy view of the benefit of those mitigations. A few specific bullet points:

1 * Traffic. The traffic on College Ave is already horrific on the weekends and at rush hour. My wife and I live at College and Ashby in Berkeley, and regularly shop at both the Safeway and the small stores across the street. It's about a half a mile from our apartment to the stores, but the traffic regularly backs up all the way to our place. Weekend traffic moves so slowly it's usually faster to walk than to ride the bus, even if it shows up right when we are starting our trip. College Ave just isn't capable of handling even the amount of traffic it currently gets, and certainly would become much worse if the Safeway doubled in size. The size of the proposed Safeway is much more suited to 6-lane suburban feeder roads than to a two-lane pedestrian-oriented street like College Ave, which just can't take the number of cars. It is inconceivable to me that the DEIR thinks this issue could be mitigated by tweaking the timing of green lights and perhaps adding a turn lane in a few places. The issue is that the number of cars a larger Safeway would draw (approximately DOUBLE the current number, according to the DEIR estimates) is fundamentally incompatible with the size of the roads and the pedestrian-friendly nature of the neighborhood.

2 * Pollution. When College Ave turns into a parking lot on weekends, the whole neighborhood is filled with car/truck/bus exhaust. It smells disgusting, it's unhealthy to breathe, it's a big waste of energy, and it represents a lot of greenhouse gas emissions. It will get a lot worse if a larger Safeway encourages even more drivers to come, because the pollution will occur from more cars and for more hours of the day.

3 * Parking. The parking situation in the neighborhood is already very dicey, so building a store with even fewer parking spaces than are required by code is a terrible idea. The people hunting around for street parking (remember this will be double the current number of cars!) will be a major additional contribution to the already awful traffic and pollution issues. The DEIR identifies the great difficulty of finding street parking in the neighborhood currently, but doesn't do enough to express that this will be an important cause of additional congestion and pollution and will degrade traffic and parking quality substantially even on side streets near the proposed store.

I strongly encourage the commission to reject the proposed large Safeway store, as it presents a significant and unavoidable negative impact on traffic, pollution, and parking.

Sincerely,

Daniel Slichter
dslichter@gmail.com

Response to Comment C-226-1

The existing traffic congestion on College Avenue referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the

proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment. As discussed further in Section 2.5 of this FEIR, the revised project would have substantially similar impacts, which correspondingly would be reduced by the identified mitigation measures (if implemented).

Response to Comment C-226-2

The DEIR examined issues related to pollution, including, vehicle exhaust, odors, health risks from vehicle emissions, energy consumption and greenhouse gas emissions. The DEIR concluded that the project would not have significant impacts related to these pollution factors.

Also see Master Responses M-7 and M-8 regarding air quality and greenhouse gas emissions.

Response to Comment C-226-3

Consistent with the DEIR, comment notes that project parking supply would not meet City zoning code requirements and project parking demand would exceed on-site supply and spill into the adjacent residential streets.

See Master Response M-3 for a more detailed analysis of parking at the site and on surrounding streets and potential impacts of parking deficit on intersection operations and congestion.

Comment Letter C-227

Vollmann, Peterson

From: Jeff Small [Jeff@cityleaf.com]
Sent: Saturday, July 23, 2011 8:46 AM
To: Vollmann, Peterson
Subject: Safeway project

Dear Pete,

1 I would like to write a letter of support to you and also the planning commission in support of the project.

Clearly I have your e mail.

Who's e mail should I use to know it went to the commission itself. Thanks for your help.

Jeff

Response to Comment C-227-1

The City will consider the comment supporting the project prior to taking action on the proposed project. There is no need to email the Planning Commissioners directly, as they will be reading this Responses to Comments document.

Comment Letter C-228

Vollmann, Peterson

From: Jeff Small [jeff@cityleaf.com]
Sent: Monday, August 15, 2011 10:01 AM
To: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@PGAdesign.com
Cc: Vollmann, Peterson
Subject: Support of Safeway Project

Dear Planning Commission (and Staff)

I am writing in support of the Safeway Project on College Avenue. I am surprised as anyone, that I am taking the time out of my busy schedule to write this. And I think it is noteworthy that there were a significant number of people at the planning commission hearing to support the project. Who comes to a late night meeting to support a grocery store? People who are fed up with the anti-development tone of their community groups!!!

1 As a former RCPC board member I was there when the initial plans were submitted 3 years ago. To be frank, the first plans were horrible. The RCPC and community groups gave a litany of suggestions and in my humble opinion, Safeway has done a great job of addressing every one. The fact that they are willing to do independent retail stores along College Avenue is amazing. Yet for some reason these community groups are still not happy and it concerns me.

I walked around my immediate neighborhood with a letter that almost all of my neighbors signed in support of the project.

While I realize this is only the DEIR, I would like to encourage The Commission to find a way at the outset, to hold Safeway's feet to the fire about their verbal commitment to keep the stores independently run retail stores. We do not want chain stores, nor do we want Safeway departments to occupy the spaces.

Please find attached signed letter from my neighborhood with signatures and addresses.

Thank you for your consideration,

Jeff Small

Comment Letter C-228, cont'd.

Oakland Planning Department
Oakland Planning Commission
250 Frank H. Ogawa Plaza, Suite 3315
Oakland, CA 94612

July 23, 2011

Dear Staff and Commission,

We, the neighbors on/near Hudson Street in Rockridge would like to have our voices heard that we want the current Safeway plans to move forward.

- We believe it enhances the neighborhood by creating a walkable shopping complex that fits into the neighborhood.
- The current plan is more in the spirit of C-31 zoning than the current store by bringing vibrant retail to the street with the current ground floor independent shops. (Current store is an eyesore of a parking lot with the store side along College Avenue)
- It brings well needed tax revenue and jobs to Oakland.

We would like to encourage you, however, to find a way to hold Safeway to their verbal commitment to only have small independent businesses in the ground floor units. If Safeway is offering this concept in order to get a larger store, we don't want to see chain stores, Safeway affiliates or a Safeway grocery department in one of these stores along College Avenue. It feels like a fair trade.

Signature	Printed Name	Address
Edie Mattingly	Edie Mattingly	5308 Miles Ave, Oakland 94618
	Jeff Small	453 Hudson
	John Hawke	453 Hudson
	Josh Blakeslee	452 Hudson
	Kai Drekmeier	457 Hudson
	Bernard Smits	446 Hudson
	Jeff Anderson	454 Hudson

Comment Letter C-228, cont'd.

Paul S2	PAUL WILLIAMS	5133 LAWTON AVE
	Jacqueline Sellers	479 Hudson St.
Jay Usala	Jay Usala	454 Hudson St

Response to Comment C-228-1

The City will consider the comment supporting the project prior to taking action on the proposed project. Regarding whether Safeway leases the retail spaces to independent businesses or chain stores, see Response to Comment C-97-1.

Comment Letter C-229

Vollmann, Peterson

From: Richard Smith [arcsmith@gmail.com]
Sent: Friday, July 15, 2011 8:46 AM
To: Vollmann, Peterson
Subject: Safeway Shopping Center @ College & Claremont, Draft EIR

July 15, 2011

Peterson Vollman, Project Case Planner

Oakland Planning Commission

Regarding the Proposed Safeway Shopping Center EIR: ER09-0006

Mr. Vollmann,

1 I would like to add a few comments regarding the EIR and some information on the proposed Safeway Shopping Center at College & Claremont in Rockridge. In the discussions within the community have mentioned the need for more parking than proposed has been mentioned, the proposed project will satisfy Oakland's zoning code's modest requirement of one parking space for each 300 sq. ft. of grocery store. However even though it meets the code requirements, there would be substantial shortage. The current store provides more parking than required: one parking space per 227 sq. ft. of store. And yet the parking lot is full on many peak hours and on Saturday afternoons.

Applying this actual ratio to the new store, there should be more than 226 spaces instead of 171 as in their proposed plan. Even worse, the proposed plan makes no parking provision for the 10,657 square feet of the proposed retail facing College Avenue. As a result, one should expect there to be a massive shortage of parking with would-be-parkers circulating and eventually going out into the neighborhood looking for parking spaces and, in the process, contributing to the traffic breakdown.

2 Some aspects of traffic have been discussed. But what is apparent in the recently released Environmental Impact Report (EIR), is that a major new entrance to the project's parking structure will be located at the intersection of 63rd Street and College avenue. Currently this intersection is controlled by a single stop sign at 63rd. The intersection currently has traffic passing through it in four directions and one crosswalk.

Comment Letter C-229, cont'd.

The new intersection will serve traffic passing through it in seven directions and four crosswalks, and will have a 4-way traffic signal. It should be noted that this new signal will be only a couple hundred feet from the ones currently at Alcatraz and Claeremont. In addition, College Avenue at this point caries a major bus route and bicycle traffic in both directions. It is well known that the traffic on this section of College Avenue is virtually frozen on Saturday afternoons and at peak hours on weekdays.

2

The new signalized intersection at 63rd will make it worse. The only avenue for escape from the Safeway Parking structure exiting on College Avenue, regardless of painted arrows on the pavement, will be straight across onto 63rd Street. At the end of the block this street intersects Hillegass which leads to Claremont and Alcatraz. This route is likely to become the preferred exit from Safeway's parking structure. The expected massive traffic impacts on this route appears to not have been studied by the EIR probably because it was "not within the scope of study."

Finally, the 10,657 sq. ft. of retail will be broken up into eight smaller retail venues. Even though the proposed project provides no parking for these venues, they will produce additional traffic and parking needs. These venues will be expensive for businesses to occupy, too expensive for local businesses. So, they will attract national chain stores like Sprint or Radio Shack, McDonald's or Taco Bell, etc. Their patrons will largely be drive-in patrons, not walk-ins from the neighborhood. This will introduce a fundamental change to the feel of College Avenue, which has resisted chain stores since its revitalization beginning in the 60s and 70s.

3

This project, if approved, will be a disaster to the meaning and vitality of College avenue which will affect the social and economic life of Rockridge and its substantial contribution to the City of Oakland. The values behind the success of College Avenue are expressed in its enabling C-31 Zoning (now CN-1). It states "The C-31 zone is intended to create, preserve, and enhance areas with a wide range of retail establishments serving both long and short term needs in attractive settings oriented to pedestrian comparison shopping and is typically appropriate along important shopping streets having a special or particularly pleasant character." It is quite obvious that the proposed Safeway project is noncompliant with the stated intent, spirit, and letter of CN-1 zoning it exceeds the allowed floor area by over a factor of 10. Approving it will require approving a large number of exceptions, special permits and variances from current zoning In effect, **this is really a zone change**, well beyond a Conditional Use Permit. Yet, all of this seems unnecessary since Safeway is planning another, even larger store, a mile away at the Rockridge Center at 51st & Broadway.

4

5

Please consider a new EIR analysis of four conditions: 1-the parking impacts using parking factors based on real conditions; 2- The introduction of chain stores and their impacts on

Comment Letter C-229, cont'd.

parking and the character of commercial activity on College Avenue; 3- the likely severe impacts of traffic on 63rd and Hillegass streets; 4-The impact on future development by the 10x non compliance of the proposed project with currently applicable zoning.

Thank you,

--
Richard W. Smith, Ph.D, Architect

Response to Comment C-229-1

The DEIR accounts for the parking demand generated by the retail and restaurant components of the project as shown in Table 4.3-21 which shows the parking supply as required by the City's zoning code and Table 4.3-22 which shows the parking demand generated by the project. As shown on Table 4.3-21, the proposed project would not meet the City's zoning requirement for parking. The Safeway parking lot is also currently used by non-Safeway customers. See Master Response M-3 for a more detailed analysis of project parking demand.

Response to Comment C-229-2

As stated in the comment, the 63rd Street/College Avenue intersection is currently controlled by a stop sign on the eastbound College Avenue approach. Although the westbound Safeway driveway is not provided with a stop sign, motorists on the driveway must wait for gaps in both vehicular and pedestrian flow along College Avenue before proceeding. As stated in the comment, the intersection currently provides a painted crosswalk across College Avenue on the north side of the intersection. Although a painted crosswalk is not provided on the south side of the intersection, it is a legal pedestrian crossing and is used by pedestrians.

The project, as described in the DEIR, did not propose to signalize the 63rd Street/College Avenue intersection. Rather, Mitigation Measure TRANS-13 proposed to signalize the intersection to mitigate the significant impact caused by the project at this intersection. However, the DEIR acknowledged that signalizing this intersection would result in negative effects on 63rd Street. Considering the negative effects on traffic circulation and quality-of-life issues on 63rd Street, the DEIR also acknowledged that implementation of Mitigation Measure TRANS-13 might not be desirable. Since Mitigation Measure TRANS-13 may not be implemented, the DEIR conservatively identifies the impact as significant and unavoidable.

In any event, the revised project, as described and analyzed in Chapter 2 of the FEIR, would reconfigure the 63rd Street/College Avenue intersection and eliminate Impact TRANS-13, and the need for Mitigation Measures TRANS-13, which consisted of signalizing the intersection. It would also prohibit several turning movements at the intersection.

See Master Response M-5 and Response to Comment C-162-1 regarding the reasons for not analyzing intersections along 63rd Street in the DEIR and the DEIR's analysis of traffic on residential streets.

Response to Comment C-229-3

Regarding whether Safeway leases the retail spaces to independent businesses or chain stores, please see Response to Comment C-97-1. Please see Master Response M-3 regarding the calculation of parking demand for the project, which included estimated demand for the smaller retail and restaurant spaces. Finally, please see Master Response M-9 regarding land use and planning issues related to the project.

Response to Comment C-229-4

See Response to Comment C-229-1.

Response to Comment C-229-5

See Response to Comment C-229-1.

Response to Comment C-229-6

See Response to Comment C-229-2.

Response to Comment C-229-7

The reference to "10x non compliance of the proposed project with currently applicable zoning" is unclear. For additional discussion on the project's consistency with zoning requirements, please see Master Response M-9.

Comment Letter C-230

Vollmann, Peterson

From: tanya smith [tanyagays@yahoo.com]

Sent: Monday, July 11, 2011 10:55 AM

To: Vollmann, Peterson; Miller, Scott; Michael Colbruno; Sandra Galvez; Vien Truong; Blake Huntsman; Madeleine Zayas-Mart; Jonelyn Whales; Chris Pattillo; Brunner, Jane; Wald, Zachary

Subject: Safeway on College, Oakland Planning Commission Case #ER09-0006

Dear Mr. Peterson Vollmann,

1 I am writing to ask that the Planning Committee of the City of Oakland postpone the discussion of the Draft EIR on the College Avenue Safeway project to a date after their July 20 meeting.

As a longtime Oakland resident who will be impacted directly by this project, I will need more than the allotted time to review this report. I am surprised that members of the Planning Committee will be able to review this lengthy document--382 pages, plus appendices of 1000 pages--in the allotted time. Of course, I do not have their expertise or staff. Nonetheless, my position as a neighbor makes me particularly interested in the outcome. Myself and many of my friends and family are pedestrians and bicyclists in the impacted neighborhood.

I suspect that others like myself who are committed to our community will also need more time to review the report that was released on July 1, just before the July 4 holiday weekend. Twelve business days (if we count after the July 4 holiday) to review a report that took 19 months to compile seems unfair to those of us who need to wade through more than 1300 pages of technical language.

I urge you to allow the public to participate fully in this process by moving this hearing to a later date.

Respectfully yours,

Tanya Smith

Response to Comment C-230-1

Please see Response to Comment C-121-1.

Comment Letter C-231

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

I have lived on 63rd Street since April 15, 1975. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted.

Sonia Spindt

Sonia Spindt

Response to Comment C-231-1

This comment letter is in support of Comment Letter C-162. See Responses to Comment Letter C-162.

Comment Letter C-232

Vollmann, Peterson

From: Ronnie Spitzer [rspitzer@sbcglobal.net]
Sent: Tuesday, August 16, 2011 2:53 PM
To: Vollmann, Peterson
Subject: resubmitted comment on the College Ave. Safeway DEIR, part 1 of 2

Dear Mr. Vollman,

I am resending this letter in two parts, to ensure your server can receive my letter.

Attached please find my comments on the College Avenue Safeway Shopping Center Draft Environmental Impact Report (No. ER09-0006) Please provide confirmation of your receipt of my letter.

Regards,
Dr. Ronnie Spitzer

Comment Letter C-232, cont'd.

Mr. Peterson Z. Vollman,Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank Ogawa Plaza, Suite 2114
Oakland, CA 94612

RE: College Avenue Safeway Shopping Center Draft Environmental Impact Report (No. ER09-0006)

Dear Mr. Vollman:

Thank you for the opportunity to submit comments on the Draft Environmental Impact Report ("DEIR"). I am writing to point out the numerous flaws and inconsistencies in the DEIR, which currently render it inadequate.

The traffic modeling of trip generation is inconsistent within the DEIR, and is not benchmarked either to existing traffic counts for the store or to comparable urban supermarkets in the Bay Area. The flaws are significant and the findings need to be re-written.

1

As mentioned in the previous paragraph, the ITE Trip Generation Rate modeling formulae predictions are not consistent with existing numbers. Existing driveway counts can be calculated from the turning movements in Figure 4.3-8. Figure 1 in this document adds a row for these numbers to the DEIR's Table 4.3-10. The result is that the observed weekday counts are 12% higher than the calculated rate and 62% higher than the Saturday rate. However, the DEIR itself contains no such comparison of existing to calculated trips. Because the predicted impacts are based completely on the modeling equations, an explanation of how the equations were derived is needed.

More importantly, the ITE Trip Generation Manual 8th Edition data originates predominantly from suburban locations. Limitations of ITE datasets are well-known (ITE Courses) and recommended procedures are included within the publication, "Trip Generation Handbook, An ITE Recommended Practice, 2nd edition".

2

The discrepancy between the Table 4.3-10 formulae and the existing counts are an indication that the ITE data might not be applicable for both the existing and future trip generation, including the regression formula for weekdays and the weighted average for weekends. Therefore, College Ave. Safeway project trip generation must be compared to other California urban in-fill supermarkets for accurate modeling results per ITE recommended procedures. Relevant sites include the Berkeley Shattuck Ave. Safeway, West Berkeley Bowl, and Alameda supermarket.

In summary, within the DEIR, the weekday logarithm regression formula and the weekend linear formula coefficients based solely on (suburban) ITE store size are never justified or validated. All the findings derived from these equations are therefore questionable.

Comment Letter C-232, cont'd.

The EIR does not evaluate both the Average Trip Rate for the Peak Hour of the Adjacent Street Traffic and the Peak Hour of the Generator (College Ave. Safeway Project), which can be different as specified by the ITE. Saturday peak period times are different from weekday peak periods in the Berkeley Shattuck Safeway traffic study and West Berkeley Bowl EIR. However, the College Ave. Safeway DEIR does not contain sufficient information, obtained over a wide enough time period, for the reader to ascertain whether the two peaks co-incide. To fix this problem, the College Ave. Safeway DEIR needs to:

3

- show the demand for the entire time period 4-7pm on a weekday, both on the roadway and for the store.
- explicitly consider trip peak time based on Safeway receipts and/or club card purchases, and parking demand.
- evaluate the trip demand peak hour for both the project and streets on Saturday from 10am-7pm.
- Include all measured date in the DEIR.

Another deficiency is that the share by small shop purchasers must be properly identified, both for driveway counts and parking. Currently, the share is treated as a "fudge factor", used to explain discrepancies such as the parking occupancy demand without adequate support within the DEIR.

4

The traffic modeling trip generation results are not consistent within the DEIR. The results in the air quality section 4.5 do not agree with the modeling results in section 4.3, and should. This discrepancy needs to be corrected once a properly validated model has been developed, and a full explanation included in the Final EIR. Explicitly:

5

- The discrepancy mentioned in the previous paragraph can most easily be seen by the functional dependence of the weekday and weekend trip generation rates. The Air Quality trip modeling rates are listed in Appendix L, Tables 4.2 baseline and project. The Air Quality Average Daily Trip Rates generated from the ITE equations (pg.4.5-50) are 2480 on a weekday for the existing store, 4308 on Saturday for existing store, 5266 weekday with project, and 9147 Saturday with project. Both the weekday and weekend ADT scale linearly with supermarket size.

  The DEIR trip generation modeling results in section 4.3 are summarized in Table 4.3-10 and are reproduced as Figure 1 in this letter. The trip generation section only provides supermarket PM peak numbers. The DEIR's calculated PM peak rate is 363 weekday for the existing store, 263 weekend for the existing store, 575 weekday for the project, and 559 weekend for the project (see Figure 1). ONLY the weekend PM rate scales linearly with store size in Section 4.3.

- In addition, the Air Quality trip generation numbers are not benchmarked to existing store data. Although not included in the DEIR itself, the Appendix L ADT weekday rates are consistent with ITE Trip Generation Manual - 8th

Comment Letter C-232, cont'd.

5

Edition equation: ADT=102.24x (also Fehr & Peers online calculator). Using the Appendix L methodology, for the weekday PM peak, the ITE Trip Generation weekday PM peak rate equation would be T=10.5x, or 255 calculated trips for the existing store and 544 for the project. These numbers are inconsistent with both the existing data and Table 4.3-10.

- A single methodology, validated, and justified by comparable urban store data, must be used throughout the DEIR.

6

The DEIR parking demand does not reflect actual demand, either in absolute numbers or peak demand time on Saturday and should be redone completely. I completed the parking occupancy survey shown in Figure 3 of this Letter on Saturday, July 30 at the specified times by counting occupied stalls (and cars parked in unmarked areas) at the indicated times. The average occupancy was around 88% between 12:30pm and 2:30pm, not including the additional vehicles parked in unmarked locations. For comparison, the DEIR site survey in Table 4.3-3 did not study Saturday occupancy rate earlier than 4pm. A rate of 69% at 5:15-6:15pm was measured, lower than my July 30 rate. Considering the critical nature of the parking issues and possible secondary impacts, the Saturday and weekday parking occupancy should be re-surveyed.

Modeling should be developed which accurately reflects the existing and future parking conditions, including the small shop parking occupancy share. It should also include an analysis on the parking deficit for the proposed CUP parking condition, that the new Safeway garage be open to the general public (pg. 4.3-111), including potential new trips for the small shops.

7

The DEIR uses population density for its new trip assignment distribution without any basis. The DEIR should justify the population density approach through comparison with the existing trip distribution, existing customer Safeway club card household distribution, or a future origin survey for the new project-generated trips.

- The new trip assignments are in DEIR Figure 4.3-14, and the existing trip distribution may be found in DEIR Figure 4.3-8. In Figure 2 of this letter, the aggregated (driveway 7+ 16 on College existing, driveway 8+ 17 on Claremont) outgoing trips from the existing Safeway site for the weekday(weekend) and the net new trips from the project site for the weekday(weekend) are shown both as numbers and percentages. Clearly, the distributions differ for the driveway exit/NB Claremont and driveway exit/SB College movements.
- The DEIR needs to justify why the existing trip distribution is not used.
- For the customer data, a survey should be undertaken or Safeway club card customer data listed on page 4.5-59 of the DEIR used. Again, the DEIR needs to justify why neither approach was used for trip distribution.
- Any data used for new trip assignments must be included in the DEIR itself.

8

- Trader Joe's is missing from Figure 4.3-11. The accompanying text does not indicate whether the store was used in the modeling.

9

Impacts on Berkeley and Oakland bicycle lanes are not considered in the DEIR and must be under CEQA. The DEIR states, "None of these proposed improvements are currently planned for

Comment Letter C-232, cont'd.

implementation. In addition, these changes do not have finalized design plans or are not fully funded. Thus, this EIR assumes that these changes will not be provided in the study area."

In fact, the neighborhood has known for several years that designs were funded and/or highly ranked on the City's striping list. The bike lanes will definitely be installed in the foreseeable future and impacts must be evaluated under CEQA. More importantly, several Oakland bikeways including the Colby bike boulevard and Berkeley bikeways were created prior to 2007, as shown in Figure 5 "Existing Bikeways" from the Oakland Bicycle Master Plan. Their status is improperly identified in the DEIR.

9

- The College Ave. 3A bikeway sharrow markings will be installed in 2012, as detailed in the Oakland Bicycle and Pedestrian Facilities Program tracking sheet, Figure 6.
- The Alcatraz bike lanes will be installed in 2011-12 school year. The community worked with the city on the Alcatraz/Colby pedestrian crossing safety enhancement, which included the Alcatraz bike lanes, in 2007-8. Councilperson Brunner convened a neighborhood meeting on this topic. The Safe Routes to School Peralta grant, which covers these improvements, was funded in 2008 for school year 2011-12. Jane Brunner notified the neighborhood on December 15, 2008 via email (Figure 4) of the grant.
- The Colby bike boulevard and Berkeley bikeways were created prior to 2007, as shown in Figure 5 "Existing Bikeways" from the Oakland Bicycle Master Plan, but no impacts were evaluated in the DEIR. Colby St. signage is already in place and enhanced markings will be installed soon.

10 Impacts from project-related College Ave. traffic, additional movements caused by the relocated bus sto and potential conflicts from the higher volume of exiting traffic on College Ave. (Figure 2b) must be evaluated.

Impacts on neighborhood streets due to potential future shortcutting traffic must be analyzed. The statements in the Neighborhood Traffic Intrusion section page 4.3-117 appear to justify analyzing only the arterials and major streets. That approach is just not sufficient, particularly because the City already commissioned a study of the cut-through traffic in the immediately

11 adjacent area (Figure 7). The report "070613 Colby Street Existing Conditions Findings" from Dowling Associates gives turning movements and counts for residential street intersections near the project. Impacts on all Hilllegass, Colby, Alcatraz, 62nd, 63rd and Claremont intersections examined in Dowling Associates report including the unsignalized Alcatraz and unsignalized Claremont intersections must be examined within the context of Caltrans warrants, and mitigations proposed. Only then can the finding, "Since neighborhood traffic intrusion would not exceed the capacity of these residential streets, it would not result in a significant impact based on the identified significant criteria." be adequately supported.

12 In conclusion, the DEIR contains many omissions and unsupported findings. The document needs to be substantially revised and recirculated, to address the points raised in this letter.

Regards, Dr. Ronnie Spitzer, PhD

Comment Letter C-232, cont'd.

Table 4.3-10 Project Automobile Trip Generation Estimates

Land Use	ITE Code	Units[1]	Weekday PM Peak Hour			Saturday PM Peak Hour		
			In	Out	Total	In	Out	Total
Proposed Safeway Store	850[2]	51.510 ksf	293	282	575	285	274	559
Existing Driveway Counts	850[2]	24.26 ksf	204	202	406	213	214	427
Existing Safeway Store			185	178	363	134	129	263
Increase in Safeway Trips			*108*	*104*	*212*	*151*	*145*	*296*
Pass-By Vehicles (36%)[3]			-38	-38	-76	-54	-54	-108
Net New Safeway Trips			***70***	***66***	***136***	***97***	***91***	***188***
Specialty Retail	814[4]	7.913 ksf	18	22	40	18	22	40
Restaurant	931[5]	2.744 ksf	14	7	21	18	12	30
Total Net New Automobile Trips			***102***	***95***	***197***	***133***	***125***	***258***

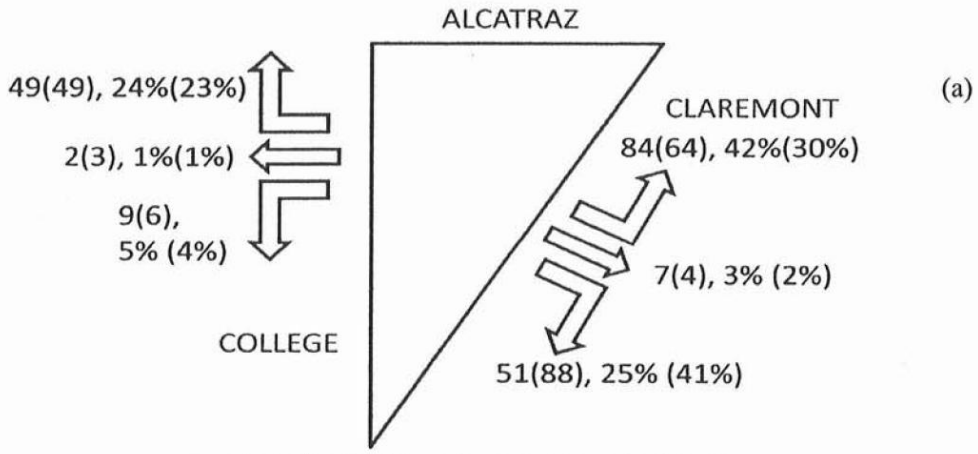
Notes:
1. KSF = 1,000-square feet
2. ITE Trip generation Equation Used:
   PM: Ln(T) = 0.61 Ln(x) + 3.95; Enter = 51%, Exit = 49%.
   Saturday: T = 10.85 (x); Enter = 51%, Exit = 49%.
3. ITE *Trip Generation Handbook* (2nd Edition) average pass-by rate for supermarket
4. *ITE* Trip generation Equation Used:
   PM: T = 2.4(x) + 21.48; Enter = 44%, Exit = 56%
   Saturday: Used the PM equation since Saturday peak hour data was not available
5. *ITE* Trip generation Equation Used:
   PM: T = 7.49 (x); Enter = 67%, Exit = 33%
   Saturday: T = 10.82 (x); Enter = 59%, Exit = 41%

Source: *Trip Generation Manual* (8th Edition), ITE, 2008 and Fehr & Peers, 2010.

Existing store Saturday trip modeling results give lower trips than on weekdays, and is 62% lower than observed.

Figure 1. DEIR Table 4.3-10 with existing driveway counts

Comment Letter C-232, cont'd.



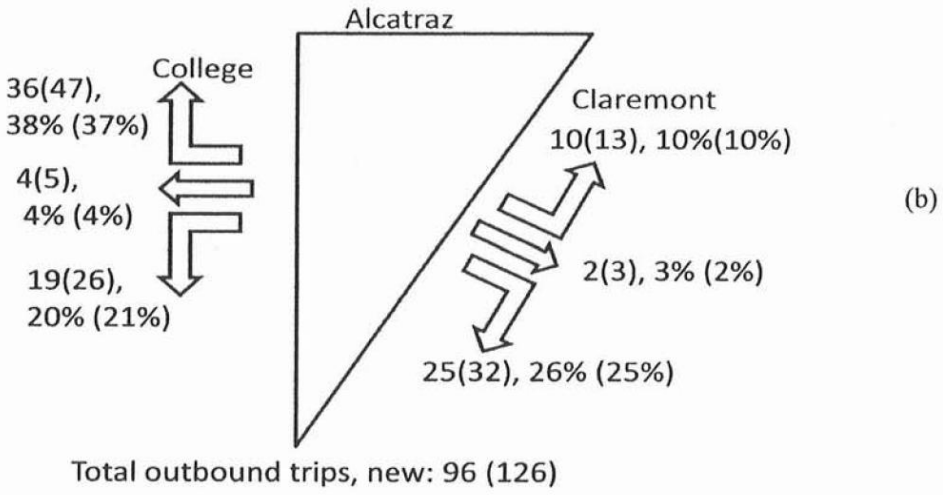


Figure 2. Outbound site trip distribution for the a) existing Safeway and b) project

Comment Letter C-232, cont'd.

Time	Total marked Spaces	Marked spaces Vacant	extra cars in unmarked spaces	occupancy not including extra	DEIR
12:29	105	7	4	93%	
13:00	105	13	6	88%	
13:22	105	12	6	89%	
14:00	105	14	3	87%	
15:27	105	13	5	88%	
16:03	105	29	5	72%	
16:33	105	31	7	70%	
17:03	105	17	7	84%	
17:33	105	14	6	87%	69%
18:06	105	26	3	75%	69%

Figure 3. On-site parking survey conducted on Saturday, July 30, 2011.

Figure 4. Jane Brunner email notifying the community via the yahoogroup that the City received the Peralta Elementary School Safe Routes to School grant

Comment Letter C-232, cont'd.

----- Forwarded Message ----
From: "Brunner, Jane" <JBrunner@oaklandnet.com>
To: Ronnie Spitzer <rcspitzer@yahoo.com>
Sent: Monday, December 15, 2008 10:41:07 AM
Subject: FW: Update on Colby Street Traffic Safety Issues

Dear Rockridge Triangle Traffic Safety Group,

In case you haven't already heard the good news, the City recently received a Safe Routes to School grant that will fund bulb-outs to facilitate crossing Alcatraz at Colby and Dana Streets. After all of our hard work to improve pedestrian safety in the area, I am glad to say that we have accomplished something concrete.

The grant funding will also pay for bike lanes on Alcatraz from Dover Street to College Avenue as well as curb ramps at various intersections in the area that do not currently have them at all 4 corners, including: Canning & 63rd, Dana & 63rd, and North & Dana.

Additionally, our office has followed up with the transportation division regarding safety concerns at the intersection of Colby & Claremont. I understand that a new painted line has been installed to help direct drivers making left turns onto Colby from Claremont Avenue and the timing has been adjusted to better accommodate bicyclists.

I do not yet know when the grant-funded improvements are scheduled to be installed, but I will let you know as that time approaches.

Yours Truly,

Jane Brunner
Councilmember, District 1

Comment Letter C-232, cont'd.

Figure 5. Existing bikeways from the 2007 Oakland Bicycle Master Plan.

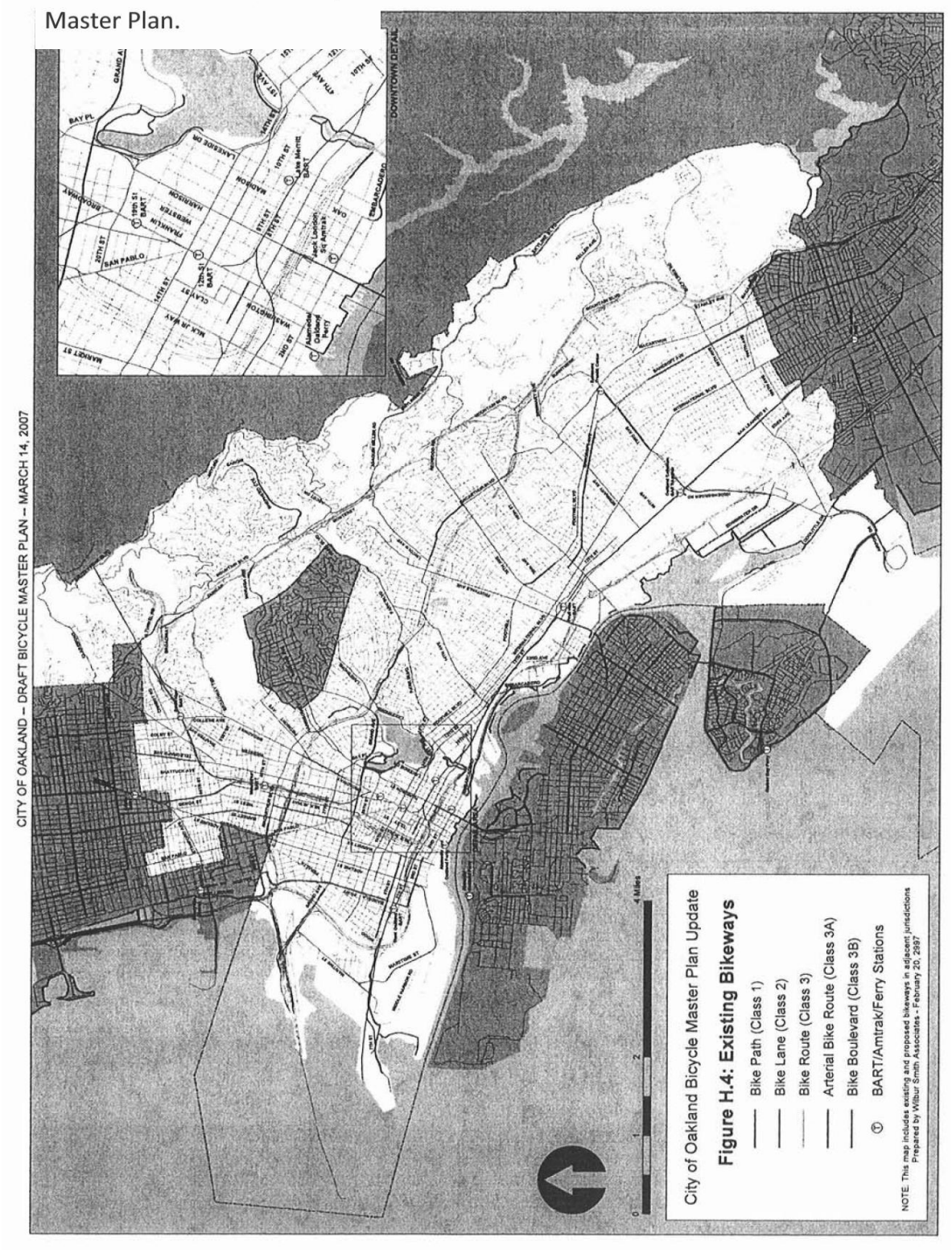


Figure 6. Oakland Bicycle and Pedestrian Facilities Program, Bikeways Striping Tracking Document

Comment Letter C-232, cont'd.

[Comment Letter continued on next page]

Comment Letter C-232, cont'd.

City of Oakland Bicycle and Pedestrian Facilities Program
Bikeway Striping Projects Tracking

page 1 of 3
last updated 4/22/11

Street	From	To	Length (miles)	Bikeway Type	Project Type	Design (% complete)	Feasibility	BPAC Review	AC Transit review	Community Outreach	Environmental clearance	City Council approval	Fund Source	Paving	Contract	Implementation
104th Ave	International Blvd	Link St	0.4	3A	new	100%	✓	x	✓	✓	✓	✓	2212	no	C317610	2011
105th Ave-1	Edes Ave	Russett St	0.3	2/3A	new	100%	✓	x	✓	✓	✓	✓	2212	no	C317610	2011
105th Ave-2	Russett St	International Blvd	0.5	2	new	100%	✓	✓	✓	✓	✓	✓	pave	overlay	C317610	2011
12th St	Oak St	2nd Ave	0.4	2	new	100%	✓	x	✓	✓	✓	✓	5320	reconst	C241610	2012
14th St	Mandela Pkwy	Brush St	0.7	2	new	100%	✓	x	✓			✓	pave	overlay	C369620	2012
27th St	MLK Jr Wy	Broadway	0.4	2/3A	new	100%	✓	x	n/a	✓	✓	✓	2212	no	C317610	2011
27th St/Bay Pl	Broadway	Grand Ave	0.5	2/3A	new	100%	✓	✓	n/a	✓	✓	✓	2162	spot PCC	C317610	2011
2nd St	Brush St	Oak St	1.0	3A	new	100%	✓	x	✓	✓	✓	✓	2609	no	C389410	2011
38th Ave	MacArthur Blvd	E 12th St	1.8	2/3A	new	100%	✓	✓	n/a	✓	✓	✓	2609	no	C389410	2011
4th Ave	E 18th St	E 10th St	0.5	3B	new	100%	✓	x	n/a	✓		✓	2212	no	C384910	2011
55th/Vicente/	Telegraph Ave	Shafter Ave	0.3	3B	new	100%	✓	x	n/a	✓	✓	✓	2609	no	C389410	2011
Alameda Ave	Fruitvale Ave	Howard St	0.5	2	restripe	100%	n/a	x	n/a	n/a	n/a	n/a	pave	slurry	C317610	2011
Broadway-1	22nd St	I-580 overpass	1.0	2/3A	restripe	100%	n/a	x	✓	n/a	n/a	n/a	pave	slurry	C388010	2011
E 12th St-1	Fruitvale Ave	40th Ave	0.4	2/3A	new	100%	✓	✓	n/a	✓	✓	✓	2609	no	C389410	2011
E 15th St	1st Ave	14th Ave	0.9	3A	new	100%	✓	x	✓	✓	✓	✓	2212	no	C317610	2011
Embarcadero Bridge	2nd St / Oak St	Embarcadero /	1.4	2/3A	new	100%	✓	x	n/a			✓	2211	no	G121810	2011
Foothill Blvd-1	Lakeshore Ave	14th Ave	0.9	3A	new	100%	✓	x	✓	✓	✓	✓	pave	overlay	C376410	2011
Foothill Blvd-2	23rd Ave	Fremont Wy	1.9	3A	new	100%	✓	x	✓	✓	✓	✓	pave	slurry	C388010	2011
Franklin St	14th St	22nd St	0.5	2	new	100%	✓	✓	n/a	✓	✓	✓	2166	no	C317610	2011
Fremont Wy/48th	Foothill Blvd	Bancroft Ave	0.2	3A	new	100%	✓	x	✓	✓		✓	2212	no	C317610	2011
Fruitvale Ave-2	E 12th St	MacArthur Blvd	1.8	2/3A	new	100%	✓	✓	✓	✓	✓	✓	street	no	P339210	2011
Grand Ave-2 (W)	Market St	San Pablo Ave	0.3	2	restripe	100%	n/a	x	✓	n/a	n/a	n/a	pave	overlay	C376410	2011
Lakeshore Ave	MacArthur Blvd	Mandana Blvd	0.3	2/3A	new	100%	✓	x	✓	✓		✓	2214	yes	C390010	2011
Link St	Bancroft Ave	Sunnyside St	0.2	2	new	100%	✓	x	✓	✓	✓	✓	pave	overlay	C317610	2011
MacArthur Blvd	High St	Enos Ave	0.3	2/3A	new	100%	✓	✓	✓	✓		pending	pave	yes	C317610	2011
MacArthur Blvd	Enos Ave	Buell St	0.2	2/3A	new	100%	✓	x	✓	✓		✓	pave	yes	C376410	2011
MacArthur Blvd-3	Park Blvd	Lincoln Ave	2.0	2/3A	new	100%	✓	✓	✓	✓	✓	✓	2140	overlay	C317610	2011
MacArthur Blvd-5	Midvale Ave	High St	0.6	3A	new	100%	✓	x	✓	✓	✓	✓	2609	no	C389410	2011

KEY
[check] = completed | n/a = not applicable | BPAC = Bicycle Pedestrian Advisory Committee | x = pending BPAC request | Bikeway Type = 2 (bike lane), 3A/3B (sharrows)

Comment Letter C-232, cont'd.

City of Oakland Bicycle and Pedestrian Facilities Program
Bikeway Striping Projects Tracking

page 2 of 3
last updated 4/22/11

Street	From	To	Length (miles)	Bikeway Type	Project Type	Design (% complete)	Feasibility	BPAC Review	AC Transit review	Community Outreach	Environmental clearance	City Council approval	Fund Source	Paving	Contract	Implementation
Piedmont Ave	MacArthur Blvd	Pleasant Valley Ave	1.0	2/3A	new	100%	✓	x	✓			✓	pave	overlay	C369630	2012
San Pablo Ave	16th St	32nd St	1.2	3A	new	100%	✓	x	✓	✓	✓	✓	pave	slurry	C388010	2011
Santa Clara Ave	Grand Ave	I-580 ramp	0.1	2	new	100%	✓	x	✓	n/a	✓	✓	pave	slurry	C396810	2011
Santa Clara Ave	I-580 on-ramp	Harrison St	0.5	2/3A	restripe	100%	n/a	x	✓	n/a	n/a	n/a	pave	overlay	C376410	2011
Telegraph Ave	Aileen St	51st St	0.1	3A	new	100%	✓	x	✓	n/a		✓	pave	yes	C369620	2012
Telegraph Ave-1	16th St	20th St	0.2	2/3A	new	100%	✓	✓	n/a	✓	✓	✓	street	no		2014
Webster St	14th St	25th St	0.8	2/3A	new	100%	✓	✓	n/a	✓	✓	✓	2166	no	C317610	2011
Webster/Shafter	29th St	Berkeley	2.7	3B	new	100%	✓	x	n/a	✓	✓	✓	2609	no	C389410	2011
32nd St/Hollis St	San Pablo Ave	Emeryville	1.0	2/3B	new	95%	✓	✓	✓	✓		✓	2212	no	C317610	2011
41st St	Webster St	Piedmont Ave	0.5	2/3A	new	95%	✓	prelim	✓	✓	✓	✓	2163	no	C317610	2011
53rd St/54th St	San Pablo Ave	Adeline St	0.5	3B	new	95%	✓	x	n/a	✓	✓	✓	2609	no	C389410	2011
69th Ave	International Blvd	San Leandro St	0.6	3B	new	95%	✓	x	n/a	✓	✓	✓	street	no	P318420	2011
E 7th St	Kennedy St	Fruitvale Ave	0.6	2/3B	new	95%	✓	x	n/a	✓		✓	2212	no	C317610	2011
Genoa/52nd Sts	Adeline St	West St	0.7	3B	new	95%	✓	x	n/a	✓	✓	✓	2212	no	C317610	2011
Havenscourt Blvd-2	Avenal Ave	Bancroft Ave	0.4	2	new	95%	✓	x	n/a	✓	✓	✓		no		
Washington St	10th St	2nd St	0.4	2/3A	new	95%	✓	x	n/a	✓		✓	2212	no	C389410	2011
10th St	Oak St	5th Ave	0.5	2	new	90%	✓	x				✓	2212	no	C317610	2012
College Ave	Berkeley	Broadway	1.0	3A	new	90%	✓	x	✓			✓	2212	no	C317610	2012
MacArthur Blvd	Telegraph Ave	Broadway	0.4	2/3A	new	90%	✓	x	n/a	✓	✓	✓	2163	no	C317610	2011
Shattuck Ave	Berkeley	Telegraph Ave	1.3	2/3A	new	90%	✓	x	✓	✓		✓	2212	no	C369630	2012
E 12th St-2	14th Ave	Fruitvale Ave	1.4	2/3A	new	65%	✓	prelim		prelim			RBP	no	G427410	2014
E 12th St-3	2nd Ave	14th Ave	1.2	2/3A	new	65%	✓	prelim		prelim				no		
16th/Ardley Aves	Embarcadero	MacArthur Blvd	2.9	2/3B	new	35%	✓	x			✓	✓	2162	no	C389410	2011
Broadway	38th St	Broadway Ter	0.9	2/3A	new	35%	✓	x					pave	no	G427410	2014
Broadway	Broadway Ter	Keith Ave	0.8	2/3A	new	35%	✓	x						no		
Alcatraz Ave	Dover St	College Ave	0.9	2/3A	new	15%	✓	x	n/a			✓	2116	no	C376210	
San Leandro St	66th Ave	San Leandro	2.8	2	new	15%	✓	x				✓		no		
Adeline St	Emeryville	Stanford Ave	0.7	2	new	0%		x						no		
Harrison/Oakland	Grand Ave	Piedmont	1.4	2/3A	new	0%	✓	x		✓				no	C369630	2012

KEY
[check] = completed | n/a = not applicable | BPAC = Bicycle Pedestrian Advisory Committee | x = pending BPAC request | Bikeway Type = 2 (bike lane), 3A/3B (sharrows)

Comment Letter C-232, cont'd.

City of Oakland Bicycle and Pedestrian Facilities Program
Bikeway Striping Projects Tracking

Street	From	To	Length (miles)	Bikeway Type	Project Type	Design (% complete)	Feasibility	BPAC Review	AC Transit review	Community Outreach	Environmental clearance	City Council approval	Fund Source	Paving	Contract	Implementation

Design Completed (95% - 100%): 31.5 roadway miles
Design in Progress (> 0% - 90%): 14.1 roadway miles
Total: 45.6 roadway miles

Color Coding
Pending task
Priority task

Funding
2116 US Department of Transportation
2140 Caltrans (BTA or SR2S)
2162 TDA Article 3
2163 Safe Routes to Transit (MTC)
2166 BAAQMD
2212 Measure B Ped/Bike Local (ACTIA)
2214 Measure B Ped/Bike Grant (ACTIA)
2609 Federal Stimulus - EECBG (DOE)
5320 Measure DD
pave Included in paving project
street Included in streetscape project

Status

100%	Pending construction
95%	Pending field review
90%	Pending engineering review, engineer's estimate
65%	Includes all details and callouts
35%	Includes striping layout
15%	Includes match lines

KEY
[check] = completed | n/a = not applicable | BPAC = Bicycle Pedestrian Advisory Committee | x = pending BPAC request | Bikeway Type = 2 (bike lane), 3A/3B (sharrows)

Comment Letter C-232, cont'd.

last updated 4/22/11

City of Oakland Bicycle and Pedestrian Facilities Program

Bikeway Signage Projects Tracking

Corridor	From	To	Length	Design	BPAC Review	Community Outreach	Funding Source	Cost Estimate	Implementation
38th Ave	MacArthur Blvd	E 12th St	1.8	100%	✓	✓	2609	$ 10,080	2011
53rd/55th/Cavour	Emeryville	Shafter Ave	1.6	100%	✓	✓	2609	$ 8,960	2011
E 12th St	40th Ave	Fruitvale Ave	0.4	100%	✓	✓	2609	$ 2,240	2011
Shafter/Colby	51st St	Berkeley	1.3	100%		n/a	2230	$ 7,280	2011
Tunnel Rd	Berkeley border	Caldecott Ln	0.5	100%		n/a	2230	$ 2,800	2011
Broadway Corridor	14th St	41st St	2.4	75%		✓	2166	$ 13,440	2011
16th/Ardley Aves	Embarcadero	MacArthur Blvd	2.2	55%			2162	$ 12,320	2011
27th/Bay/Hollis/32nd/Sa	Grand Ave/Bay Pl &	Emeryville	3.2	55%		n/a	2212	$ 17,920	2011
Bay Trail (on-street)	Horton St	High St	7.4	55%		n/a	2212	$ 41,440	2011
MacArthur Blvd	Lakeshore Ave	Buell St	5.3	55%		n/a	2140	$ 29,680	2011
Foothill/Bancroft	Lakeshore Ave	San Leandro	7.5	0%				$ 42,000	
Grand Ave	Market St	El Embarcadero	1.9	0%				$ 10,640	
Grizzly Peak/Skyline	Berkeley	Joaquin Miller Rd	10.6	0%				$ 59,360	
Harrison/Oakland	Piedmont border	Grand Ave	1.8	0%				$ 10,080	
Skyline/Golf Links	Joaquin Miller Rd	Mountain Blvd	7.7	0%				$ 43,120	

Design Completed (100%):	5.6	roadway miles
Design in Progress (> 0%):	20.5	roadway miles
Total (> 0%):	26.1	roadway miles

Color Coding

Pending task

Priority task

Design Status	Work Completed
100%	Final work order
90%	Final draft project map and draft work order (with mileage)
75%	Field verification
55%	Revised project map and field review sheet
35%	Draft project map (sign locations, sign messages)
15%	Overview map (project boundaries, supported destinations)
5%	Overview map (first draft)

Funding

2140	Caltrans (BTA)
2162	TDA Article 3
2163	Safe Routes to Transit (MTC)
2166	BAAQMD
2212	Measure B Ped/Bike Local (ACTIA)
2230	State Gas Tax (CIP)
2609	Federal Stimulus (DOE)

KEY

Design = % completed | [checkmark] = completed | n/a = not applicable

prelim = preliminary | BPAC = Bicycle Pedestrian Advisory Committee

Comment Letter C-232, cont'd.

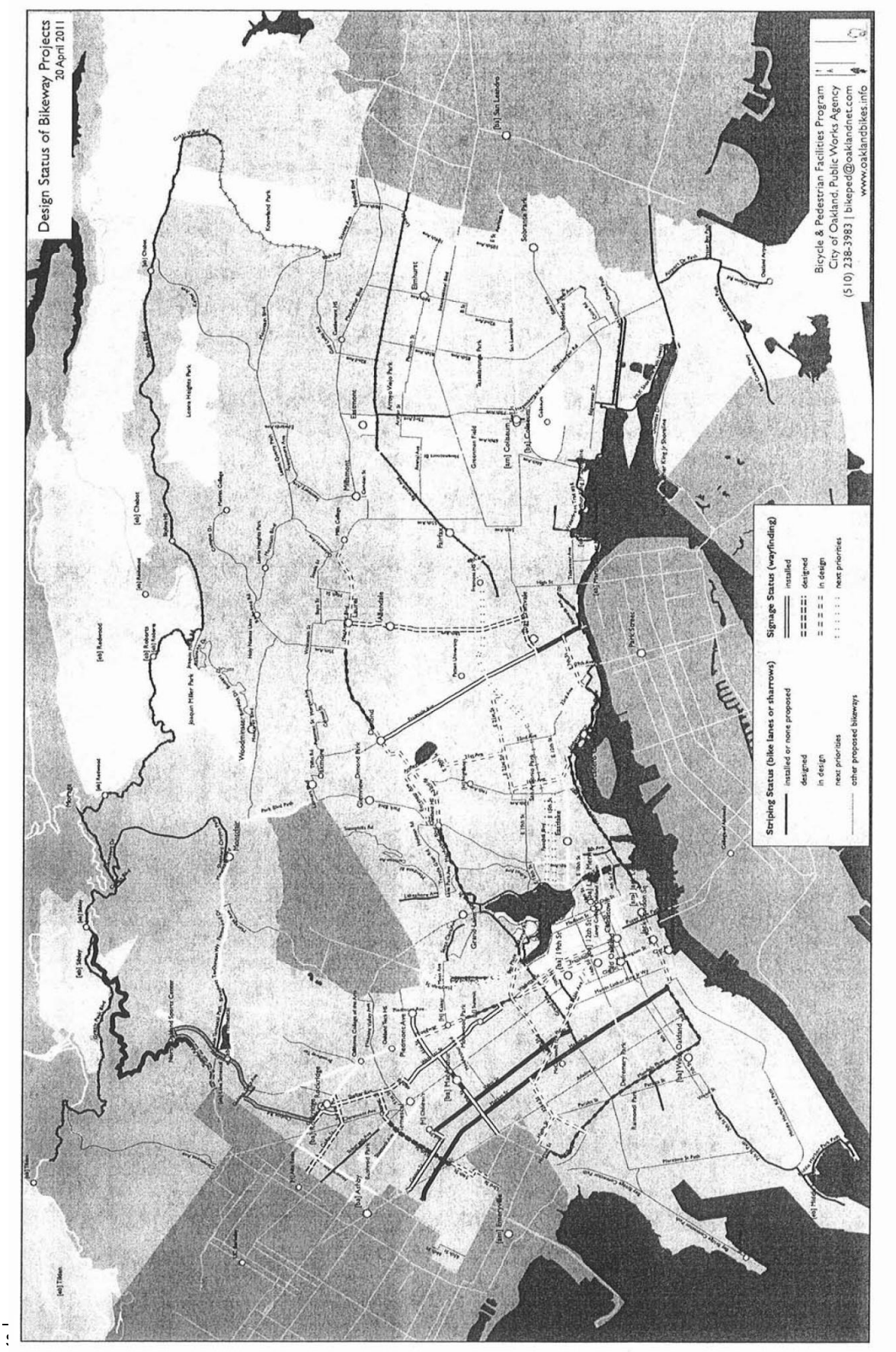


Figure 7. Dowling Associates Study.

Comment Letter C-232, cont'd.

Dowling Associates, Inc.

www.dowlinginc.com traffic@dowlinginc.com

Memorandum

Date:

To: Joe Wang , City of Oakland

From: Christopher Ferrell & Marty Beene

Reference #: P05117.10

Subject: Analysis of Existing Colby Street Neighborhood Traffic Patterns

This memorandum describes the work done to-date on the Colby Street/Claremont Avenue Neighborhood Traffic Calming Study. The purpose of the study is to confirm and further investigate the perception by residents that an inordinate amount of traffic is using Colby Street between Alcatraz Avenue and Claremont Avenue as an alternate or "cut-through" route. A traffic calming or neighborhood traffic study typically includes two main phases: the identification of problem(s), followed by development of solutions. The scope in this project only addresses the initial phase, the identification of problem(s) phase. To identify neighborhood traffic problems and confirm the presence of "cut-through" activity, Dowling Associates collected and analyzed traffic counts in and around the study area.

Existing Conditions Traffic Volume Counts

48-hour "machine" traffic volume counts were collected at the following locations in the study area:

Location	Dates Collected
Claremont Ave. east of Colby St.	04/18 & 04/19/07
Claremont Ave. west of Colby St.	04/18 & 04/19/07
Colby St. between Claremont Ave. & Alcatraz Ave.	04/18 & 04/19/07
Hillegass Ave. between Claremont Ave. & Alcatraz Ave.	04/18 & 04/19/07
Alcatraz Ave. east of Colby St.	04/18 & 04/19/07
Alcatraz Ave. east of Telegraph Ave.	04/24 & 04/25/07
Telegraph Ave. south of Alcatraz Ave.	12/10/2002

These traffic counts are summarized and graphically displayed in Figure 1.

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Colby Street Neighborhood Traffic Patterns Memorandum
August 16, 2011

Figure 1: Study Area Machine (Segment) Average Daily Traffic Volume Counts



AM and PM peak period intersection turning movement counts were also collected at the following locations in the study area:

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Colby Street Neighborhood Traffic Patterns Memorandum
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Location	Date Collected
Claremont Ave. & Colby St./Forest Ave.	04/17/2007
Claremont Ave. & College Ave.	04/17/2007
Claremont Ave. & Hillegass Ave.	04/17/2007
Colby St. & 60th St.	04/17/2007
Colby St. & 61st St.	04/17/2007
Colby St. & 62nd St.	04/17/2007
Colby St. & 63rd St.	04/17/2007
Colby St. & Alcatraz Ave.	05/10/2007*
College Ave. & Alcatraz Ave.	05/08/2007*
Telegraph Ave. & Alcatraz Ave.	05/10/2007*
Hillegass St. & Alcatraz Ave.	05/09/2007*

* - Collected after I-580 "Maze" Bay Bridge Ramp was damaged and before it was repaired.

These peak hour traffic counts are summarized and graphically in Figure 2.

Colby Street Traffic Conditions

The data collected in the Colby Street neighborhood provides several insights into the nature of traffic flows in, out, and through the study neighborhood. Clearly, comparing the daily traffic volumes on Colby Street to its nearest parallel street, Hillegass Avenue, indicates that Colby Street is the primary route for traveling north-south through the neighborhood. However, Hillegass Avenue does appear to play an important role as well and may be carrying significant "cut-through" traffic as well.

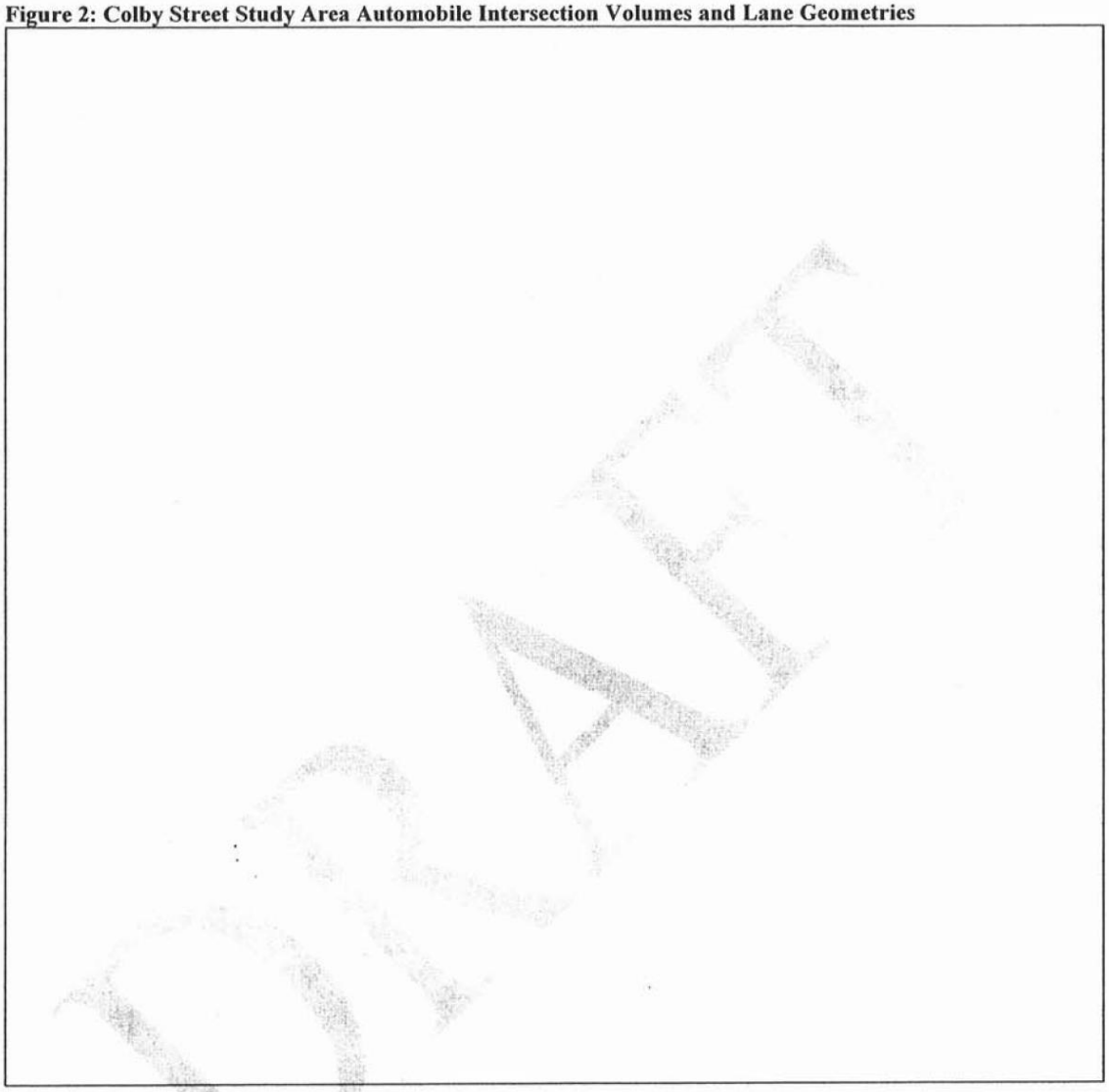
The Role of Hillegass Avenue

While Colby Street appears to bear the brunt of through-traffic through the surrounding neighborhood, it also appears that Hillegass Avenue carries a substantial portion of north-south traffic. There are a higher number of westbound left turning vehicles from Alcatraz Avenue onto Hillegass Avenue compared to Colby Street during the both the AM and PM peak hours while in the eastbound direction, a higher number of vehicles turns right onto Colby Street than Hillegass from Alcatraz Avenue. This pattern suggests that for southbound vehicles, Colby Street and Hillegass Avenue may share the burden of handling "cut-through" traffic through the neighborhood.

Comment Letter C-232, cont'd.

Colby Street Neighborhood Traffic Patterns Memorandum
August 16, 2011

Figure 2: Colby Street Study Area Automobile Intersection Volumes and Lane Geometries



Interestingly, this pattern does not hold true for northbound traffic. For this direction, the bulk of traffic going north through the study neighborhood uses Colby Street during both peak periods. While Hillegass Avenue only receives a total of five vehicles during the AM peak hour and ten during the PM peak hour from westbound Claremont Avenue, Colby Street receives at total of 59 in the AM peak hour and 113 in the PM peak hour from westbound Claremont Avenue, suggesting Colby Street provides a more direct connection for vehicles headed northwest than Hillegass Avenue for vehicles on Claremont Avenue.

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These findings suggest that any traffic calming measures considered for Colby Street should also be considered for Hillegass Avenue since reducing traffic flows on Colby Street may simply push traffic onto Hillegass Avenue.

Traffic Volume Decrease on Colby Street

When compared to Colby Street traffic counts collected in 2003 (obtained from City of Oakland files), counts collected in April of 2007 suggest there has been a significant decrease in traffic on the study street over the intervening years. Daily traffic volumes on Colby Street as counted on April 19, 2007 totaled 3,465 vehicles (see Figure 1), with 250 vehicles in the AM and 345 vehicles in the PM peak hour (see Figure 3). This means that a car passes a fixed point on Colby Street roughly every 14 seconds in the AM peak hour and every 10 seconds in the PM peak hour.

Daily traffic volumes on Colby Street (between Alcatraz Avenue and Claremont Avenue) counted on March 13, 2003 totaled 9,389 vehicles, with 842 vehicles in the AM and 999 vehicles in the PM peak hour. This means that at the time these counts were done, a car passed a fixed point on Colby Street roughly every four seconds in both the AM and PM peak hours.

There are two possible explanations for why traffic has dropped by more than 62% since 2003:

1. Malfunctioning Traffic Counting Equipment: Daily traffic volumes were collected using "hose" counting machines which may have been malfunctioning. However, the two days-worth of counts we collected (4/18 and 4/19/07) were consistent with each other (they both totaled roughly 3,400 vehicles), suggesting the machine did not have an intermittent problem. We also compared the machine counts to peak hour manual turning movement counts collected at Colby & Alcatraz on May 10, 2007. The 2007 machine and manual counts were consistent as well, suggesting the machine counts collected in 2007 are accurate. Unfortunately, we have not found any data that we could compare to the 2003 counts to check their accuracy. The closest turning movement counts we could find are from 1991 – a twelve year gap which seems too large for reasonable comparison. While not conclusive, analysis and comparison of the machine counts data from 2007 and 2003 suggest that the counting machine used in 2007 was not a malfunctioning, while it remains a possibility that the machine used to perform the 2003 counts was malfunctioning.
2. Effective Traffic Calming: Speed humps put in along Colby Street may be deterring drivers from using it, causing a decrease in traffic volumes from 2003 to 2007. We are currently investigating when these humps were constructed. If they were constructed between 2003 and 2007, then we may be able to assume that the humps have been extremely effective deterrent to "cut-through" traffic.

Assuming we can acquire information from the City's files as to when the Colby Street speed humps were installed, we can then confirm or eliminate this explanation for the drop in Colby Street traffic volumes.

Evidence of "Cut-Through" Traffic on Colby Street

In determining whether "cut-through" activity is taking place on Colby Street, our first analytic step was to identify where the "cut-through" traffic might be reaching Colby Street. We

Comment Letter C-232, cont'd.

followed this with an evaluation of these "cut-through" points of entry and their traffic flow patterns.

"Cut-Through" Traffic Points-of-Entry

A combination of traffic volume counts and insights gained from site observations were used to identify the locations and directions of travel used by "cut-through" traffic on Colby Street. There are several locations where cut-through traffic could possibly turn onto Colby Street in order to reduce their travel times:

1. Colby Street & Alcatraz Avenue
2. Colby Street & 63rd Street
3. Colby Street & 62nd Street
4. Colby Street & 61st Street
5. Colby Street & 60th Street
6. Colby Street & Claremont Avenue

Traffic volume counts were collected at each of these locations during AM and PM peak periods (see Figure 2). Our interpretation of these counts leads us to believe that the only substantial entry points for cut-through traffic in the neighborhood are the intersections of Alcatraz and Claremont Avenues and Colby Street. For instance: if cut-through traffic were using the streets between Alcatraz and Claremont Avenues to reach Colby Street, we would expect a relatively small number of southbound vehicles turning from Alcatraz Avenue onto Colby Street and a larger number turning off of 60th, 61st, 62nd, and 63rd Streets onto Colby Street. Our analysis of the traffic counts found the opposite. The number of peak hour vehicles turning off and on to Colby Street from 60th, 61st, 62nd, and 63rd Streets is minimal – never exceeding 19 vehicles from or to one of these streets on the day counts were performed – the majority of which can be attributed to vehicles going to and from residences in the surrounding neighborhood. This is compared to the 170 vehicles that enter Colby Street in the southbound direction at Alcatraz Avenue during the PM peak hour and the 226 vehicles that enter Colby Street in the northbound direction at Claremont Avenue.

The relatively low volumes turning onto Colby Street at intersections between Alcatraz and Claremont Avenues suggest there is very little cut-through traffic using the 60th, 61st, 62nd, and 63rd Streets. According to the traffic counts shown in

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Figure 2, most traffic tends to turn on to Colby Street from Alcatraz and Claremont Avenues. Traffic turning from Alcatraz Avenue on to Colby Street ranges from a low of 30 westbound vehicles during the AM peak hour to a high of 114 eastbound vehicles during the PM peak hour. AM peak hour volumes on Colby Street reached a high of 132 southbound vehicles. The directions these vehicles come from further suggests that a large share of the traffic turning onto Colby Street at Alcatraz Avenue comes from outside the neighborhood. While there were only ten vehicles during the AM peak hour and 15 during the PM peak hour that continued straight on Colby Street from the residential neighborhood north of Alcatraz Avenue (and could therefore be considered locally-generated traffic), a total of 105 vehicles turned south on Colby Street from the east and westbound directions on Alcatraz Avenue (and could therefore be considered largely out-of-the-neighborhood generated traffic). A similar pattern can be discerned when looking at PM peak hour volumes at these intersections. Therefore, we conclude that a substantial share (perhaps a majority) of the traffic that turns onto Colby Street at Alcatraz Avenue comes from outside of the neighborhood.

Difference in Counts on Alcatraz Avenue

Daily traffic volumes on Alcatraz Avenue were roughly 37 percent lower to the east of Colby Street (9,139 vehicles) than to the west of Colby Street (14,568 vehicles) on Alcatraz Avenue. During the AM peak hour, volumes were roughly 24 percent lower (402 to the east and 531 to the west) when comparing these same locations, and 44 percent lower (365 to the east and 654 to the west) during the PM peak hour. There are two possible explanations for these findings:

1. Local/Neighborhood Traffic on Colby Street: Neighborhood residents are using Colby Street to reach Alcatraz Avenue and points west.
2. "Cut-Through" Traffic on Colby Street: Colby Street serves as a "cut-through" route for traffic headed west on Alcatraz Avenue.

Field observations of traffic in the neighborhood during a weekday AM peak hour partially confirm the notion that a substantial portion of the northbound traffic on Colby Street is "cut-through" in nature. We observed a substantial number of vehicles heading north on Colby Street during the AM peak period carrying children. These vehicles were observed turning left on Alcatraz Avenue and then turning right into the drop-off/parking area of the joint campus of the Escuela Bilingue Internacional and the Pacific Boychoir Academy, located at 410 Alcatraz Avenue between Dana Street and Colby Street. Assuming this is a common school drop-off pattern during the AM peak hour, we can expect that many of these vehicles were counted at the Colby Street & Alcatraz Avenue intersection the day manual turning movement counts were performed as well as by the machine counter placed to the west of Colby Street (i.e., east of Telegraph Avenue) on Alcatraz Avenue. However, most would not have been counted by the machine located to the east of Colby Street. This would account for some of the differences in traffic volumes seen to the west and east of Colby Street.

Even so, many of these drop-off and other vehicles turning west on Alcatraz Avenue from Colby Street could have originated in the study area south of Alcatraz Avenue – they could be local trips. To evaluate the extent to which traffic from neighborhood residences may account for these differences in volumes on Alcatraz Avenue to the east and west of Colby Street, we

Comment Letter C-232, cont'd.

estimated the number of AM peak hour vehicle trips that could reasonably be expected to travel up Colby Street to turn onto Alcatraz Avenue. During the AM peak hour, 408 vehicles were counted headed westbound approaching the Telegraph Avenue intersection. The traffic volumes counted during the AM peak hour at Colby Street & Alcatraz Avenue provide insights into how much of the traffic increase west of Colby Street is due to "cut-through" traffic.

So, to what extent is the increase in traffic volumes west of Colby Street a result of local traffic from the neighborhood north of Alcatraz Avenue? According to the counts at the Colby Street & Alcatraz Avenue intersection, only 11 vehicles southbound vehicles were counted turning right onto Alcatraz Avenue from Colby Street, while 57 were counted heading north on Colby Street and turning left onto Alcatraz Avenue. Clearly, the bulk of the increase in traffic volumes on Alcatraz Avenue west of Colby Street comes from the area south of Alcatraz Avenue. However, the question remains: How many of these 57 vehicles trips originated from neighborhood residences and how many are "cut-through" trips originating from outside the study neighborhood?

To answer this question, we estimated the total number of AM peak hour vehicle trips that could be expected to originate in the neighborhood surrounding Colby Street south of Alcatraz Avenue and north of Claremont Avenue and would travel north to Alcatraz Avenue. The total number of AM peak hour vehicle trips originating from the study neighborhood that could reasonably be expected to use Colby Street was estimated by counting the number of dwelling units (using aerial photos) on or adjacent to Colby Street. This number was then multiplied by the Single Family Dwelling Unit AM Peak Hour trip generation (outbound) rate from the Institute of Transportation Engineers' *Trip Generation* report (7th Edition). To determine how many of these trips would head north on Colby Street and west on Alcatraz Avenue, the average percentage of vehicles turning north onto Colby Street from intersecting side streets in the neighborhood was multiplied by the total number of AM peak hour trips. From these calculations, we estimate that roughly 15 of the 57 (26%) observed vehicles turning left from Colby Street onto Alcatraz Avenue during the AM peak hour originate from the study area neighborhood. We can further estimate that the remaining 42 (74%) of northbound vehicle trips on Colby Street that turn left on to Alcatraz Avenue are "cut-through" in nature. This percentage value (74%) can be reasonably applied to the total amount of traffic on Colby Street, to estimate that of the total peak hour traffic on Colby Street. During the AM peak hour, we estimate that 182 of the 250 vehicles on Colby Street are "cut-through" while during the PM peak hour, 262 of the 354 vehicles on Colby Street are "cut-through".

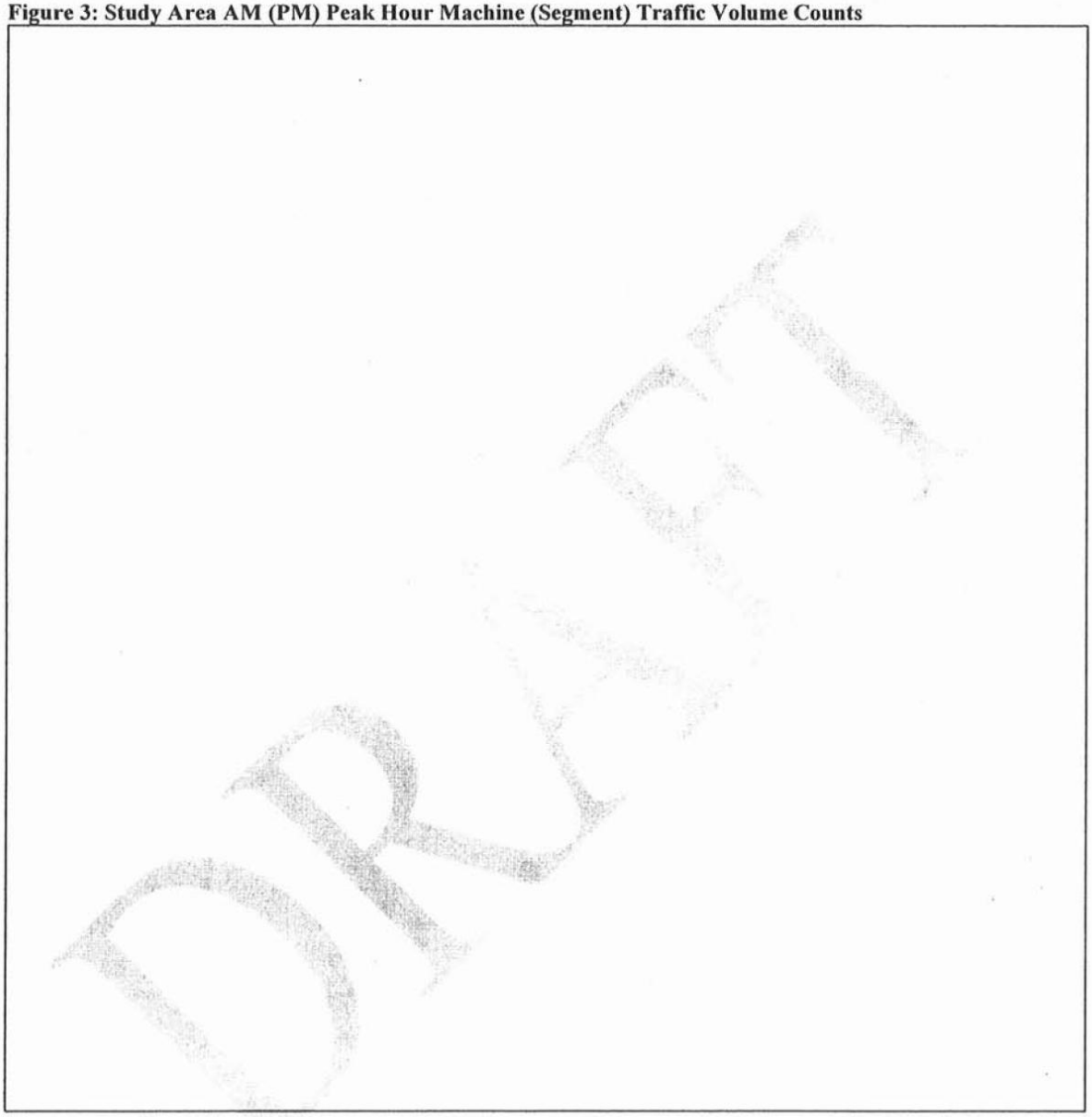
Summary and Conclusions

Our findings suggest that we may not need to do the license plate survey data collection. The purpose of the license plate survey was primarily to determine if and how traffic is "cutting-through" the neighborhood on Colby Street. The discussion below suggests that while Colby Street traffic volumes have dropped substantially over the past four years, "cut-through" traffic remains.

Comment Letter C-232, cont'd.

Colby Street Neighborhood Traffic Patterns Memorandum
August 16, 2011

Figure 3: Study Area AM (PM) Peak Hour Machine (Segment) Traffic Volume Counts



DRAFT

Comment Letter C-232, cont'd.

Colby Street Neighborhood Traffic Patterns Memorandum
August 16, 2011

In summary, there are two insights we have made into the nature of traffic on Colby Street. First, it is likely (though not yet certain) that there has been a large drop in the amount of traffic using Colby Street since 2003. Second, there appears to be a substantial amount of "cut-through" traffic on Colby Street connecting to Alcatraz Avenue and points west as well as the Catholic school located between Dana and Colby on Alcatraz. If we can confirm these findings (with additional field observations and information on when the speed humps were constructed) then there may be no need to perform the license plate survey portion of this study as originally planned in the project's scope of work.

Here are the highlights of our findings and the remaining questions:

- Colby Street is clearly the most heavily traveled north-south street through the neighborhood, but Hillegass Avenue also plays an important role. Any traffic calming measures planned for Colby Street should also be considered for Hillegass Avenue.
- Traffic volumes have dropped 62 percent on Colby Street since 2003. This may be due to the installation of speed humps on Colby Street, but confirmation that these were installed during the period between 2003 and 2007 is needed from City records.
- Most traffic using Colby Street turns onto the street either at its intersection with Alcatraz or Claremont Avenues.
- Evidence supporting the assertion that Colby Street carries substantial amounts of "cut-through" traffic include:
    - Low traffic levels entering or exiting Colby Street at residential cross-streets – most traffic turns on to or off Colby Street from larger streets such as Alcatraz or Claremont Avenues that carry larger shares of non-local traffic.
    - Estimates of local traffic on Colby Street using trip generation techniques suggest that as much as 74 percent of vehicles using Colby Street are "cut-through".

Response to Comment C-232-1

See Master Response M-1 regarding the reasons project driveway volumes were not used to estimate project trip generation and the appropriateness of the trip generation rates used in the analysis.

Response to Comment C-232-2

See Master Response M-1 regarding the reasons ITE-based trip generation used in the DEIR overestimate the project trip generation.

Response to Comment C-232-3

Safeway representatives have indicated that activity at the existing store typically peaks from 4:00 to 7:00 PM on both weekdays and Saturdays. Therefore, as stated on page 4.3-14 of the DEIR, intersection counts were conducted from 4:00 to 7:00 PM on a weekday and Saturday because the existing Safeway store has the highest amount of activity during this period at both weekdays and Saturdays. Within the peak period, the hour with the highest traffic volumes in the study area was selected as the peak hour of analysis. Coincidentally, the peak hour of traffic in the study area on both weekdays and Saturdays within the count period is from 5:15 to 6:15 PM.

ITE's *Trip Generation* provides supermarket trip generation data for weekday PM peak hour of generator (i.e., the hour from noon to midnight with the highest trip generation) and the weekday peak hour of adjacent street traffic between 4:00 and 6:00 PM. The project trip generation presented in the DEIR is based on the data for weekday peak hour of adjacent street traffic between 4:00 and 6:00 PM because it corresponds to the peak hour of traffic on adjacent streets to the project site (College and Claremont Avenue) and the ITE weekday PM peak hour of adjacent street traffic data is based on more observations and is therefore statistically a more valid estimate (40 data points for the weekday PM peak hour of adjacent street traffic data compared to seven data points for the weekday PM peak hour of generator). Furthermore, the ITE weekday PM peak hour of adjacent street traffic data is more applicable to the project site because it includes more data points in the size range of the proposed project than the PM peak hour of generator data which only includes one store larger than 40,000 square feet.

See Master Response M-2 for analysis of project impacts during the Saturday midday peak hour.

The DEIR accounts for the automobile trips and parking demand generated by the retail and restaurant components of the project as shown in Table 4.3-10 which summarizes project automobile trip generation, Table 4.3-21 which shows the parking supply as required by the City's zoning code, and Table 4.3-22 which estimates the project-generated parking demand. All three tables show the appropriate data for the supermarket, retail, and restaurant components of the project. This data is consistent as well with the data used in Master Responses M-1 and M-3, regarding trip generation calculations and parking demand, respectively.

Response to Comment C-232-4

See Response to Comment C-232-5.

Response to Comment C-232-5

As stated in the comment, both the traffic impact analysis (Chapter 4.3) and the air quality analysis (Chapter 4.5) use data published in ITE's *Trip Generation* to estimate the automobile traffic generated by the proposed project. However, the traffic impact analysis uses weekday and Saturday peak hour trips as traffic congestion is worst during the peak hours and the air quality analysis uses the total daily trip generation as it accounts for emissions through the day.

For all land use categories and time periods, ITE's *Trip Generation* presents a weighted average trip generation rate at the surveyed sites. For land use categories and time periods for which an adequate number of data surveys have been conducted (typically six or more sites), ITE also provides a regression equation. Based on the methodology outlined in ITE's *Trip Generation Handbook, 2nd Edition,* the regression equation is appropriate for the weekday PM peak hour trip generation of the supermarket and the average rate is appropriate for all other time periods.

Review of ITE's *Trip Generation* data for retail uses shows that trip generation for most land uses does not generally increase linearly with size of the development; it increases in a reverse logarithmic scale (i.e., as the size of the land use increases, the rate of increase in project trip generation decreases). A large number of data points are generally needed in order to develop a statistically valid regression equation. Thus, ITE provides regression equations only for the most common land use categories and time periods. ITE only provides a statistically valid logarithmic regression equation for PM peak hour of adjacent traffic for the supermarket land use. It does not have adequate number of data points to develop regression equations for the other time periods (i.e. weekday and Saturday daily and Saturday peak hour); however, a similar relationship between store size and trip generation is also expected for these time periods. Thus, the project trip generation numbers for these other time periods used in both the traffic impact and air quality analyses are expected to conservatively overestimate the actual additional trips the proposed project would generate.

Response to Comment C-232-6

See Master Response M-3 for an expanded analysis of parking supply and demand that shows existing and estimated on-site parking demand from 11:00 AM to 9:00 PM on weekdays and Saturdays. Although current on-site parking demand may exceed the parking demand shown in the DEIR, the conclusions of the parking analysis presented in the DEIR remain valid.

The comment is consistent with Table 4.3-21 of the DEIR which shows that the parking supply provided by the proposed project would not meet City of Oakland Planning Code requirements.

Safeway is considering allowing public parking in the ground-level parking garage for two hours or less.

Response to Comment C-232-7

See Response to Comment C-214-11 regarding the reason for Safeway Club Card data not being used to estimate trip distribution for the proposed project.

Similarly, the existing turning movements at the project driveways were also not used to estimate the trip distribution for the proposed project because the proposed project is expected to attract additional customers from a larger area. In addition, the direction of approach and departure for the existing project

driveway volumes is not consistent with the Safeway Club Card data, indicating that the data would not be suitable for estimate project trip distribution.

Response to Comment C-232-8

Although not shown on Figure 4.3-11, the existing Trader Joe's store was accounted for in developing the project trip distribution.

Response to Comment C-232-9

See Response to Comment C-214-22 regarding the latest planned bicycle facilities in the project vicinity.

Response to Comment C-232-10

See Response to Comments B-4-6 and B-5-3 regarding the relocation of the bus stop on northbound College Avenue from south to north of Claremont Avenue. Also see Comment A-1-2 that shows AC Transit's support for relocating bus stops from near-side to far-side of intersections. AC Transit estimates that each bus stop relocation would reduce bus travel times by 15 to 20 seconds.

See Responses to Comments C-232-1, C-232-3, and C-232-7.

Response to Comment C-232-11

See Master Response M-5 for more detail on traffic intrusion on residential streets.

Response to Comment C-232-12

The comment provides a conclusion to the points raised above. See the above Responses to Comments C-232-1 through C-232-11.

Comment Letter C-233

Vollmann, Peterson

From: Patton, Jason
Sent: Tuesday, August 16, 2011 10:18 AM
To: Ronnie Spitzer
Cc: Stu Flashman; Andrew Charman; Vollmann, Peterson
Subject: RE: Rockridge bike lane striping

Ronnie,

I've cc'd Pete Vollmann who I understand is the case planner for the College Ave Safeway project. My involvement in the environmental review of this project has been minor.

Let me give you an overview on the status of nearby bikeways:

- College Ave: approved by City Council, 90% design, funded, pending community outreach.
- Claremont Ave: Planned only. Not designed or funded at this time. Would require City Council approval to reconfigure travel lanes.
- Colby St, Forest St, Shafter Ave: Existing bike route. The wayfinding signs were upgraded last month. Sharrows will be added in the next couple of months.
- Alcatraz Ave: approved by City Council, in design, funded by Safe Routes to School grant.
- Broadway (Broadway Ter to Keith Ave): Funded as part of the City's Five Year Paving Plan. In design. Will require City Council approval to reconfigure travel lanes.
- Chabot Rd: Existing bike route.

1 All bikeways are existing or planned for implementation in one form or another. We either use bicycle-specific funding or coordinate with roadway resurfacing. For a particular project it's more a question of when, rather than if, given that all City streets will eventually be paved. In such cases, the striping costs are an insignificant portion of the paving costs.

Jason Patton, PhD
Bicycle and Pedestrian Program Manager
City of Oakland, Public Works Agency
Department of Engineering and Construction
Infrastructure Plans and Programming Division
250 Frank Ogawa Plaza, Suite 4344
Oakland, CA 94612

510-238-7049 (phone)

From: Ronnie Spitzer [mailto:rspitzer@sbcglobal.net]
Sent: Thursday, August 11, 2011 10:47 AM
To: Patton, Jason
Cc: Stu Flashman; Andrew Charman
Subject: Re: Rockridge bike lane striping

Jason
Thanks for the update. We've been working on those projects a long time.

Regarding the Broadway lanes, it looks like no funding is identified for the Keith-Broadway Terrace section but the rest is covered. What happened there, and more importantly, what can be done to secure funding?

Comment Letter C-233, cont'd.

Regarding the Rockridge Triangle lanes, I'd like to know understand why the College Ave. Safeway dEIR states, "None of these proposed (bicycle lane) improvements are currently planned for implementation. In addition, these changes do not have finalized design plans or are not fully funded. Thus, this EIR assumes that these changes will not be provided in the study area." RCPC's known for years that those improvements were coming along, and we asked for the College Ave. and Colby lanes to have priority. The Alcatraz lanes are part of the SR2S grant, awarded several years ago.

Regards,
Ronnie

From: "Patton, Jason" <JPatton@oaklandnet.com>
To: Ronnie Spitzer <rspitzer@sbcglobal.net>
Cc: Dave Campbell <dcampbel@lmi.net>
Sent: Thu, July 14, 2011 3:49:30 PM
Subject: RE: Rockridge bike lane striping

Hi Ronnie,

1 Regarding Broadway, I've attached a project status from May that is still current.

For Colby St, the upgraded bike wayfinding signs could go up at any time. The striping will take a little bit longer because we decided to partially pave the roadway as part of the project. We'll be paving the travel lanes, but not the parking lanes, from Alcatraz Ave to Claremont Ave. The street is not on the City's paving plan and that's all of the paving we can afford to do. We think this is great news. I hope you agree. The work should happen in the latter part of 2011 or spring/summer 2012.

For Alcatraz Ave, the bike lanes will be installed as part of a Safe Routes to School project managed by Si Lau in the Transportation Services Division. I don't have a date for that construction. I would guess 2012 or later.

For College Ave, the project is largely designed but we put it on hold to free up some time for managing the large amount of construction work that is happening this summer and fall.

For an overview of all of our projects, see these lists and map:
http://www2.oaklandnet.com/Government/o/PWA/s/BicycleandPedestrianProgram/OAK026930

Sincerely,

Jason Patton, PhD
Bicycle and Pedestrian Program Manager
City of Oakland, Public Works Agency
Department of Engineering and Construction
Infrastructure Plans and Programming Division
250 Frank Ogawa Plaza, Suite 4344
Oakland, CA 94612

510-238-7049 (phone)

From: Ronnie Spitzer [mailto:rspitzer@sbcglobal.net]
Sent: Wednesday, July 13, 2011 10:53 AM
To: Patton, Jason
Cc: Dave Campbell
Subject: Rockridge bike lane striping

Hi Jason,

Comment Letter C-233, cont'd.

Hope your summer is going well.

1 Just wondered what the status of all the Rockridge bike lanes is. Last I heard, Broadway is not on a repaving list. Also, I believe the Oakland settlement agreement indicated that a decision on whether or not to implement the bike lanes is still needed. Is this correct and if so, do you know when a decision will be reached?

Similarly, do you know when the Colby bike boulevard, Alcatraz bike lanes, and College Ave. sharrow markings will be installed? When we last spoke, I thought they would be installed in the next few years.

Regards,
Ronnie

Response to Comment C-233-1

See Responses to Comment C-214-22 and C-214-24 regarding the latest bicycle improvements in the project vicinity.

Comment Letter C-234

Oakland Planning Commission,

My name is Joe Starkey. I live on Kales Ave - just a few blocks south of the development site. I have a Master's in Urban Planning and have worked as at Transportation Planner for the SFMTA. I believe that this project brings a great opportunity to re-create a section of College Avenue that has been left behind in the Auto-Centric Era. For a thriving commercial district that has great transit access, it does not make sense for a significant portion of land to remain completely underutilized.

The first objective of the Land Use and Transportation Element is to provide healthy, vital, and accessible commercial areas that help meet local consumer needs in the neighborhood. There is no better way to meet the needs of the neighborhood than with a grocery store. A strong anchor grocery store with supporting commercial located within walking distance to residents is likely to lower overall auto use. The proposed development goes a long way toward making an existing grocery store more accessible – particularly for the pedestrian. No longer will pedestrians have to hop around the parking lot – they will be able to walk, bike, or even take transit right up to the front door. An important element of this plan has the bus stop moving closer to the grocery store entrance - showing consistency with the General Plan – as the proposed commercial development will be strategically located for transit riders. As the Pedestrian Master Plan suggests, it will also make walking more convenient and enjoyable. No longer will you pass as long brick wall followed by a parking lot followed by a gas station, but you will have a variety of storefronts to enjoy.

1

For all the positives associated with this project (increased pedestrian access, additional retail, additional revenue, privately funded development in a commercial/transit corridor, etc.) there is a concern over increased traffic. The increase in traffic expected, which is **well** documented in the Draft EIR, is within the level of variability already experienced by each bus on this corridor. This is a very small price to pay for a significant upgrade to the pedestrian environment. This project has great potential to make College Avenue an even better pedestrian corridor – it would really be a shame to see this vision go unrealized. I find the Draft EIR to be more than adequate in showing no significant environmental impacts. This is a great project for the community with few minor impacts, it is time to move on to the next step and concentrate our efforts on other important issues facing this city.

Regards,

Joe Starkey

Response to Comment C-234-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-235

Vollmann, Peterson

From: Julie Steinberg [juliersteinberg@gmail.com]
Sent: Sunday, August 14, 2011 10:13 PM
To: Vollmann, Peterson
Subject: draft EIR case file #ER09-0006

Dear Mr. Vollman,

The draft EIR regarding the Safeway project on College Avenue is woefully inadequate and needs to be withdrawn and re-done. I reside on 62nd Street between College and Hillegass where I have lived since 1982 and I have seen this immediate neighborhood evolve from somewhat seedy to one of Oakland's most successful districts. What makes this district unique is being directly threatened by Safeway's plan to more than double the size of the existing store, and the EIR ignores serious matters that directly affect our street:

1. 62nd Street is left out of the discussion. Our street is already a major cut-through, and is used by delivery trucks and speeding cars all day and night. It is not unusual for half a dozen cars to pass before being able to back out of my driveway and this will get worse and worse with the massive increase in car traffic coming to and pouring out of the Safeway. It is already increasingly dangerous to enter and exit my driveway with impatient drivers speeding up and down the block. I feel that my personal safety will be even more at risk with the increased traffic.

2. Hillegass and Colby are left out of the discussion. These are major cut-through streets to Claremont Ave. and these streets are not designed to absorb increasing number of cars that are anticipated.

3. The Bank of America parking lot at College and Claremont is a cut-through to 62nd Street. This is already a very dangerous situation and gridlock is a common occurrence with cars exiting so close to the corner where there is a pedestrian crosswalk and a traffic light. Cars will accumulate down 62nd Street causing residents more problems entering and exiting our driveways, and increasing the risk of simply crossing the street.

4. Why does Safeway need TWO mega-stores within one mile of each other? There is no discussion of how the resulting traffic and congestion from the presence of the two stores together will affect the neighborhood. LIke it or not, the two projects are inextricably bound and there is no justification for Safeway to take up the space, and cause nightmarish traffic, congestion and pollution within this one-mile area in Rockridge.

5. Parking is a horror on 62nd Street. It will only get worse since Safeway is providing 171 spaces which are not enough to provide for a store twice the existing size, employees and new retail shops. The current Safeway allows parking restricted to Safeway patrons, at the threat of having your car towed, so you can be sure that the overflow of cars will be cruising down 62nd Street, hunting for parking, blocking our driveways and causing more traffic than ever.

All told, the Safeway project is just plain TOO BIG for our intimate neighborhood. The plan is out of scale for urban living and belongs in a suburban mall. The alternative projects have not been adequately considered and the real impact of traffic and congestion on the neighborhood has been glossed over. I question the integrity of the EIR, paid for by Safeway, and can't help but wonder if this report was done to make the their plan look as good as possible at the expense of those of us who live in the neighborhood and have made it what it is, and to put a good face on a situation that they know full well will destroy our neighborhood. Are we simply to be dismissed as collateral damage?

Thank you for your consideration.

Sincerely,

Julie Steinberg

Response to Comment C-235-1

See the Neighborhood Traffic Intrusion subsection on page 4.3-117 of the DEIR and Master Response M-5 regarding cut-through traffic on residential streets.

See Master Response M-4 for a discussion of project impacts on safety.

Response to Comment C-235-2

See Response to Comment C-3-2 regarding the existing driveways for the Bank of America parking lot.

Response to Comment C-235-3

See Response to Comment B-1-6 regarding the inclusion of the proposed 51st and Broadway Shopping Center project in the cumulative traffic analysis.

Response to Comment C-235-4

See Response to Comment C-154-3 regarding on-street parking on 62nd Street. Also, see Master Response M-3 for a detailed discussion of parking. In addition, Safeway is considering allowing public parking limited to two hours for the majority of the parking spaces in the ground-level garage.

Response to Comment C-235-5

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

The comment states that alternatives have not been adequately considered. However, the DEIR devotes 68 pages and considerable detail to the consideration of alternatives, including quantified analysis of traffic impacts of the alternatives. As provided in Section 15126.6(d) of the *CEQA Guidelines*, "The EIR shall include sufficient information about each alternative to allow meaningful evaluation, analysis, and comparison with the proposed project. A matrix displaying the major characteristics and significant environmental effects of each alternative may be used to summarize the comparison. If an alternative would cause one or more significant effects in addition to those that would be caused by the project as proposed, the significant effects of the alternative shall be discussed, but in less detail than the significant effects of the project as proposed." DEIR Table 5-22 provides the matrix referenced in Section 15126.6(d), with 15 additional traffic impact comparison matrices provided in Tables 5-7 through 5-21. It is the City's position that the DEIR provides more than sufficient consideration of alternatives to the proposed project.

Regarding the "integrity" of the EIR, please see Response to Comment E-99. Neither Safeway nor the City have dismissed the residents of the area and their concerns as "collateral damage." As demonstrated by the lengthy public hearings, the involvement of the residents in the preceding planning process, with a subsequent complete redesign of the project in response to their concerns, and this very lengthy Responses to Comments document, the City takes the concerns of the residents very seriously. The decision makers will be carefully weighing the comments and evidence presented in this document as part of their deliberations on whether or not to approve the proposed project or one of the alternatives.

Comment Letter C-236

Vollmann, Peterson

From: Claudia Stevens [pianoply@hotmail.com]
Sent: Sunday, August 07, 2011 8:34 AM
To: Vollmann, Peterson
Subject: RE: strongly oppose large expansion of Safeway on College Ave

To: pvollman@oaklandnet.com
Subject: strongly oppose large expansion of Safeway on College Ave

Peter Vollman
Oakland Community & Economic Development Agency

1 For Oakland government's imminent review of Safeway's proposal for large expansion on College Ave: WE STRONGLY OPPOSE
We have enjoyed shopping at current moderate size Safeway for 35 years. We also enjoy the small shops and restaurants on College Ave near Safeway (bakery, poultry, fruits and vegetable produce, wines, pedicure, pharmacy, etc). And enjoy the atmosphere and environment on College: sidewalk seating for 2 coffeshops and moderate traffic.

Safeway proposes a huge 2 story reconstruction with undergroud parking. Increased traffic, and harsh competiton for the small shops will occur. We will lose the mellow "urban village" atmosphere that neighbors and visitors love.

And Safeway will be closed on College for construction for 1-2 years.

The other Safeway (Broadway and 51st St) is going to expand to a regional center Safeway. We don't need expansion here.

Claudia Stevens

Response to Comment C-236-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the potential impact on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Response to Comment C-80-1, the DEIR acknowledges that significant traffic impacts could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures. Traffic impacts are further discussed in this FEIR's discussion of the revised project (See Chapter 2).

Construction of the project is expected to take 13 months. The existing store will necessarily be closed during this time, and local shoppers will need to find alternative sources for their grocery needs.

Comment Letter C-237

Vollmann, Peterson

From: David M. Stone and Associates [dmsa@pacbell.net]
Sent: Tuesday, July 12, 2011 2:14 PM
To: Vollmann, Peterson
Cc: Miller, Scott; 'Michael Colbruno'; 'Sandra Galvez'; 'Vien Truong'; 'Blake Huntsman'; 'Madeleine Zayas-Mart'; 'Jonelyn Whales'; 'Chris Pattillo'; Brunner, Jane; Wald, Zachary
Subject: RE: (Safeway on College) Oakland Planning Commission Case #ER09-0006

Dear Mr. Peterson Vollmann,

1 I am writing to ask that the Planning Committee of the City of Oakland postpone the discussion of the Draft EIR on the College Avenue Safeway project to a date after their July 20 meeting.

As a longtime Oakland resident who will be impacted directly by this project, I will need more than the allotted time to review this report. I am surprised that members of the Planning Committee will be able to review this lengthy document--382 pages, plus appendices of 1000 pages--in the allotted time. Of course, I do not have their expertise or staff. Nonetheless, my position as a neighbor makes me particularly interested in the outcome.

I suspect that others like myself who are committed to our community will also need more time to review the report that was released on July 1, just before the July 4 holiday weekend. Twelve business days (if we count after the July 4 holiday) to review a report that took 19 months to compile seems unfair to those of us who need to wade through more than 1300 pages of technical language.

I urge you to allow the public to participate fully in this process by moving this hearing to a later date. The Planning Commission should be willing to hear informed citizen input and be willing to serve the needs of the neighborhood, not just a large corporation who is already building a Big Box store just over a mile away.

Respectfully yours,

Kathleen Stone

Response to Comment C-237-1

Please see Response to Comment C-121-1.

Comment Letter C-238

Vollmann, Peterson

From: Judy Stonefield [judy.stonefield@gmail.com]
Sent: Wednesday, July 27, 2011 2:10 PM
To: Vollmann, Peterson
Subject: College Ave. Safeway remodel

Dear sir,

1 I am a Rockridge resident of 21 years and enjoy living in a neighborhood where it is possible to walk to stores and services and entertainment safely and easily. I am very concerned that the plans which Safeway has put forward for excessively enlarging their store and adding so many departments which will duplicate services already available will force those stores out of business. The College Ave.shopping area is an asset to Rockridge, radically increasing the value of all the houses and businesses in the area. It is charming, convenient and efficient and human scale as well. A larger Safeway will destroy the very fabric of this area which it will depend on for its own profitability. I hope you will agree that the neighborhood will suffer from such a large store.

Judy Stonefield

Response to Comment C-238-1

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Please see Master Response M-6 for a detailed discussion on the project's potential impact on existing businesses in the area. Regarding the potential effects of the project on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Comment Letter C-239

Vollmann, Peterson

From: Emily Stoper [estoper1@yahoo.com]
Sent: Sunday, August 07, 2011 1:04 PM
To: Vollmann, Peterson
Cc: Roger & Monique Mendelson
Subject: I OPPOSE SAFEWAY EXPANSION

Dear Mr. Vollman,

1 I live on Regent St. and Alcatraz Ave. and I've enjoyed shopping in the Safeway between College and Claremont for years. Whatever it doesn't carry, I've been able to find at the small shops across the street. Now Safeway wants to enormously expand. I would really miss it during the time it's closed down. And I can't see how the expansion would serve the neighborhood at all . It's already reducing conveniences. Safeway has already wiped out the garage at College and Claremont and taken over the independent pharmacy on Claremont Ave. A bigger Safeway store would increase traffic and reduce the number of unique independent businesses that give College Ave. some really character. And for what? Safeway might increase its profits but the neighborhood and the other businesses would all be losers. Stop the juggernaut!

Emily Stoper
6439 Regent St.
Oakland

Response to Comment C-239-1

As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-240

Vollmann, Peterson

From: Rick Talcott [ricktalcott@gmail.com]
Sent: Saturday, July 09, 2011 2:16 PM
To: Vollmann, Peterson
Cc: Elisabeth Jewel
Subject: Re: Important Changes at Chimes Pharmacy on College Ave

Hi Pete -

1 | It seems so odd, as a 60's sort of guy, to find myself aligned with Safeway. Nevertheless, that's where I am. We are in favor of the new store.

Rick Talcott

Response to Comment C-240-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-241

Vollmann, Peterson

From: Billy Barrett [bbreyes@earthlink.net]
Sent: Saturday, August 06, 2011 12:25 PM
To: Vollmann, Peterson
Subject: rockridge safeway

1 | everybody i know has vowed to boycott the "new " safeway.
and that includes me. and we will not forget this in the next election e.thatcher

Response to Comment C-241-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-242

Vollmann, Peterson

From: Mark Thompson [markt001@comcast.net]
Sent: Tuesday, August 16, 2011 3:17 PM
To: Vollmann, Peterson
Subject: new Safeway store in Rockridge

Hi Peterson,

1 | Please approve this super cool new Safeway store plan. I love the look. This would make for an excellent addition to a thriving neighborhood.

Mark Thompson

Response to Comment C-242-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-243

Vollmann, Peterson

From: >^..^< [latorita@yahoo.com]
Sent: Friday, August 12, 2011 5:40 PM
To: Vollmann, Peterson
Subject: I Support Rockridge Safeway Proposal

Dear Mr. Vollman:

1 | Thank you for alllowing me to voice my opinion on the proposed Rockridge Safeway EIR. Safeway is doing a great thing for Oakland and we should support their efforts to increase the store size and build a partial underground garage. They will bring more revenue to the cash-strapped City. They will replace what is now a seedy complex into a more attractive and useful venue for us shoppers. Yay! Thank you and Safeway for improving our neighborhood.

Ruth Thompson

Response to Comment C-243-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-244

Vollmann, Peterson

From: >^..^< [latorita@yahoo.com]
Sent: Saturday, July 16, 2011 11:33 AM
To: Vollmann, Peterson
Subject: I support Safeway Rockridge Expansion

Mr. Peterson Vollman,

1 I support the Rockridge Safeway expansion in my neighborhood and welcome any business that puts money into Oakland. The homeowners are always asked to pay more taxes while residents ask businesses to stay out or limit their expansion!!

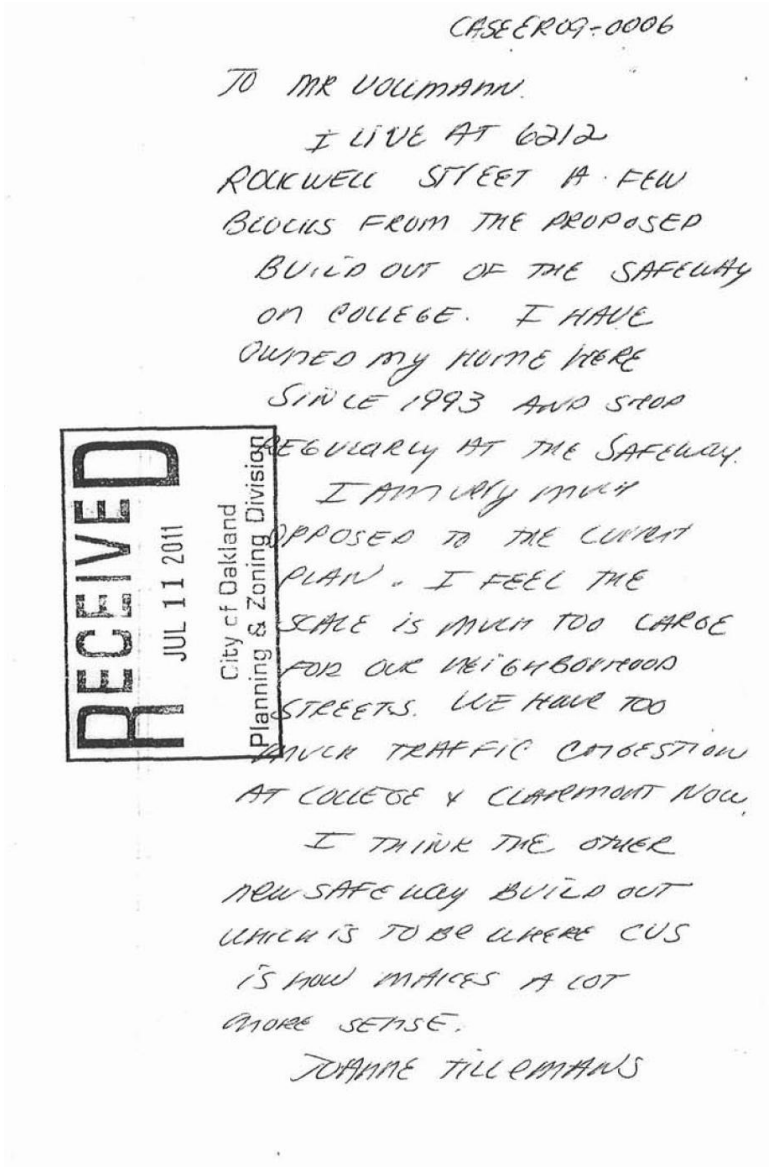
Please let Safeway expand and give us a better Oakland.

Tori Thompson

Response to Comment C-244-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-245



CASE ER09-0006

TO MR VOLLMANN.

I LIVE AT 6212 ROCKWELL STEET A FEW BLOCKS FROM THE PROPOSED BUILD OUT OF THE SAFEWAY ON COLLEGE. I HAVE OWNED MY HOME HERE SINCE 1993 AND SHOP REGULARLY AT THE SAFEWAY. I AM VERY MUCH OPPOSED TO THE CURRENT PLAN. I FEEL THE SCALE IS MUCH TOO LARGE FOR OUR NEIGHBORHOOD STREETS. WE HAVE TOO MUCH TRAFFIC CONGESTION AT COLLEGE & CLAREMONT NOW. I THINK THE OTHER NEW SAFEWAY BUILD OUT WHICH IS TO BE WHERE CVS IS NOW MAKES A LOT MORE SENSE.

JOANNE TILLEMANS

RECEIVED
JUL 11 2011
City of Oakland
Planning & Zoning Division

1

2

3

4

Response to Comment C-245-1

The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment C-245-2

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-245-3

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College and Claremont Avenues currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the

proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

As discussed in Chapter 2 of this document, the traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less-than-significant level under the revised project.

Response to Comment C-245-4

The other Safeway project referenced in the comment is a separate project from the project that is the subject of this EIR, and it is being evaluated in a separate EIR. The comment does not address the adequacy of the DEIR. Cumulative transportation and noise impacts were addressed in the DEIR, and other cumulative impacts are addressed in Master Responses M-6, M-7, and M-8 of this FEIR.

Comment Letter C-246

Vollmann, Peterson

From: Ranelletti, Darin
Sent: Monday, August 08, 2011 2:51 PM
To: Vollmann, Peterson
Subject: FW: Rockridge Safeway project comment

Darin Ranelletti, Planner III
City of Oakland, Planning and Zoning Division
250 Frank H. Ogawa Plaza, Suite 3315
Oakland, California 94612
510-238-3663 direct phone
510-238-6538 fax

From: Lisa Tracy [mailto:lisa@philanthropyvision.com]
Sent: Thursday, August 04, 2011 10:08 PM
To: Ranelletti, Darin
Subject: Rockridge Safeway project comment

Hi,

I'm a neighbor living near the proposed Rockridge Safeway expansion.

1 I oppose the expansion. I think it changes the visual character of the neighborhood too much. We are used to a nice, open, walkable, European flair walking up that portion of College Ave. I don't like the idea that two full blocks of our view would now be dominated by a gray, modern building that more appropriately belongs in the suburbs.

2 I also am concerned that Safeway will compete with and crowd out some of the excellent small businesses across the street.

3 Finally, the traffic congestion in the area, especially on College Ave itself, is already terrible. Making Safeway more of a destination will only increase traffic congestion, even if Safeway provides the parking.

Sincerely,
Lisa Tracy

Response to Comment C-246-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Regarding the project's potential effect on the pedestrian-orientated neighborhood, please see Responses to Comments A-5-11, E-53, and Master Response M-9. As shown on Figures 3-10 and 3-11 of the DEIR, the frontage of the project along College Avenue would include a few gray elements, primarily a dry-stack ledgestone, but the majority of the façade would be developed with a variety of other earth tones, including taupe, beige, browns, ochre, and green. The façade would be articulated by variations in materials, color, fenestration, and building elements. Regarding the statement that the project is a suburban style of development, please see Responses to Comments C-32-1 and C-247-3, and Master Response M-9.

Response to Comment C-246-2

As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Response to Comment C-246-3

The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

As discussed in Chapter 2 of this document, the traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less-than-significant level under the revised project.

Comment Letter C-247

Vollmann, Peterson

From: Danica Truchlikova [danicat05@comcast.net]
Sent: Wednesday, August 10, 2011 12:42 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; Michael Colbruno; Madeleine Zayas-Mart; jaw1123@aol.com; Pattillo@PGAdesign.com
Subject: Comments on DEIR for Safeway on College Avenue

6725 Manor Crest
Oakland, CA 94618

August 10, 2011

Mr. Peterson Vollman, Planner III

City of Oakland – CEDA

250 Frank H. Ogawa Plaza, Suite 2114

Oakland, CA 94612

Dear Mr. Vollman,

1 I appreciate the opportunity to comment on the DEIR for the College Avenue Safeway and the hearing on August 3. I am an experienced registered architect and a long time resident of Rockridge, well familiar with the area of proposed project. I just came back from a long stay in Europe, and a word-by-word thorough review of such an expansive document was not possible in the short review time allowed. However, it is obvious, that there are legitimate issues with most of the conclusions based on inaccuracies or insufficient study. Many specific issues were eloquently addressed during the hearing by neighborhood representatives with expertise in the subject matters. My comments are based on cursory review of pertinent chapters of the DEIR, and my nearly daily personal experiences.

2
- From the day one, the issue with this project has been its size and scale. The project grossly violates the C-31 zoning (C-N1 in the new designation). Its approval requires 4 CUP and 2 variances, and for this alone should have been rejected up front in the proposed form. Zoning laws need to carry some weight; otherwise the City can save lots of money by eliminating planning reviews and approvals.

3
- Safeway's stated objective is to "revitalize" College Avenue by proposed "Safeway Shopping Center". This designation by itself is an anomaly on College Avenue and confirms Safeway's vision of a suburban mall. There is no opposition to modernization of the store on a more modest and appropriate scale. Safeway took this option off the table, even though at one of the first public meetings it was mentioned when the opposition to a large store was obvious. This site, its shape, and its location cannot support such a large project without major detrimental effects on

Comment Letter C-247, cont'd.

3 the character and scale of College Avenue.

4
- Second Safeway's objective is to provide more comprehensive services by offering exact replicas of the stores across the street. It is more than obvious that Safeway's intent is to get rid of all local competition across the street. Why would City of Oakland support such intent over the legitimate demands of residents who live, work, pay property taxes and shop in Rockridge? Shopping on the second floor is foreign to College Avenue and is pedestrian very unfriendly. Waiting for and squeezing into elevator with shopping cart will not provide more functional and efficient shopping expedience as the DEIR claims. This store will set a precedent that may change College Avenue, as we know it, forever. Existing grandfathered and profitable Safeway store provides balance to the existing smaller stores.

5
- College Avenue is relatively narrow in this block and tends to be jammed on any day of the week and at any hour of the day. The four-way lights at intersection of Claremont and College take longer to yield green, and even if there is green at College and Alcatraz intersection, cars are not moving, and often are lined half a block past Alcatraz. Adding any additional traffic to this situation will be irresponsible, and none of the proposed mitigation measures will make the conditions better. Claremont Avenue is a down grade thoroughfare with cars heading for the freeway. Adding one or two lights in the Safeway block will create, in my opinion, a danger of speeding cars trying to beat the light.

6
- The proposed parking is insufficient and does not comply with the code requirements. In addition, elimination of parking along the small stores across the street is another indication that Safeway's major objective is to increase their profits by eliminating all local competition. The stores need those parking space for their customers. DEIR's Congestion Management Analyses

7 for projects on Telegraph, MacArthur, Broadway, Oxford Street, University Avenue, Adeline and Heinz Street do not apply since all of these streets are wider than College Avenue.

- DEIR argues that there is a commercial development of larger scale on Claremont Avenue across from the site. This argument is not valid, as it does not recognize that Claremont is considerably wider street, and the mentioned buildings have much smaller footprints than the proposed project.

8
- General Plan encourages creation of pocket open spaces in the urban fabric. This is the only block on College that provides an open view of Oakland hills across the Safeway parking lot. I am not saying that open parking lots are a desirable feature, but Safeway could hugely improve the block by opening the store to the street with glass façade and improving parking lot by redesign, planting trees and new landscape, and provide a small plaza with benches to rest or wait for taxis. Covered parking is dangerous; robberies in Rockridge are on an upswing. As a woman I would not park in such parking lot. Open seating on the second level may become a gathering place for rowdy teens, and vagrants at night, as well as may provide danger from falling or thrown down objects onto the sidewalks below.

9 Cities of Berkeley, Albany and Burlingame down scoped similar large projects proposed by Safeway. And surprisingly, Safeway did not leave, but agreed to build smaller "lifestyle "stores. Is Oakland worse than these communities, which care about the character of their cities? Especially since another huge Safeway store is proposed about a mile down the block. I urge you to take into consideration the destructive effect this project will have on what is one the most successful streets in Oakland. There are neighborhoods where a Safeway store will do much more good that it would in Rockridge. The City has the power to enforce more balanced approach to development. Short term gain and long term loss is not a wise solution.

At the hearing on August 3, most of the arguments by supporters of the project repeatedly stated

Comment Letter C-247, cont'd.

9

that it is better to have shops on both sides of the street. It was not clear how many of these people actually live and frequently shop there. Having a 400' long mass of a two story building on a relatively narrow street is not better in this case. It may have quite opposite "oppressive" effect. 600' long wall along Claremont will provide a "fortress" effect where now is an open space.

I strongly urge you to approve a reduced size project like was done in Berkeley, Albany and Burlingame. College Avenue is recognized as one of the most appreciated Oakland's assets for its scale, character and pedestrian friendly ambiance. There is no planning justification for approval of this project, which is totally out of scale and character of College Avenue.

Thank you for your attention and consideration of my comments.

Sincerely,

Danica Truchlikova, A.I.A.

Response to Comment C-247-1

The comment consists of introductory remarks to the letter. It does not raise any specific environmental issues, and no response is necessary.

Response to Comment C-247-2

As discussed in more detail in Master Response M-9, the size of the project would be within the maximum F.A.R. alllowed by the General Plan and is conditionally permitted in the C-31district. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

The comment states that "the project grossly violates the C-31 zoning" because it requires approval of four Conditional Use Permits and two variances. However, Conditional Use Permits (CUPs) are different from variances, in that they do not denote any inconsistency with the zoning ordinance. They are related to a class of uses for which a public agency wishes to retain some discretionary authority. For example, alcohol sales are virtually always conditional uses, yet they do not represent inherent conflicts or inconsistency with the commercial districts in which they are permitted with a Conditional Use Permit. Absent a CUP requirement, other stipulated permitted uses are permitted by right, and a public agency has no ability to restrict or impose conditions on a principal permitted use that conforms with the General Plan and zoning ordinance. Please see Master Response M-9 for a discussion of how the project would conform to the required findings for CUP approval. Regarding the requested variances, they are for minor deviations from the C-31 zoning regulations. The project is just 1,511 square feet over the threshold requiring three loading berths, and seeks a variance to provide two berths instead of three. With 171 proposed parking spaces—15 spaces shy of the required 186 spaces—the applicant is requesting a second variance from the parking requirement.

The Oakland Planning Code carries considerable "weight" in that it regulates allowed uses; the size, height, bulk, and setbacks of buildings; and establishes a wide variety of requirements and restrictions on activities, such as noise limits. The Planning Code complies with California laws pertaining to land use regulation.

Response to Comment C-247-3

While the proposed project is called a shopping center on the cover of the DEIR, the project has nothing in common with a suburban shopping mall, as discussed in more detail in Response to Comment C-32-1. In fact, the proposed project would do much to rehabilitate the site from a suburban, auto-centric model of development to a higher-density, pedestrian-oriented in-fill development, with ready access to public transit, located in a well-established neighborhood commercial district—very much in keeping with smart growth principles. The modified project block would have up to eight walkable street-level storefronts (plus two pedestrian storefront entries to Safeway) where none exist now. The project represents compact urban development consistent with the scale of development already present in the area. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9.

Response to Comment C-247-4

While these are not environmental issues subject to review under CEQA, it should be noted that Safeway is not expected to compete directly with most of the small retail stores in the vicinity, which offer specialty goods and enhanced customer service. In any event, as discussed in detail in Master Response M-6, an independent economic impact study performed for the project concluded that the proposed project would not cause a significant adverse economic impact on neighboring businesses. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods. Regarding the need for the project, please see Response to Comment C-158-1.

"Shopping on the second floor" may not be a common experience on College Avenue, but grocery stores are often located in basements and second floors of buildings in European commercial centers (including Paris) in order to maximize the benefits of infill development. Regarding the concern expressed about shopping carts in the elevator, there would be two elevators, which would help avoid excessive congestion but, more significantly, there would be a pedestrian escalator that includes a shopping cart conveyor that would transport loaded carts to the ground floor and empty carts to the Safeway store on the second level. This pedestrian and cart escalator would be able to transport a larger number of customers and their carts than the elevators, and more quickly. Thus, when the elevators were occupied, shoppers could avail themselves of the alternative way to quickly exit the store with their loaded carts.

Response to Comment C-247-5

See Response to Comment C-1-2 regarding current congestion on College Avenue and the effectiveness of the proposed mitigation measures.

See Response to Comment C-30-2 regarding traffic signals proposed by the proposed project and the mitigation measures.

Also, see Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection to limit automobile access and enhance pedestrian crossings.

Response to Comment C-247-6

The comment is consistent with the Table 4.3-21 of the DEIR which shows that the project would not meet City of Oakland Zoning Ordinance parking requirements.

However, the project is not proposing to eliminate on-street parking spaces across the street on the west side of College Avenue. Mitigation Measure TRANS-17A, which proposed bulbouts on the west side of College Avenue in order to improve pedestrian crossings, may have resulted in elimination of two parking spaces on College Avenue at 63rd Street depending on the design for bulbouts. However, the revised project, described and analyzed in Chapter 2 of this FEIR, would reconfigure the 63rd Street/College Avenue intersection and provide either bulbouts on the west side of College Avenue or a center median., The revised project would not eliminate any parking spaces on the west side of College Avenue.

See Master Response M-3 for further discussion of parking demand.

Response to Comment C-247-7

As described on page 4.3-104 of the DEIR, the Congestion Management Program analysis referenced in the comment is required by the Alameda County Transportation Commission (ACTC, formerly known as Congestion Management Agency [CMA]). The roadways analyzed were selected by ACTC in their comment letter on the project NOP. Also, note that Oxford Street, University Avenue, and Heinz Street, as referenced in the comment, were not included in this analysis.

Response to Comment C-247-8

While the nearby office buildings on Claremont occupy smaller footprints than the proposed project, they are also on much smaller sites; Safeway's much larger site can inherently support more development. The proposed project would be two stories in height, with the majority of the ground floor dedicated to parking, obscured behind the street-level shops, while the buildings on Claremont are three and four stories, respectively (with a two-story element on the four-story building). It is true that Claremont Avenue is a wider street, and the project has been designed to direct as much auto use to that side of the site as possible, while focusing on the pedestrian orientation along the College Avenue frontage.

While the proposed project is required to be consistent with the General Plan, it is not responsible for implementing all of the General Plan's goals and policies. The project is not required to provide pocket open spaces. However, Safeway is proposing improvements that are not required, including the prominent landscaped rooftop plaza and the landscaped pedestrian "walk street" with benches.

Regarding the potential for crime, please see Responses to Comments C-156-5 and C-180-8.

Response to Comment C-247-9

Please see Response to Comment C-158-1 regarding Safeway's right to propose a project that meets its needs and objectives. The focus of this EIR, as required by CEQA, is on what environmental effects would occur if the project as proposed by the project proponent were approved and implemented.

Regarding the potential for the project to create a "fortress" effect where there is now open space, the existing south half of the block is lined with a two-story building on one side and three-story buildings on the other. Similarly, in the next block to the south, a four-story building faces three-story buildings. There is no evidence that the proposed project would cause such a "fortress" effect. Finally, the site does not currently support open space as it is defined in the Government Code, General Plan, or common planning

practice. For additional discussion on the size and scale of the project, please see Responses to Comments A-5-11, D-31,E-142, and Master Response M-9.

Comment Letter C-248

Vollmann, Peterson

From: Erica Grubb [wngrubb@earthlink.net]

Sent: Saturday, August 13, 2011 7:01 PM

To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary

Cc: Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org

Subject: DEIR Comments CASE ER09-0006

My neighbor, retired architect Bob Tucker, would like to submit the comment below:

TRAFFIC

Most participants agree that a traffic problem exists and will be worsen by enlarging the existing facility. In my experience the problem is greatly worsened by an existing pedestrian crossing on College Avenue about half way between Alcatraz and Claremont.. The enlarged facility can only make north/west College Avenue traffic worse.

1

However consider this alternative:

Close off College at Alcatraz and at Claremont. Southbound traffic would be diverted east on Alcatraz to Claremont. A new traffic light would be installed at Alcatraz and Claremont. All Safeway traffic would access the site off Claremont, a much larger and more flexible approach. This, I think, would greatly facilitate traffic movement and would divert traffic away from it's present routing.

The resulting closed portion of College would lend itself beautifully to a short pedestrian shopping area.. ..

Bob Tucker

Response to Comment C-248-1

The comment proposes to close College Avenue to automobile traffic between Claremont and Alcatraz Avenues and to provide all vehicular access to the proposed project from Claremont Avenue. While it would not close off College Avenue to all vehicle traffic between Claremont and Alcatraz Avenues, Alternative 3 analyzed in the DEIR evaluated a scenario where the project would have no project curb-cuts on College Avenue. See discussion starting on page 5-26 for impacts of this alternative, which was ultimately rejected. The commenter's proposal is even more extreme than Alternative 3 and would have greater traffic impacts. The commenter's proposal is not required to be evaluated in this EIR becasuse (among other things) it would not eliminate any of the significant impacts of the revised project.

Also, see Chapter 2 of this FEIR, which describes and analyzes the revised project, which would reconfigure the 63rd Street/College Avenue intersection and improve pedestrian crossing across College Avenue by either providing a median or bulbouts at the west side of the intersection.

Comment Letter C-249

Vollmann, Peterson

From: wmchtu [wmchtu@pacbell.net]
Sent: Saturday, July 09, 2011 1:46 PM
To: Vollmann, Peterson
Subject: Fw: College Avenue Safeway

Dear Mr. Vollman,

1 I would like to amend the 4th point of my earlier email to point out that Safeway is already altering the makeup of business in the College/Claremont area. As noted in point 3 the full service gas station is already gone and today we just got word that the Chimes Phamacy has been acquired by Safeway. Although the previous owner of this pharmacy is being retained as store manager he is no longer the owner but merely a Safeway employee and for how long is anyone's guess. Does Safeway have plans to purchase other small businesses in the area?

Sincerely,
William C. Turner

----- Original Message -----
From: wmchtu
To: pvollman@oaklandnet.com
Sent: Saturday, July 09, 2011 1:32 PM
Subject: College Avenue Safeway

Dear Mr. Vollman,

I have been a resident of Lower Rockridge for the past sixteen years. I would like to go on record opposing the present scope of the Safeway renovation project at the intersection of College and Claremont. I would like to make the following points:

2 1. There is no need for a 50,000 sq ft Safeway at College and Claremont as there is already a large Safeway about a mile away near the intersection of Broadway and 51st/Pleasant Valley roads.
2. The proposed 50,000 sq ft size of the College Ave Safeway project is out of scale and character with the other businesses near this location and will draw an unwelcome amount of traffic.

3 3. Although it is water under the bridge at this point, the Safeway project resulted in the acquistion and closing of the Union 76 full service gas station at the corner of College and Broadway. The fact that this gas station could fully service cars - unlike the station across the street that just sells gas, quick food and cigarettes - made this station a welcome resource for lower Rockridge residents who could get their cars serviced within walking distance of their homes. No more.
4. I am worried that Safeway will drive small individually owned businesses that characterize the College avenue location out of business and change the ambience of the neighborhood.

Sincerely,
William C. Turner

Response to Comment C-249-1

The City is unaware of plans by Safeway to acquire other local businesses. Please see Master Response M-6 for discussion of the proposed project's economic impact.

Response to Comment C-249-2

The City will consider the comment opposing the project prior to taking action on the proposed project.

Regarding the need for the project, please see Response to Comment C-58-1. Regarding the size and scale of the project, please see Responses to Comments A-5-11, B-4-2, B-4-4, E-4, and E-142. Regarding the compatibility of the project with the existing character of the neighborhood, please see Responses to Comments B-4-4, C-10-15, and E-142, and Master Response M-9. Regarding the traffic that would be generated by the project, please see Response to Comment C-80-1.

Response to Comment C-249-3

Regarding the businesses acquired by Safeway, please see Response to Comment C-249-1. Regarding the project's potential impact on existing businesses, as discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Comment Letter C-250

Vollmann, Peterson

From: Luis Villalon [villalonmeister@gmail.com]
Sent: Wednesday, July 20, 2011 1:39 PM
To: Vollmann, Peterson
Subject: Plans for Safeway store/College Ave.

Mr. Volman

1 My wife and I moved to Oakland from Miami 2 years ago, and have since lived in the Rockridge area. I am the one that does all the family shopping, including buying groceries at the Safeway on College Ave. A few weeks ago, I wrote a letter to the OpEd of the Montclarion weekly expressing my opinions on the remodeling for this store, which I am in favor of completely. You must be totally aware of the arguments from the oppositors against the remodeling, so I will just mention their complaints and my thoughts re: same.

2 Traffic: The opposition makes it sound as if as soon as the store re-opens, we'll have the car-mageddon (that never materialized in LA), and half the state of California will be congesting the College-Clairmont area 24 hours a day. The way I see it, it will have more parking spaces, all out of sight (Bravo!) with an
3 easier main way of entering and exiting the parking, thus avoiding any traffic problems. This will also
4 facilitate and make a lot more secure the walkway for pedestrians between the stores across the street on College to the Safeway store side, something the opposition feels it will cause the contrary.

5 Size: Negative comments have complained that this project will turn College Ave. into a Walnut Creek (?) or that it will become a Box Warehouse. First, as per the architectural renderings, they have made (at least to me) every effort to conform to the existing surroundings and not be blatantly off. No Golden Arches sticking out. Second, I don't know if any of the complainers and oppositors have ever been to a Walmart or Costco, but I was in Costco last week, and it seems that the Safeway project would fit at least 4 times in the one I go to. Also, the height of the tallest structure is not that much higher than the buildings across the street that house the Clairmont Diner and what looks like a combination of office/housing.

Negative effect on other businesses across the street: They have been able to survive regardless of the 40 years Safeway has been at this location. Safeway has wine, but I also go to Vino wine shop, it sells bread, but I still go to La Farine, it has vegetables, but I still go the Yasai Market, a Mom & Pop store and so on. And if they get another restaurant as proposed....hey! This is College Ave, the equivalent of Restaurant Row.

6 Just down the St., there is Market Hall. I have no idea if there was as much opposition when it was built, but that's another example of a business that hasn't changed the nature of its surroundings and/or small businesses around it.

If nothing else, the new store plans will at least turn this ugliest plot on College Avenue into something aesthetically pleasing, and will provide so much needed jobs during the construction period and part time and steady jobs in the future.

I will try my best to attend tonight's hearing if I can finish work on time. Otherwise, please consider this email as a vote in favor of the proposed Safeway plans.

Response to Comment C-250-1

The comment expresses support for a remodeled Safeway store and provides introductory remarks to the body of the letter, but does not address environmental issues or the adequacy of the DEIR. The City will consider the comment supporting the project prior to taking action on the proposed project.

Response to Comment C-250-2

The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment C-250-3

The comment expresses the belief that the project will improve parking and avoid traffic problems. No response is necessary.

Response to Comment C-250-4

The City will consider the comment supporting the project prior to taking action on the proposed project.

Response to Comment C-250-5

The comment expresses concurrence with some of the findings in the DEIR, and no response is necessary.

Response to Comment C-250-6

The comment expresses concurrence with some of the findings in the DEIR, and no response is necessary.

Comment Letter C-251

Vollmann, Peterson

From: Kathryn Vizas [kathyvizas@gmail.com]
Sent: Wednesday, July 13, 2011 4:40 PM
To: Vollmann, Peterson
Subject: Safeway on Claremont and College

1 I live in the neighborhood, and though I am in Berkeley, not Oakland, I wanted to tell you that my husband and I both support getting the store redone in the manner Safeway is proposing. I believe it will be an improvement to the neighborhood in many ways, and I hope that we can get this project through. I am sorry that we will be out of town when the planning commission meets. Feel free to contact us with any questions.

Kathy Vizas

Response to Comment C-251-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-252

August 12, 2011

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

1 I have lived on 63rd Street since 1971, and owned since 1997. I am very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

I support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted

Jaclin D. Wagar

Jaclin Wagar

Response to Comment C-252-1

This comment letter is in support of Comment Letter C-162. See Responses to Comment Letter C-162.

Comment Letter C-253

Vollmann, Peterson

From: Zachary Walton [walton.zachary@gmail.com]
Sent: Monday, August 15, 2011 10:05 PM
To: Vollmann, Peterson
Cc: Jerome Buttrick; John Chalik; walton.zachary
Subject: DEIR for Safeway on College Avenue

Dear Mr. Vollman

The DEIR for the Safeway on College Ave states that the first objective of the Project is to replace the existing store with a design and uses that are consistent with the C-31 zone and General Plan. To meet this objective, the Project must be consistent with smaller-scale pedestrian oriented commercial shopping. The DEIR claims that the Project meets this objective, but it does not cite any supporting evidence, substantial or otherwise.

From the beginning, the issue of the Project's consistency with applicable zoning and the General Plan has been minimized. The Initial Study for the Project did not identify any potentially significant land use issues. The public expressed overwhelming concerns about land use in response to the Notice of Preparation and, as a result, the DEIR included a chapter on land use. However, the DEIR's discussion of land use is cursory because it concludes there are no potentially significant environmental issues associated with the Project's relationship to land use. Thus, while the public expressed overwhelming concern about land use, the DEIR largely ignores the issue.

1

The conclusion that there are no significant environmental issues associated with the land use of the Project is wrong. One need look no further than the significant and unavoidable traffic impacts that the DEIR acknowledges the Project will create. However, even if the conclusion that there are no environmental issues associated with land use is accepted, the DEIR's analysis of land use is fundamentally flawed. The DEIR must include a meaningful analysis of the Project's consistency with applicable zoning and the General Plan because this is an objective of the Project. Such an analysis may not have been the required had the DEIR not included consistency with zoning and the General Plan as a project objective. But it did and, therefore, there must be a demonstration in the DEIR why the Project satisfies this objective.

The Project is not consistent with the General Plan. To support the claim that the Project is consistent with the General Plan's objective of promoting small-scale pedestrian oriented commercial instead of large scale commercial in the area, the DEIR states,

Comment Letter C-253, cont'd.

> Although much larger than the existing Safeway store, the proposed store would continue to primarily stock groceries, which are typically replenished by households on a weekly or more frequent basis (short-term). The store would not be focused on a regional market (a characteristic of large-scale commercial) as there are many other grocery stores in the region. Accordingly, the land use proposed is appropriately classified as small scale neighborhood commercial retail, as contrasted to large scale commercial. DEIR, 4.1-4.

This is absurd. The proposed Safeway store will be over 50,000 sq. ft., over twice the size of the existing store, nearly seven times the size of a store permitted by right under the C-31 zone and over 10 times the size permitted by right under the current zone. The fact that the Safeway store is not on the scale of a Costco warehouse store does not render it small-scale commercial. The Project includes a large-scale commercial shopping center. Given this, the DEIR must reevaluate how the Project is consistent with the General Plan.

1

The Project is not consistent with applicable zoning. The Project will require Conditional Use Permits and Variances to comply with the C-31 zone. However, the DEIR includes virtually no discussion of the facts the City must find to issue these entitlements:

> The relationship of the proposed projects (sic) with Oakland's *General Plan* and zoning regulations is discussed in the preceding section. If the project is approved with the appropriate Conditional Use permits and Variances made on the basis of findings as set forth in the Zoning Code, the project would conform with these applicable plans and regulations. DEIR, 4.1-12.

Again, because the objective of the Project is to be consistent with the zoning, there must be a meaningful discussion of how this objective will be met. However, it is not apparent that the necessary findings can be made. For example, to show that the Project qualifies for a Conditional Use Permit due to the size of the store (see, Municipal Code 17.48.080), the City must find:

> That the location, size, design, and operating characteristics of the proposed development will be compatible with and will not adversely affect the livability or appropriate development of abutting properties and the surrounding neighborhood, with consideration to be given to harmony in scale, bulk, coverage and density; … to the generation of traffic and the capacity of surrounding streets;

Comment Letter C-253, cont'd.

That the proposed development will enhance the successful operation of the surrounding area in its basic community functions, or will provide an essential service to the community or region.

Municipal Code 17.134.050 A., C.

1 The DEIR concludes that the Project will have significant and unavoidable impacts due to traffic. How then can the City make the necessary findings under Municipal Code section 17.134.050 A.? And given that there are multiple stores in the vicinity of the Project site that provide groceries, how will the Project enhance the successful operation of basic community functions or provide an essential service? The Rockridge neighborhood is already successful, and that success is attributable to the zoning this Project conflicts with.

******

Safeway made a decision to list the first objective of the Project as replacing the existing store with a new store consistent with the General Plan and zoning. This was not necessary; Safeway could have simply identified the objective of the Project to be to build a bigger store. But, given that it elected to identify consistency with the General Plan and zoning as a project objective, the DEIR must evaluate whether the Project satisfies this objective.

Please revise the DEIR accordingly and recirculate it for public review and comment.

Zachary Walton

Response to Comment C-253-1

The points raised in the comment are addressed in detail in Master Response M-9. There has been no evidence provided in support of the statement that the project would have a significant impact on land use. It remains the City's position that no such impact would result, and that the conclusions presented in Section 4.1 of the DEIR are correct. Traffic impacts are identified, but they do not constitute land use impacts.

As discussed in Master Response M-9, the F.A.R. of the project would be within that allowed by the General Plan and conditionally permitted in the C-31 zoning district. The commenter's disagreement with the evidence that the project would be a small-scale neighborhood commercial retail use is noted, but the City has put forth evidence in support of the position, and has elaborated on the evidence in the discussions referenced above. Regarding the findings required for the requested Conditional Use Permits, please see Master Response M-9.

With respect to the CUP finding required by Planning Code Section 17.134.050(A) in relation to the project's traffic impacts, that finding requires: "That the location, size, design, and operating

characteristics of the proposed development will be compatible with and will not adversely affect the livability or appropriate development of abutting properties and the surrounding neighborhood, *with consideration to be given* to harmony in scale, bulk, coverage, and density; to the availability of civic facilities and utilities; to harmful effect, if any, upon desirable neighborhood character; *to the generation of traffic and the capacity of surrounding streets*; and to any other relevant impact of the development." [emphasis added.] The DEIR identifies the potential traffic impacts that could result from implementation of the project; it also identifies feasible mitigation measures to reduce the impacts to less-than-significant levels if the City of Berkeley approves the measures. As noted in the DEIR, if the City of Berkeley does not approve the mitigation measures , these impacts would remain significant and unavoidable. However, whether or not the traffic impacts are mitigated to insignificance, the detailed analysis presented in the DEIR would enable City decision makers to find that they had given consideration, through the review of the DEIR and any decisions made in conjunction with the EIR, to the generation of traffic and the capacity of surrounding streets. Please see Master Response M-9 for additional discussion on findings and on General Plan and zoning consistency.

Comment Letter C-254

Vollmann, Peterson

From: mzmwashburn@yahoo.com
Sent: Monday, August 15, 2011 3:19 PM
To: Vollmann, Peterson
Cc: Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Ischaaf@Oaklandnet.com; idelafuente@Oaandnet.com; Brooks, Desley; Kaplan, Rebecca
Subject: Safeway Project EIR case #ER09-0006

Dear City of Oakland,
As a 25 year Rockridge resident and owner of a design- build firm,I oppose Safeway's project. The proposed design with an auto entrance and exit onto College Avenue will not only have a deleterious affect on on an already compromised traffic flow problem on College Avenue, but will pose increased safety risks for pedestrians. All auto traffic into and out of Safeway's parking structure should be limited to Claremont Avenue.
Sincerely,

Melissa Washburn

1

Response to Comment C-254-1

The comment is in favor of eliminating project driveways on College Avenue, which the DEIR analyzed in Alternative 3. See Chapter 5 of the DEIR for more detail. Also see Master Response M-4 regarding project impacts on safety, and Chapter 2 regarding the traffic impacts of, and enhanced pedestrian elements provided by, the revised project. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-255

Vollmann, Peterson

From: Kirk Wayland [kirk@dunkirksf.com]
Sent: Friday, August 12, 2011 2:19 PM
To: Vollmann, Peterson
Subject: Safeway @ College & Claremont

Dear Mr. Vollman:

1 I have lived in the Rockridge District for 43 years. I have raised two children, and also have had several grandchildren live in my home from time to time. I also was one of the original members of what later became the RCPC. We were formed due to a misguided attempt to build a fast food establishment on College Ave., at Birch Court. We, with a partnership with the College Avenue Merchants Assoc., convinced the planning department the there would be adverse traffic issues to the small and fragile nature of the College Avenue shopping district. The result has been a vibrant district, keeping the "small district" atmosphere, where families integrate easily with the commercial areas. Looking back, that was a small issue compared to Safeway's current intent. The air quality and added vehicle use with a large store will destroy the neighborhood I and my neighbors love. And, the Safeway property is right up on the Oakland Berkeley line. The blocks north of Alcatraz have been blocked by the city to force almost all vehicles onto College Avenue. The added draw of vehicles by a mega store will make College unusable. On most days, at peak hours, it can take one 15 to 20 minutes to get up and through the Elmwood district. I strongly oppose what has been proposed by Safeway. And urge the City Planning Department to minimize such a huge impact on our neighborhood, and suggest a smaller alternative plan to the Safeway store.

Thank you

Kirk Wayland

Response to Comment C-255-1

For discussion on the project's compatibility with the existing pedestrian-oriented retail development in the site vicinity, including its aesthetic compatibility, please see Responses to Comments A-5-11, E-53, E-142, and Master Response M-9.

See Response to Comment C-1-2 regarding current and estimated future congestion on College Avenue.

See Master Responses M-7 and M-8 regarding the air quality and greenhouse gas impacts of the project.

The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-256

Vollmann, Peterson

From: Sherrie "Syd" Wayman [swayman5@gmail.com]
Sent: Tuesday, August 16, 2011 2:06 PM
To: Vollmann, Peterson
Subject: My comment on the College Avenue Safeway DEIR

Dear Mr. Vollman,

1 I am a resident of Rockridge at 5844 College Avenue, Apt. 5A. I would like to submit for consideration my comments on the College Avenue Safeway DEIR. While I am not opposed to a new or remodeled Safeway at this location, I am opposed to the scale of the project and proposed traffic and transportation configurations. I am a regular transit rider, pedestrian, and bicycle rider in my neighborhood, and am concerned about potential impacts to these activities.

2 As a regular public transit user who rode the 51 and 49 (previously 7, I think?) as a Cal student and prior resident of International House to get to and from Rockridge BART and the E transbay bus to commute to work, school, and home, the proposal to move the northbound 51B bus stop across Claremont Avenue really gets me. AC Transit has already split the stops for these two buses at the BART station, and by, I assume, agreeing to split the stop for them at Claremont, they are providing riders with even less choice at a time when they have significantly cut back the number of trips on both lines. I used to take whichever bus came first because it isn't always easy to predict when the next bus will arrive, even with advances in technology and NextBus on smartphones. It also makes no sense to me to, I assume, close the stop on Alcatraz which already has a sidewalk cutout. I also wonder about the safety of forcing people from the south side of College at Claremont to cross this busy street on a regular basis to catch the northbound 51 bus. It may not be the usual tactic of Rockridge residents or Cal students, but often, transit riders will sprint across a busy street if they see a bus arriving that would get them to their destination, but that would not stop at the exact bus stop where they are standing, or if they are not yet to the bus stop.

3 Also, am I mistaken, or is Safeway proposing to somehow "widen" College Ave between Claremont and Alcatraz to incorporate a second lane for buses? Will the bus lane run entirely from Claremont to Alcatraz? Will they be removing parking to do this? What would be the impact on pedestrians, cyclists, and the sidewalk area which is already quite narrow?

Sincerely,

Sherrie Wayman

Response to Comment C-256-1

The comment expresses opposition to the project as proposed, and expresses a general concern about impacts to transit riders, pedestrians, and bicyclists in the neighborhood. Potential impacts on public transit are addressed on pages 4.3-105 through 4.3-106 and 4.3-112 through 4.3-114 of the DEIR. Potential impacts on pedestrians and bicyclists are addressed on pages 4.3-100 through 4.3-102 of the DEIR. Also, see Master Response M-4 for a discussion on pedestrian and bicycle safety.

Response to Comment C-256-2

See Response to Comment B-5-3 for benefits of moving the existing bus stop for Route 51B from south to north of Claremont Avenue.

Response to Comment C-256-3

The project proposes to widen northbound College Avenue just at the relocated bus stop just north of Claremont Avenue to 21 feet in order to provide adequate space for buses to stop and load/unload passengers without blocking and disrupting through traffic flow on northbound College Avenue. In addition, the project would widen the sidewalk at the bus stop to provide a bus shelter without interfering with the pedestrian flow along College Avenue. As described on page 4.3-108 of the DEIR, the project would reduce the number of parking spaces along the project frontage on College Avenue by two spaces from 11 to 9 spaces.

See Response to Comments B-4-6 and B-5-3 for more detail. Also see Comment A-1-2 that shows AC Transit's support for relocating bus stops from near-side to far-side of intersections. AC Transit estimates that each bus stop relocation would reduce bus travel times by 15 to 20 seconds.

Comment Letter C-257

Vollmann, Peterson

From: Alan Weinstein [hopfish@gmail.com]
Sent: Friday, August 05, 2011 2:17 PM
To: Vollmann, Peterson; vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary
Cc: susan@fansco.org
Subject: Rockridge Safeway project

Dear Oakland City Mayor and Council and Planning Commission members:

1 We are writing to oppose acceptance of the EIR for the proposed expansion of the Safeway at College Avenue and Claremont Avenue.

2 An expansion of this store on the scale proposed by Safeway cannot be profitable without a concomitant increase in patronage, and such an increase would be disastrous in terms of additional traffic congestion and resulting air pollution.

Traffic on College Avenue is already extremely congested, with long delays at the College/Ashby and College/Claremont intersections. The College/Claremont intersection is particularly troublesome for pedestrians. There is no way that the proposed compensatory actions outlined in the EIR can deal with a massive increase in traffic as required by a grossly expanded Safeway.

Safeway also plans an extensive expansion of their location at Pleasant Valley Road and Broadway. This location is at the intersection of two major thoroughfares and is much more appropriate for expansion.
It should not be necessary to make a similar expansion at another location so close by.

We appreciate very much having a supermarket in our neighborhood and believe that their offerings could be improved by remodeling and, perhaps, modest expansion, without the negative impacts described above.

Sincerely yours,

Alan and Marguerite Weinstein

Response to Comment C-257-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-257-2

The comment is consistent with the existing conditions presented in the DEIR. The DEIR (See Table 4.3-6) identifies both Ashby Avenue/College Avenue and Claremont Avenue/College Avenue as currently operating at deficient LOS E or LOS F. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however both intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

As discussed in Chapter 2 of this document, the traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less-than-significant level under the revised project.

Comment Letter C-258

Vollmann, Peterson

From: weisslaw@aol.com
Sent: Thursday, August 11, 2011 2:35 PM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com; sgalvez@phi.org; Blake.Huntsman@seiu1021.org; michael.colbruno@gmail.com; mzmdesignworks@gmail.com; jaw1123@aol.com; Pattillo@pgadesign.com; Quan, Jean; Brunner, Jane; Wald, Zachary; Kernighan, Pat; Nadel, Nancy; Schaaf, Libby; De La Fuente, Ignacio; Brooks, Desley; Reid, Larry; Kaplan, Rebecca; gwozniak@ci.berkeley.ca.us; susan@fansco.org
Subject: ER09-0006

Dear Mr. Vollman,

I am writing with regards to the College Avenue Safeway Expansion Proposal and the corresponding DEIR.

1 First, I am not anti-Safeway, but I am against the enormous expansion proposed.

2 Second, the DEIR is weak, and should be re-done. Some of its information is contradicted elsewhere, in particular the actual square footage of the existing store. Some of its analysis is weak, including the all important consideration of reasonable alternatives that would have less impact, The DEIR should be more than just a perfunctory check-the-box document. It should be mindful and thoughtful, reflective of the concerns raised by the community, and approached like a partner, not a dictator. Instead, it feels like the project sponsor is trying to do the least to get the most. It feels driven by profits, not partnership. It feels disengenuous, particularly when the sponsor's spokespeople appear on TV claiming that they are incorporating the community concerns and that Safeway's motivation is "revitalization" of this corner. If blocking out the light and hills = revitalization, then I am against revitalization.

3 Third, I think the DEIR inadequately analyzes the impact that this huge project will have on traffic congestion, pedestrian and vehicle safety, natural light/shadows, and the scale of the community. In my opinion, short shrift is paid to how this gigantic project will negatively impact the existing scale and vitality of College Avenue merchants, without whom, this neighborhood would not be as desirable.

4 At the end of the day, our community's concerns should matter as much if not more than the sponsor's wishes - we live here, the sponsor just collects profits here.

Thank you for your consideration.

Michael Weiss

Response to Comment C-258-1

The City will consider the comment opposing the project prior to taking action on the proposed project.

Response to Comment C-258-2

Regarding the square footage of the existing store, please see Responses to Comments E-114 and C-56-1. The comment states that the DEIR's analysis is "weak," but cites just one example, the alternatives. However, the DEIR devotes 68 pages and considerable detail to the consideration of alternatives, including quantified analysis of traffic impacts of the alternatives. As provided in Section 15126.6(d) of the *CEQA Guidelines*, "The EIR shall include sufficient information about each alternative to allow meaningful evaluation, analysis, and comparison with the proposed project. A matrix displaying the major characteristics and significant environmental effects of each alternative may be used to summarize the comparison. If an alternative would cause one or more significant effects in addition to those that would be caused by the project as proposed, the significant effects of the alternative shall be discussed, but in less detail than the significant effects of the project as proposed." DEIR Table 5-22 provides the matrix

referenced in Section 15126.6(d), with additional traffic impact comparison matrices provided in Tables 5-7 through 5-21. It is the City's position that the DEIR provides more than sufficient consideration of alternatives to the proposed project. For discussion on the range of alternatives evaluated, please see Responses to Comments C-10-8 through C-10-11 and E-132.

Regarding the characterization of the project applicant, these comments are not germane to the environmental review of the project, and no response is necessary. Regarding the statement that the project would block light, there is no evidence the project would cause a lack of light in the area. The project would be comparable in height to many nearby buildings, and would be shorter than a number of neighboring buildings. Regarding the statement that the project would block views of the hills, please see Response to Comment E-86.

Response to Comment C-258-3

The comment expresses concern about the project's impacts on traffic congestion and safety. See Response to Comments C-1-2 and C-80-1 regarding project impacts on traffic congestion. See Master Response M-4 regarding project impacts on safety. The project's shadow effects were assessed in the Notice of Preparation (NOP) Initial Study and Environmental Review Checklist (see Appendix N of the DEIR, pages 18 and 27) and were found to be less than significant. Therefore, a significant reduction in natural light would not be expected. Regarding compatibility with the existing scale and character of College Avenue, see Master Response M-9.

Response to Comment C-258-4

The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Comment Letter C-259

Vollmann, Peterson

From: Amy Weitz [aweitz35@hotmail.com]
Sent: Sunday, August 14, 2011 10:00 PM
To: Vollmann, Peterson
Cc: Brunner, Jane
Subject: opposed to the Rockridge Safeway project

Dear Mr. Vollman,

1 I am writing to register my opposition to the expansion of the Safeway store on College Avenue in Oakland. The area surrounding the entrance/exit to the store on College already causes extensive delays, as drivers, pedestrians and an increasing number of bicyclists attempt to negotiate a very small area without hitting anyone or getting hit. Even now, it is an accident waiting to happen; increasing traffic will only exacerbate an already unacceptable problem. Unfortunately, there are no easy alternative routes, so people will be forced to either endure longer waits and greater risk, or avoid the area altogether. I ask the Planning Commission to reject this poorly conceived plan. Thank you.

Sincerely,
Amy Weitz
Oakland Resident

Response to Comment C-259-1

The comment expresses concern about the increase in traffic congestion caused by the proposed project. See Response to Comments C-1-2 and C-80-1 regarding project impacts on traffic congestion.

See Master Response M-4 regarding project impacts on safety.

Comment Letter C-260

Vollmann, Peterson

From: Elise White [elisegwhite@comcast.net]
Sent: Monday, August 01, 2011 7:06 PM
To: Vollmann, Peterson
Subject: Safeway

To Peterson Vollman,

1 I have several objections to Safeway corporation's plan for its College Avenue location. These objections are centered on the costs to both the surrounding neighborhood and to the cities involved.
First it is untimely that Oakland and Berkeley would sanction spending city monies to accommodate Safeway's plan requiring street and signal changes.Where does the money come from?
Oakland and Berkeley are currently poverty stricken.
Considering how many vacant retail spaces exist on College Avenue now it seems foolish to create more. I would think that Oakland would act to encourage and support the healthy independent local businesses on College. Philosophically it would be better to support local business than to encourage corporate expansion.
Especially since Safeway has two defunct store sites in Oakland now.
One on Claremont Avenue and one on Broadway at 29th st. Safeway shows no interest in aiding Oakland's well being.
Yours Truly, Elise White

Response to Comment C-260-1

The applicant will be required by the City of Oakland to fund the traffic mitigation measures for Oakland intersections that are identified in Section 4.3 of the DEIR. While the City of Oakland lacks the legal authority to impose upon the applicant the traffic mitigation measures for the Berkeley intersections, it is the City's understanding that the applicant is in talks with Berkeley representatives to fund some or all of those mitigation measures.

Regarding the potential economic effects of the proposed project on other neighborhood businesses, please see Master Response M-6.

August 12, 2011

Comment Letter C-261

Mr. Peterson Z. Vollmann, Planner III
City of Oakland
Community and Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612

Re: Case No. ER09-0006, Comments on Draft EIR

We have lived on 63rd Street since 1977. We are very familiar from years of experience with traffic and parking issues in the neighborhood and the nature of this narrow residential side street. This letter is based on such personal knowledge.

1

We support, adopt, and agree with the analysis, factual statements, and the "Proposed Alternative and Mitigation for Significant Environmental Impacts" due to increased traffic on 63rd Street set forth in the attached Comment Letter of Nancy S. McKay and Dennis V. Swanson dated August 11, 2011 with reference to Case No. ER009-0006.

Respectfully Submitted,

Marcy Whitebook

Carl Price

Response to Comment C-261-1

This comment letter is in support of Comment Letter C-162. See Responses to Comment Letter C-162.

Comment Letter C-262

Vollmann, Peterson

From: diana wiegel [dlwiegel@yahoo.com]
Sent: Monday, August 15, 2011 7:05 AM
To: Vollmann, Peterson
Subject: Case Number ER09-0006

Dear Mr. Vollman,

1 I live on Colby Street at 63rd. Currently our street is used as a cut through for traffic from Alcatraz to Claremont Avenue. Additionally our block is used for non resident parking including BART commuters, College Avenue workers and Alta Bates Hospital workers. It is already congested for driving and parking. I am concerned about the scale of the proposed store and that it is too big for the neighborhood and the infrastructure. I have read the environmental report and it does not adequately addressing parking and traffic on my street and the direct neighborhood. I like most neighbors in the the surrounding blocks of the site, are very concerned about these issues related to such an oversized project. This is a neighborhood Safeway vs a regional Safeway (51st) and the site does not have the access (4 lane arterials on all sides) or parking to adequately support it. Congestion will overflow into the neighborhood and the neighborhood is designed as residential not commercial on the secondary streets.

Please help us. The neighborhood cannot support a Safeway of the proposed scale.

Thank you

Diana Wiegel

Response to Comment C-262-1

The comment expresses concern about traffic generated by the proposed project using local residential streets as cut-through route or by motorists looking for parking. See Master Responses M-3 and M-5 for a more detailed discussion of parking and traffic intrusion on residential streets, respectively. In addition, Improvement Measures TRANS-2 and TRANS-3 provide strategies to reduce the magnitude of parking and traffic intrusion on residential streets.

Comment Letter C-263

Vollmann, Peterson

From: Chris Wilcox [karmacanvas@yahoo.com]
Sent: Saturday, July 09, 2011 6:54 PM
To: Vollmann, Peterson
Subject: Safeway on Claremont

1 I would justice to go on record as not supporting the new safeway store as planned on.Claremont avenue. I feel it is much too large for the neighborhood and would inevitably end up ruining the small retailers such as the bakery, pharmacy, butcher and green grocer that give the neighborhood it's flavor. We do not want a Wallace size safeway.

Sincerely,
Chris Wilcox

Response to Comment C-263-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the project's potential impact on existing businesses, as discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

Comment Letter C-264

Vollmann, Peterson

From: Matthew WILLIAMS [mwillia@mac.com]
Sent: Tuesday, July 12, 2011 9:12 PM
To: Vollmann, Peterson
Subject: College and Claremont Safeway

1 Looking forward to the new Safeway. The big one, not a small version.

The big improvement, that's what Oakland needs.

Thank you.

Matt Williams
Resident of Oakland and a frequent shopper in this neighborhood, including the spill over into Berkeley

Response to Comment C-264-1

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-265

Vollmann, Peterson

From: Angstadt, Eric
Sent: Tuesday, August 02, 2011 3:36 PM
To: Vollmann, Peterson; Ranelletti, Darin
Subject: FW: College Avenue Safeway and Rockridge Safeway = Comment to file with DEIR

-----Original Message-----
From: Sally Williams [mailto:williamssally@gmail.com]
Sent: Tuesday, August 02, 2011 3:35 PM
To: Angstadt, Eric
Subject: College Avenue Safeway and Rockridge Safeway = Comment to file with DEIR

Dear Mr Eangstadt,

I have been following planning issues for 50 years and I am very familiar with the effect of big box developments on small businesses and the over-all health of communities. I think anyone who has been involved in planning issues is aware that many areas ban big box because it has driven small businesses out of business and have left communities with empty stores that contribute to crime as well as being a turn-off to potential new businesses. Both of Safeway's over- whelming big box projects(College and Pleasant Hill)will drive our friends out of business. This will cause both Oakland and Berkeley to loose a substantial tax base rather than being an "economic stimulus". (History does not support the planning departments statement) It will also cause a shift in where locals can shop. We will have to drive to Emeryville or Walnut Creek to obtain many of the services and products that we have been able to obtain locally. In addition, if the Oakland Planning Dept. thinks these boxes with a history of selling inferior products will attract customers from elsewhere, the Oakland Health Department should be alerted. Safeway should be asked to reveal some of its past history of investigations for its poor practices. They exist. **1**

The local stakeholders and tax payers in Oakland are attached to the quality of products and services that we presently receive from our long-standing local businesses. Other residents of Alameda County are attracted to the Rockridge because it has a reputation of having some of the highest quality shops in the East Bay. Huge Safeways will take away that reputation. Improved urban Safeway that decide to make an attempt to meet the standards of our local businesses and do not take away the parking of existing small businesses will be supported. Please do not allow big box. It will diminish the reputation that Oakland is trying to create for itself as a wonderful place to live, work and shop.

Sara Williams
Hillcrest-Eucalpytus Neighborhood

August 2, 2011 Case File #ER090006

Response to Comment C-265-1

The proposed project is not a big-box development, as discussed in more detail in Response to Comment C-11-4 and Master Response M-9. As discussed in detail in Master Response M-6, there is no evidence that the proposed project would adversely affect existing businesses in the vicinity. Furthermore, the store could have a beneficial effect on the nearby businesses. As discussed in Response to Comment C-137-3, when the College Avenue Albertson's grocery store (located about 1,500 feet south of the project site) closed, other retail stores in the neighborhood observed a decline in both foot traffic and sales. When the vacant site was reoccupied by a Trader Joe's and Pharmaca, business immediately picked up. Similar beneficial effects on neighboring businesses have been observed in San Francisco and Lafayette following the introduction of new Whole Foods grocery stores to established retail neighborhoods.

The comment alleges that Safeway has engaged in "poor practices," but does not elaborate, so a detailed response is not possible. However, the comment does not appear to address environmental issues or the adequacy of the DEIR.

Comment Letter C-266

Vollmann, Peterson

From: Sally Williams [williamssally@gmail.com]
Sent: Tuesday, August 09, 2011 2:52 PM
To: Vollmann, Peterson
Cc: chjohnson@sfchronicle.com
Subject: Case Number ER09-0006

Re Economic Stimulus attribute of Safeways

1 Family and friends have told me that they are starting to grocery shop on line and have it delivered. I was amazed that so many people are doing what I do - making up for lost neighborhood service by shopping, tax free, online for groceries and many of the services we use to find at Rockridge Plaza and at College and Claremont. Councilmember Reid ought to join you in restudying the economic impact of the expansions. If you have any doubts about groceries online, check out Consumer Reports of Sept. 2011. Oakland is really running property tax payers out of their own neighborhood by making them less attractive rather than more attractive. Chip Johnson's praised of a rooftop coffee shop on the second floor of the replacement for a gas station overlooking two heavily traveled routes to the freeway, ought to be countered by the Oakland Planning Dept. environmental planners. The last place anyone should sit is above exhaust from traffic. Ask the Alameda Health Dept. about the asthma buses they have to take to the schools by freeways. Johnson also points out that our neighborhood ought to concentrate on what's really important. We live here because we care about the totality of the City and we know its problems, but Chip should remember that many of us we pay lots of taxes and guess what, when my daughter's Oakland home was broken into by teenage girls during the late afternoon, the police that we pay for refused her service. Does Oakland want to drive the tax payers out of the City? It appears to be trying by dismissing our interests and driving us online or out of Oakland to shop. (The cities of Emeryville and Albany must be laughing all the way to the bank)

2

3

Sara Williams

Response to Comment C-266-1

The comment does not raise any environmental issues or address the adequacy of the DEIR, and no response is necessary.

Response to Comment C-266-2

Regarding the proposed project's effect on air quality, please see Responses to Comments C-1-3 and Master Response M-7.

Regarding the proposed project's effect on crime, please see Responses to Comments C-73-12, C-156-5, and C-180-8.

Response to Comment C-266-3

The comment does not raise any environmental issues or address the adequacy of the DEIR, and no response is necessary.

Comment Letter C-267

Vollmann, Peterson

From: Doug Williamson [doug@dwwilliamson.com]
Sent: Saturday, August 13, 2011 9:01 AM
To: Vollmann, Peterson
Subject: Safeway

Hello Mr. Vollman,

1 I am vehemently opposed to the plans for the new Safeway. My opposition is mainly on three points; the size of the project, the effect it would have on the small businesses around it, and having Safeway acting as leasing agent to new businesses in the new retail spaces the project will create.

2 The size of the project is totally out of character for the neighborhood. The building would be massive in its setting. It would be too tall. It aims to increase traffic to the small neighborhood. If Safeway were a good neighbor they would realize this rather than cramming their corporate planning on us.

3 Secondly, the project would be the detriment of the small shops which the character of the neighborhood thrives. In the process we have already lost the only independent pharmacy anywhere near locally. They have already removed a local auto repair center and gas station. Safeway will be after Ver Brugge, Yasai's and the flower store next. The engorged new Safeway will have a new giant meat counter, a larger selection of vegetables and a flower department as well. One might argue that this will be good for consumers but I know just the opposite to be true. The quality of the food that Safeway sells is not nearly the quality of that which Ver Brugge and Yasai's sells. When Safeway puts these small businesses under we will no longer have the option of buying the higher quality food. When Safeway puts these small businesses under the money will leave the local economy. When Safeway puts these small businesses under the wonderful character of the neighborhood will be lost forever.

Finally, when Safeway builds its new monstrosity they will be landlords for the new spaces they will create. The decisions about who will lease these spaces will be made by the corporate entity whose concerns are about profit and not those of the neighborhood. We will get a Starbucks across the street from our fine neighborhood coffee spot. We will get a Subway sandwich store and a Taco Bell.

4 It is already clear that Safeway is not a good neighbor. They will make the most minimal amount of accommodations to get the project through. One only has to look at their current building to see this. One only has to look at their first proposed plan for the new building to see this. One has only to see the loss of our pharmacy to see this. One has only to look at how their employees are treated to see this.

Safeway is a mindless corporate entity who is pushing their new "lifestyles" stores into neighborhoods across the state. Rockridge is a wonderful reason why I love to live here. The building of the new building would be to the detriment of Rockridge and make it Anywhere, USA. Please, please, please don't allow this to happen.

Thank you.

Doug Williamson

Response to Comment C-267-1

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the effect the project would have on nearby small businesses, please see Master Response M-6. Regarding having Safeway act as leasing agent for the proposed small retail spaces, this is not an environmental issue and does not address the adequacy of the DEIR.

Response to Comment C-267-2

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Master Response M-9, the project would be within the F.A.R. limit allowed by the General Plan and is conditionally permitted in the C-31 zoning districts. It would also be comparable in height to many existing buildings along College Avenue in the project vicinity, and would be shorter than the three- and four-story buildings in the vicinity. Regarding the effect the project would have on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Response to Comment C-267-3

Regarding the effect the project would have on nearby small businesses, please see Master Response M-6. Regarding the effect the project would have on neighborhood character, please see the preceding response.

Response to Comment C-267-4

Regarding whether Safeway leases the retail spaces to independent businesses or chain stores, the comment does not address an environmental issue subject to review under CEQA or address the adequacy of the DEIR, and no further response is necessary. The opposition to certain types of stores is noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project

The statement that Safeway is not a good neighbor is not an environmental issue subject to review under CEQA, nor does it address the adequacy of the DEIR.

Comment Letter C-268

Vollmann, Peterson

From: Kristin Wilson [caldivergirl@gmail.com]
Sent: Tuesday, July 12, 2011 6:12 AM
To: Vollmann, Peterson
Subject: Support for Safeway

Hello Pete,

I live on Claremont on the block between College and Hillegaas. I lived here during the battle with Dreyer's to size their development plans appropriately and served, by invitation, on a citizen's committee to work out a reasonable solution with Dreyer's. I am glad they did not build a montrous building across the street. The current development is reasonable and fits in with the neighborhood.

1 However, I know that the neighborhood group, and a lot of neighbors, will oppose even reasonable plans to change anything in the neighborhood, a form of NIMBY-ism. As far as I can see, their main objection to Safeway's plans is scale - they want no expansion of the size of the store. Given that Rockridge is a transit center which needs to scale sensibly, both for the needs of the immediate neighborhood as well as the community, as well as for ecological reasons, Safeway's expansion of scale makes sense. I think the plans look good, and, with the neighborhood pressure, I am sure they will be trying to make the redesign a model for fitting in well to an established community.

I cannot attend the July 20 meeting but would like you to know that I support Safeway's plans.

Kristin Wilson

Response to Comment C-268-1

The characterization of supporters or opponents to the project is not germane to environmental review of the project under CEQA, and does not address the adequacy of the DEIR.

The City will consider the comment supporting the project prior to taking action on the proposed project.

Comment Letter C-269

ROCKRIDGE
MARKET HALL

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Peterson Z. Vollman, Planner III
City of Oakland Community & Economic Development Agency
Planning Division
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031
pvollman@oaklandnet.com

Re: Comments on Draft Environmental Impact Report: Safeway Project at 6310 College Ave., Oakland, Case Number ER09-0006; Alameda County Assessor's Parcel Nos. 048A-7070-007-01 and048A-7070-001-01

Dear Mr. Vollman,

We are writing to you as Rockridge home owners, College Avenue retail property owners and College Avenue merchants. We believe the current Safeway proposal, in effect a big box store, will have a negative impact on the unique character of the Rockridge business district. We do not agree with the findings as proposed in the DEIR for this project.

Regarding the suitability of this project under the guidelines of C-31/CN-1, we find it difficult to believe that this project could be approved. While some expansion of the store might legitimately be "grandfathered", it seems reasonable to assume that if this project were being proposed by another development some aspect of urban in-fill would be required to bring more business or people to the street. Safeway's stated goal for this expansion is in effect to take retail business away from other merchants. While the design has many interesting elements, and seems a step above Safeway's more conservative design approach, simply creating a huge store and adding more small retail store fronts seems an incongruous approach to urban retailing.

1

We know that commercial districts need to provide strong reasons, something beyond gift shopping, for survival. No one wants Safeway to disappear; it is an important anchor business for Rockridge. However, Safeway's corporate goal of maximizing their real estate interests is incompatible to the Rockridge neighborhood. Those goals are more appropriate to 51st Street Rockridge Center. Safeway should hire the architect Ken Lowry to use his considerable creative efforts to help them with that project.

Comment Letter C-269, cont'd.

While the City of Oakland seems proud of the success of Rockridge as a pedestrian friendly neighborhood shopping district, that success is much more fragile than people may appreciate. It seems incongruous to incorporate a big box store of the size proposed on College Avenue based on the need of a national corporation not to lose sales. Our preference would be for a refurbished store allowing for some increase in size. We could have been more intrigued had Safeway proposed incorporating a second or third story of housing or offices in order to bring new customers to the avenue. As we are all aware, retailing in the US is undergoing tremendous changes; just opening a bigger store or adding more store fronts isn't the answer.

1

When we built Market Hall we were under considerable negative pressure from the community, lot's of shouting and yelling. We take our objections to Safeway under advisement of our own experience. Many in the community thought Market Hall would be the end of Rockridge. While we don't necessarily believe that Safeway will destroy Rockridge, we absolutely believe it will neither enhance the neighborhood nor benefit the surrounding businesses. It is being built on a suburban model, not C31-C-N1. Safeway might have presented another design with a smaller more agile approach to pedestrian friendly neighborhood shopping, and then expressed really creative approach to their 51st project, creating as a regional draw. Currently we see two big box stores being proposed drawing customers from the same neighborhoods.

In addition, we found the traffic mitigations to be extremely weak and potentially detrimental to the health of all businesses on College Avenue, not just those most immediately impacted on the Claremont/Alcatraz block. We found insufficient discussion on the effect of having two huge Safeway stores in Rockridge. Both projects have to be considered in the DEIR for the College Avenue Safeway. We believe that the increase in traffic at both the 51st/Broadway/College and the Claremont/Alcatraz intersections will have a negative impact on business all along College Avenue. The increased congestion will make College Avenue a less desirable street for pedestrian friendly shopping and for the small independent businesses that are the dominant uses on the Avenue.

2

The idea of installing more stop lights close to the College Avenue Safeway and at the surrounding intersections, decreasing on-street parking, relocating the bus-stop to the same block with the Safeway seem to be stop-gap solutions and not true mitigations to the effects of the increase in traffic. As the block between Claremont and Alcatraz is the narrowest part of College Avenue, the increase in traffic will make it more difficult block to traverse. Once that block becomes more congested than it is, residents, customers and visitors will do anything to avoid driving between Claremont and Alcatraz, in much the way many of us will do anything to avoid College and Ashby.

Rather than rewrite what others have already submitted concerning the approval of the DEIR, we will quote from the letter you received from Mr. Glen C. Alex, on July 25, 2011.

"Before adopting a final EIR or approving any Safeway project, the City must (1) reformulate the project objectives to reflect the needs of *the City and the public* rather than the narrow interests of the project proponent; (2) evaluate the most important environmental issue: the impact of the proposed large-scale shopping complex on the local area; (3) provide a fair evaluation of a reasonable range of alternatives, based on *City/public* project objectives; (4) adequately analyze GHG emissions based on the correct standards, and provide sufficient mitigation measures for them; and 5)adequately evaluate circulation, parking and related issues, taking into account the effect of the proposed retail stores as well as the proposed Safeway expansion."

3

Thank you for your considerations of our concerns.

Sara E. Wilson
Peter S. Wilson
Anthony G. Wilson
August 16, 2011

Response to Comment C-269-1

Regarding the characterization of the proposed project as a "big-box" store, please see Response to Comment C-11-4 and Master Response M-9. Regarding the suitability of the project under the applicable zoning regulations, please see Master Response M-9.

Safeway has not stated a goal of taking retail business away from other merchants. The objectives of the project are set forth on pages 3-9 through 3-10 of the DEIR, and none of them include this as a goal. For a detailed discussion of the potential effects of the project on other College Avenue businesses in the vicinity, please see Master Response M-6.

The design of the project is intended to integrate with the existing retail environment on College Avenue, and has been revised and refined over time in response to input from concerned neighbors and City staff. The analysis of the project's potential aesthetic effects did not identify any significant visual impacts. Please also see Responses to Comments A-5-11, E-4, E-53, and E-90 pertaining to the project's design review process.

The concerns about the effect of the proposed project on other College Avenue businesses are addressed in detail in Master Response M-6.

Response to Comment C-269-2

See Response to Comment B-1-6 regarding the inclusion of the proposed 51st and Broadway Shopping Center project in the cumulative traffic analysis.

See Master Response M-4 regarding project impacts on pedestrian safety.

See Response to Comment C-30-1 regarding the number of signals the DEIR project and the mitigation measures would have installed and the modifications proposed by the revised project.

See Master Response M-3 regarding project impacts on on-street parking.

See Response to Comment B-4-6 regarding the relocation of the Route 51B bus stop on College Avenue.

As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project). After the implementation of the proposed mitigation measures, both Alcatraz Avenue/College Avenue and Claremont Avenue/College Avenue intersections would operate with the same amount or less delay than "no project" conditions. Thus, the amount of traffic congestion experienced on this segment of College Avenue would remain similar to current conditions.

As discussed in Chapter 2 of this document, the traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less-than-significant level under the revised project.

Response to Comment C-269-3

Please see Response to Comment C-10-24.

Comment Letter C-270

Vollmann, Peterson

From: MARTHA M WING [meadow2wing@sbcglobal.net]
Sent: Tuesday, July 26, 2011 4:26 PM
To: vienv.truong@gmail.com
Cc: Brunner, Jane; Office of the Mayor; Vollmann, Peterson; dist5@acgov.org; Assemblymember.Skinner@assembly.ca.gov
Subject: Safeway's expansion proposal for Rockridge Safeway

Dear Ms. Truong and the other members of the Oakland City Planning Commission, Ms. Brunner, Ms. Quan, Mr. Vollman, Mr. Carson, and Ms. Skinner,

I'm writing to express my extreme concern that Safeway's proposal for the expansion of the store at College Avenue & Claremont Avenue in Oakland is totally inappropriate for this neighborhood, and to suggest that everyone involved seriously consider either of the two smaller alternate plans proposed on the FANSCO website or direct Safeway to come up with a similarly scaled option. 1

I have lived in this neighborhood since 1983. What drew me here and what continues to attract people is the quiet, small-town feeling, many simple small local retail businesses, and the lack of impersonal big box stores and the many problems that come with them.

I agree that the Safeway here could use some remodeling, but I think the scale of **Safeway's proposal is way too big for this small neighborhood area.** This location is not in a mall of any kind which might allow for expansion, it is tightly hemmed in by small businesses and housing -- unlike the proposed expansion at 51st and Broadway, which is already in a mall that can absorb that kind of scale.

My biggest disagreements are:

1. **Traffic problems, more than anything, both in the long run and during the period of construction.** Adjacent streets are already busy even on off-hours, and during peak commute hours and weekends the traffic congestion is as bad as any crowded freeway. Besides the higher noise level and air pollution, the much greater traffic flow and three added stoplights in this tiny area would make trying to drive on those streets an even bigger nightmare and would also end up funneling a lot of cars onto adjacent residential streets -- which in turn becomes a huge danger to pedestrian and bicycle traffic in an 2

Comment Letter C-270

even bigger area.

2 I'm also extremely worried about the effect the larger congestion during construction will have on the small businesses on that block, I know construction traffic during BART construction effectively wiped out many businesses in that area.

3 ***2.*** **The Safeway proposal as is, increases the store size by 128%, but the parking only increases by 62%** - I've read that they think more people will walk or bike to shop there? (doubtful) so they wouldn't need proportionately more parking? Seems like poor planning, or maybe just trying to get the most profit with the least concern for their customers.

4 ***3.*** **Safeway proposes adding a bus lane -- which would entail losing half the street parking on that entire block**, which already has more demand than spaces available for local small merchants and residents. Adding a one-block bus lane would do nothing to help the fact that the current congestion covers the entire length of College Ave. to Broadway, not just one block -- it would just end up pushing customers' parking onto adjacent residential streets, which are already totally full most of the time, and would really anger all the neighbors. I can tell you from the experience we had when Yoshi's nightclub used to be 1-1/2 blocks away from our house, it was supremely frustrating. (They wisely ended up choosing a location that suited their size, thankfully.)

A grocery store this size just doesn't fit in this spot. And it's not like there is no other option -- if people feel they need the maximum amount of product choices, there is already a huge and soon to be even larger Safeway, just up the street a few blocks.

5 I would hate to see the essence of this wonderful neighborhood area be totally supplanted by the image of an enormous grocery store. It would be a really bad precedent to endanger the future of one of the best neighborhoods in Oakland -- known and loved by not just local neighbors but also visited regularly by people from all over the Bay Area. I realize the city has major financial issues now, but this decision will have ramifications forever -- **I urge you in the strongest possible terms to be forward-thinking and not let your decision to allow this wrong-headed proposal be determined by short-term profits.**

Please do not allow this Safeway proposal to pass unless it is scaled

Comment Letter C-270

5 ↑ **down to a more reasonable size that would not destroy the neighborhood around it!**

Thank you for your careful consideration.

Martha Wing

Response to Comment C-270-1

The City will consider the comment opposing the project prior to taking action on the proposed project. The DEIR evaluates a reasonable range of alternatives to the project, consistent with the requirements of CEQA. Please see Responses to Comments C-10-8 through C-10-11 and E-132 for additional discussion.

Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. As discussed in Response to Comment C-11-4 and Master Response M-9, the project would not be a big-box development. Regarding the potential effects of the project on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Response to Comment C-270-2

See Response to Comment C-1-2 regarding current congestion on College Avenue and the effectiveness of the proposed mitigation measures.

As discussed in Chapter 2 of this document, the traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less-than-significant level under the revised project.

See Response to Comment C-30-2 regarding traffic signals proposed by the proposed project and the mitigation measures.

The project's anticipated impacts on traffic during construction are addressed on page 4.3-100 of the DEIR. While acknowledging that construction-related traffic may temporarily reduce capacities of project area roadways because of the slower movements and larger turning radii of construction trucks compared to passenger vehicles, the traffic consultant determined that the use of local roadways by construction trucks would be limited due to the proximity of State Route 24 freeway ramps, located less than one-half mile from the project site. As discussed on DEIR page 4.3-38, the City of Oakland's Standard Condition of Approval TRANS-2 requires that a Construction Traffic Management Plan be developed to address potential traffic issues during the project's construction. Among other requirements, the plan will include provision for accommodation of pedestrian flow and a set of comprehensive traffic control measures, including scheduling of major truck trips and deliveries to avoid peak traffic hours; detour signs, if required; lane closure procedures; signs; cones for drivers; and designated construction access routes. It will also require provision for parking management and spaces for all construction workers to ensure that construction workers do not park in on-street spaces. In addition, the Construction Traffic Management Plan will identify a process for responding to, and tracking, complaints pertaining to construction activity, including identification of an onsite complaint manager. Additional details are provided on pages 4.3-38 through 4.3.-39 of the DEIR.

Response to Comment C-270-3

The comment is consistent with the DEIR conclusions in that the proposed parking supply would not be adequate to meet the expected demand at the project site.

Also, see Master Response M-3 for more detailed analysis of project parking demand.

Response to Comment C-270-4

The project is not proposing to add a bus-only lane on College Avenue. See Response to Comment B-4-6 regarding the relocation of Route 51B bus stop on College Avenue from south to north of Claremont Avenue.

As described on page 4.3-108 of the DEIR, the proposed project would reduce the number of on-street parking spaces along the project frontage on College Avenue by two spaces from 11 to nine. As discussed in detail in Master Response M-3 regarding parking, overall, the effect of the revised project on public parking would be between a reduction of two spaces and an increase of one space, depending on which mitigation measures are ultimately implemented by the applicant in Oakland and Berkeley.

Response to Comment C-270-5

The City will consider the comment opposing the project prior to taking action on the proposed project. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. Regarding the potential effects of the project on neighborhood character, please see Response to Comment E-142 and Master Response M-9.

Comment Letter C-271

Comments on Safeway DEIR
ER09-0006
Steven R Winkel, FAIA, PE, CASp
2765 Prince Street, Berkeley, CA 94705
510-547-5556
srwink@pacbell.net

	Issue	EIR Section(s)	Page(s)	Commentary
	I am a 35 year resident of Berkeley, living in the Elmwood District on Prince Street between Claremont and College Avenues. I shop almost daily in the shopping district near the Safeway store and at the Safeway. I am a licensed architect and landscape architect and a registered civil engineer. I am a member of the Berkley Landmarks Preservation Commission and past chair of the commission. I am also the Architect Commissioner on the California Building Standards Commission. My comments are as follows, broken down by EIR section:			
1	Land use alterations could led to blight	**4.1 Land Use, Plans and Policies**	None, information not included in the EIR	While EIR's are not required to directly assess economic issues they should examine the potential for blight, which can be caused by deterioration of buildings and infrastructure due to disuse as the result of economic factors. An analysis should be done by an urban economist to assess the potential for blight by determining whether the proposed new small shops and new Safeway departments would drive the existing neighborhood retail shops out of business, thereby resulting in a blighted neighborhood due to deterioration of the existing buildings, which is an issue that should be addressed by an EIR.
2	Accurate renditions of visual quality of the new project	**4.2 Visual Quality**	4.2-3-9	The depictions of the visual quality of the new buildings are not photo simulations, but instead are computer generated renderings, including the backgrounds. They were produced by the project proponent, who has an interest in making them appear as innocuous as possible. While the renderings appear to be generally accurate, illustrations upon which visual quality decisions will be made should be produced by a neutral third party using actual photos of the entourage together with accurate renditions of the proposed buildings superimposed on them at accurate scale.
3	Traffic peak times	**4.3 Transportation, Circulation and Parking**	4.3-1	Traffic projections were developed using the Alameda Countywide Travel Demand Model provided by the ACCMA (ACCMA Model) which assumes PM peak times. The traffic count surveys for both Saturdays and weekdays were done from 4-7 pm assuming a 5:15 pm peak time. While this may be correct for weekdays my observations, based on being a resident in this neighborhood for 25 years and shopping at the Safeway and the existing shops almost daily, lead me to believe that the Saturday peak is closer to noon around this site. The traffic surveys should be expanded to count traffic from Noon to 7 pm on weekends to validate the traffic counts and traffic movements.
4	Truck deliveries – GHG and air quality	**4.4 Air Quality**	4.4-21	"With the project, there would be three or four daily Safeway trucks utilizing the loading dock. Small vendor truck trips would remain at five per day, and semi-sized non-Safeway truck deliveries would remain at two or three per week"

Comment Letter C-271, cont'd.

Comments on Safeway DEIR
ER09-0006
Steven R Winkel, FAIA, PE, CASp
2765 Prince Street, Berkeley, CA 94705
510-547-5556
srwink@pacbell.net

Issue	EIR Section(s)	Page(s)	Commentary
			As noted above this assertion in the EIR does not seem reasonable with a store that is doubled in size, and is based upon information provided by the proponent without validation. The air quality models should be based on doubling the number of deliveries to supply a store twice as big as the original store. Note also that the number of large truck deliveries discussed in the Transportation Section does not match that called out in the Air Quality section. Is it three per the Noise section at 4.6-16, to thus be doubled to six, or four per the Air Quality section, to thus be doubled to eight large truck trips per day? See my comment on 4.6-16.
Truck deliveries – traffic and noise	**4.6 Noise**	4.6-16	"Safeway reports that the existing store is supplied by an average of three large delivery trucks a day, arriving between 7:00 AM and 7:00 PM; and furthermore, that the frequency of these truck movements is unlikely to substantially increase once the new store is operational." It seems unreasonable that doubling the size of the store to be restocked would not result in a doubling of truck deliveries with a resultant doubling of the times noise impacts could affect the neighboring houses. The proponent should not be supplying this data without independent verification using grocery industry standards for stores of like size. Also, doubling delivery times could expand the times when deliveries take place even though there are two loading bays. Either the trucks will have to wait on the street, or in the upper parking lot; or the times when deliveries occur will need to expand into early morning or evening hours. Increased large truck deliveries and a similar increase in small truck deliveries should be assumed and factored into the traffic counts and noise assumptions. Note also that the number of large truck deliveries discussed in the Transportation Section does not match that called out in the Air Quality section. See my comment on Section 4.4-21

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Response to Comment C-271-1

An economic impact study of the project by ALH Urban & Regional Economics was performed as suggested by the comment. The study is presented in Appendix A, and a summary of the results is provided in Master Response M-6. The study concluded that the project would not lead to urban decay.

Response to Comment C-271-2

As noted in the comment, the architectural renderings are accurate, and provide a basis for the visual quality analysis presented in Section 4.2 of the DEIR. A project applicant is permitted under the provisions of CEQA to submit all or part of an EIR, including architectural renderings and/or visual simulations, for review and consideration by the Lead Agency. The Lead Agency, the City of Oakland, must certify that the EIR reflects the City's independent judgment and analysis. Please see Response to Comment E-99 for additional discussion on this point. The architectural renderings depict the proposed project, and photo-based visual simulations are not necessary for purposes of evaluating the project's potential visual effects.

Response to Comment C-271-3

The traffic counts for the Saturday peak period were collected from 4:00 PM to 7:00 PM because this corresponds to the peak period of activity at the existing Safeway store and is when the proposed project is expected to have the highest trip generation on Saturdays. As stated on page 4.3-14 of the DEIR, the peak hour (i.e., the hour with the highest traffic volumes observed in the study area) within the peak period is from 5:15 PM to 6:15 PM.

See Master Response M-2 regarding project impacts during the Saturday midday peak hour.

Response to Comment C-271-4

As noted in other responses, the project would not cause a doubling of existing traffic. The air quality analysis presented in Section 4.4 (pages 4.4-1 through 4.4-21) of the DEIR documents that the proposed project's operational impacts on air quality would not be significant and, with implementation of Mitigation Measure AIR-1, the project's construction impacts on air quality would be reduced to a less-than-significant level.

See Master Response M-7 regarding the air quality analysis. Responses to Comment Letter C-159 address the number of truck deliveries.

Response to Comment C-271-5

The DEIR addresses truck noise on pages 4.6-16 to 4.6-20. See Master Response M-7 for a discussion of air quality impacts. Responses to Comment Letter C-159 address the number of truck deliveries.

Comment Letter C-272

Vollmann, Peterson

From: Sky Woodruff [zaraguin@gmail.com] on behalf of Sky Woodruff [sky.woodruff@gmail.com]
Sent: Sunday, August 14, 2011 11:27 PM
To: Vollmann, Peterson
Subject: College Avenue Safeway DEIR (ER09-0006)

Dear Mr. Vollman:

I am writing to submit a comment regarding the Draft Environmental Impact Report for the proposed Safeway project at 6310 College Avenue at Claremont Avenue (the "Project").

Briefly put, I believe that the DEIR should contain an urban decay analysis. Although such analyses are usually prepared for EIR's for "supercenters," I believe that it would appropriate in this instance. As has been pointed out during public meetings about the Project, the Safeway itself will compete with existing merchants on College Avenue. The tenants of the additional retail and restaurant spaces that the Project will add might also compete with existing businesses in the area. If competition from Safeway or the other tenants of the Project caused existing merchants to go out of business, it might be extremely difficult to re-tenant the spaces occupied by existing merchants, particularly in light of the current state of the national and local economy. Those vacancies in turn might cause adverse physical changes in the environment.

1

As I'm sure you're aware, CEQA "Guidelines section 15126.2 requires an EIR to identify and focus on the significant environmental impacts of the proposed Project. In relevant part, this section provides: 'Direct and indirect significant effects of the Project on the environment shall be clearly identified and described, giving due consideration to both the short-term and long-term effects.' (Guidelines, sec. 15126.2, subd. (a).) Guidelines section 15064, subdivision (d) mandates that both primary (direct) and 'reasonably foreseeable' secondary (indirect) consequences be considered in determining the significance of a project's environmental effect." *Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4th 1184, 1204-05 (*Bakersfield Citizens*). The court in *Bakersfield Citizens* went on to state the "economic and social effects of proposed projects are outside CEQA's purview. Yet, if the forecasted economic or social effects of a proposed project directly or indirectly will lead to adverse physical changes in the environment, then CEQA requires disclosure and analysis of these resulting physical impacts." *Id.* at 1205 (internal citations and quotation marks omitted).

I have not read the DEIR for the Project in detail. I did search for the term "urban decay" and variants in the document and its appendices. I also looked for any analysis of the impact of the Project on the existing merchants. I might easily have overlooked something, but I could find no statement regarding the issue and no evidence either way. Since there is a public controversy in the record about the potential for urban decay, I believe the absence of any analysis or evidence is a significant flaw in the DEIR. Moreover, members of the community have repeatedly expressed concern about the potential loss of stores and restaurants that help define the character of the neighborhood, as well as the potential for significant effects on the physical environment from long-term vacancies in those spaces.

In light of the foregoing, I respectfully suggest that the City have an urban decay analysis prepared and recirculate the DEIR after it has been completed. Again, I understand that such analysis would be unusual in this circumstance, but it is warranted to ensure that the public is fully informed about the potential significant effects of the Project on the physical environment. Please let me know if you have any questions about this comment. Thank you for your assistance.

Sky Woodruff

Response to Comment C-272-1

An economic impact study of the project by ALH Urban & Regional Economics was performed as suggested by the comment. The study is presented in Appendix A, and a summary of the results is provided in Master Response M-6. The study concluded that the project would not lead to urban decay.

Comment Letter C-273

Vollmann, Peterson

From: Georgia Wright [gwright188@earthlink.net]
Sent: Monday, August 15, 2011 3:56 PM
To: Vollmann, Peterson
Subject: Safeway Expansion

Dear Mr. Vollman:

1 The plan for the new Safeway on College and Claremont suggests an attempt to drive out many of the small businesses along the street, to put a behemoth in a neighborhood that does not need a giant box store, and to be more hated than beloved!

I hope that this plan does not go through. If it does, while under construction, more people will decide to take the extra time and save money to go to the Berkeley Bowl. I'll lead the way!

Georgia S Wright
Oakland voter

Response to Comment C-273-1

Regarding the characterization of the proposed project as a "giant box store," please see Response to Comment C-11-4 and Master Response M-9. Regarding the potential for the project to drive out existing businesses, please see Master Response M-6. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-274

Vollmann, Peterson

From: Mary Yabroff [myabroff@earthlink.net]
Sent: Thursday, August 11, 2011 7:35 PM
To: Vollmann, Peterson
Subject: Safeway Behemoth

Dear Committee members,

1 It was with a sinking feeling and much concern that I have read of Safeway's grandiose plans for expansion. We have lived in the neighborhood since 1977 when we bought our home on Woolsey St. I suspect that I have spent in the thousands of dollars at the Safeway store as well as many dollars at VerBrugge's, La Farine and other neighborhood stores. It is precisely for this reason that we bought our home in this neighborhood and sent our daughter to local public schools. Both my husband and I work in the neighborhood and extoll the virtues of small communities. In our book, "Big" is not "Better." Why is it that the Safeway store, which never feels overcrowded, where I know many of the employees, and feel a solid connection over these many years, has determined that they need to expand and become outsized in our neighborhood? One of the big pluses of the Elmwood neighborhood store is that it seems in exact proportion to the needs of the neighborhood which it serves. I strongly resent and object to the take-over that Safeway envisions and the thrust for "mega store" that it seems to seek. Why is "bigger" "better" ? I can see no need for this other than greed. It saddens me and disappoints me that the "neighborhood store" no longer feels that its mission is to serve the community it serves. I hope someone who has the power of foresight will come to his or her senses. Please don't support a behemoth in out communty.

Sincerely,

Mary Yabroff

Response to Comment C-274-1

Regarding the need for the project, please see Response to Comment C-58-1. Regarding the size and scale of the project, please see Responses to Comments A-5-11, D-31, E-142, and Master Response M-9. The City will consider the comment opposing the project prior to taking action on the proposed project.

Comment Letter C-275

August 14, 2011

Mr. Pete Vollman, Planner III
City of Oakland Community & Economic Development Agency
250 Frank H. Ogawa Plaza, Suite 2114
Oakland, CA 94612-2031

Re: Case Number ER09-0006

Dear Mr. Vollman,

I am writing with regard to the Safeway remodeling/rebuilding project on College Avenue in the Rockridge area of Oakland. I live directly across the street from the current Safeway parking lot on College Avenue. Nearly everyone I speak to is in favor of an updated, more modern Safeway store in the neighborhood. The main concern I and many of my neighbors have is the traffic and the noise that I believe will increase significantly under the Safeway's plans for its new store.

1

Anyone who visits the area on a regular basis would witness that there is already an issue with traffic coming in and out of the Safeway parking lot, pedestrians frequently attempting to cross College Avenue and traffic getting backed up to Alcatraz Avenue and beyond. In fact, even traveling south on College from Berkeley, it often takes multiple signal cycles to reach Claremont Avenue during heavy congestion times because of the backup in traffic. These issues exist now even with entry and exit points on the Claremont Avenue side. Traffic, noise and pollution will be greatly exasperated should the main entrance and exit to the Safeway complex be via College Avenue at 63rd Street. And human nature being what it is, an increased number of motorists will instead choose to use residential side streets to bypass the problems on College Avenue, affecting a larger area around the neighborhood.

Further exacerbating the situation is Safeway's request for multiple exemptions in the zoning laws related to the number of parking spaces per sq. foot and the number of loading docks normally required for a retail business of this size. Any shortage of parking would surely create additional traffic problems and with that, noise and air pollution concerns. An exemption in the number of loading docks would likely lead to idling diesel trucks in the area, again adding to noise and air pollution. These zoning rules weren't calculated from thin air, they were carefully constructed based on what's acceptable to neighborhoods and successful businesses. Just the fact that Safeway requires exemptions should be a red flag warning that even they realize their plans don't really fit into the available space.

2

I would like to ask you to more thoroughly investigate the ramifications of Safeway's proposed plans and consider their impact on the integrity of the local community.

Thank you for your consideration and your time.

Sincerely,

Brett E. Yokom

Brett Yokom

Response to Comment C-275-1

The existing traffic congestion on College Avenue at Alcatraz and Claremont Avenues noted in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue, including the intersections at Alcatraz and Claremont Avenues, currently operate at unacceptable LOS E or LOS F during peak hours.

Similar to current conditions, the project would continue to provide vehicular access from both College and Claremont Avenues. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however both intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would reduce overall delay and eliminate the additional delay caused by the proposed project at these intersections as compared to conditions without the proposed project, which are congested, as referenced by the comment.

An economic impact study of the project by ALH Urban & Regional Economics was performed as suggested by the comment. The study is presented in Appendix A, and a summary of the results is provided in Master Response M-6. The study concluded that the project would not lead to urban decay.

See Neighborhood Traffic Intrusion subsection, starting on page 4.3-117 of the DEIR and Master Response M-5, for a discussion of project-generated traffic affecting the adjacent residential neighborhoods.

See Master Response M-4 for a discussion of project impacts on pedestrian safety.

Noise was assessed in the DEIR on pages 4.6-1 to 4.6-20, which notes that the larger store would generate additional traffic, but the proposed project would not double the existing traffic volumes in the area, which is generally required for a perceptible increase in traffic noise. Project operation is expected to be simiilar to existing conditions. The DEIR concluded that operational noise would not be significant, and that, with compliance with Standard Conditions NOI-1, NOI-2, NOI-3, and NOI-5, the project's noise impacts during construction would not be significant.

Response to Comment C-275-2

See Response to Comment C-159-1 and C-159-5 regarding the number of loading docks for the proposed Safeway store. See Master Response M-3 a more detailed discussion of project parking demand, and the effects of project parking deficit on on-street parking and congestion on the streets adjacent to the project. Master Response M-3 also addresses secondary air pollution and noise effects from parking deficits.

Comment Letter C-276

Vollmann, Peterson

From: Rich Yurman [ryurman@newsguy.com]
Sent: Tuesday, August 16, 2011 11:02 AM
To: Vollmann, Peterson
Cc: vienv.truong@gmail.com
Subject: College Ave Safeway DEIR--Reference Case Number ER09-0006

Reference Case Number ER09-0006

From Rich Yurman
5925 Ross St
Oakland 94618

I sat through both hearings on this DEIR and will not attempt to repeat all the technical criticisms of this report and the need for its being redone.

Rather I want to put a human face on this neighborhood and how this project, if it goes forward, will alter that.

I have been in this area for more than 25 years. I walk the currently pedestrian friendly blocks along College Ave between Alcatraz and the BART station 4-5 days a week to shop in the small shops or to eat at the various restaurants. 1 or 2 of those days I have my 3 year old grandson with me. The block between Alcatraz and Claremont is choked with traffic during the day, peaking between 11a.m. and 1p.m.
1 Crossing Alcatraz and College or Claremont and College is difficult and hazardous for a 74 year old and a 3 year old. Neither of us can move quickly enough to make this an easy task.

A rebuilt Safeway that is two and a half times the size of the current Safeway must bring in a proportional increase in shoppers to remain profitable. Though many of these shoppers will walk, the majority must come from outside this area since that is the only way there will be enough increase in buyers. All those new shoppers will be in cars. Gridlock on College Ave is inevitable. Changes in the stop light pattern, added stop lights, new stop signs, etc are not viable mitigations.

These pedestrian friendly blocks will be turned into pedestrian nightmare blocks for all of the walkers in this neighborhood, including those who live just across the city line in Berkeley's Elmwood district, which is also already very traffic congested.

2 With a gigantic new Safeway going to be built at Broadway and Pleasant Valley, about 1 and a half miles away, it seems to me that a modest increase in size of the College Ave, say to 35,000 sq. feet, would be both adequate and more appropriate for this site.

Therefore, I hope you will reject this DEIR and require a new one based on a smaller plan.

Thank you for your time and attention.

Rich Yurman
ryurman@newsguy.com

Response to Comment C-276-1

The impacts of the proposed project on pedestrian circulation and safety are discussed starting on page 4.3-100 of the DEIR. See Master Response M-4 for a more detailed discussion of project impacts on pedestrian safety. Also see Response to Comment A-2-2 and Chapter 2 of this document for a summary of pedestrian features of the proposed project.

See Response to Comment C-30-2 regarding traffic signals proposed by the proposed project and the mitigation measures. As discussed in Chapter 2 of this document, the traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd

Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less-than-significant level under the revised project.

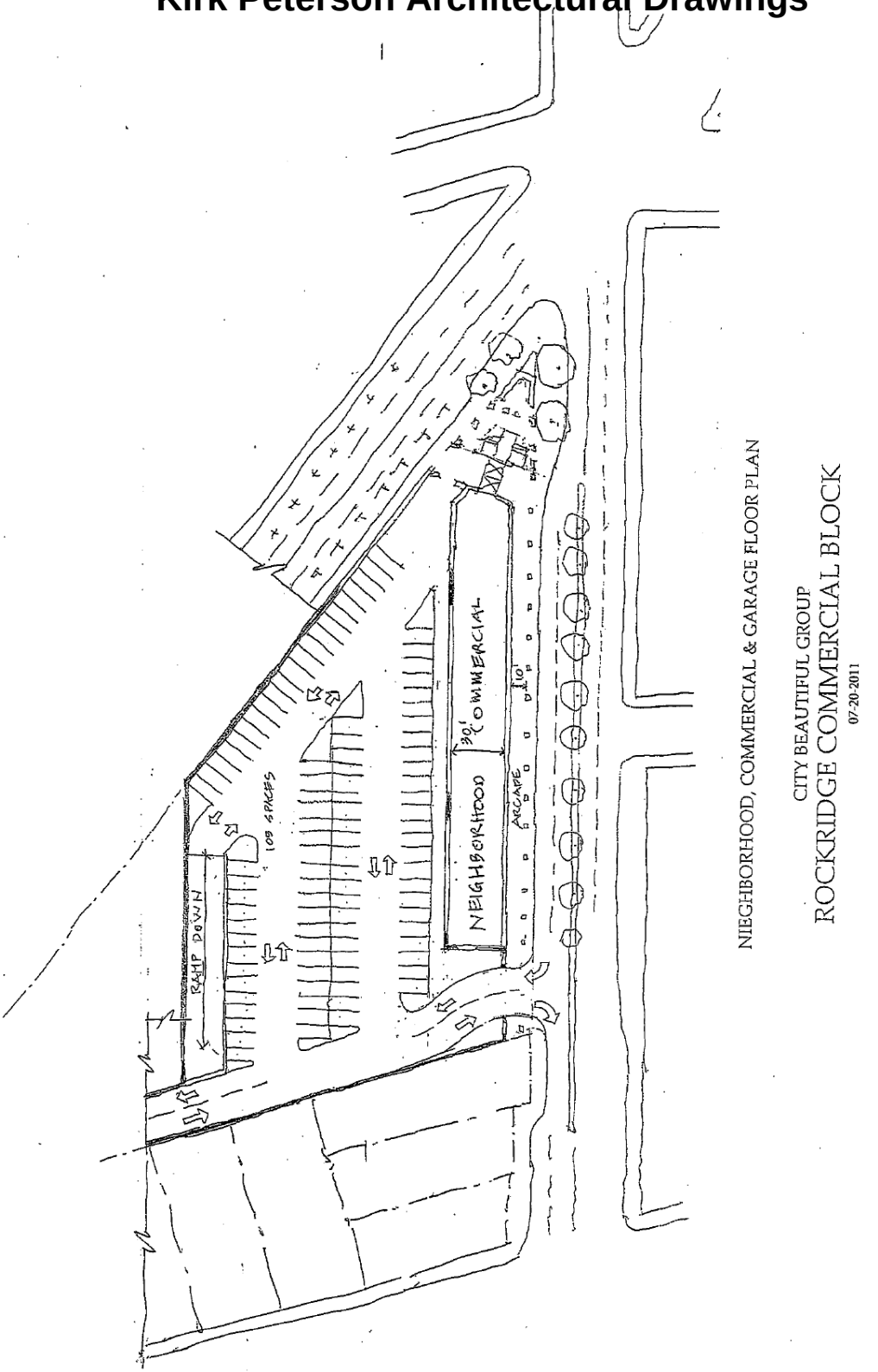
Response to Comment C-276-2

As discussed in Responses to Comments B-4-10 and B-4-11, the proposed Safeway project at Broadway and Pleasant Valley Avenue was manually factored into the traffic model, and therefore has been explicitly included in the analysis of traffic impacts. Nonetheless, the commenter's opposition to the proposed project and preference for a smaller project is noted, and will be considered by the City prior to taking action on the proposed project.

Comment Letter C-277

Kirk Peterson Architectural Drawings

1



Comment Letter C-277, cont'd.

Kirk Peterson Architectural Drawings

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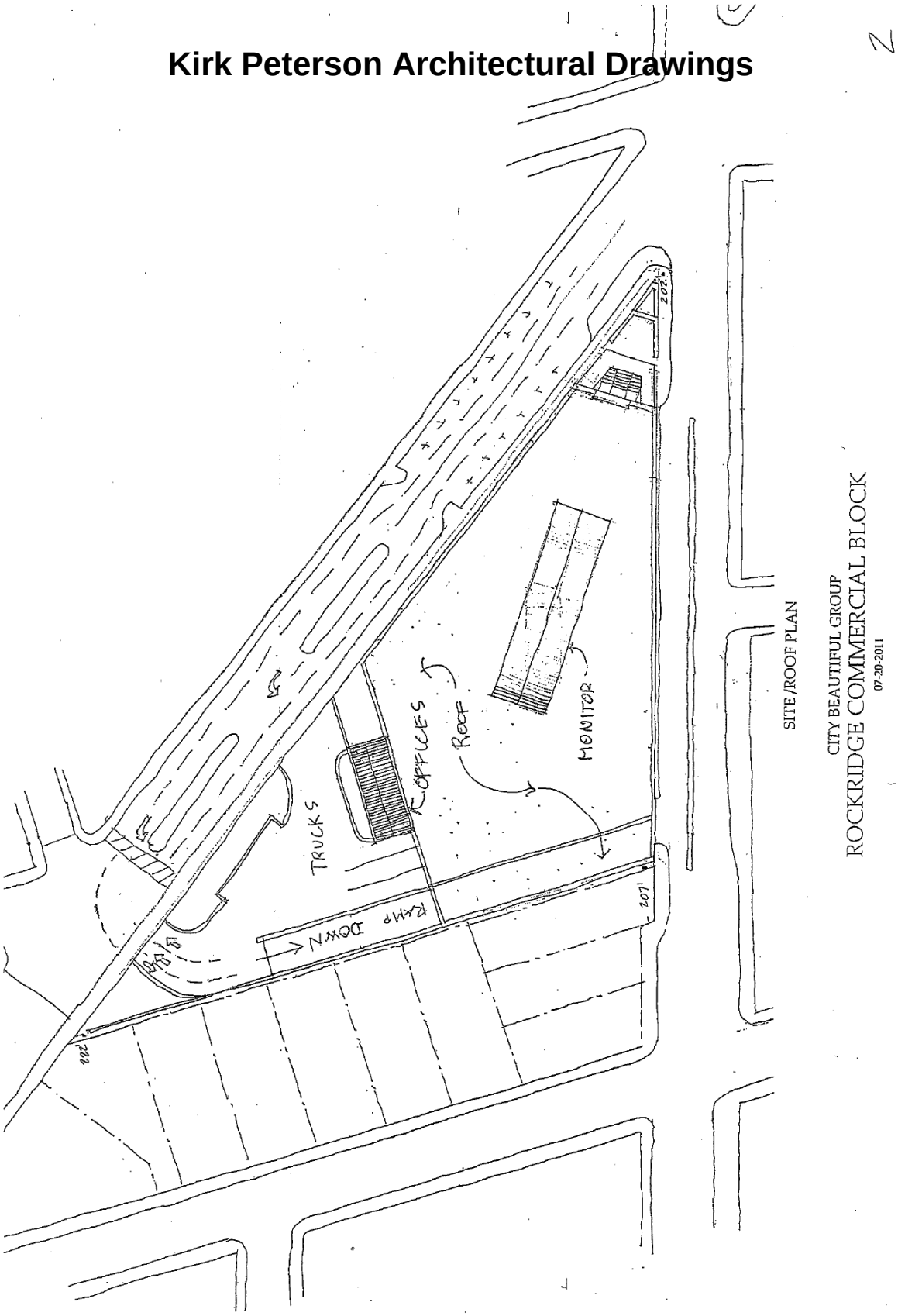

Comment Letter C-277, cont'd.

Kirk Peterson Architectural Drawings

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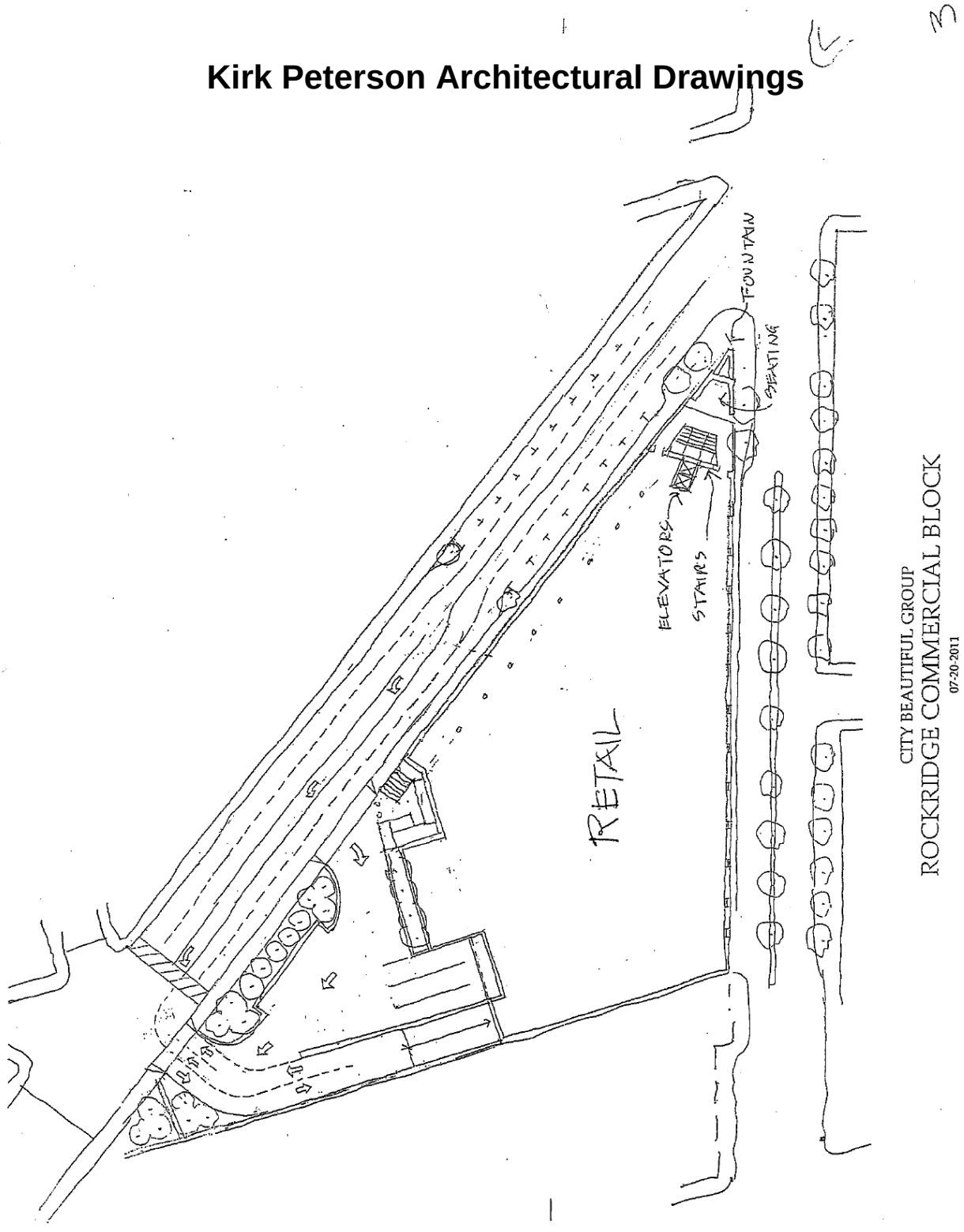

Comment Letter C-277, cont'd.

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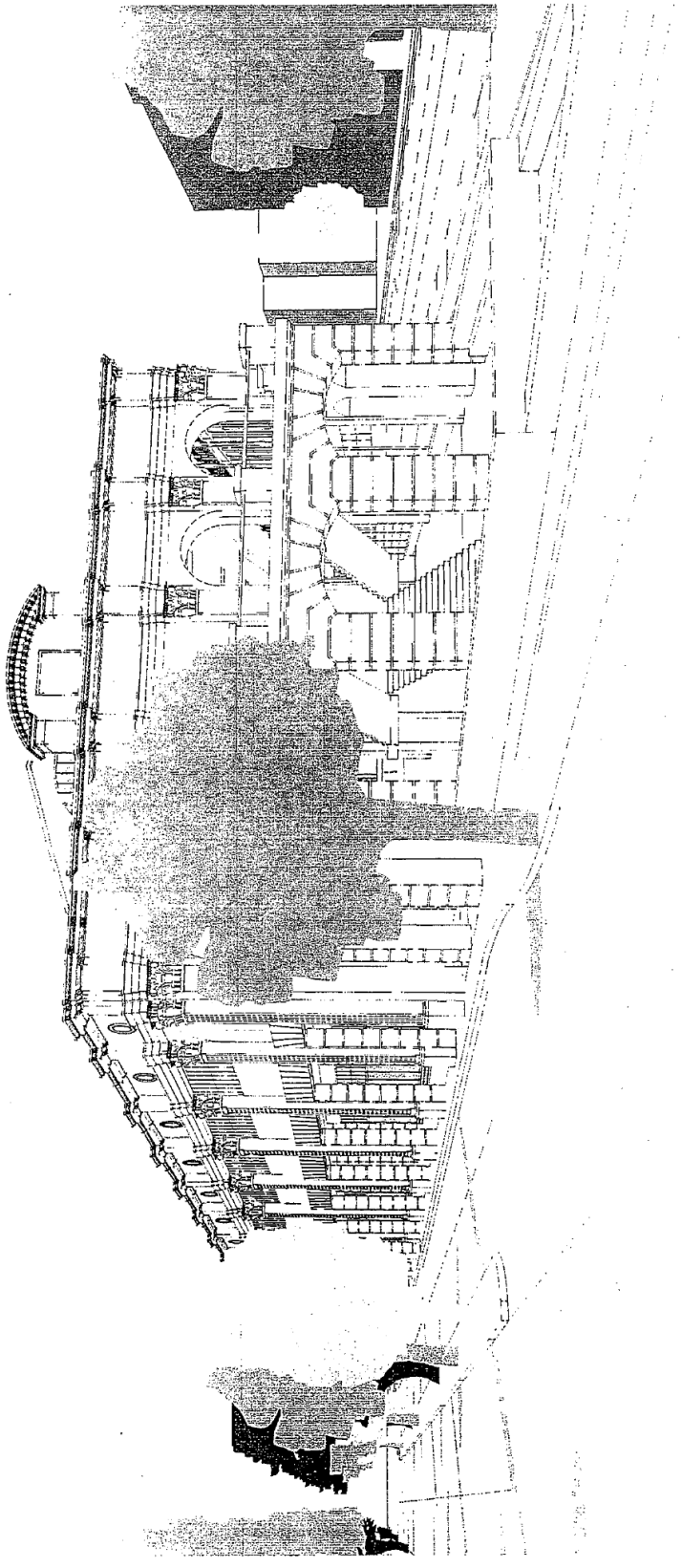
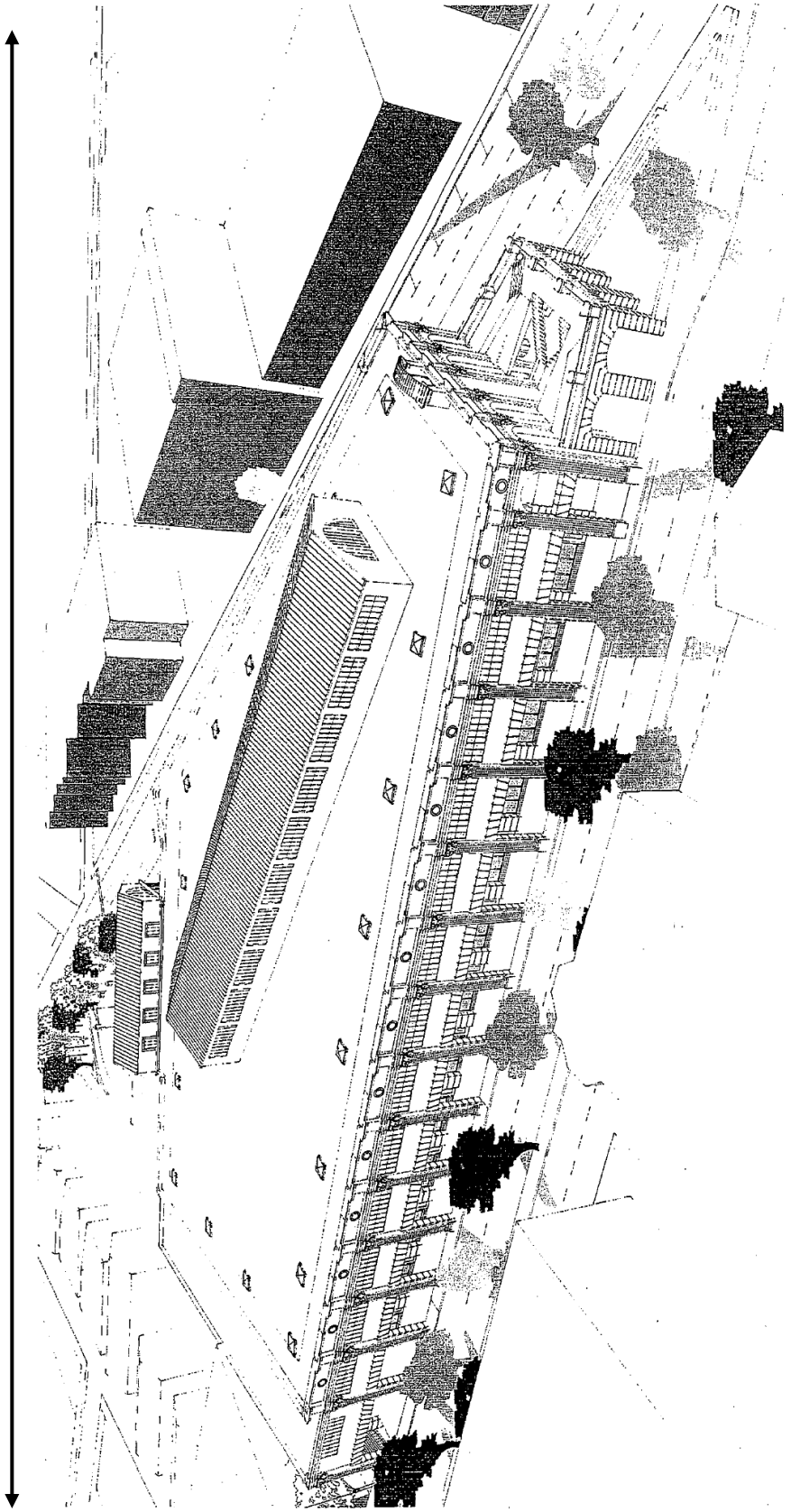


PERSPECTIVE LOOKING NORTH EAST

CITY BEAUTIFUL GROUP
ROCKRIDGE COMMERCIAL BLOCK
07-20-2011

Kirk Peterson Architectural Drawings

Comment Letter C-277, cont'd.



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AERIAL VIEW LOOKING NORTH EAST

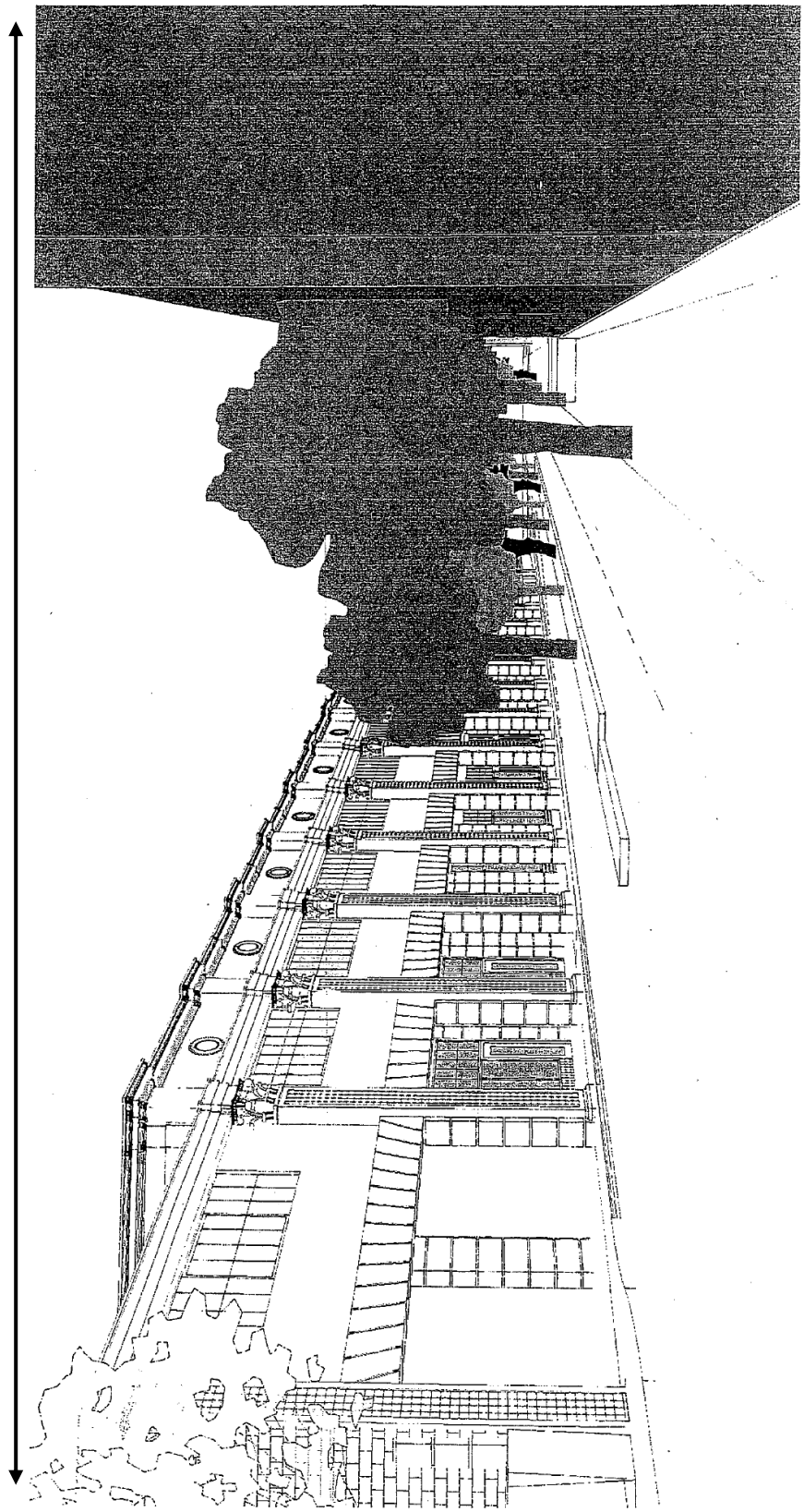
CITY BEAUTIFUL GROUP

ROCKRIDGE COMMERCIAL BLOCK

07-20-2011

Kirk Peterson Architectural Drawings

Comment Letter C-277, cont'd.



1

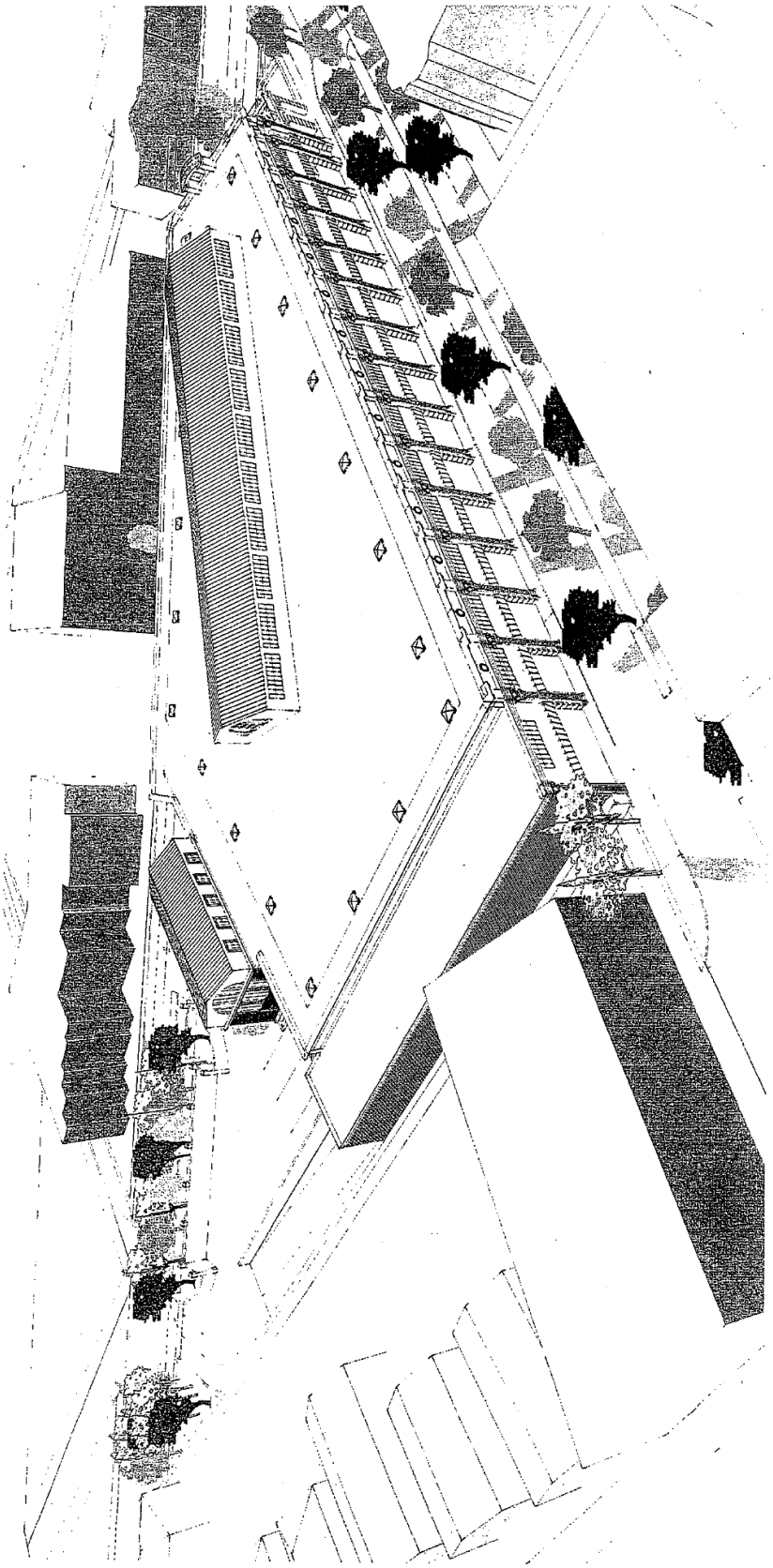
PERSPECTIVE LOOKING SOUTH EAST

CITY BEAUTIFUL GROUP
ROCKRIDGE COMMERCIAL BLOCK
07-20-2011

Kirk Peterson Architectural Drawings

Comment Letter C-277, cont'd.

1



AERIAL VIEW LOOKING SOUTH EAST

CITY BEAUTIFUL GROUP
ROCKRIDGE COMMERCIAL BLOCK
07-20-2011

Kirk Peterson Architectural Drawings

Comment Letter C-277, cont'd.

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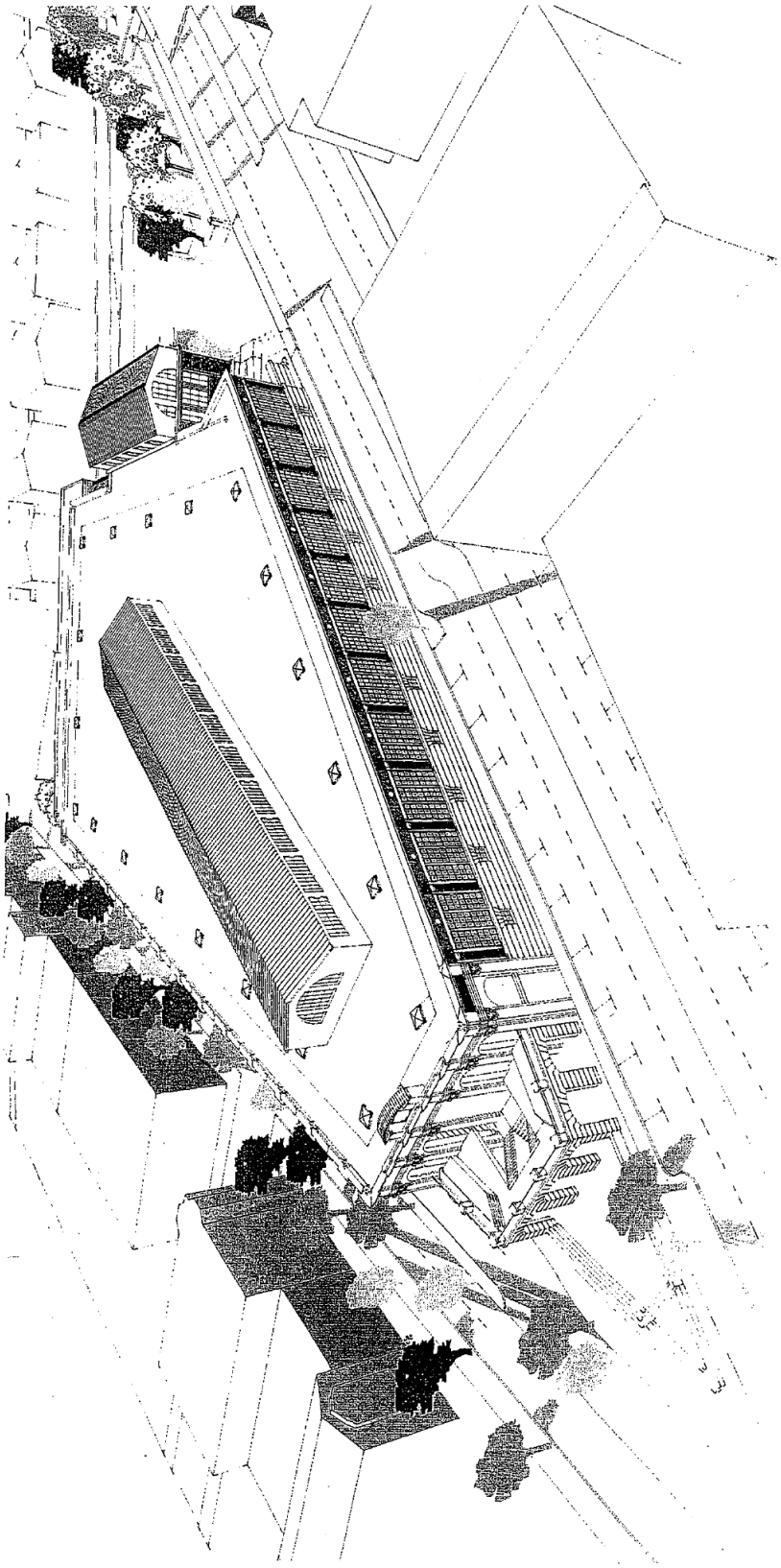


AERIAL VIEW LOOKING NORTH WEST

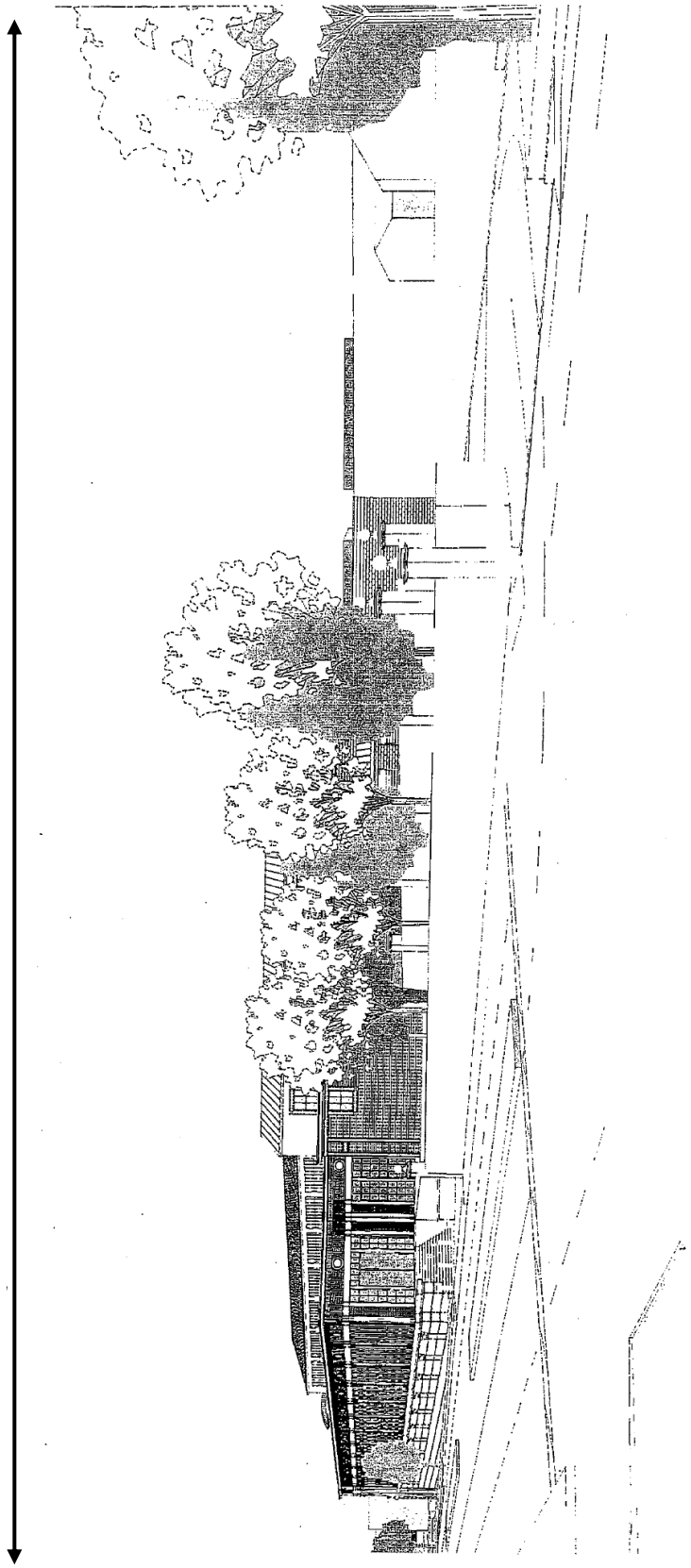
CITY BEAUTIFUL GROUP

ROCKRIDGE COMMERCIAL BLOCK

07-20-2011

Kirk Peterson Architectural Drawings

Comment Letter C-277, cont'd.



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PERSPECTIVE LOOKING SOUTH WEST

CITY BEAUTIFUL GROUP
ROCKRIDGE COMMERCIAL BLOCK
07-20-2011

Kirk Peterson Architectural Drawings

Comment Letter C-277, cont'd.

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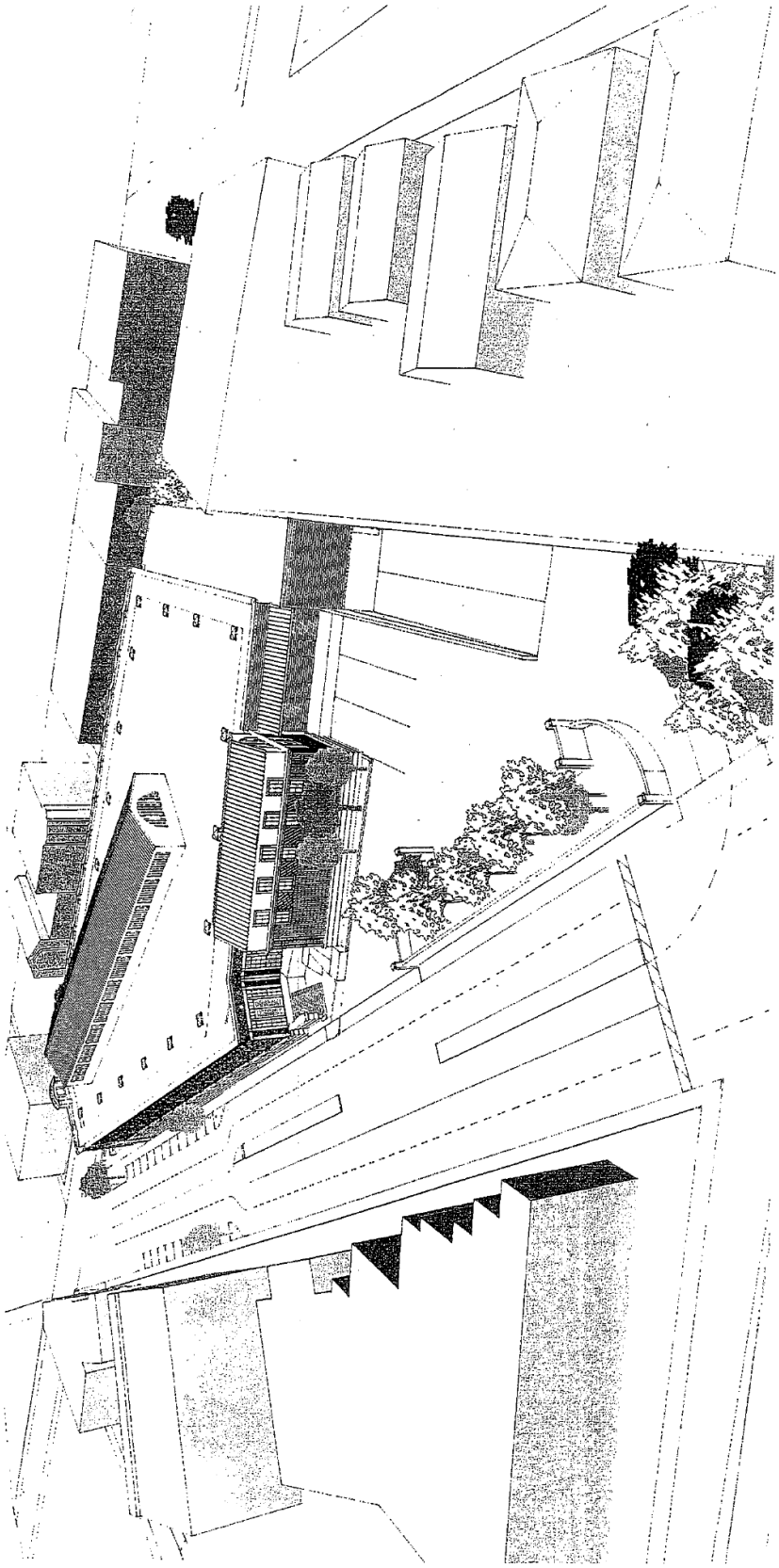

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AERIAL VIEW LOOKING SOUTH WEST

CITY BEAUTIFUL GROUP

ROCKRIDGE COMMERCIAL BLOCK

07-20-2011

Kirk Peterson Architectural Drawings

Response to Comment C-277-1

The commenter, a previous architect for Safeway, submitted architectural renderings of an alternate project design for inclusion in the FEIR. No comment concerning the adequacy or accuracy of the DEIR was made and no response is required.



SAFEWAY SHOPPING CENTER – COLLEGE AND CLAREMONT AVENUES

Response to Comments and Final Environmental Impact Report
File No. ER09-0006
State Clearinghouse # 2009112008
2009102100

VOLUME II

July 2012

City of Oakland, California
350 Frank H. Ogawa Plaza
Suite 300
Oakland, CA 94612

CHAPTER 6

Responses to Comments Received at the City of Oakland Planning Commission Public Hearings on the DEIR

Two Public Hearings on the DEIR were held before the Planning Commission: on July 20, 2011, and August 3, 2011. This chapter provides a transcript of the public hearings followed by responses to the comments that are relevant to the EIR. The set of responses follow each transcript. The responses are designated alphanumerically by the date of the hearing (i.e., with the prefix "D" for the July 20, 2011, hearing and the prefix "E" for the August 3, 2011, hearing), and a number that refers to the sequence in which the comment occurs in the transcript.

An alphabetical list of commenters with the page number of the transcript where their name appears is on the following pages .

As in Chapter 5, responses presented in this chapter specifically focus on comments that pertain to the adequacy of the analysis in the DEIR or other aspects pertinent to the environmental analysis pursuant to CEQA. Comments that address topics beyond the purview of the DEIR or CEQA are noted for public record; although no response is required in these cases, an acknowledging or substantive response is provided.

The following persons provided spoken comments at the public hearings on the DEIR, held July 20, 2011, and August 3, 2011, by the City of Oakland Planning Commission. The comments are identified in Chapter 6 by the designations "D" and "E," respectively, followed by specific comment number. The commenters are listed below alphabetically by last name.

D. COMMENTERS AT THE JULY 20, 2011 PUBLIC HEARING

Transcript Page Number

Denny Abrams 38
Joseph Anderson 58
Ron Bukovich 40
Jerome Buttrick 25
Maryann Clegg 34
Laura Crotty 59
Laura Dornbrand 42
Solomon Ets-Hokin 17
Christine Firstenberg 13
Stuart Flashman 61
Julie Hardgrove 37
Frederick Hertz 48
Graham Hill 5
Paul Junge 11
Jim Moore 16
Gerald Niesar 44
Kirk Peterson 31
Joe Saropochillo 57
Rebecca Saltzman 21
Jeff Small 55
Michael Stewart 54
Toby Taylor 56
Zachary Walton 22
Marilyn Williams 50
Steven Winkel 52
Planning Commissioner Madeleine Zayas-Mart 19, 20

E. COMMENTERS AT THE AUGUST 3, 2011, PUBLIC HEARING

Transcript Page Number

David Abel 97
Nathan Abercrombie 106
Denny Abrams 14
Glenn Alex 7
Jonathan Bair 76
Michael Barrett 117
Jerome Buttrick 137
John Chalik 146
Ellen Cohler 126
Michael Colbruno, Planning Commissioner 22
Denise Conley 26
George Davis 95
Joe Decredico 24

David Denton 112
Diana Dorinson 83
Laurie Dornbrand 141
Johanna Egan 50
Stuart Flashman 128
Peter Fowler 144
John Gatewood 6
Jack Gerson 93
Cleo Goodwin, AC Transit 80
Peter Haberfeld 17
Sanjiv Handa 115
Linda Hausrath 43
Nancy Hendrickson 54
Morton Jensen 27
Claudine Jones 92
Deborah Kartiganer 82
Hiroko Kurihara 88
Cory LaVigne, AC Transit 78
Norman MacLeod 66
Patricia Maloney 123
Julia May 133
Jason McBriarty 94
Jacquelyn McCormick 85
Nancy McKay 40
Dean Metzger 108
Vicente Micenos (or Patino) 151
Kirk Miller 36
Rosemary Muller 51
Nikolas Nettecheim 48
Ortun Niesar 100
Chris Patillo, Planning Commissioner 60
Kirk Peterson 150
Joyce Roy 63
Joel Rubenzahl 130
Ann Simon 70
Mari Simon 145
Lars Skjerping 64
Richard Smith 71
Ronnie Spitzer 11
Resa Tansey 31
Vien Truong, Planning Commission Chairperson 62
Unidentified Male Speaker (any one of:
Ken Lowry, Larry Henry, Cliff Cline, Dennis Larson, or Alan McGuire) 99
Jonelyn Whales, Planning Commissioner 156
Rich Yurman 57

6.1 Comments Received at the July 20, 2011 Public Hearing

PROCEEDINGS - 7/20/2011

BEFORE THE OAKLAND CITY PLANNING COMMISSION

CITY OF OAKLAND PLANNING COMMISSION

REGULAR MEETING

Wednesday, July 20, 2011

Agenda Item No. 10

Case Nos. ER09-0006, CMDV09-107 & TPM-09889

Commission Chambers

City Hall, One Frank H. Ogawa Plaza

Oakland, California

REPORTED BY MARY DUTRA, CSR #9251

PROCEEDINGS - 7/20/2011

APPEARANCES

Oakland Planning Commission:
Vien Truong, Chair

Commissioners:
Chris Patillo
C. Blake Huntsman
Madeleine Zayas Mart
Michael Colbruno
Heather Lee

Scott Miller, Zoning Manager
Cheryl Dunaway, Clerk

Wednesday, July 20, 2011 9:38 o'clock p.m.

---o0o---

P-R-O-C-E-E-D-I-N-G-S

CHAIRPERSON TRUONG: Good evening, everybody. We've had a long night. And for the starting of this item, it's been years in the making. So before we start, I want to note that we will have this item heard until 11:00 o'clock this evening and what we'll do is we'll continue the item to the next hearing, which is August 3rd.

So with that, Scott, will you begin?

MR. MILLER: This is a draft -- the public hearing on a draft environmental impact report for 6310 College Avenue, a new Safeway store as well as additional retail shops. And Peterson Vollmann is here representing for the city.

MR. VOLLMANN: Good evening, Commissioners, people on the Planning Department staff. As Mr. Miller mentioned, this is the College Avenue Safeway draft EIR meeting. I first wanted to just briefly go through the draft EIR process that this has gone through and then allow the architect to do a quick presentation to sort of bring everybody up to speed on the project for those folks that haven't lived the project for the last two-and-a-half years.

This project was submitted in 2009 and October 30th, 2009, we had put out the notice of preparation of an EIR -- draft EIR for the project. On November 18th we held a scoping session. At that scoping session we had released the initial study with the NOP. And in the initial study it had recommended to do a focused EIR and scoping out items.

The factors that were proposed to be included in the EIR at the time -- or excuse me, the factors that were going to be scoped out of the EIR at the time were identified in the initial study as esthetics, biological resources, hazards and hazardous materials, mineral resources, public services, utilities service systems, cultural resources, hydrology and water quality, recreation, geology, land use, and planning, population and housing and agriculture sources.

However, given the large number of comments we received regarding esthetics and land use, we added them into the scope of the draft EIR. So the current draft EIR addresses potential environmental impacts for the following topics: esthetics, land use, noise, air quality and transportation and traffic.

Now, one item is that -- tonight I just want to state that tonight is not a hearing to decide the

merits of the project or approve the project. It's only to address items in the draft environmental impact report that was released on July 1st. And the comment period runs until August 15th. So even after tonight there will still be time up until August 15th to further submit your comments in writing that will be added to the record. On that I want to pause to go ahead and allow the architect to give a brief presentation.

MR. HILL: Good evening, Commissioners. I'm glad everybody was able to get tickets for the late show tonight. We're excited to be here after a couple years. My name is Graham Hill. I'm representing Lowney Architecture. We're an Oakland company and we've worked with staff over the past few years to build a variety of successful products here in the city. And we're excited for this one to move forward.

Ken Lowney, the principal of our firm, and I both live in Rockridge, we know the neighborhood, we understand what makes the area as successful as it is. And in approaching it, we're really just trying to learn from what works here now. Ken and I actually were discussing this project before Safeway approached us just in terms of the opportunities for the site, and that's really how we've approached it from the

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beginning.
We saw a great opportunity for sustainable development on this site focusing on pedestrian-oriented shopping district, establishing outdoor space, public space, plazas, seating, accessibility, improving public transit and bicycle connections, and ultimately increasing density for sustainable growth in the city. Let me get the next slide, please.
So when we came aboard, Safeway had received comments on the previous design that was nearly 60,000 square feet of the store, and we worked with them to reduce that to 51,000 square feet. And those reductions really resulted in a lot of public benefits to the project. There's a large landscape buffer to the north that is about 4,000 square feet. There's a setback along College Avenue. Next slide, please. That results in about 4200 square feet of public space within the sidewalk as well as a new pedestrian walk street that's been added at the corner of Claremont and College to connect the two streets. Next slide, please.
So one of the main problems that we looked at first was addressing the dead space that exists on College Avenue today. Next slide. And one of the

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main goals we had was to really mirror the activity and the language of the buildings that cross the street in composing this facade along College Avenue.
So we've done several restaurants on College Avenue and in this neighborhood. We're familiar with the scale and the fabric that exists there now. And we felt like we had a good template, learning from the buildings across the street and really applying those same features to these awnings, transome windows, lots of glass facing the street, recessed entryways that really bring a project to a pedestrian scale. Next slide.
And there are, as I've mentioned before, many enhancements to the public space with this new design: new trees, planters, benches, IDH free well, lots of bike racks, places for people to linger and sit, such as this roof garden here, that are completely open to the public leads up from this pedestrian walk street. Next slide.
So going back to the plan again, another improvement that we made with this new design was to create a bulb out at Claremont and College that provides a widened sidewalk as well as a bus stop for AC Transit, so moving the bus stop from the other side of Claremont to this side now so people can shop and

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take the bus with their groceries directly. Next slide.
So this is a view from the corner of the project. Here's the roof garden that I mentioned looking north along Claremont. Next slide, please.
So we've added some architectural details on Claremont to sort of echo the same pedestrian scale that we have on College Avenue, some awnings, trellises, details connecting the trees, the new tree planting, benches and bike racks. Next slide.
In addition, we've created sort of a unique edge condition between Claremont and the parking garage to allow natural air and light to enter the garage so it doesn't feel enclosed. Next slide.
And then another thing that we really focused on was trying to eliminate and mitigate a lot of the issues that these residences have right now with the loading dock. This is an existing trash compactor and the fully exposed loading dock. Next slide.
In the new design the loading dock is fully enclosed with space for two trucks, as well as the trash compactor is also contained within the building. There's -- as I mentioned before, there's this landscape buffer for the neighbors which is going to

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be planted with a variety of tree species for visual and air quality screening between the two zones here. And then as well there's also a dedicated entry for trucks on Claremont Avenue that is separate from the vehicular entry to the garage and then the other entry which is further down here. So really just isolating the truck movement to this one zone of the store and keeping it out of the public sphere as much as possible. Next slide, please.
So just to wrap up, we feel that this is -- we arrived at a design that is a very much unique, one-of-a-kind Safeway store and we worked a lot with Safeway on that deviating from the, you know, prototypical and standard things that they do in their stores to really create something that feels unique to Rockridge and to this community. And then next slide.
And this is just the last image I'll leave you with, which is names and locations of supporters of the project which I think pretty clearly demonstrates that it is a neighborhood project, and there are some very significant connections to the store by local residents that are excited to see this project move forward. Thank you.
Oh, I also want to say we have the city's EIR consultants on hand tonight, Sam Tabibnia from

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Fehr & Peers, traffic engineer; Jim Nelson from Wilson Ihrig, who looked at acoustical; Jennifer Schulty from Environ, the greenhouse gas consultant; Morgan Gillespie from During Associates, Dom Valenti from Air Quality Consultants. So they're here to answer questions. And Todd Paradis is also here representing Safeway. And we have our whole design and consultant team available tonight to answer questions.

CHAIRPERSON TRUONG: Thank you. Do we have any pressing questions for the architect? Seeing nods.

Scott, do we want -- I understand the neighbors have a presentation too; I'm not sure, shall we call speakers first or --

MR. MILLER: It's really at your pleasure. We have a couple of different groups that have asked to sort of speak in concert with each other, so I know we have one group of four that is speaking in favor. There are a number from the neighborhood that are speaking in a coordinated effort. So it's up to your pleasure how you want to handle that.

CHAIRPERSON TRUONG: Great. It's always good to have a dialogue going, I think, and so let's have the neighbors go first and then we'll have the group of four who are in support of the project speak

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after that. Thank you.

MR. MILLER: So the large -- is it the fans' group, I believe, has the --

MR. MILLER: Who is the lead person representing the fans?

UNIDENTIFIED FEMALE SPEAKER: We don't have a coordinated present- --

MR. MILLER: Okay. Then we'll go ahead with the party of four first and then we'll go into just calling out the speakers in groups of five or six.

THE CLERK: Okay. We're going to have Paul Junge, Christine Firstenburg, Jim Moore and Solomon Ets-Hokin. And you may line up in any order.

MR. JUNGE: Thanks. Good evening, Commissioners. My name is Paul Junge. I'm with the Oakland Metropolitan Chamber of Commerce and I thank you for this opportunity to speak with you tonight. I speak in favor of the project and I just wanted to make a couple quick points and then introduce the next three speakers.

Of those three points the first would be that as the City of Oakland, a recent study I've seen said that we lose as much as a billion dollars a year in retail sales. Now, this project alone isn't going to capture all that, but it's part of a process of

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having the type of retail outlets that people want to shop at. And that's not just good for people because they want to shop and they want to find those goods and services but will yield sales tax and other benefits to the city coffers, and then not just that we want any retail but we want projects that really do it in a responsible fashion. And as the architect was just saying, it's in a space that's already used for this and it enhances the experience in so many ways it's a particularly good project.

And then third, in these economically difficult times a project that's going to bring construction jobs, a project that is going to see increased assessed value in the property values, a project that is going to increase jobs going forward all is the type of things that we would be supportive of and part of why the members of the Oakland Chamber of Commerce asked me to come here and speak in favor of the project.

Now, the next three speakers in this group of four, I just wanted to mention that they are all members of the Oakland Retail Advisory Committee. And that was a committee established by the city council in its retail enhancement initiative. And these are people that come together regularly, who volunteer

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their time -- experts, retail professionals, developers, brokers, retailers, architects -- who really know this and they look at projects and provide advice. So I think that's why their insights will be particularly useful to you.

Thank you.

MS. FIRSTENBERG: Good evening, Chairman and Planning Commissioners. My name is Christine Firstenberg. I'm with Metrovation Brokerage here in Oakland and I'm also the co-chairman of the ICSC, which is the International Council of Shopping Centers alliance group in Northern California.

I'm here in support of the design of the new Safeway on College Avenue, and one of the reasons for that support is a point that our retail task force recently made to the planners of the ABAG, who are working on the sustainable community strategy.

The sustainable community strategy is a program for the reduction of greenhouse gases mandated by the passage of SB 375. I know it's a little confusing to combine these two right off the bat. But when we worked with ABAG we talked to them and mentioned to them that indeed they hadn't included any placeholders or designations for the large-format retailers in the draft plans.

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ABAG asked us to help them figure out a way to include them. They realized that the large-format retailers like Safeway are an integral part of the economic engine of our economy.

While many of you probably shop at smaller food stores, most people or many people in the Bay Area like to shop at a large-format grocery store. These large-format retailers, we call them anchors in our business, are normally drivers of the retail traffic and they help the smaller shop tenants have access to more customers. Anchors are a critical part of the matrix of the shopping centers in our country today.

These anchor tenants have found that the larger store formats give the customer the biggest choice of quality of products at the most economical price while keeping the store operation and -- while keeping the store operation efficient and productive for the company. It seems to be an economic win-win, and with our economy the way it is today the large-format anchor store is a format that will probably stay for a while.

Can I go on or --

CHAIRPERSON TRUONG: My understanding is there's four speakers total and there's a combined

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amount of time. Is that how you --

MR. MILLER: You've hit the four-minute mark. I'll reset the clock for four minutes, but that will cover you and then the two next speakers as well, so keep that in mind.

UNIDENTIFIED MALE SPEAKER: You're doing great.

MS. FIRSTENBERG: In our recent discussions with ABAG, it became clear that they needed to figure out a way to accommodate the anchor tenants because what we figured out is by not accommodating the anchor tenants within these new plans, the PBAs that they're working on, it basically will increase traffic and it could actually increase the greenhouse gas versus decreasing it, by not including places for the large-format tenants in the new land-use plans the anchor tenants often have to move further and further away, out of the densely populated areas of the inner Bay Area.

We're not going to change how shoppers shop, so very often those shoppers are still going to drive to those large anchor tenants. If they believe that they can get the best products there at the cheapest price, they may end up driving. So it became very aware to ABAG and everyone involved that there's

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really a possibility of increasing greenhouse gases by not finding a way to accommodate these large-format anchor tenants.

The plan on College Avenue done by the Lowney architects really does a wonderful job in putting a large-format retailer into the urban fabric of a community, and we need to have the retailers there to be able to accommodate the needs of the customers; otherwise, we could increase the greenhouse gases versus reduce them. Thank you for the time.

CHAIRPERSON TRUONG: One question. Is there a formal written comment letter from ABAG?

MS. FIRSTENBERG: No. I don't represent ABAG; I was mentioning our meeting with ABAG about a week ago.

CHAIRPERSON TRUONG: It would be helpful I think for us, as the comment period is until August 15, it would be great if they could submit a letter, and I know you guys are in conversation. So just an idea, not a mandate.

MS. FIRSTENBERG: Thank you.

MR. MOORE: Good evening, Commissioners. My name is Jim Moore, and I will be very brief. I would like to make a couple of points. I think that this project is an example of a very well-designed urban

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in-fill project and the amount of money that Safeway is willing to invest here is important and I think should be considered because we are trying to attract other developers for other parts of the city and other retailers, and I think that is something that should be taken into consideration.

Also the construction industry right now is in pretty serious trouble, and if there's a big project, that would help that out a great deal. Thank you very much.

COMMISSIONER PATILLO: Your credentials?

MR. MOORE: I'm a member of the Oakland Retail Advisory Committee. I work for store development for small retail stores in and around the Bay Area. I am based in Oakland.

COMMISSIONER PATILLO: Okay.

MR. ETS-HOKIN: Hello. I'm Solomon Ets-Hokin. I'm a retail leasing and development professional based in development and I'm the chair of the Oakland Retail Advisory Committee.

And Christine Firstenburg did such a good job that really all I have to say is that I agree with everything she said, I support this project. And I think we're out of time, so I'll end it at that.

THE CLERK: You've got one minute.

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MR. MILLER: One minute.
MR. ETS-HOKIN: Okay. If you really -- okay. That was a gift, you guys.
You know, the scope of the project and the appointments and the scale and the cost that this end user is putting into this is at least 40 percent above what any private developer would do for a grocery -- for a grocer like this. In that way it's a gift in terms of investment in the community, and that's just purely as a market expert comparing to, you know, what the market delivers, this is very unique what you're getting. For that -- for the format of going from 20- to 51,000 square feet that Christine was talking about in Oakland, there's definitely a void for that kind of format and a huge demand and probably a reason why Safeway is proposing this project and making the investment that they are.
And then, you know, just the anchor argument is really valid. I mean, any shopping center the more the anchor does in sales, the more the shops do in sales. It draws people from farther away and the frequency in which they shop is more and that means more people shopping, more business for everybody. Thank you.
COMMISSIONER ZAYAS MART: I just have a

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question, Mr. Solomon.
MR. ETS-HOKIN: That's my first name, but that's fine.
COMMISSIONER ZAYAZ MART: Mr. --
MR. ETS-HOKIN: You can call me Solomon.
COMMISSIONER ZAYAS MART: Solomon. Okay. I just have a question because since we are looking at two Safeways close to each other and you mentioned that there's a retail linkage, and I understand that from a retail perspective, but from a grocery store point of view given that we have a Safeway that's really close by as well that's supposed to be bigger and better just more -- or in comparison, can you just tell me very quickly from a retail perspective how this fills that need in the neighborhood?
MR. ETS-HOKIN: You know, the retail linkage argument is more around comparison goods, where there's certainly a huge void. But there's an enormous void for this format that right, wrong or indifferent the American shopper wants. I mean, if you look at a map and the density of population and the amount of formats like this serving the trade area, it's a desert. It's just really underserved.
So it's -- in spite of their proximity, there's so much demand that it makes sense to have

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them where they are, there will be that many shoppers to support what they're doing
COMMISSIONER ZAYAS MART: If you have a map or some data about that on that, I would really appreciate having that.
MR. ETS-HOKIN: Okay.
COMMISSIONER ZAYAS MART: If you could pass that along, that would be great. Thank you.
MR. ETS-HOKIN: Okay, sure.
CHAIRPERSON TRUONG: Next speaker, please. Have we called the names of the next speakers?
MR. MILLER: We do have to call the next group of five or six.
CHAIRPERSON TRUONG: Before we call them, folks that are standing against the wall back there, again, the fire and safety and code requirements. If you're listening in, we have extra seats upstairs and so please do -- and there are seats sprinkled around here. Come join and let's make sure that we're safe. Thank you.
Please call the next speakers.
THE CLERK: Sure. I have Lynette Boystrom (phonetic), who ceded time to Zachary Walton; Rebecca Saltzman; A.M. Postick (phonetic), who ceded time to Jerome Buttrick; and Vincent Patino (phonetic), who

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ceded time to Kirk Peterson.
MS. SALTZMAN: Hi. Good evening. My name is Rebecca Saltzman. I used to live just a few blocks down from this project. I've moved a little bit further but still live off the 51 route so I use this area very often.
I'm actually very excited about this project. I've always thought that that Safeway was very much out of context with the neighborhood with the sea of parking and with the store so far back from the street. So I'm excited about bringing it closer to the street and having a more dense development there. So I'm excited about this moving forward.
I also think, reading the draft EIR, that the mitigations proposed made a lot of sense for dealing with the traffic and dealing with the negative impacts.
The one concern I have is about the one driveway left on College. I'm very excited that many driveways have been taken away, there are fewer curb cuts. But the way this driveway is with the walls next to it, being a pedestrian I am concerned about the visibility when drivers exit the parking lot that there will be collisions. And having seen a lot of collisions there just because of the amount of

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activity, I think this will make it worse.
I would love to see it studied, not getting rid of that driveway entirely. I understand it might be necessary for the business model, but just making it an entrance and having all cars exit from Claremont. I think an entrance won't cause as much of a problem with pedestrians, but the exit could be a really big safety problem, and I don't want to see that. Thank you. Have a good evening.
MR. WALTON: Commissioners, my name is Zachary Walton. I live at 6218 Minoa Street, one block away from the Safeway. I shop at the store regularly.
First off, let me say I'd ask that this map here that shows supporters be withdrawn for the record. It identifies a number of supporters -- alleged supporters. I received an e-mail from Elizabeth Smart (phonetic) identifying myself as a supporter; I know a number of people have as well. I question this and I think it should be proved up before it's just put in place.
The other thing I would suggest is some of the supporters who just recently spoke would be well served to reference the Connolly (phonetic) report that others may address. It identifies which areas in

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Oakland need large-scale commercial centers and it identifies one area that is already adequately served; that's Rockridge.
The purpose of an EIR is to evaluate a project's environmental effects and to promote informed decision-making. A number of people will comment on how this EIR fails to adequately analyze environmental effects. I want to talk about how it fails to promote informed decision-making. One need look no further than the first objective of the project. The objective implies that the project is necessary to bring the area into conformance with the zoning and the general plan. The general plan specifies that no development in this area should be characterized by smaller-scale, pedestrian-oriented commercial uses.
Now, to support the claim that the project meets this objective, the EIR states, and I quote, Although much larger than the existing Safeway store, the proposed store would continue to primarily stock groceries which are typically replenished by households on a weekly or more frequent basis. The store would not be focused on a regional market as there are many other grocery stores in the region. Accordingly, the land use proposed is appropriately

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classified as small-scale neighborhood commercial retail as contrasted to large-scale commercial.
Now, this logic is tortured at best. It says that a store that is much larger than the existing store and nearly seven times the allowable limit per the zoning is actually small-scale neighborhood commercial. And this is because the store will provide groceries to the neighborhood, not the region which the EIR admits is already well served. I ask you to dwell on this language and then ask yourself if it makes sense. It doesn't.
Now, why is this important? Because perhaps the central issue in the evaluation of this project is how it relates to the land use in the existing area. But the EIR avoids any meaningful discussion of this central issue. Without a real discussion of land use the entire document is fatally flawed. This flaw carries through from the beginning of the objectives and the end with the alternatives analysis.
Commissioners, you have the opportunity here to correct this mistake. Direct staff to revise the EIR to include a meaningful discussion of land use and then recirculate it for public comment. Only then can the EIR satisfy one of its prior purposes, to informed decision-making. Thank you.

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(Applause.)
CHAIRPERSON TRUONG: As the next speaker approaches, I want to note that this is a public forum where we want to respect the speakers, we want to be mindful of the people attending tonight, and it is a late night, let's hold the applause. Thank you.
MR. BUTTRICK: Hi. I'm going to speak to an item -- actually, I need a graphic here, 2A, and I'm trying to figure out how to get that on this computer. I sent something in prior to the hearing starting today.
Well, this item -- this is not the right graphic, but you do have in your EIR a similar drawing. This is 2B. I'm Jerome Buttrick, by the way, and I'm speaking about 2A, which is a project that shows -- well, I will describe it.
My name is Jerome Buttrick. I live across Claremont Avenue on Minoa Street a block from the current Safeway store where I've shopped for the past 20 years. I would like to comment on the reduced size alternative 2A, not shown here. Highlights of this alternative include a 25,000-square-foot store which is in the upper corner of the -- which sits in the upper corner of the site, and it also features a 10,000-square-feet small retail and office building on

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College that runs along the bottom of the site.
And it would match -- the building that we're proposing to put on College would match the original building demolished when Safeway put the store in in the 1960s. In fact, that demolished building was a match to the yellow brick building currently across the street that contains the small food shops and the flower purveyor. Additionally, this alternative proposes on the corner of College and Claremont to position a 750-square-foot cafe with a landscaped plaza. 2A, by the way, is on page 513 of the EIR.
Surface parking could be heavily, heavily landscaped in order to create an urban green space, well-designed parking lots are possible if we try. Because of grade change the height as seen from Claremont is greatly reduced in this alternative that is in the upper left corner. That is because the grade is much lower on College than it is on Claremont by some 16 or 18 feet.
One other point worth mentioning, that we neighbors who live on the east side of Claremont and cross all the time or where Auburn or Mystic converge, that's up at the upper top corner of the site would retain the current pedestrian access across the site,

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which is approximately in the middle of Claremont Street. The EIR is simply wrong where it states that the proposed project does not divide the site. It does for all of us easterly neighbors. This is an exceptionally long block, and crossing near the middle as we now do is important.
After a mere six sentences of considering this alternative in the 382-page document the authors turn to dismissing it as inadequate. And the projects they state allows to construct a store sufficient in size to offer a more comprehensive range of commercial services and products than this alternative. But if you go to the nearby Grand Avenue store or any other Safeway store slightly larger than the current College Avenue store, you see that they managed to meet many of their goals, providing hot food, prepared meals, a meat and fish counter, even more floral offerings.
Please note that in their justification for more space they fail to mention additional alcohol offerings, which you know there will be more of. It is unreasonable to need to more than double a 22,000 plus square foot store -- I believe I have six minutes; is that correct?
MR. MILLER: You had one person cede time to you; right?

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UNIDENTIFIED FEMALE SPEAKER: I have the cards for several other people that wanted to cede -- and Charlotte Hennessy? Is Charlotte Hennessy here? Okay. She would like to cede time.
CHAIRPERSON TRUONG: Ma'am, can you make sure that the speaker cards are turned in to --
UNIDENTIFIED FEMALE SPEAKER: We don't have who they're ceded to unless it's needed.
CHAIRPERSON TRUONG: That's fine. The speakers that you are mentioning, can they raise their hand so we know that they're in the room? Thank you.
MR. BUTTRICK: Excuse me. So it is unreasonable to need to more than double a 22,000-square-foot store to accomplish a company's objectives, especially when it runs counter to the city's zoning intentions. This corporate need for sufficient size also implies that there's a neighborhood demand for these more comprehensive services and products. But the facts do not bear this out.
In a door-to-door survey conducted by fans over the past few months more than 90 percent of the surrounding neighbors within a quarter mile of this site support either a modest addition or keeping the current store of 22,000 square feet.

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Stores the size and scale of the proposed one have their own internal ecologies. It's a documented fact that they destroy, not enhance, pedestrian streets. People drive in, they load up, and they drive off. So the claim made, also on page 512, while rebutting this alternative that the project promotes pedestrian activity is misleading to the extent that we are discussing a 51,400-square-foot big-box store, whether it be Safeway, Wal-Mart, or Berkeley Bowl, these are not pedestrian-friendly places in the sense that the city has carefully nurtured on College Avenue over the past 30 years.
Another point worth noting here is that when discussing the environmentally superior alternative on pages 562 and 63, this alternative 2A is strangely passed over. The alternative -- the 2B alternative adds some square footage to the existing store, the one that was up on the screen is dismissed as not meeting project objectives, therefore the DEIR concludes, quote, after alternative 2B alternative 2 with a mere 40,000 square feet -- that's my comment, 40,000-square-foot store -- would be considered to be the next environmentally superior alternative. Yet back on page 522 it's clear that the alternative 2A, that's the one that I've been talking about, trumps

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alternative 2, the Safeway reduced alternative environmentally.

This document eats its own tail and then goes on to remind one of that college philosophy lecture class paper where you cheekily insert, I doubt anybody will ever read this. We are reading this, and it is sloppy.

In summary, the EIR needs to fully evaluate how to maintain enhanced and current pathways if we are to promote clear pedestrian neighborhoods. The EIR does not explain why the current building at 3X the allowed square footage cap and to maintain and enhance its own can morph only with minimal impacts into a 7X store as you might expect in a growing change zone. The EIR needs to give greater heed to reduced-size alternatives and not blithely dismiss them because they do not meet Safeway's objectives. The EIR needs to comprehensively address how food stores at this proposed size add cars and reduce pedestrians.

The 51,400-square-foot large store boldly defies both neighborhood desires and zoning intention. Absent Safeway's interest in bringing housing and offices to Rockridge, alternative 2A is the best alternative with this owner. We shop for food more

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than anything else. Let's keep it on the street. Thank you for listening.

CHAIRPERSON TRUONG: Are there more speakers in the queue or shall we call?

THE CLERK: I still have Kirk Peterson and he has time ceded to him.

MR. PETERSON: Good evening. My name is Kirk Peterson, architect. I've been practicing here in Oakland for 30 years. I've been on College Avenue for around 15 years. And my comment to the draft EIR is an alternative design, which I don't want to present, there isn't time here and --

CHAIRPERSON TRUONG: Please do submit. Thank you.

MR. PETERSON: And I'm not here actually as a proponent to the project or an opponent of the project, but I will offer some observations as the second of three architects who have worked on this project. The first observation that's interesting is the plans presented are pretty much what we came up with at the end of our tenure with Safeway. When we began working with Safeway, they said -- or the hierarchy said there could be no parking underground ever, nobody will park there. So I'm glad to see that the design has evolved and that the street-level

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neighborhood commercial on College was also impossible. So that is now part of the project, and I think that's a good thing.

My concern about the contents of the EIR is primarily esthetic. Some of you know I'm a recent chair of the Landmarks Preservation Advisory Board and I was very interested in timeless design and I feel like -- well, you can look at the design as soon as we have more time. I'll be back on August 2nd, I believe.

I did some research, it was interesting, as a child. I don't know if you remember, Chris, Safeway Tower in east Oakland at International Boulevard and 51st -- a vast, wonderful, 1920s building with a beautiful campanile. So Safeway's not adverse to such a design. What I'm presenting is, had Safeway built this store there in the 1920s when everything else of architectural value was built, it might have looked something like this.

I'm not -- I didn't even put square footage there, that's actually not my issue. I don't think it needs to stay the same size it is or get gigantic. But I am concerned that, you know, I'm going to drive by this building for the rest of my life, this sort of current trend of alien object designs stuck into

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neighborhoods, it's not popular with everybody, let's just say.

So we're proposing something that looks more like Swan's market, some of the historic buildings of the vintage of this building done under Mayor Mott, Echo Park, the pergola.

I guess the big differences in this design is we have a big public plaza right on the corner. And we actually make 63rd Street wider by pushing an arcade under Safeway and get an extra lane of traffic, so that would be less congested, and put a line of trees down the middle of 63rd Street. So that's really -- if you have questions, I'm happy to answer them.

CHAIRPERSON TRUONG: Thank you. Can we call the next group of speakers?

COMMISSIONER PATILLO: What's the square footage, roughly, of yours, Kirk?

MR. PETERSON: I think it's about probably 40- to 50,000. And there's 2- or 300 parking spaces underground, depending how deep it is. But the design is -- could be smaller and look similar.

THE CLERK: Okay. I have Maryann, I want to say Clegg; Murray Silverson, who ceded time to Denny Abrams; Lori Dornbrand; Ron Bukovich; Julie Hardgrove;

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and Gerald Neisar. And you may line up in any order.
MS. CLEGG: Good evening. Thank you for listening. I'm a citizen of Berkeley, but I live two blocks from the Safeway. I've shopped there for 30 years --
UNIDENTIFIED MALE SPEAKER: You have to stand closer to the mic.
MR. MILLER: And state your name, please.
MS. CLEGG: My name is Maryann Clegg, C-l-e-g-g. 15 Eaton Court, Berkeley. I would just like to speak -- I've gone to three different sets of meetings on these plans and I would like to speak to the view from Berkeley. If you position yourselves at Ashby and Claremont, you see the end of the street from the Berkeley side. And you're coming down Claremont Avenue and that neighborhood was designed by the principals of Alstead (phonetic) where the neighborhood would live in harmony with the land structure. And we have creeks in the neighborhood, we have both apartments and we have houses and the housing is from 1910 and 1912.
But then when we get to the end of Claremont at Alcatraz, we get to the city line and we meet this huge building. And if you see this structure from the Claremont side, I call your attention to not the

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friendly pedestrian mall that's on the College side, but we get a prison wall on the Claremont side. We get a major entrance for all of the traffic because it appears that the entrances on College will be closed, maybe one, but the major entrances are on Claremont. So all of the traffic is going to be shoved over from College, come down Alcatraz and then enter on the Claremont side.
Then we have the massive wall, not a small retaining wall lined with magnolia trees, but we have a massive two-story prison wall. So for this huge passage from the pedestrian wall at the point with the cafeteria we get one massive wall. Safeway will not put an entrance on this side so that it's pedestrian friendly because they want to control the exit and the entrance -- they want only one entrance. Given all the remarks about fire, where is the second entrance and the exit for fire in the Safeway store? There isn't one. There's only one exit and one entrance. So I think you have to look at this building from the Claremont side, and it's a monstrosity for those of us who live in a very old, established neighborhood from the 1900s. That's one.
Then we have the major issue of traffic. Now, traffic on Claremont may be at loss levels B and

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going to D at 5:00 o'clock, but with this one you pass all the traffic from Safeway. If you look at your traffic mitigations, you're going to have to come up Alcatraz, you're going to have all your trucks enter on Claremont and you go to F. And you have to put in a massive, four-way traffic signal at 63rd, you have to redo all of the traffic signals and you have to put your traffic light at Alcatraz.
CHAIRPERSON TRUONG: Ma'am, I want to be respectful, and it's not directed at you, but I want to be fair for the rest of tonight. And because we are ending exactly at 11:00, I want to make sure that we --
MS. CLEGG: That's fine. I just want you to look at it from the Claremont, from the Berkeley side, it's massive.
CHAIRPERSON TRUONG: We definitely have that.
MS. CLEGG: I would also say that you have commercial right across in the medical/tech building, you were supposed to have six stores there, those are all empty store fronts on the medical/tech building next to the blood bank. There's not one -- there's maybe one beauty parlor there. So the demand for commercial on Claremont is pretty limited.

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CHAIRPERSON TRUONG: Next speaker, please.
MS. CLEGG: Never enforced it.
MS. HARDGROVE: Good evening, Commissioners. My name is Julie Hardgrove. I have been a Rockridge resident for 20 years. I live on Alcatraz at Hillegass, just two-and-a-half blocks from the Safeway site. I would like to comment about two issues, both regarding land use.
The EIR repeatedly states without any support that the new store is consistent with C-31 and the objectives of that zoning designation. In fact, a number of commenters at the NOP initial study stage pointed out that large stores harm smaller, unique retailers and can lead to blight. Commenters called for a study of that possibility. The EIR doesn't discuss that issue at all and simply concludes that the new store's consistent with the zoning.
There are some legal cases on the blight impacts of Walmart and box stores and there are studies showing the impacts. The EIR should include material on that point for the record.
Additionally, the EIR concludes that the project's land use is appropriately classified as small-scale neighborhood commercial retail, as contrasted to large scale commercial. So this is to

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say you can build a few small shops in front of a big shop and never mind that the big shop is a big box. What you have here in the end is small retail. Who is kidding whom? Would the planning commission please ask staff to look at the elephant in the room and to explain how a 51,400-square-foot store can be classified as small retail? Thank you.

CHAIRPERSON TRUONG: Next speaker.

MR. ABRAMS: Hello. My name is Denny Abrams. I've lived at 381 63rd Street for 25 years. I've been engaged for 35 years in developing highly successful retail streets.

The EIR, two of the objectives which the lady has well outlined, one is to revitalize the neighborhood and two to uphold and enhance the C-31 or CN zoning with its emphasis on pedestrian-oriented shopping. At best these objectives of the project cannot be judged without studying the economic impacts of a 225 percent increase in a supermarket. Currently Safeway at that corner is collecting 50 to 60 million dollars of revenue a year. What they want is to double that. They want 120 million a year.

Now, what does that do to small shops on the other side? The gross of a small shop like Yasai market at best is maybe a million and a half, a

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million eight. The bakery is a million two. We're talking about vacuuming an additional 50 to $60 million off that corner, out of the neighborhood, to San Ramon, to Wall Street. Nothing to do with regionalism, local economy, or anything like that.

So how do you get 60 more million dollars into a neighborhood if you need to collect that? Because Safeway is spending 25-, 30 million on the building. And anyone who knows development rules knows what that means, how much they have to collect to justify that. The only way you get that kind of money is you increase the size of the catch basin. You have to increase the numbers of people you serve so you have to bring them in by automobile or -- and as probably a combination of these two -- is you take revenue from the small food shops up and down College Avenue.

The result is either doubling of traffic and closing down small food shops, harm to -- these bring great harm to the two stated objectives of revitalization and supporting the goals of the CN-31 pedestrian zonings. For these reasons we all need to know the economic impacts of this project on our neighborhood.

And I request that this committee include a

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complete objective and independent study of the economic impacts of this project on small businesses, local economy, I want to see the multiplier effect as these small businesses get destroyed that we lose and how many jobs that generates, because in the end small businesses generate many more jobs -- local jobs than a big-box anchor. The bakery, for example, hires 30 people in that little space. Thank you.

CHAIRPERSON TRUONG: Next speaker.

MR. BUKOVICH: Good evening, Chairman, members. My name is Ron Bukovich, and I live on Claremont Avenue directly across from the entrance/exit driveway at the back of the Safeway parking lot, right near the loading docks. And my main issue is air quality. We already have traffic congestion and air pollution in our little neighborhood there, and I can vouch for it because my wife and I can sit out on our front porch and as cars leave the Safeway parking lot, we can tell you what they're burning, gas or diesel; that's how bad it is. We have a wind that comes from the west and carries everything from that Safeway through our neighborhood.

The increase of this development is certainly going to bring in more 18 wheelers and suppliers' trucks and consumers to the lot there.

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It's just going to simply increase all the air pollution. We can sit in our backyard, and at times it smells so bad that we have to actually go back into the house. Passing autos and trucks are literally sickening. And our neighborhood is laced with infants and toddlers and seniors who are all most susceptible to these airborne toxins, and it's just simply bad for all of us.

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The proposed traffic lights at Claremont and Mystic and Claremont and Alcatraz will create more pollution and surely will negatively affect the health of hundreds of households directly in our little clutch of neighborhood homes there. I think that we have to spend a little more interest in that impact of our neighborhood besides all these other things people have been talking about.

So that's my great concern is the health of myself, my family, and all of our neighbors. And we need to be assured that -- like, the traffic lights are going to be the killer. When you put your foot on that gas, that's the most emissions that come out of your engine is when you start it up. So this will create a health hazard for all of us and we hope that there's some way we can all get around this. And I thank you very much for listening.

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CHAIRMAN TRUONG: Thank you.
Next speaker.
And you guys can come closer to the mic, by the way, as you guys queue up.
MS. DORNBRAND: My name's Laurie Dornbrand. I live at Plaza Drive, which is about a mile or less from the Safeway. I've lived in the neighborhood and shopped at that Safeway since 1983.
I wanted to just make reference to the earlier speakers who implored you to consider the land-use issues and the small shops, scale of the project and how it deviates from the current zoning, but I was going to limit my remarks to the EIC because I thought that's what I'm supposed to do.
I have three comments about the traffic, about the parking, and about the air-pollution factors. The report speaks to a significant and unavoidable effect on traffic which they propose to mitigate with traffic lights. I want to second the comment of the previous speaker that they don't really reduce the number of cars, they increase idling and create more pollution issues.
Next, parking. Safeway is proposing fewer parking spaces than code requires. And what code requires is a minimum. So, for example, for the eight

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proposed stores, code would require, I think, 13 parking places. And that's 13 parking places for eight stores and their employees. And again, Safeway is proposing fewer parking spaces than code requires.
So what's going to happen? I mean, we've all heard of how these stores are going to draw people from around the area, that's their point, and there's not adequate parking. So they're going to be spilling out onto the neighboring residential streets which are already congested in terms of parking and there's going to be significant idling as people drive into the parking lot and can't find a parking space, negotiate around the pillars that are every few parking spaces to park, and then come out and idle at the traffic light, waiting to get out of the parking lot.
And finally, the air pollution, Safeway is very proud of the limited access number of driveways, but again the limited number of driveways increases the idling time for people to get in and out of their congested spaces, adds to the pollution which is already occurring from the increased traffic and the parking problems. Thanks.
THE CLERK: Okay. And as the next speaker approaches the podium, I'd like to call the next

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group, please. And I have Mark McClure (phonetic), Terri Sandoval (phonetic), Fred Hertz, Kevin Baum (phonetic) and Carlos Buzzolo (phonetic). And you may line up in any order.
CHAIRPERSON TRUONG: The line -- Sanjeev (phonetic), if you could raise your hand -- should start there. So you guys can get up a lot closer. Thank you.
MR. NEISAR: Good evening. My name is Gerald Neisar, and I live at Minoa and Florio, which is about two blocks from the proposed project. In the early '70s my wife and I were very active participants in the massive neighborhood effort that eventually led to the C-31 zoning. C-31 zoning which is followed by this new thing that nobody's told us about is all pedestrian oriented. If anybody believes that this project is pedestrian oriented, I have several sets of barely used and bruised new clothes which will be available for 50 bucks outside; it's a great bargain.
It's unreasonable, by the way, to expect us to come up with meaningful comments on this massive document 20 days after it's issued, but we'll do the best we can, which I can say is better than the first four lobbyists who spoke for Safeway who didn't address anything here.

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The Safeway plan is totally unsuitable for our neighborhood and it is inconsistent with our zoning. It's a small area in the middle of single-family and very small apartment dwellings. We have lots of children, old folks, one of whom is speaking, and we need -- we don't need more traffic in this area; it is overburdened already.
Safeway plans to double the existing store -- more than double. There will be more than double the traffic if they double the size of the store because it'll be more -- make it more automobile oriented than the current one. They plan 171 spaces against the current 96, they propose eliminating some additional spaces on the street, so in reality their plan would need to provide about 240 spaces to just match the increase. And in fact, because it's more automobile centric, they should really have more like 271, which by the way is 100 more than they're planning for.
The point is we can't bring automobile traffic into our community and they don't have a place to park it, and it will go on our streets which are already filled and are running around with little kids -- mine are grown up.
On that point, the intersection at the

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crosswalk at Claremont in the 40 years I've lived in that house we've seen three near-fatal accidents. This is not an academic discussion about gee, there are more cars and more air pollution. We're talking lives here. I saw an accident of a small --

CHAIRPERSON TRUONG: Excuse me, sir, one second. I saw a hand raising.

Are you ceding time?

UNIDENTIFIED FEMALE SPEAKER: Patrick Ansari, stand up, please. Did he leave? Okay.

Thomas Koster (phonetic)? Right there (indicating).

CHAIRPERSON TRUONG: Okay. Can you hand the card?

MR. KOSTER (phonetic): Yes.

MR. NEISAR: I saw a motorscooter accident just in the last month on College Avenue.

By the way, has anybody thought about the bicycle traffic on College Avenue? I walk every day from the BART station to the Claremont/College intersection. It takes me seven minutes. I've timed it several times. I count the bicycles I see. Average 15 bicycles in that seven minutes. The maximum I saw one day was 27. Once I saw under 10, but 15 average is 138 -- 128 bicycles per hour going

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by. And when they have 27, which is a peak number, I'll admit, but that's 230 bicycles an hour on College Avenue. And we want to bring more cars here?

I want to point out that in the EIR it says they did a survey on two days and they found 30 percent -- or I think it was 30 percent vacancy in the parking lot. I've been living there a long time. I'm in that parking lot at least two or three times a week. I would say at least one of those three times it's absolutely full, certainly on weekends very often full, any kind of a major day, like football games and things like that, it's packed and we have all that traffic on the street.

Finally I want to mention as I'm getting on to the age where I start worrying about my health, we have regularly -- we have a lot of older people living in our neighborhood regularly emergency vehicles coming, where do they come from? They come from College Avenue. They have to come down College Avenue. So putting more traffic on College Avenue is going to delay those emergency vehicles' getting to the people who need the help. I don't know if I can sue Safeway if I -- or my estate can sue Safeway if I die from a heart attack that could have been prevented if the emergency vehicle had gotten there on time, but

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I hope you won't allow that to happen.

CHAIRPERSON TRUONG: Are there other speakers in the queue?

THE CLERK: Just the five that I called.

CHAIRPERSON TRUONG: Can the five speakers whose names have been called please line up? Thank you. I'm just waiting for them.

MR. MILLER: I'll have Cheryl call the next group because some people have gone home.

THE CLERK: Okay. The next group I have John Wagner, Steven Winkel, Michael Stewart, Mary Mattis (phonetic), Toby Taylor, Jeff Small, and Marilyn Williams.

MR. HERTZ: So my name is Frederick Hertz. I've lived in the area for 28 of the last 31 years. For the last 20 years I've lived within a half mile and I've had an office in downtown Oakland for 23 years. And I want to just bring a perspective on environmental issues that differs from most of the people in my neighborhood.

First, I think I almost live in a different neighborhood. The block across the street from Safeway on College Avenue is a three-and-a-half story building, the one that has Cup of Tea and Chimes, it's three-and-a-half stories. On the other side of

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Claremont from Safeway are two, I think, four-story buildings. The intersection of College and Claremont is not a small-scale residential neighborhood. It is a neighborhood almost entirely consisting of four-story buildings. I think that needs to be understood.

Secondly, I think that the land-use studies that have been done in city after city show that if you put the cars underground and you get the shops along the frontage, that is an urban context. The current Safeway is a suburban model of a parking lot with the building set back, and a lot of people like that; suburbs are very popular. But in fact having a pedestrian-friendly area means having high density on the street.

The last piece I really want to stress is what is in the environmental interest of the City of Oakland. Many of our neighbors care very much about our neighborhood and I love our neighborhood. But frankly, the City of Oakland needs the environmental benefits of $40 million of construction, of tax revenues. I want to see Oakland's Chinatown streets improved. I want to see parks in downtown Oakland. And frankly, if $120,000,000 can be generated in Rockridge and if most of it goes to the City of

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Oakland, that will be a good thing even if traffic is worsened in my neighborhood. Thank you.

COMMISSIONER ZAYAS MART: Excuse me. What's your name?

MR. HERTZ: Frederick Hertz.

MS. WILLIAMS: My name is Marilyn Williams. I live within three-fourths miles of the Safeway at College and I live about a mile from the other Safeway on Broadway. I'm a walker. I generally walk to wherever I'm going to shop if it's within a mile or so.

When I got the postcard showing this new store, I went online and I looked at it and I was really excited because it looks great; I mean, you could hardly tell where the Safeway was. It had all these little shops, it had the park that sits on top of the second story. It looks lovely, much lovelier than what's there now. And actually, right now, as a walker, I'd walk farther to go to the bigger Safeway because the other Safeway, the little Safeway doesn't generally have everything I need. But I would really be looking forward to going into this new one. I saw the pictures of the little shops in front and the -- it's pretty, it's beautiful. It's someplace that I'd like to walk to and go shop at.

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The only thing is everything always gets so delayed. I'm hoping I get to shop there before I'm in a retirement home. But I'm hopeful. I used to do more bicycling, but since I got a sciatica attack I can't bicycle. But you notice they have lots of places for bicycles to park. People don't have to take their cars.

Because I volunteer with Habitat for Humanity which has the LEED certified, the platinum one. I was really excited to see that this is LEED certified; in fact, I found out later it's not just certified, which is the first level, it's the LEED silver on it, so I was really excited about that. And I hope I get to shop there pretty soon. Thank you.

CHAIRPERSON TRUONG: Thank you.

Next speaker, please.

MR. WINKEL: I'm Steven Winkel. I believe John Wagers (phonetic) ceded time for me.

CHAIRPERSON TRUONG: And Mr. Wagers, are you in the room here?

MR. WINKEL: I think he signed a card, I believe.

UNIDENTIFIED FEMALE SPEAKER: We've got another card.

MR. WINKEL: I need three minutes. I'll

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make it quick. My name is Steven Winkel. I'm a resident of Prince Street in the Elmwood district in Berkeley. I'm an architect and a civil engineer. I'm also a member and past chair of the Berkeley Landmarks Preservation Commission. I have some questions about the adequacy of the EIR and I'd like to raise basically three points.

The first one is regarding traffic counts. The traffic projections were developed using the Alameda County wide traffic demand model which properly assumes a PM peak. And the traffic counts for both Saturdays and weekdays were done from 4:00 to 7:00 and assuming a 5:15 peak, and I don't know where they got that data. I looked in the appendix and everything else and I don't know how they decided on that other than PM.

But that might be correct for weekdays but my observations on being a resident in this neighborhood for 25 years and shopping almost daily at Safeway and the shops is that I think the Saturday peak is closer to noon. So I would urge you to have this recounted at the time from probably noon to 7:00 on two Saturdays to validate the traffic count, because I think the assumptions that the PM peak on a weekday or on Saturday are the same is erroneous.

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The second one is deliveries. Quote, from the EIR, Safeway reports that the existing store is supplied by an average of three large delivery trucks a day arriving between 7:00 a.m. and 7:00 p.m. And furthermore, that the frequency of those truck movements is unlikely to substantially increase once the new store is operational, close quote.

It seems reasonable to me that doubling the size of the Safeway store should probably result in doubling the number of traffic deliveries. If Safeway is successful in selling the merchandise that they want to sell from this store, they're going to need to restock it. Double the size seems like probably more than the same number.

The other thing I would submit that having the proponents supplying the data without even having a verification of whether they're using grocery-industry standards for stores of like size is how that should have been arrived at.

The other thing I would point out is that the number of large truck deliveries discussed in the transportation section doesn't match what's called out in the air quality section, both supplied by Safeway. If it is three per day per in the transportation section, would this be doubled to six? Or if it's

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four, as per the air quality section, does that mean it should be doubled to eight? Somebody should decide.

The last item, people have talked about economics which is not properly an environmental review subject as in an economic analysis; however, blight is. EIRs are not required to directly assess economic issues, but they should examine the potential for blight, which can be caused by the deterioration of buildings, infrastructure, due to disuse. The EIR should contain an analysis done by an urban economist to assess the potential for blight if the proposed new small shops and the new Safeway departments drive the existing small shops out of business across the street, then you're going to have a blighted neighborhood. And that is a subject for an EIR.

MR. STEWART: Hi, Michael Stewart. I first came to Oakland in 1978 just down the street from the Safeway at CCAC.

This building is a massive improvement on what's there. I mean, we have something that was built in the '50s or '60s and it's butt ugly. The improvements that this thing will bring is much, much, much, much better. And kind of one more comment on things. You have to allow a business to make a return

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on what they're doing, and without a return they're not going to build anything. And this corner needs to be improved, so let it be improved. Thank you.

MR. SMALL: Hello. My name is Jeff Small. I'm a Rockridge resident. I'm a former RCPC board member, and I'm an Oakland business owner. I support the project and I just want to make it very clear that I am not alone. I heard the previous speaker say that 90 percent of the people that were polled within a distance of the store oppose it. Let me just say that 100 percent of both of my adjoining blocks that I live on, the two blocks that I live near, every single person on that block, including a former RCPC president, support this project.

I would like to talk about the EIR about the spirit of the C-31. Let's be clear. The current Safeway does not meet the C-31 in any way, so when you look at this new project at least it encaptures a little bit of the spirit of the C-31, which is small, independent retail stores at street level.

So what's there now is in bigger violation of the spirit of C-31 than what is being proposed. It does get driving entrances off of College Avenue. If you've ever driven on College Avenue, anytime of the day it's just bumper to bumper. And if we can move

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that traffic onto a four-lane street from a two-lane street, I see that as an improvement. I think it matches the architecture of the neighboring businesses across the street and it brings a lot more than the current '60s monolith does.

And as far as the argument about it being -- taking away business from the current vendors across the street, I think it will, A, bring more foot traffic and, you know, I'm sorry, if Safeway's $10 sheet cake is a threat to La Farine's fancy cakes, then maybe they need to look at their recipe.

The one thing that I would like to see is I would like to see Safeway make a serious commitment that those current retail stores on the ground floor remain independent retail stores run by local companies. I do not want to see chains nor Safeway-affiliated stores in them. Thank you.

MR. TAYLOR: Good evening. My name is Toby Taylor and I live on Alvarado Road. I have lived within three miles of this property since 1968 and I have shopped there since then. My experience with frequenting this store is that it is woefully undersized. It is very often overly crowded, particularly when students come back to the university or when there is a change in semesters.

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I'm going to be very brief and simply say that I support this project for two reasons: one is it's going to increase employment in the area and I think that that's very important for our citizens in Oakland and it's also going to increase taxes, both real estate taxes and sales taxes.

Thank you very much.

THE CLERK: I'm going to call the next set of speakers.

I have Joe Saropochillo, Laury Crotty, Joseph Anderson and Michael Stewart. You may line up in any order.

MR. SAROPOCHILLO: Hello. My name is Joe Saropochillo, I'm president of the Oakland Builders Alliance and I'm a small local contractor; I own Sarco Construction in Oakland.

From personal experience I live in the Rockridge area and I use the Safeway a lot. It's very hard to navigate right now and it's been kind of -- the old model doesn't fit in with the neighborhood at all. This is the type of neighborhood where you have small cafes where people like to walk. I think the new model fits really well with the way the neighborhood's set up. I support the project. I think that Safeway's done a great job on their

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planning and making sure that it's going to fit with the neighborhood. Thank you.

MR. ANDERSON: Yes. My name is Joseph Anderson. I'm a resident of the Rockridge neighborhood, Rockridge Elmwood neighborhood actually.

Now, it seems like Safeway is going to try to ram their vision of the neighborhood down the throat of the neighborhood. This in spite of what the majority if not most of the neighborhood wants. Safeway -- and with all due respect, I suspect that their shills as well as possibly their transient students keep insisting that it knows better what the neighborhood wants over what the neighborhood wants.

Safeway uses PR claims and terms like it's a neighborhood, pedestrian-oriented project. If this is so, then why is Safeway trying to ram a huge, out-of-scale destination point shopping mall which will result in traffic on a scale that the neighborhood doesn't want? This when there will be a another huge destination Safeway mall only one mile away and almost directly down the street.

Safeway and another PR firm kept referring to the roof garden. Well, most people on College Avenue or that neighborhood don't want to go to an isolated so-called roof garden and see three or four

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surrounding walls. They want to sit on an avenue -- on avenue -- they want to sit on avenue tables and chairs and courtyards and see the neighborhood and see people they know walking by.

One person referred to a large -- they said that large-format anchor stores is what large residential neighborhoods want. Well, the College Avenue Trader Joe's is certainly not a large-format store and it has plenty of business.

Safeway says it's going to have independent businesses, but they've already bought out the individually owned neighborhood drugstore and next week it will be called the Safeway pharmacy, no longer an independent one. What next and how many others?

Another PR term I heard tonight from Safeway or their supporters is revitalization. Our neighborhood does not need revitalization. It is already a vital neighborhood and we're trying to keep it that way. And if someone is a walker and loves to walk, as I do, then why not walk to the 51st and Broadway Safeway, as I sometimes do, but unfortunately most of their products there are merely duplicated and they're not really offering extra variety. Thank you.

MS. CROTTY: Hello. My name is Laura, I live in north Oakland. I love this project. I'm in

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complete support of it. There's four main points that I want to get across.

The first is that this is a great dream project. This is encouraging double the amount of bicycle access and bicyclists to this area. I'm a bicyclist. I love using BART and doing that as well.

Secondly, you know, I think that this project encourages investment in Oakland. Everybody knows that Oakland needs investment, we need people bringing money into Oakland. And one of the reasons is because I am not speaking for the people living in this area now as much as I am speaking for the people that will live in this area in the future. I'm very young. I'm turning 26. And I just want to say that I want my kids to be able to live in a place where there's encouragement of growth.

I think this project is very sustainable. I also just want to say that I think that we need to think about solving problems, we need to think about ways that we can look at the bigger picture, not think about all the details, and how this project is going to make a huge impact on Oakland as a whole.

CHAIRPERSON TRUONG: We have one last speaker.

THE CLERK: We have Stuart Flashman, who has

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two ceded times.

MR. FLASHMAN: Good evening, President -- Chair Truong and Commissioners. My name is Stuart Flashman. I'm chair of the Rockridge Community Planning Council and I'm also chair of the Community Planning Council's land use committee and I actually also, aside from doing that, I'm an attorney practicing in the areas of land use and environmental law.

And I have to say in reading through this EIR that it's shoddy; it doesn't do the job that needs to be done. There are numerous items that need to be in this EIR that aren't here. The cumulative impact analysis is just laughable. As several people have mentioned, the Rockridge shopping centers expansion project that Safeway is also managing, that project isn't even mentioned in this EIR, even though it's only a mile away. Even though the traffic of the two projects is clearly going to have cumulative impacts, they're not mentioned.

The EIR does mention the bus/rapid transit on Telegraph a few blocks away, and it's only mentioned in the appendix, it's not mentioned in the EIR itself. And in the appendix it says, Well, we don't think this project will happen, but if it does

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happen it will create more congestion on College Avenue.

No quantitation, just it will create more congestion on College Avenue. But it doesn't indicate what all the alternatives will do in terms of the effects, whether there's any comparison in terms of the alternatives. It doesn't indicate whether that extra congestion can be mitigated by the proposed mitigation measures. It's simply totally inadequate.

And one of the things that is shocking about this EIR, there were -- if you look through the appendix, you'll see that there are probably about a hundred pages or more of comments on the notice of preparation. People submitted comments suggesting things that needed to be looked at in this EIR. Those comments were almost totally ignored.

There were numerous suggestions pointing out the need to look at the two Safeways together. Ignored. There were numerous comments pointing out the need to look at the traffic on the neighborhood streets and the cut-through traffic. Ignored. There were comments about the pedestrian-safety issues on the side streets and the comments about the bicycle safety impact on College Avenue and the increased congestion. Ignored.

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This EIR is simply inadequate and frankly, if you go through and accept all the comments and then respond to the comments, you're just going to be wasting your time because this document needs to be recirculated.

What you really ought to be doing with this document is withdrawing it, having it rewritten so that it does an adequate job, so that it does address cumulative impact properly, so that it does address pedestrian and bicycle safety properly, so that it does address the cut-through traffic properly, and then rerelease it for a new circulation period. Because right now if you spend -- if you go ahead and run this document through as it is now, you're simply wasting your and our time and staff time in doing all this, and a whole lot of money as well.

Finally on land use, I want to say a couple of things about that. Several speakers talked about how we need to have a large place for a large retail. Well, Oakland does have a place for a large retail. If you look in the general plan there are two types of areas, there are grow and change and maintain and enhance. The grow-and-change areas are designated specifically along major arterials to provide space for that large expansion of the large retail and other

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types of auto businesses.

Rockridge is not a grow-and-change area. Rockridge is a maintain-and-enhance area, and that is because College Avenue has limited capacity, and the traffic analysis in this EIR demonstrates why it's not suited for large development. Those policies were put in place for environmental reasons. They weren't put in place just out of some sheer craziness, they were put in place to protect the environment. This project is inconsistent with those policies. That is under CEQA a significant impact. It has been totally ignored in this EIR. This EIR is simply totally inadequate. It needs to be rewritten and recirculated. Thank you.

CHAIRPERSON TRUONG: Thank you. Before I wrap up with comments, I want to make sure that we turn on the lights outside. I don't want people to walk downstairs in the dark. Great. That's being handled.

So this item is going to be continued for two weeks. We'll come back on August 3rd. Please do keep your materials; it will still be relevant. This will give folks adequate time to comb through the DEIR.

So with that, we can move on to the next

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item. And I'd ask people leaving to please do so as efficiently and as safely as possible.

(Whereupon, the proceedings adjourned at 11:04 o'clock p.m.)

---o0o---

17 (Pages 62 to 65)

Response to Comment D-1

The comment consists of introductory remarks explaining the process that took place prior to publication of the DEIR, and how it determined the scope of what was evaluated in the DEIR. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-2

The comment consists of the project architect making a presentation on the design features of the proposed project. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-3

The comment consists of the project architect noting that the environmental consultants were present at the hearing to answer questions. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-4

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-5

The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-6

The comment states that if large-format retailers such as the proposed project are not located within densely populated areas, shoppers will drive to more distant locations, increasing the generation of greenhouse gases. Although the comment pertains to an environmental concern, it does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-7

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-8

The commenter states his affiliation in response to a question from a Planning Commissioner. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-9

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-10

The comment echoes earlier comments and expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-11

The comment consists of a Planning Commissioner asking how two Safeways close to each other fill a retail need in the neighborhood. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-12

The commenter explains that due to the high density of the area and the lack of large grocery stores, there is sufficient demand to support two Safeways. The comment is consistent with the finding of the economic analysis attached as Appendix A of this document and summarized in Master Response M-6. The comment does not address the adequacy of the DEIR, and no further response is necessary.

Response to Comment D-13

The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-14

The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-15

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-16

The comment concurs with the mitigation identified in the DEIR for traffic impacts. No response is necessary.

Response to Comment D-17

Impact TRANS-17B (DEIR page 4.3-102) specifically addresses the concern raised in the comment, which would occur under the DEIR Project. The driveway will be signalized, which should increase overall safety at the driveway, but the traffic study determined that pedestrians walking along the east side of the College Avenue sidewalk could fail to recognize that the Safeway driveway has been signalized, and could be exposed to a safety hazard as autos exit from the garage on a green light. The DEIR identifies this as a potentially significant impact. With implementation of Mitigation Measure TRANS-17B, which includes raised curb returns, alternative pavement for the crosswalk across the driveway, provision of adequate sight distance, and directional curb ramps at each crosswalk in the intersection, the impact would be reduced to a less-than-significant level.

See Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street, reducing this impact to a less-than-significant level.

See Master Response M-4 for further discussion of traffic safety issues.

Response to Comment D-18

The comment refers to a map of project supporters and asks that it be withdrawn, and requests that it be proven. The number of or location of supporters and opponents is not relevant to the environmental review of the project under CEQA, and the map referred to is not presented in the DEIR. The comment does not raise an environmental concern and does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-19

The comment regarding the "tortured logic" of characterizing the project as small-scale neighborhood commercial retail is noted, and will be considered by decision makers, who will make an independent determination as to whether the proposed project is appropriate for the zoning district. However, the statement that the project is nearly seven times the allowable size for the zoning district is not accurate. Please see Master Response M-9 for a detailed response to this comment.

The comment also states that the EIR avoids any meaningful discussion of how the project would relate to existing land use in the area. For a detailed response to this comment, please see Master Response M-9.

Response to Comment D-20

The comment makes reference to Alternative 2a, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-21

The site plan for Alternative 2a, shown on Figure 5-2A of the DEIR (page 5-13) is conceptual in nature, and does not represent a final design. However, it does include landscaping around the outside perimeters of the parking areas, as well as along the inside of the College Avenue entrance. If the City's decision makers elected to implement this alternative, the design would be refined, and more detailed landscape plans would be developed. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment D-22

The standard of significance referenced in the discussion of Impact LU-1 (DEIR page 4.1.-11), where it is concluded that the project would not result in the physical division of the established neighborhood retail area, is defined as "physically divide an established community." As noted in the discussion of Impact LU-1, the physical division of an established community typically refers to the construction of a major physical feature (such as a major freeway or railroad) or removal of means of access (such as a road or bridge) that would impair mobility within an existing community, or between a community and outlying areas. However, this standard applies to public areas; CEQA does not require provision of access across private property.

The comment apparently refers to the use of the Safeway property by pedestrians to access College Avenue by crossing the site from Claremont Avenue. While Safeway is not obliged to provide such access, and its loss would not constitute a significant impact under CEQA, it should be noted that pedestrians would still have two ways to cross the property under the proposed project and shorten the walk to College Avenue from Auburn Avenue, Mystic Street, or other areas east of the project. The more

direct route would be to enter the site from the Claremont Avenue driveway, cross the parking lot, and exit the site via one of the sidewalks alongside the College Avenue driveway. In terms of distance traveled, this route would be virtually the same as the two routes across the site currently feasible. Another option would be to cross from Claremont Avenue to College Avenue via the proposed "walk street" connecting the two roadways. Under Alternative 2a it would also still be feasible to cross the site via the parking lot, with very little change in the distance required to walk across the site. However, even if access across the site were completely blocked, this would not constitute a significant impact under CEQA.

Response to Comment D-23

The comment states that the existing Safeway store would not need to be doubled in size to meet the objectives of providing a more comprehensive range of commercial services and products. However, this objective includes adding a "from scratch" bakery, a pharmacy, expanded floral offerings, an expanded deli (including warm food table, and prepared catering food items), a "service" meat and seafood counter (as compared to the pre-packaged items currently available), and a greatly expanded produce section, as well as creating a more functional and efficient shopping area configuration to eliminate current "pinch points" in Safeway customers' path of travel and to enhance the overall shopping experience of customers. Safeway has determined that an enlarged store would be required to provide all of these new or expanded functions. The City has determined that the objectives of the project stated in the DEIR are valid and reasonable objectives. Therefore, consistent with the requirements of CEQA, the City is not required to consider an alternative that does not feasibly attain most of the basic project objectives. See Response C-39-1 for additional discussion regarding project objectives.

Response to Comment D-24

While the proposed project would comprise a relatively large grocery store, it would not be a "big-box" development. Please see Response to Comment C-11-4 and Master Response M-9 regarding this point. The design of the proposed project would promote pedestrian activity. Please see Responses to Comments A-5-11, E-53, and Master Response M-9 for discussion on this point.

Regarding the environmentally superior alternative, Alternative 2a was not "passed over" in the analysis. Alternative 2b was identified as the environmentally superior alternative because it would generate 189 fewer trips than the project during the weekday PM peak hour and 247 fewer trips during the Saturday PM peak hour. As a result, Alternative 2b would cause fewer significant impacts than the DEIR Project. The alternative would eliminate Impact TRANS-10 at the Ashby Avenue/Claremont Avenue intersection and Impact TRANS-13 at the 63rd Street/College Avenue intersection. It is likely that this alternative would eliminate most of the other identified project impacts. The magnitude of all impacts would be reduced compared to the proposed project. Alternative 2a would include 5,000 square feet of retail development and 5,000 square feet of office development that would not be included in Alternative 2b, while the grocery store would be approximately the same size. Therefore, the trip generation would be higher under Alternative 2a than under Alternative 2b, and the magnitude of impacts would not be reduced as much as under Alternative 2b.

The reason that Alternative 2 was designated as the "next environmentally superior alternative" after Alternative 2b is because, even though Alternative 2 would not avoid the project's significant impacts to the same extent as Alternative 2b, it would meet the project objectives to a greater degree than would Alternative 2b. The same rationale applies with respect to Alternative e2a; that is, even though Alternative 2 would not avoid the project's significant impacts to the same extent as Alternative 2a, it would meet the project objectives to a greater degree than Alternative 2a. In any event, CEQA does not

require the identification of more than one environmentally superior alternative unless the "no project" alternative is identified as the environmentally superior alternative. *See CEQA Guidelines* Section 15126.6(e)(2).

See Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street,w hich would reduce Impact TRANS-13 to a less-than-significant level.

Response to Comment D-25

Regarding maintaining current pathways, please see Response to Comment D-22, and note that a short-cut across a private parking lot is not a legitimate "pathway." The project would create a new "walk street" dedicated to pedestrians that does not currently exist, and would provide other improvements to enhance the pedestrian experience. For additional details please see Responses to Comments A-5-11, E-53, and Master Response M-9.

The reference to the project as seven times the allowable size for the zoning district is not accurate. Please see Master Response M-9 for a detailed response to this comment.

For a response to the comment that the EIR needs to give greater heed to reduced-size alternatives and not dismiss them because they do not meet the project objectives, please see Responses to Comments B-4-12, C-10-7, C-10-8, C-10-9, C-10-10, and E-132. Also note that five reduced-size alternatives were evaluated in detail in Chapter 5 of the DEIR.

The DEIR does address how the project would "add cars" because the size of the store was a key parameter in determining the project trip generation, and analysis of all the traffic impacts identified in Section 4.3 of the DEIR. The trip generation also became a key parameter in the air quality and greenhouse gas modeling. However, the project would not reduce the number of pedestrians. As stated on page 4.3-100, the project would result in increased vehicular traffic and pedestrian and bicycle activity in and around the project area.

Regarding the assertion that the project is not consistent with the zoning of the site, please see Master Response M-9. Regarding Alternative 2a as the best alternative, please see Response to Comment D-24.

Response to Comment D-26

The comment makes reference to an alternative design, but does not provide any details and does not address the adequacy of the DEIR. Therefore, no response is necessary.

Response to Comment D-27

The commenter describes an alternative design that would draw on more traditional architecture, add a public plaza on the corner, widen 63rd Street, and include other features. The commenter states his primary concern about the contents of the EIR is aesthetic, but does not offer any specific comments on how the DEIR might be deficient in this regard. Absent a more detailed comment on the DEIR, it is not feasible to provide a detailed response.

Response to Comment D-28

The comment consists of a Planning Commissioner asking the previous commenter the size of his alternative design. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-29

The comment consists of the previous commenter providing the approximate size of his alternative design. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-30

The commenter states she is a long-time Safeway customer, but does not comment on the adequacy of the DEIR, and no response is necessary.

Response to Comment D-31

The comment states that the project would present "a massive two-story prison wall" along Claremont Avenue. While there is a two-story element of the project adjacent to Claremont Avenue, it would occupy less than half of the frontage on this street. As shown in the architectural rendering presented on Figure 3-18 (bottom), on page 3-24 of the DEIR, much of the Claremont frontage would have no building at all adjacent to the property line. Instead, it would feature a planter box and a decorative overhead trellis extending along the full length of the planter box. Trees planted along the north side of the employee parking lot would form a visual backdrop to the northern portion of the site.

With respect to the "massive two-story prison wall," the Claremont Avenue façade of the revised project is shown in Figures 2-13 and 2-14 (bottom) of this FEIR. As shown on the rendering, it would be articulated by contrasting anchoring bays at either end that would provide variation to the roofline, and the main upper-story façade would be punctuated by window bays. The trellis mentioned above would continue and extend along the façade of the store between the first and second stories. Bamboo planter boxes would extend at sidewalk level for the length of the façade except at the two anchor elements at either end. A wrought-iron fence would extend along the sidewalk, and street trees would be featured along both the lower and upper stories.

The two-story element of the project would terminate before the prominent corner of Claremont Avenue at College Avenue. The broad, landscaped pedestrian "walk street" would separate the Safeway store from the restaurant and public rooftop plaza, shown on DEIR figures 3-17 (page 3-23) and 3-14 (page 3-20).

The wall expanse along Claremont Avenue with the garage entrance has been redesigned, shown on Figure 2-13. The element would not be as tall as under the DEIR project. The wall-mounted Safeway sign and logo would be less prominent under the revised project than under the DEIR project (shown in DEIR Figure 3-17, page 3-23 of the DEIR), and the façade itself has been redesigned to appear less prominent. Under both the DEIR project and the revised project, sidewalk bulb-outs would flank the driveways; they would have specialty paving, street trees, wooden benches, and bike racks.

A surface parking lot and a gas station (now closed) currently provide the visual context of the Claremont Avenue frontage.

The City will consider this input on the proposed project's merits prior to taking action on the proposed project. The commenter may submit these design-related comments to the Planning Commission during the public hearing on the design review permit for the project.

The comment also addresses emergency exits in the case of fire. There would be two vehicle entrances to the site and two pedestrian entrances to the store. The primary pedestrian entrance would be from College Avenue, north of 63rd Street. The second entrance would be from the front of the pedestrian "walk street;" it would be located in the tower shown on DEIR Figure 3-12 (top), on page 3-17. The final project plans will need to be approved by the Oakland Fire Department, which will verify that the project provides adequate emergency access and egress, and that it complies with all applicable provisions of the Uniform Fire Code. With these precautions, the project would not result in increased public safety or fire hazards.

Response to Comment D-32

The DEIR does identify potentially significant impacts on traffic at numerous intersections, and identifies feasible mitigation measures to reduce the impacts to less-than-significant levels. However, as noted in the discussions of the impacts, implementation of identified mitigation for ten of the eleven traffic impacts would require approval by the City of Berkeley, which is outside the control of the City of Oakland. For this reason, the impacts were designated significant and unavoidable, but it would still be feasible to mitigate them to acceptable levels.

See Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street. The traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less than significant level under the revised project. No signal would therefore be required as a mitigation measure at this intersection.

Response to Comment D-33

Please see Response to Comment D-31.

Response to Comment D-34

The proposed project does not include any retail storefronts on Claremont Avenue. This comment does not address the adequacy of the DEIR. Therefore, no further response is necessary.

Response to Comment D-35

Regarding the consistency with the zoning, please see Master Response M-9. Regarding the potential for the proposed project to cause blight in the area, please see Master Response M-6. Regarding the characterization of the Safeway store as "big-box" development, please see Response to Comment C-11-4 and Master Response M-9.

Response to Comment D-36

Regarding the consistency with the zoning, please see Master Response M-9. Regarding the potential economic effects of the proposed project, please see Master Response M-6.

Response to Comment D-37

As noted in other responses, the project would not cause a doubling of existing traffic. The air quality analysis presented in Section 4.4 (pages 4.4-1 through 4.4-21) of the DEIR documents that the proposed project's operational impacts on air quality would not be significant and, with implementation of Mitigation Measure AIR-1, the project's construction impacts on air quality would be reduced to a less-than-significant level.

The proposed project would improve the dispersion of vehicle emissions compared to the existing conditions. Currently, there is no parking garage to contain and ventilate exhaust fumes. The proposed garage would ventilate exhaust fumes away from the adjacent residences. In addition, air quality modeling indicates that winds generally blow to the east away from the residences which would further disperse exhaust fumes.

See Master Response M-7 for more detail.

Response to Comment D-38

The land use compatibility of the project is evaluated on pages 4.1-11 through 4.1-12 of the DEIR. Regarding the consistency with the zoning, please see Master Response M-9.

Response to Comment D-39

The air quality analyses models included any potential increase in emissions that may be generated by vehicles idling around the project site. The emission thresholds account for all types of potential air quality impacts. The EIR concluded the project would not have a potentially significant impact on air quality. See Response to Comment D-37.

Response to Comment D-40

See Master Response M-3 for a detailed discussion of the parking conditions associated with the project.

Response to Comment D-41

As noted in Response to Comment D-39, the air quality analyses models included any potential increase in emissions that may be generated by vehicles idling around the project site. The DEIR concluded the project would not have a potentially significant impact on air quality. See Master ResponseM-7.

Response to Comment D-42

Regarding the pedestrian orientation and walkability of the proposed project, please see Responses to Comments A-5-11, E-53, and Master Response M-9.

Response to Comment D-43

The July 20, 2011 public hearing was just one of the opportunities the public had to comment on the DEIR. The City provided a 46-day public review period during which written comments could also be submitted. In addition, the City conducted a second public hearing on August 3, 2011 to receive additional oral testimony. The purpose of the public hearings was to receive testimony regarding the

adequacy of the DEIR. However, this Responses to Comments document provides written responses to all comments made during the public hearings, as well as to every written comment submitted to the City.

Response to Comment D-44

As discussed in more detail in Master Response M-9, the proposed project would be consistent with the zoning of the site. See Master Response M-4 for additional information regarding traffic safety impacts of the project.

Response to Comment D-45

The project would increase traffic in the site vicinity by up to 10 percent, and as detailed in Response to Comment C-183-1, the project would result in an increase of one daily truck delivery over existing conditions, and would not double the existing traffic volumes in the site vicinity.

Response to Comment D-46

See Response to Comment D-40.

Response to Comment D-47

Please see Master Response M-4 for discussion of pedestrian and bicycle safety issues.

Response to Comment D-48

Please see Master Response M-4 for discussion of pedestrian and bicycle safety issues.

Response to Comment D-49

Please see Master Response M-3 for an expanded parking analysis, which discusses additional surveys that were conducted in October and November of 2011. See also Response to Comment C-180-54 regarding traffic during football game days.

Response to Comment D-50

As stated in the comment and shown in Table 4.3-19 of the DEIR, the additional traffic generated by the proposed project would increase the travel times along College Avenue. Emergency vehicles would continue to operate similar to current conditions and other urban areas as they would continue to be allowed to travel through red signals, drive on the opposite side of the street, and other vehicles are required to pull to the side of the street to allow emergency vehicles to proceed.

Response to Comment D-51

The comment addresses the scale of existing development in the vicinity of the project and notes that the existing Safeway constitutes suburban development, and implies that the higher density of the proposed project would be more pedestrian friendly. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-52

The comment expresses support for the project, and the belief that the revenue from the project will help the City to make improvements benefiting the environment

Response to Comment D-53

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-54

The comment notes that the project would be designed and built to achieve LEED Silver certification, which would signify that the building has been designed as a "green" building for improved performance in metrics such as energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-55

Please see Master Response M-1 for detailed discussion of the project's trip generation analysis. Also see Master Response M-2 regarding the Saturday peak hour.

Response to Comment D-56

Please see responses to Comment Letter C-159 and Response to Comment C-183-1 and M-1 for discussion of the number of truck deliveries and the impact on environmental analysis.

Response to Comment D-57

For a detailed discussion on the potential economic effects of the project, including the potential for blight, please see Master Response M-6.

Response to Comment D-58

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-59

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-60

The comment is noted. The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-61

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-62

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-63

Regarding the pedestrian orientation and walkability of the proposed project, please see Responses to Comments A-5-11, E-53, and Master Response M-9. Regarding the size of the project, please see Master Response M-9. Regarding potential economic effects of the project, please see Master Response M-6.

Response to Comment D-64

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-65

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary. Regarding potential economic effects of the project, please see Master Response M-6.

Response to Comment D-66

The comment expresses support for the project, but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment D-67

Cumulative impacts have been considered throughout the DEIR. Please see Responses to Comments B-4-11 and E-14 for details on how cumulative impacts have been addressed. As discussed in more detail in Responses to Comments B-4-10 and B-4-11, the proposed Safeway project in the Rockridge Shopping Center was indeed factored into the analysis where relevant, such as in the traffic and air quality analysis.

As described on page 4.3-30 of the DEIR, the proposed Bus Rapid Transit (BRT) project on Telegraph Avenue was not fully designed, approved by any of the responsible jurisdictions, nor fully funded at the time the DEIR was prepared. Based on CEQA requirements, the proposed BRT project was not included in the future year analyses because there is no guarantee that it would be implemented. However, Appendix D of the DEIR nevertheless evaluated the potential effects on project impacts caused by the BRT project. This analysis of future traffic conditions was completed based on the latest analysis of the BRT project that was publicly available at the time (Draft EIS/EIR published in 2007).

As stated in the comment, AC Transit has since updated its analysis and published the Final EIS/EIR for the BRT project. In addition, the BRT project, as proposed by AC Transit in Spring of 2012, would not be

implemented on Telegraph Avenue. Therefore, the BRT project would not affect traffic patterns in the study area.

The comment states that the comments submitted in response to the Notice of Preparation (NOP) were ignored, and cites the example of the proposed Safeway project in the Rockridge Shopping Center at Broadway and Pleasant Valley Road. This project was in fact included in the analysis. Please see Responses to Comments B-4-10 and B-4-11. That project was not factored into the land use or aesthetics analyses because the other project is a mile from the proposed project, and there is no potential for that project to affect land use or visual quality in the vicinity of the College Avenue Safeway.

The comments submitted in response to the NOP were not ignored; they were all read and considered by the City of Oakland staff who are involved in the project and by the environmental consultants who worked on the DEIR. The environmental issues raised in the comments, the majority of which focused on traffic and parking, aesthetics, and zoning consistency, have been addressed in the DEIR. As a result of comments received, the entire scope of the DEIR was expanded to include sections on land use/planning and aesthetics, which could reasonably have been focused out from further consideration by the Initial Study.

Regarding cut-through traffic on residential streets, please see Master Response M-5.

Regarding pedestrian and bicyclist safety, please see Master Response M-4.

Despite the statements of deficiency, the commenter has not identified any deficiencies in the DEIR requiring recirculation.

Response to Comment D-68

The comment is correct that the proposed project is located in an area designated "maintain and enhance" on the Strategy Diagram of the General Plan. The "maintain and enhance" designation is used in areas where the predominant established uses and densities will continue, and changes in use and density will be small. The comment states that the project "is inconsistent with these policies." However, the "maintain and enhance" designation is not a policy, it is a general guideline for development. As noted in the General Plan, the Strategy Diagram is not regulatory, but describes the intentions of the Land Use and Transportation Element. As further provided in the General Plan, "the maintain/enhance designation is compatible with preserving the character of established neighborhood housing areas and neighborhood activity centers while providing for development of infill sites that is compatible with surroundings."

The proposed project would not be inconsistent with the development strategy inherent in the "maintain and enhance" designation. The proposed use would maintain and enhance the existing use of the site that has been established for 46 years. The proposed change in use would continue the grocery store use in a larger and improved building and would add small retail stores and a restaurant that would be compatible and consistent with surrounding development. Also, the proposed change in density would be less than one-fourth the density allowed by the General Plan. The project would replace the existing suburban type of development with a more urban and pedestrian-oriented development that is more compatible with surrounding development on College Avenue. The project does not seek to increase the density limit applicable to the site, and would be considerably below the allowable density.

The proposed project would enhance the neighborhood by filling in a gap in what is otherwise a continuous row of storefronts lining College Avenue between Alcatraz Avenue and the Rockridge BART station (with the exception of the College/Claremont intersection, which includes the project site). It would transform a gas station, parking lot, and blank wall that currently take up over half of the block into

a row of pedestrian-oriented retail shops. The gas station would be replaced by a restaurant filled with natural light from walls of floor-to-ceiling windows. Above it would be a sun-filled, landscaped patio with tables for eating, open to the public. The project would double-load this block of College Avenue, greatly enhancing the existing character of single-loaded shops on the west side of the street, and adding pedestrian critical mass, which would improve business for the existing shops. The project would maintain and enhance the character of the existing commercial neighborhood.

The commenter has not demonstrated that the project would be inconsistent with the General Plan. Pages 4.1-2 through 4.1-8 provide an analysis of the project's consistency with applicable General Plan policies. As provided therein, no General Plan conflicts were identified. Additional discussions on General Plan and zoning consistency are provided in Master Response M-9.

6.2 Comments Received at the August 3, 2011 Public Hearing

PROCEEDINGS - 8/3/2011

BEFORE THE OAKLAND CITY PLANNING COMMISSION

CITY OF OAKLAND PLANNING COMMISSION

REGULAR MEETING

Wednesday, August 3, 2011

Agenda Item No. 6

Case Nos. ER09-0006, CMDV09-107 & TPM-09889

Commission Chambers

City Hall, One Frank H. Ogawa Plaza

Oakland, California

REPORTED BY MARY DUTRA, CSR #9251

PROCEEDINGS - 8/3/2011

APPEARANCES

Oakland Planning Commission:
Vien Truong, Chair

Commissioners:
Chris Patillo
Michael Colbruno
Jonelyn Whales

Heather Lee, City Attorney
Scott Miller, Zoning Manager
Cheryl Dunaway, Clerk

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Wednesday, August 3, 2011 7:36 o'clock p.m.

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P-R-O-C-E-E-D-I-N-G-S

CHAIRPERSON TRUONG: And we are back for the much-anticipated conversation on Safeway. Before I start, I want to recognize there are some people lined up against the back wall and again, because of fire-code reasons, we want and need to clear those aisles for ingress and egress. If you do not have a seat, please do move upstairs to one of the balconies. I'm going to pause until we are clear in the back. Thank you.

So this is a continuation of the public hearing from July 20th on the Draft EIR for Safeway at College and Claremont Avenues. The speaker cards that were turned in on the 20th, which was last hearing, will be called again tonight. Anyone that has spoken or ceded time on the 20th may speak tonight with a new speaker card. In addition, anyone not present or who didn't turn in a speaker card on the 20th may do so tonight.

Please do keep in mind that this is a public hearing on the draft EIR for Safeway and it is not a hearing on the project itself. This means we are not here today to talk about opposing or supporting the

project. That hearing will come later down the road when the project is back for the decision current with the final EIR. Comments should be concentrated on the draft EIR and whether additional analysis is needed to fully understand the environmental impacts of the proposed project prior to the project coming back to the Commission for decision. Again, no decision will be made tonight.

And with that, Mr. Miller?

MR. MILLER: And I'd like to just make another important announcement, that we realize this week the city -- as you know, the 45-day comment period has been noticed to end on August 15th. That was put out on July 1st. Lo and behold, last week the city announced the series of 12 furlough or shut-down days. The first one for this fiscal year is Monday, August 15th. We just got that word late last week. So obviously the comment period without any change from anybody will automatically fall to Tuesday, August 16th, at 4:00 p.m. instead of Monday, August 15th, at 4:00 p.m. And again, we didn't know that until last week, so I wanted to make that announcement now. We'll also make it at the end of the hearing tonight and it will also be posted on the city's Web site at a minimum.

And also, as far as commenting, I have a feeling we're going to have a lot of repeat names called tonight simply because there may be people that are here or had cards put in for them on the 20th that also have cards tonight, I have a feeling there may very well be a number of no-shows when we call names because they might have put a card in on the 20th and they're not here tonight. So I think we're going to have to expect that.

There was a request sort of concurrently by both a neighbor group as well as the applicant's attorney to ask for a group of the first five from each of their sort of teams to speak first tonight. I briefly raised that with Chair Truong and she agreed. There seems to be consensus from the applicant's attorney and the neighbors to do that.

So I'm going to call five first that have been asked for in a coordinated fashion from the neighborhood group, and then I'll call five from the Safeway group, and then we'll launch sort of back into the regular speaker-card order as they were randomly selected starting with the last hearing group of cards.

So I'll start with John Gatewood; Glenn Alex, who has time ceded from Linda Kolar (phonetic);

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Ronnie Spitzer, who has time ceded from Jeff Gilman; Denny Abrams, who has time ceded from Danica Chetrechkova (phonetic); Peter Haberfeld. And that would be those first five.

MR. GATEWOOD: Good evening, members of the planning commission. My name is John Gatewood. I'm one of the co-founders of Ultra Urbanists for a Livable Temescal-Rockridge Area and some of you may remember me -- I'm looking at you, Mr. Colbruno -- how contentious development had been in the past in north Oakland and how the various neighborhood groups in North Oakland really didn't agree a whole lot. However, when it comes to the draft EIR for this project we actually have a lot of agreement. So I'm here to read a statement by Ultra, fans, RCPC and STAND.

We support a Safeway store on College and Claremont Avenues that serves the neighborhood and that is pedestrian and public-transit focused. We believe that the College Avenue Safeway environmental impact report is inadequate. Further, we believe that this EIR needs to be withdrawn, rewritten and recirculated and at the very least we would ask that the comment period be extended for two weeks, given that it's the middle of summer.

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We agree that among the insufficiencies in the College Avenue Safeway draft environmental impact report are the following: the traffic study area must be extended to include the traffic impacts of the proposed rebuild and expansion of the Safeway at Rockridge shopping center on Broadway and Pleasant Valley just over a mile away from the site of the College and Claremont store. The DEIR needs to evaluate the traffic impacts on the residential side streets of the neighborhood and also evaluate as broad a range as possible mitigations for these impacts. The DEIR does not seriously evaluate possible project alternatives and needs to study these alternatives in greater depth. We support project alternatives that do not generate large car-based impacts like this proposal does, and other speakers will drill down into more detail, but thank you for your time.

MR. ALEX: Good evening, Commissioners. My name is Glenn Alex. I've lived near the project site for 22 years. I've submitted written comments on the shortcomings in the DEIR, and I refer you to those. This evening I have time for only a few points regarding zoning and project objectives.

CEQA requires the lead agency to consider land use and zoning impacts and provide evidence and

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analysis. Imposition of a large shopping center and franchise retail stores on this C-31 special retail commercial zone characterized by multiple unique small shops and attractive settings oriented to pedestrian comparison shopping will adversely alter the character of the neighborhood. Development in this zone must, quote, unquote, maintain and enhance the area, not as in some other zones grow and change the areas. The DEIR does not discuss this.

In order to obtain the necessary major conditional-use permit, Safeway must meet many municipal code requirements. For instance, the location, size, design and operation characteristics of the project must be compatible with and not adversely affect the livability or appropriate development of the surrounding neighborhood. Consideration must be given to harmony and scale, bulk, coverage and density, the harmful effects, if any, on desirable character and degeneration of traffic.

The project would triple the square footage, double the stories, nearly double the parking and cause traffic problems. In rezoning recently the city showed its concern with size by reducing the threshold for a conditional-use permit from 7,500 to 5,000

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square feet. The proposed project, 65,000 square feet, does not fit the zone or the character of the neighborhood.

Yet the DEIR concludes without evidence that the project is consistent with the zoning and fails to provide any analysis or evidence about whether or how Safeway could qualify for a conditional-use permit and variances. This approach does not comport with CEQA.

Next, the proposed project threatens the small local businesses essential to neighborhood character risking business failures and physical decay. The project will set national companies and franchises against neighborhood shops. Indeed, Safeway Chairman Burd said recently that for growth Safeway is relying on gaining market share from competitors. Some neighborhood shops may be bankrupted with resulting physical decay.

Various courts have rejected EIRs and project approvals for failure to consider indirect decay through a spiral of closures and vacancies. Some have required CEQA lead agencies to consider the economic consequences of a proposed shopping center, possible business closures and eventual physical deterioration. The DEIR contains no evaluation of the economic and physical effects of the project on local

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shops.
Finally, the corporate suburban franchise facade in the proposed project will disrupt the esthetics, nature and the feeling of the neighborhood. But the DEIR disregards these effects.
UNIDENTIFIED FEMALE SPEAKER: You can have my time.
MR. ALEX: Pardon me?
UNIDENTIFIED FEMALE SPEAKER: You can have my time --
MR. MILLER: Actually, you get one more minute anyway. I apologize. I put that on three instead of four, so I'll give you one more minute.
MR. ALEX: All right. Thank you.
Turning briefly to project objectives. The DEIR improperly relies on the applicant's objectives rather than on the independent objectives of the city on behalf of the public. Among the objectives are providing sufficient new store area to Safeway's customers and enhancing the overall shopping experience of Safeway's customers. Understandably, Safeway wants to make money. But the city must independently determine the project objectives which generate the project alternatives to be studied in the DEIR.

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CEQA charges the agency, not the applicant with determining whether alternatives are feasible. The city's failure to do so preordains the alternative to fail because they cannot meet the objectives defined by the project proponent. The result of these and other problems is an invalid DEIR, and I would urge the commission to revisit it. Thank you.
MS. SPITZER: Hello. My name is Ronnie Spitzer. I'm a member of the RCPC board and I am the house chair of the RCPC's transportation committee, for about eight years I was on it.
I would like to address the traffic and the deficiencies in the traffic part -- portion of this DEIR. We feel, RCPC feels, that the DEIR has so many omissions and has such a narrow scope that these items basically render it inadequate to adequately assess the environmental impacts. We think, as John said, that the EIR should be withdrawn, rewritten, and recirculated.
The first item that I'm going to address is that the EIR never evaluates the traffic on the neighborhood streets. And you're going to hear many people discuss traffic on neighborhood streets. These were asked for in comments in the scoping session. It's a huge concern in the neighborhood, and the

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shortcutting traffic that you'll actually hear about was documented in a study that the City of Oakland commissioned called the Colby Street Study. So the whole neighborhood knows that there's shortcutting traffic. However, the EIR apparently doesn't. The EIR only considers the arterial and major streets, and it furthermore states that since neighborhood traffic intrusion would not exceed the capacity of these residential streets, it would not result in a significant impact based on the identified significant criteria.
Well, I'm telling you that the purpose of the EIR is to identify significant impacts prior to project approval and you have to do that based on an analysis to make the point whether or not there are significant impacts. Unfortunately, there is no analysis here. And so the traffic in the neighborhood simply has to be added in. That's our -- the first point.
The second point is the parking impacts on the neighborhood are similarly dismissed within the EIR and it shouldn't be. Basically, you're going to hear people tonight after me say that the project will make a bad situation worse. RCPC is going to say that the missing cumulative parking shortfall analysis is

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what's missing, that the impacts of the project plus the existing available neighborhood parking simply are never evaluated, so you can't tell if there's a significant impact, just the words are there that there won't be one. And the analysis has to look at the whole system because that's how it really exists. You don't just have a project, you don't just have Safeway, you have the neighborhood parking and the Safeway parking, and the project itself is going to have the parking open to all parkers for the businesses. So it needs to look at this and evaluate it, and it just doesn't.
We believe that the EIR is inadequate in its measurements and analysis of Saturday. Last time you heard that people were concerned about it. So we went -- RCPC went last weekend and looked at the Saturday. And our numbers just show that -- just don't seem to agree with the EIR and it needs to be reconciled. We find almost 90 percent parked full at around noon. That was a time that was never looked at in the EIR; they only looked after 4:00 and their number was 69 percent. So this really needs to be looked at and that's pretty much what people said last time that it just got it wrong.
The EIR itself in the modeling which is key

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to validating -- to doing the findings to making sure that this all hangs together simply doesn't validate its modeling for Saturday or for other days. But for example, for Saturday it's about 60 percent lower than the driveway counts that are listed in the EIR. There's never a comparison. So the EIR, we feel, needs to look at the actual numbers, the existing numbers, and explicitly validate its model for Saturdays and weekdays and show that it works for an urban store that's not suburban.

Finally, I'd like to point out that there have been existing problems -- there have been problems for Saturdays both at the West Berkeley Bowl project, they had to recirculate their EIR for Saturdays, and also the Berkeley Shattuck found that their Saturdays were not given properly by the standardized ITE modeling.

So I think my time is up; is that correct? So I'd like to thank you and say that we feel that the EIR is simply inadequate. Thank you.

MR. ABRAMS: Hello. My name's Denny Abrams. I've lived for over 25 years at 381 63rd Street, two blocks from the project. I'm trained in city planning/urban economics and have been engaged in building retail streets for 35 years.

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Our neighborhood, my neighborhood, contains many unique shops which generate an incredibly vibrant pedestrian street life that is supposed to be protected under the C-31 zoning. You cannot protect this zoning without knowing about the economics. This EIR has zero discussion about the economic impacts, yet it's increasing the Safeway by 225 percent. Only by having a complete economic impact study and picture will we know what happens to the 90 full-time jobs on one block involved as food purveyors. La Farine, I can go on with names but I think you know them. Those are just the food purveyors. There are an additional 102 jobs in the restaurants just on that one block across from the Safeway, a grand total of 192 full-time jobs and 46 part-time jobs. All this is to be jeopardized without any economic study whatsoever for a major supermarket complex, or as referred to by the city itself shopping center on our block. This complex threatens the local economy of our street and therefore our lifestyle. And that lifestyle is something we've worked on for 30 years in this community.

One of the most common economic arguments -- you got them last week -- is that the holy grail of the taxes to be generated. So I did a study on the

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taxes, the marginal difference between a reasonable-sized project of a new building, maybe 27,000 square feet versus a 52,000-square-foot market. The property-tax difference is $49,000 a year. The sales-tax difference between a reasonable-sized version of 27,000 and a 52,000 is 98,000 per year. But sales tax is dubious. Am I going to buy my light bulbs if I don't buy them at Safeway, I'll buy them at Walgreens or I'll buy 'em down the street. So there's sales tax. The whole point is there's a $150,000 marginal difference that stays in the City of Oakland. That's the only difference, and it's a zero-sum game because the properties on Alcatraz will reduce in value as they will in my street because they will be overburdened by taxes -- by traffic.

It's ironic that Safeway needs a large shopping center to portray their lifestyle. This is a suburban lifestyle. They're going to build 350 of these lifestyle stores. We, on the other hand, have nurtured and grown the street lifestyle for over 30 years. We are here to defend it and we expect you to protect it; our lifestyle, not bring in Safeway's lifestyle. A reasonable-sized Safeway is what we've always wanted and a reasonable size has always been part of our community. And so we asked to keep the

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size reasonable, and to do this you need to study the economics of it and demand it be studied.

CHAIRPERSON TRUONG: Mr. Abrams, I just want to pause for one second. Do you have another person ceding time to you?

MR. ABRAMS: Pardon me?

CHAIRPERSON TRUONG: Do you have another person ceding time to you.

MR. MILLER: Yes, she handed us a card.

CHAIRPERSON TRUONG: Okay. Got it.

MR. ABRAMS: Okay. I'm just about through, but I've made copies of this study. In the absence of real data, I used industry standards, and Safeway has not provided us with any kind of data of gross receipts or anything, so I've just used industry standards, and I will give you copies of these. Thank you very much.

CHAIRPERSON TRUONG: Thank you.

Can we call the next speakers?

MR. MILLER: I think we have one more with the group.

CHAIRPERSON TRUONG: One more with the group. Got it.

MR. HABERFELD: Good evening. My name is Peter Haberfeld. I've lived for the past 16 years

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about one-and-a-half blocks from Safeway's College/Claremont supermarket. I practice law in Oakland.

There are numerous appellate court decisions that interpret the requirements of CEQA. Some of them deal directly with the issues of decay, blight, and cumulative impacts. They are relevant to Safeway's proposed project. We will submit for your consideration more detailed written comments regarding the decay, blight, and cumulative impacts that would be caused in the area surrounding Safeway's proposed expansion. In a leading case the court examined the project's, quote, individual and cumulative potential to indirectly cause urban, suburban decay by precipitating a downward spiral of store closures and long-term vacancies in existing shopping centers, end quote.

In another case, which included a large expansion of a Safeway store, the court required the lead agency to consider whether the project would lead to physical deterioration of the area to the extent that the deterioration was an indirect environmental effect of the proposed shopping center.

In yet a third case, decided in 1988, the court held that an EIR for a proposed shopping center

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was invalid, in part because of its failure to consider the potential physical effect of proposed rezoning on the affected area. The court held that it was necessary to analyze the economic effects because potential economic problems resulting from the proposed project could cause business closures and physical deterioration.

Neighborhood shops near Safeway's existing College/Claremont store include a bakery, a floral shop, a wine shop, a pharmacy, a meat and fish market, a small produce markets, several small cafes and restaurants and a liquor store, among others. The expanded Safeway, with much the same lineup, will compete more extensively with each of the existing shops. Safeway has already bought out the small Chimes pharmacy across College Avenue from its store and has reportedly preempted the lease renewal of an independent cafe on the southwest corner of Alcatraz and College nearby. Nationally franchised stores rented or sold by Safeway in eight proposed, quote, condominium, end quote, sites will compete and in fact are designed to compete with existing shops.

In discussing traffic and circulation, the DEIR says that Safeway expects to draw customers primarily locally. The proposed Safeway would more

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than double the size of the current store and cost a large amount of money to build. Will local shoppers increase their Safeway purchases enough to justify the increased size and large construction costs? If so, they will necessarily buy less from the small neighborhood markets such as Yasai's, just across College Avenue.

Indeed, Safeway's CEO and chairman, Steve Burd, stated publicly less than ten days ago that growth -- for growth Safeway is relying on gaining market share from competitors. The proposed project thus poses actual risk to the businesses of local merchants so essential to the character of the neighborhood and may bankrupt some, potentially endangering this vibrant area with economic and physical decay, deterioration or blight. In this light, it's hard to see how the city could view the proposed Safeway project as consistent with the zoning which is designed to, quote, create, preserve, and enhance mixed-use neighborhood commercial centers, end quote. Mixed-use neighborhood commercial centers are, according to the ordinance, quote, Typically characterized by smaller-scaled pedestrian-oriented continuous and active storefronts with opportunities for comparison shopping.

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Yet in spite of the applicable zoning law and in spite of the court cases interpreting the requirements of CEQA, the DEIR does not contain any consideration or evaluation of the economic and physical effects of the project on local shops.

For these reasons and others, I believe the DEIR is incomplete and inadequate. It needs to be withdrawn, rewritten, and reissued.

Thank you.

CHAIRPERSON TRUONG: Can I ask you just a few quick questions, sir, if you can come back to the mic? Sir, if you can come back to the mic?

MR. HABERFELD: (Complies.)

CHAIRPERSON TRUONG: Can you tell us the names of the three court cases and which courts ruled on them?

MR. HABERFELD: We're submitting the material in writing. It was a long brief that was submitted by Mr. Alex. We'll give that to you.

CHAIRPERSON TRUONG: Do you have the courts that ruled on the three cases?

THE WITNESS: Yes. They're all cited, and the appellate court citation is included in the written material. I didn't think that I should spend the time listing the numbers of the case -- the

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volumes and the page numbers.
CHAIRPERSON TRUONG: Right. They're all three cases by the appellate court decisions?
MR. HABERFELD: Yes.
CHAIRPERSON TRUONG: Okay. Thank you.
MR. HABERFELD: Thank you.
MR. MILLER: Now I'm going to read off the five -- did you have a question?
COMMISSIONER COLBRUNO: One quick comment between the two groups, and I just want to reiterate, I was just looking through the comments, and I appreciate everybody's very thoughtful comments. But as Chair Truong said earlier, you know, we're trying to address what's not in the DEIR and what's not sufficient because that's what we're dealing with tonight and I'm really trying to focus on that and I'm trying not to get off -- and I was taking notes here of the issues and I'm trying to go through the DEIR.
I just want to make sure we stay on topic because we're supposed to be discussing what's not sufficient in the document. And I have notes here about pedestrian, neighborhood, traffic, character, economic effects, neighborhood streets, parking. And so far, I mean, I've found all those in here. I'm looking at 4.3, existing traffic conditions, there's

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neighborhood streets in here. So I just want to make sure we kind of stay on growth-inducing impacts from 6.2 because we have a lot of speakers, so if we really keep it focused to what's not sufficient in the DEIR, I think that would be helpful for us.
This isn't a hearing on the merits. So, I mean, we've got this document, we've all had to read it and reread it. And we have addendums that are so large we have to put them in our computers. So I want to state that it actually says in the CEQA guidelines for public comment that comments are most helpful when they suggest additional alternatives or mitigation measures that would provide better ways to avoid or mitigate significant impacts. So I just want to make that clear, because so far I haven't heard anything new. And I'd like to. If there is something new, I'm certainly open to hearing it. But I just want to keep people on point because we do have a lot of speaker cards.
MR. MILLER: Okay. The next group: Joe Decredico, Kirk Miller, Denise Conley, Mort Jensen, Lisa Tansey.
MR. DECREDICO: I have time ceded to me from Eric Vern.
CHAIRPERSON TRUONG: If I may, I anticipate

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a long night. As you cede time, if you can, Eric --
MR. VERN: I'm here.
CHAIRPERSON TRUONG: There you are. Thank you.
MR. DECREDICO: Good evening, Commissioners. My name is Joe DeCredico, I'm an architect and planner who has lived in Oakland for more than 20 years. Tonight I will concentrate my remarks on how alternatives 2A, 2B, and to some extent 1B, do not conform to either the spirit or the letter of the C-31 and C-N zoning and should not be considered as alternatives.
The C-31 and C-N1 language speaks to the creation and preservation and enhancement of pedestrian-oriented shopping streets with a wide variety of retail establishments serving the certainly short- and long-term needs of the neighborhood. And while it would be a stretch to claim that Claremont Avenue is a pedestrian-oriented shopping street, College Avenue is renowned for this character with its small active storefronts and opportunities for comparison shopping. The zoning expressly prohibits parking areas located between the sidewalk and the principal building. Given the fact that both alternatives 2A and 2B give over more than 50 percent

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of the avenue frontage to a surface parking lot, it would be impossible to make findings to support either proposal. And it is a bit perplexing how these two suburban diagrams that completely dismiss the vitality of College Avenue would even be considered as viable alternatives.
In addition, several of the criteria for a conditional-use permit could not be met in these two alternatives. First, the block-long surface parking lot clearly detracts from the character desired for the area. Second, the continuity of building facades is impaired. And third, these alternatives clearly weaken the creation of an important shopping frontage.
Probably one of the most sensitive to these zones is the relation to small-scale residential districts and the code is clear in specific setbacks and stepbacks to protect residents. Both alternatives 2A and 2B violate the setback requirements in spirit, if not in specific language, as the adjacent Berkeley residents on College, while in a commercial zone, is in fact a residence.
And finally, with regard to alternative 1B, the property corner and the newly adopted C-1 zoning does not allow residential uses on the ground floor. While the C-31 zone does allow residential uses with a

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CUP, it is not consistent with the desired character of the C-N1 district, so it would be difficult to make CUP findings to support this ground-floor residential use. We all want the project to be a success for Safeway, the neighborhood, and the city. And I thank you for your attention.

CHAIRPERSON TRUONG: Next speaker, please.

MS. CONLEY: Good afternoon, members of the Commission. I'm Denise Conley and I live on Rosemont Road in Oakland and I have a business in downtown Oakland. And I'm also the principal author of the Conley Retail Enhancement Strategy for the City of Oakland.

And I'm here to address what I think is a misquote of that strategy as it pertains to expansion of supermarkets. I'm sort of puzzled to understand how that misquote could have come about. I think it's a misreading of what was said. We actually said, and got counsel concurrence, on a priority given to finding new supermarkets to provide quality food in the underserved portions of our city, which are primarily on the eastern and western end. It said nothing about whether there should be a discouragement of private investment in supermarkets in other parts of Oakland. That's not what we said at all. We said

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that the strategy should emphasize efforts to bring grocery and food supply to the underserved portions.

We classified this part of the town and this retail district as being well performing. And that doesn't mean it needs no change. It means city efforts could be focused elsewhere. So for city staff to dedicate their efforts to public resources delegated to this effort shouldn't happen here.

But the kind of private reinvestment in this area is what we'd expect to see in a strong retail district like this one and we'd like to encourage the upgrading of facilities available for the public. Generally that has a supporting effect on surrounding retail, because the anchor tenants typically draw the shopping trip to the district. And so we strongly support the addition of ground-floor retail to this plan, because it reinforces College Avenue on that portion as opposed to a blank wall, which is what you have now. So we find that this plan, unlike what has been said, is not in conflict with the Oakland retail strategy.

Thank you.

CHAIRPERSON TRUONG: Thank you, Ms. Conley. Next speaker, please.

MR. JENSEN: Hi. My name is Morton Jensen,

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and I've lived in Oakland on Aquarius Way for about 25 years. I'm an architect in downtown Oakland and work on projects in Oakland and actually throughout the world, typically retail mixed-use projects. I also walk my dog frequently. I've shopped in this grocery store many times and I walk my dog almost weekly around this grocery store.

I wanted to build upon Denise's comments. Denise and I actually worked together on the city-wide retail enhancement strategy, a strategy which concluded that Oakland actually has the greatest retail leakage of any American city and it's really important for us to improve, as Denise said, all of our retail areas.

We looked at 52 different retail areas and we examined which retail areas were functioning well, why they were functioning well, and looked at which ones could be enhanced and how they could be enhanced. Denise looked at it from the perspective of an economist looking at how, as she said, an area like this can be even economically enhanced.

We in our firm, we looked at it from the perspective of urban designers. And what we found was looking at all the retail nodes in the City of Oakland is that the retail nodes that are successful --

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actually, to quote an unfortunate presidential candidate, called uniters rather than dividers. There's many retail areas in Oakland that tend to divide neighborhoods and are not the focus for the neighborhoods. The most successful retail areas are the ones that really achieve focus and unite the neighborhoods together.

In terms of the physical design what creates a united retail area, one of them is having retail on both sides of the street. Throughout the world if you go back to the Sikhs in the Middle East where retail was originally begun, go through Europe to the cities that you like, that you enjoy, there's retail on both sides of the street, that is just part of the human condition. And actually, even here in Oakland, the streets like College Avenue, they were streetcar streets, and I assure you that there was retail on both sides of the street at one point on College Avenue in this area.

As a matter of fact, on College Avenue, one of the most successful retail streets in Oakland the reason we really like it is that there are several sections, particularly in the Elmwood between Russell and Ashby, and in Oakland between Shafter and Lawton that have retail on both sides that's the reason that

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College Avenue is so unique and that people want to come here.

CHAIRPERSON TRUONG: Mr. Jensen --

MR. JENSEN: Sorry.

CHAIRPERSON TRUONG: -- just to pause for one second. I want to make sure that you have ceded time.

MR. JENSEN: I do have another speaker card. Have a Dan Delgetti (phonetic).

CHAIRPERSON TRUONG: Dan, are you in the room?

MR. JENSEN: Hopefully. Yeah, he's here. He gave me his card.

CHAIRPERSON TRUONG: I see him.

MR. JENSEN: Okay. So I want to say in terms of the urban-design perspective, number one, you want retail on both sides of the street. There is a little conundrum that is, as Denise will tell you, another feature that's good for functioning neighborhood commercial areas is to have a grocery store.

But a problem that we ran into in many different areas in Oakland and elsewhere is that grocery stores often have small doors and just have one opening and then a lot of blank or just glass

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walls or they have big drive-up parking lot.

When you think of like the Lucky Store in Montclair or other stores or say the Safeway on Grand Avenue, those create the situation of what we call the divider because then you don't have continuous retail walking areas, which is really what you need to create the kind of focus. By putting the store above the small stores, that is what if you went to any ULI conference any -- went to schools to talk about urban planning, what cities all around the country are trying to do is exactly what this project's all about.

So I really would commend the group that's proposing this project for really taking that extra initiative to really create not just another grocery store. The store that's there right now is a divider, it's not why College Avenue is that great. To fill in this part of College Avenue with continuous retail on both sides without blank walls, without parking lot, that's what I want for the City of Oakland. Thank you very much.

MS. TANSEY: Good evening. I'm unsure of the protocol. I have some extra speaker cards, just in case.

My name is Resa Tansey. I am a commercial broker at Collier's International, working in the East

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Bay. I am currently focusing on projects that bring retail to Oakland's underserved neighborhoods in east Oakland where I am a retail broker for the Foothill Seminary and Bancroft, otherwise known as Seminary Point Project on MacArthur Boulevard southeast of Eastmont Mall and in west Oakland. That was formerly the Acorn Center, now known as Jack London Gateway.

I have never represented Safeway or represented a tenant wishing to rent from Safeway. Tonight I am not just speaking as a professional in commercial real estate, I am speaking as a Rockridge neighborhood resident where I have lived almost exclusively for the past 36 years, since I was a graduate student at Cal. I've lived on Burge Court, Loxley and Alpine Terrace. What I want to briefly -- excuse me -- address tonight, then, is the economic, esthetic and traffic impact of the expansion of my Safeway store as set out in the DEIR.

To address these issues, the first question for me is: Why do I shop at this Safeway store? I shop there because it is clustered with other retailers that I have been loyal to for many years. It began when I started shopping at Curds & Whey and then Mananies (phonetic), then Yasai and La Farine and I even followed Ver Brugge from Domingo to their

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current location. I also dine at the local restaurants.

Shopping at the College Avenue Safeway store saves me cost and a great deal of time -- and it saves me time even though I drive a Prius because I can buy quality specialty items at the smaller retailers and buy basics at Safeway, usually cleaning and beauty supplies, paper goods and most of my dairy products because everybody know yogurt is always on supply at Safeway as well as orange juice. And even frozen vegetables, yes. For my mother's killer brisket recipe I buy the meat at Ver Brugge and I go buy my frozen colored vegetables -- peppers, excuse me, at Safeway. I avoid shopping at the Rockridge center because it is a one-stop shopping trip for me without access to specialty retailers, but I'm forced to go to other Safeway stores when the College Avenue store's out of or does not carry something that can be found in other Safeway locations -- excuse me, found in my Safeway location.

I now want to speak to the esthetics and benefits of the extended store design. After reviewing the design on the Web site, I love it. It does not reflect a cookie-cutter design formerly associated with Safeway stores, which I call the

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bowling-alley approach. It is unique to the neighborhood and fits perfectly on the street as it is not a high-rise development that hovers over the neighborhood. We will no longer have to look at a massive wall along the street; rather, this space will be opened up to expanded independent street retail shopping.

And as I said before, I am still committed to the independent stores in this neighborhood. I love that it creates new retail opportunities for new smaller retail tenants and it creates a diversity of smaller tenants. I applaud Safeway's commitment to the most expensive means of expanding parking, underground parking to preserve esthetic and community needs. I'm reminded of the Joni Mitchell song, "Pave Paradise and Put Up a Parking Lot." I know she was referring to the disappearance of the natural environment; however, Safeway is getting rid of a visual blight, a paved parking lot to create paradise by creating vibrant community location where we will have access to this expanded goods and services, and most importantly it will create a community where people can meet, shop and eat and be multigenerational as well. Moreover, this expanded --

CHAIRPERSON TRUONG: Excuse me, if we could

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pause for one second.

I am aware of some giggling and laughing, which I think is unwarranted, and I think it's disruptive and it's not boding well for either side. And so if you can limit that and be respectful of the speakers, that's important. Thank you.

MS. TANSEY: Moreover, this expanded project is being done without the assistance of Oakland's redevelopment agency or any other city funds. It is rare that we can attract urban redevelopment without municipal funds. In my experience, a commercial retailer, most developers and large tenants require funding from the cities, especially for parking and tenant improvements.

The last issue I want to address is traffic on College. I am fully aware of how congested College Avenue is, especially between Woolsey and Claremont because of the retail -- all of the retail in the neighborhood. In my experience in commercial retail, an EIR study report must address these issues and the draft EIR does, as will the final.

To summarize, this new plan for Safeway's expansion on College anchors the neighborhood. I will continue to shop at Safeway with expanded access to goods and services at the new store, I will continue

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to support the independent retailers. I look forward to reducing my carbon footprint without having to graze other supermarkets to fulfill my family's grocery shopping needs. Thank you.

CHAIRPERSON TRUONG: Thank you, Ms. Tansey. Mr. Miller, does Ms. Tansey need extra time?

MR. MILLER: Yes, she needs to turn that in.

CHAIRPERSON TRUONG: Next speaker?

MR. MILLER: And Mr. Miller, this is Mr. Kirk Miller, no relation, has two cedes to him.

MR. KIRK MILLER: Madam Chairman, Commissioners, staff, members of the public, I'm speaking as a resident of Rockridge, live at 577 4th Street, just off of Claremont. I'm speaking as a shopper at Safeway --

UNIDENTIFIED SPEAKER: You need to step closer to the microphone. We cannot hear you up here.

MR. KIRK MILLER: Thank you very much.

Speaking as a resident of the neighborhood, as a shopper at Safeway, as a shopper at the small shops across the street, particularly Vino and La Farine, and as a professional -- I'm another architect speaking as well as a planner. I would like to address something that is not in the EIR, and that is the policy statement maintain and enhance.

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What is missing is what are the two types of enhancement that are necessary on College Avenue. College Avenue is a great pedestrian street, all the way from Broadway north to Alcatraz and just a little bit beyond Alcatraz. However, there are two serious gaps, scars, voids, whatever you want to say.

The first one is BART, and Claremont Middle School, a blank wall facing College Avenue. I've lived in the neighborhood now for over 11 years. It took me a long time to feel comfortable walking under the BART tracks. However, there is some enhancement happening there now in that there's a landscape plan being developed that's been posted and there are going to be some improvements or some enhancements. But I would classify those enhancements as cosmetic. They don't get at the real root cause of the problem. They're treating the symptoms.

The second gap in College Avenue is the corner of Claremont and College Avenue and the immediate area to the north where you have a Bank of America parking lot and a Safeway parking lot and a blank wall of Safeway. There is an opportunity there and the project you had before you get the opportunity to do some subsequent healing of that gap, the Safeway store would fill in the former corner where Union 76

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was, with a restaurant, public space, beautiful space light on three sides, probable tall windows with lots of natural sunlight flowing as well as a public deck park above it. So a beautiful southern exposure. All we have to do now is wait, you know. If this project's approved and when it's built we just have to wait for Shell to redevelop their corner so then we'd have a really functioning superb corner with more than four roads coming into it.

The second area, the Bank of America parking lot, that does function for some of the commercial there, but the Safeway parking lot makes two portions of College Avenue single loaded with the Safeway going in and small shops facing the shops on the other side you have a double loaded corridor it is far healthier. Any student of city planning I think would be able to tell you that. It's going to enhance the neighborhood, it's not going to detract from it. I shop at Safeway, I go to the shops across the street afterwards. It's an enhancement and inducement.

But so the difference is that unlike the BART enhancement, the College and Claremont and the areas to the north is going to be a substantive enhancement. But then that begs the question: How can you have a substantive enhancement and then

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maintain what you've got? Status quo, enhancement, they don't go together. There needs to be a third part to that equation and that third part is enlargement. It is the enlargement that allows the enhancements to occur and allows you to maintain what is there. And I would submit that this project does that, it enhances and it maintains, yes, it enlarges. That's the only way we can get things done unless there's a benefactor, and I'm not sure there are any benefactors who want to subsidize some other uses on that site.

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In closing, I'd like to say that in my professional and political career I've sat on numerous project-review committees, boards, commissions, have reviewed and analyzed dozens and dozens of projects. And I think from an urban-design point of view, from an architectural point of view, from an urban-economics point of view that the proposed project as opposed to the alternatives in the draft EIR stands head and shoulders above them and I think the architects have done a superb job. And I urge you to support it. Thank you.

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CHAIRPERSON TRUONG: Thank you. And Mr. Miller -- Mr. Kirk Miller, have you turned in the speaker cards to Mr. Scott Miller?

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MR. KIRK MILLER: I have.

MR. MILLER: He has.

Okay. I'll call the next group. Nancy McKay has time ceded from Dennis Swanson; Linda Housrath; Nikolas Nettecheim; Johanna Egan.

CHAIRPERSON TRUONG: I am told there is a fire inspector now here to police the hallways, so to speak. And so if you can clear the doorways. And until they are cleared I would like to not continue the --

MR. MILLER: And I'll just point out there are still seats upstairs and there are actually some in the gallery there for the few people in the staff gallery on both sides.

CHAIRPERSON TRUONG: We'll wait until the back way is cleared. So people leaning against the wall, we'll wait until you find a seat.

MR. MILLER: And again, if you don't want to go upstairs, you can go to the staff gallery right over here to the left of the dais.

CHAIRPERSON TRUONG: Thank you for waiting.

MS. McKAY: Hello. My name is Nancy McKay. I live on 63rd Street less than one block from Safeway. My comments this evening are limited solely to the failure of the draft EIR to address and

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mitigate the significant adverse environmental impacts this huge project expansion will have on traffic on 63rd Street, a narrow, residential side street. We purchased our home on 63rd Street in 1978 with the protection of the C-31 zoning designed to protect the residential character of the neighborhood. Not in our wildest nightmares did we expect a car-oriented expansion of the grandfathered Safeway store into a retail mall that would bust the local zoning at nearly three times the size of the existing development.

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The 63rd Street area was subdivided in 1904. Our home was built in 1906. 63rd Street was not designed as a transportation arterial. I want to help the planning commission understand the environment that the primary garage entrance and exit for this 70,000-square-foot development will be dumping into. This primary garage entry and exit is lined up directly with 63rd Street so that driving in a direct into and out of the garage is onto 63rd Street. You need to know also that 63rd Street is narrower than the adjacent streets, Alcatraz, Hillegass and 62nd Street. It is narrow, only 32 feet wide curb to curb. By contrast, 62nd Street is 36 feet wide, Hillegass is 36 feet wide, and Alcatraz, a typical two-lane arterial, is 48 feet wide. 63rd Street is truncated;

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it's only two blocks long in this area from Colby to College.

Traffic on 63rd Street is already used by many cars in an attempt to avoid the College/Alcatraz and College/Claremont intersections. This extra through traffic on this narrow residential street makes 63rd Street already dangerous. 63rd Street is residential except for lots near College. In the R-35 portion of 63rd Street between College and Hillegass there are 16 family homes, four single-family homes converted to duplexes and one backyard cottage. There are 20 residential driveways entering onto 63rd Street. Also 11 children under the age of nine live along this residential one-block stretch.

63rd Street is so narrow and on-street parking so crowded that we often must jockey our cars in the middle of the street to back out of our driveway. 63rd Street near College is used for necessary truck deliveries to our much-loved local businesses with frequent require double parking blocking one lane of 63rd Street. The DEIR fails to discuss or analyze these unique traffic-limiting attributes of 63rd Street.

Despite these facts on the ground, the DEIR assumes 63rd Street can absorb more traffic by

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providing ready access to and egress from the Safeway entrance across College. And even encouraging it with a stoplight. Unbelievable. And the prediction of the amount of such crossing traffic is defectively small due to the failure of the DEIR to dynamically analyze changes in traffic patterns due to increased congestion on College as well as a stoplight at the end of 63rd Street.

This design solution will only make a bad situation worse; therefore, the increase in 63rd Street traffic predicted by the DEIR is woefully inadequate. There is only one solution that can even partially mitigate the traffic on this project on 63rd Street. Absolutely no traffic across College to or from 63rd Street into or out of the Safeway parking lot, none, absolutely, absolutely, absolutely none.

MS. HOUSRATH: I have one extra card ceded to me here.

Hello, I'm Linda Housrath --

CHAIRPERSON TRUONG: Ms. Housrath, can you name the person who ceded time to you?

MS. HOUSRATH: Beverly Rivas (phonetic).

CHAIRPERSON TRUONG: Is Beverly in the room? Thank you.

MS. HOUSRATH: I have another one if I need

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it, but I don't think I'm going to need it.

I'm Linda Housrath of Housrath Economics Group. We're an economics firm located here in downtown Oakland. We have done numerous economic analyses in Oakland, including retail strategies for neighborhood commercial districts here. As a result of our local knowledge and experience, we were hired by the Safeway team to consider if and how the proposed Safeway expansion could affect business activity in Rockridge and to look at the competitive position and potential competitive effects on nearby merchants. This relates to the CEQA topic of urban decay and blight.

Overall, in sum, I guess our analysis found that a larger, modern Safeway surrounded by the existing specialty merchants who are themselves attractions in Rockridge, would strengthen the shopping district and result in greater business activity and sales for all of the retailers in the area, the Safeway and the small shops. And that the result would not lead to blight and urban decay in the area. The reasoning behind the conclusions is really based on a number of findings. I just want to highlight four key points tonight and then there will be more detail if you would like it.

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First, the proposal for a new, larger Safeway in Rockridge would be very attractive to shoppers from nearby areas. Consumers in this part of Oakland and Berkeley have not had a larger attractive grocery store near to where they live. While many shop in the specialty stores, they also shop in grocery stores. We find that many shop in newer, larger grocery stores outside their area, and many people go to several different grocery stores each week. This store would really expand the local shopping options.

A second point. We took a look at spending patterns of trade area residents. And we found that actually the College Avenue Safeway now captures a pretty small share of that total spending. Some spending is going to the specialty stores in that area and other parts of Oakland and Berkeley and the large -- very large amount actually, is going to other grocery stores, even to some big-box stores, most outside the area. Thus when you look at the patterns you find to be successful, the expanded Safeway that expands the shopping options within the area would only have to recapture a pretty small share of trade area spending now going outside of the area. It's also anticipated that more total spending could

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actually result by having improved choices located much closer to where people live. There's a lot of research that shows those occurrences.

A third factor that in terms of economic market effects the expanded Safeway in the north end of Rockridge there is anticipated to do two kinds of things. One, the Safeway would become a stronger anchor tenant, attracting additional grocery-store sales and shoppers and those customers would also shop and dine, many of them, in the small stores nearby, much as is happening now in many neighbor commercial districts.

In this market context there's another kind of effect as well. Safeway would become a stronger supporting tenant. By that I mean the small specialty stores in this area are themselves attractors for many shoppers. Enhancing the opportunity to shop for more standard grocery items while in the area for specialty shopping would be a benefit for many people. As a result, there would be more sales and more shoppers from the small shops as well as from the Safeway so you've got two perspectives on this.

Now, our fourth point is we took a closer look really at potential effects for different kinds of small shops in the area. We found that there are

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real differences in market niche that would make the expanded Safeway complementary and not competitive with most of them. The mid-market orientation of Safeway does not compete at the same level of the quality and service provided by the specialty shops in the vicinity. Further, Safeway offers a full range of products that are not offered by the specialty stores.

We did a fairly detailed inventory of merchants in the area by type and you find that the specialty food in related stores are the ones that are clustered closest to Safeway, that the location pattern shows that it really combines the more standard fare of grocery shopping with the higher quality of specialty shopping. And the stores doesn't really appeal to the gourmet taste of many of the people in this market area, it becomes clear that the specialty stores and Safeway together are attracting more customers and sales than either would attract alone, and in the future that would continue to be the case and that relationship would get stronger.

There are also eating and drinking places, service businesses and comparison food stores in the area. In fact, in about three blocks in either way about 80 percent of the small stores are in these three categories. By increasing shoppers and sales in

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the area in two ways I explained earlier, the expanded Safeway would complement and benefit all of those retailers as well.

So, in conclusion, I think from a CEQA perspective, the findings are fairly clear that the proposed project is not anticipated to cause urban blight and decay, that the larger, modern Safeway would strengthen the shopping district and result in greater business activities for all of the retailers. We are now completing our report and that will be submitted to the city by the end of the comment period. Thank you.

CHAIRPERSON TRUONG: Thank you. And can you read the name of the third speaker card that you were handed.

MS. HOUSRATH: Did I go over? Nora Delbaca (phonetic).

MS. DELBACA: I'm here.

CHAIRPERSON TRUONG: Thank you.

MS. HOUSRATH: Thank you.

MR. NETTECHEIM: So we're all here today to talk about the environmental analysis. And I'm wondering, did anybody ever ask the kids? Here is -- here's how it would affect my environment. I feel like the environmental impact will be too large

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because this neighborhood is a family neighborhood, full of wonderful little stores. I love my neighborhood. I play basketball on my street, I walk my dog, and I worry that I wouldn't be able to play basketball and walk my dog, not too strictly.

I know I am only one kid, but I'm sure there are many other kids that will be negatively affected by this change. Though I do respect Safeway's expanse, just not the giant one. I go to Safeway and get food with my mom, but I do not support the change. I may not know much about the statistics and the percentages of this enhancement, but I love our neighborhood, my street, and my world. I have grown up in it, and I don't like the fact that the world might be changed for the sake of Safeway. Safeway as it is adds its own spice to this neighborhood. We are all here, we have needs, so let us find an agreement. And don't forget about the children.

CHAIRPERSON TRUONG: Thank you. And what is your name?

MR. NETTECHEIM: Nikolas. Sorry.

CHAIRPERSON TRUONG: Well done, Nikolas.

MR. NETTECHEIM: Sorry. I live on Lewiston Avenue, one of the streets that they might be taking the pillars away from, creating more traffic. Thank

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you.
(Applause.)
CHAIRPERSON TRUONG: I'll make an exception because he deserves the encouragement, but let's hold our applause in the future. Thank you.
Next speaker?
MR. MILLER: Okay. We had also called Johanna Egan. I'm not sure if she wants to speak.
MS. EGAN: Oh, I cede my time. I'm his mom and I cede my time.
MR. MILLER: Okay. So Cheryl is going to start calling groups of between six and eight people. Many of these again --
MS. EGAN: I'm sorry. I started getting up, so I'm just going to say a few words. I know that this evening is not so much about whether or not the Safeway is a good project or not a good project, and I've been seeing the supporters around and I've been seeing that everybody really has good intentions. And we all want the same thing, which is a vibrant, economically, socially, family-oriented neighborhood.
And so when I told my son that I was coming here tonight and why, he said -- we were sitting at dinner, and he said, Oh, my God. I have to go. I have to say something. So here we are. And we'll

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take a closer look at the environmental report and we will continue to be active because in fact he is one of the basketball players on the street and dog walkers on the street. And we really are going to pay close attention to the traffic impact, noise impact, and chaos impact in our neighborhood. Thank you.
MR. MILLER: Okay. So now Cheryl will go through and she's going to rattle off about seven or eight names per group.
MS. DUNAWAY: Okay. I have Rosemary Muller, Nancy Hendrickson, Jan Klingelhauer (phonetic), Ethan Silva, Nancy Hendrickson, who has time ceded for her from Joanne Edlinger (phonetic), Sean Egan, Matthew Redd (phonetic), and Pat Martin. And you may line up in any order.
MS. MULLER: Good evening. I strongly support the new, larger Safeway at College and Claremont. I'm Rosemary Muller, 45 years resident of the Elmwood area, president of Muller & Caulfield Architects with offices in downtown Oakland. I served two terms on the Oakland Landmarks board. I was also the preservation architect working with Ken Lowney to create the new Oakland Whole Foods store in the historic Cox Cadillac Building.
My family shops for groceries at the current

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Safeway, the original Berkeley Bowl, Andronico's, and Trader Joe's. The Safeway needs to be bigger to serve the neighborhood and my family better. Going through the current narrow aisles is like playing bumper cars at an amusement park. The available food selections are not as good as other Safeways and the store and the parking lot are really ugly. These are all reasons why my family will frequently drive right past to shop at Trader Joe's, going farther, and creating more traffic on College Avenue. This is leakage from the local area, contradicting some assertions from opponents that this leakage doesn't exist. My family is part of that leakage.
The new design amassing is well matched to the urban location at this important intersection. It will work much better than the current suburban design. The proposed development will help to fix damage that was done to the retail neighborhood in the 1960s when storefronts were removed to create two gas stations and the Bank of America parking lot and the existing Safeway will be an improvement to the esthetics of the retail area with continuous retail frontage as many of the speakers have already noted.
The planned restaurant on the corner making an ensemble with the Claremont Diner --

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UNIDENTIFIED MALE SPEAKER: (Inaudible.)
MS. MULLER: I have two cards here of time conceded to me.
The planned restaurant on the corner making an ensemble with the Claremont Diner and Noodle Theory is a stroke of genius. Three of the six corners will have restaurants and we only have to get the other three. The small tenant spaces on College are important to the pedestrian experience, but I do recommended eliminating the garage entrance from College and replacing it with an additional storefront as mentioned as a possibility in the EIR. This would reduce some of the current congestion on College as traffic slows for cars entering and exiting the Safeway parking lot.
Finally, as you know, the approval of the EIR is not the same as approval of the project. I know from my experience in Oakland that the detail design will continue to be revised and reviewed as the plans progress, and the city will continue to be involved with the design review, and the design is likely to get even better. So I think it's time for this project to move forward and I hope that the EIR can be speedily listened to and approved. Thank you.
CHAIRPERSON TRUONG: Thank you, Ms. Muller.

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And Cheryl, would you mind reading the last two speaker cards names so we can see their hands raised, the ceded time?

MS. DUNAWAY: I have Eric Vern (phonetic) and Daniel Weinzig (phonetic).

CHAIRPERSON TRUONG: Are they both over there? Okay. Thank you.

MR. MILLER: Next speaker? Anyone in any order if your name has been called.

MS. HENDRICKSON: My name is Nancy Hendrickson. I live on 62nd Street, one-and-a-half blocks from the College Avenue store. I've lived there for 25 years.

First I would like to ask that you honor the spirit of the public comment period and consider extending it beyond the 45 days mandated by CEQA. July 1 to August 15 is in the middle of summer. The comment period is outside the publication window of the community newsletter the Rockridge News distributed door to door throughout the neighborhood. The July edition was printed before the EIR was released. There is no August edition. The community wants to provide meaningful comments, but we would like more time. I request that you extend the public-comment period in the spirit of broad-based

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community discussion.

My biggest concerns are traffic and parking, particularly on the street that I live on. Parking the EIR concluded that there would be a deficit of 15 spaces. I think that alone is unacceptable, but I question the numbers that they have in the EIR. They state that there are going to be 77 new jobs at Safeway and 27 parking spaces assigned to employees. With the new shops, the restaurants, and the existing Safeway jobs, I estimate that's about 200 jobs associated with this development, and I ask: Are 27 spaces enough for 200 employees?

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The EIR states that the parking in the residential neighborhood is at 70 percent capacity. I live in the neighborhood. 90 percent is considered the tipping point where you drive around and look for parking. We are at that tipping point, especially during the workday when the majority of these workers would be working. To me the proposed Safeway means more people driving around my neighborhood.

I also don't think the traffic is adequate. They don't analyze 62nd street. I know it will be a cutaway, it is a cutaway now. There is no analysis of an impact to Hillegass and there's no good analysis on 63rd. I also know this has been brought up earlier,

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but they used the 5:15 to 6:15 window as a representative traffic period on Saturdays. It's not representative from my experience in the neighborhood. There is regularly gridlock from Ashby to Claremont on the weekends between noon and 4:00.

And finally, you know, the traffic -- the situation at College and Claremont and 62nd and Florio is rated E level of service unacceptable. The EIR states that College is the worst-rated street for bikes in the City of Oakland. If the traffic analysis is correct, it will keep this intersection at a level E instead of downgrading it to a level F. You know, College Avenue is a small street. It's operating at more than its designed capacity, more than doubling the Safeway, adding more shops and restaurants will exacerbate the situation, and it will be felt hard on the residential streets.

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And finally, I think this has also been brought up, but can Safeway address the cumulative effect in the neighborhoods of having both the Broadway and the College Avenue thing. So, in summary, I don't think the traffic and the parking analysis is representative. I'd like to see a better cumulative impact analysis, and in the spirit of public involvement, please consider extending.

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MR. MILLER: Anyone else from that past group of speakers that wants to speak'?

MS. DUNAWAY: Okay. I'm going to call the next group of speakers.

I have Rich Yurman; Peter Lena (phonetic); Joyce Roy (phonetic); Daniel Smith, Lars Skjerping. I'm sorry. Randolph Langenbock; Gary Barge; and Norman Macleod. You may line up in any order.

MR. YURMAN: Good evening. My name is Rich Yurman. I live at 5925 Ross Street, which is about a five-block walk from that stretch of College Avenue. I walk down that stretch about five days a week to shop at the various stores along there and often take my three-year-old grandson with me.

I want to particularly address the cumulative traffic pattern because we already have difficulty crossing that street with a three-year-old. This isn't somebody who is in a stroller anymore; he's up and walking. But to cross 63rd, to cross 62nd, to cross the Claremont and College intersection, the traffic is very heavy. And the way the lights are set up now there's barely time to cross the street. If any of you have walked along College and tried to cross Claremont, the traffic sign says walk and it says you now have time to walk across Claremont, and

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then it's over. And then it starts the countdown one, two, three, four, and it says stop. We don't have time to get across the street as it is. And since cars are turning -- it's a five-way intersection, cars are turning into that street constantly, so it becomes more and more difficult to cross that.

As of two-and-a-half times as large Safeway joins presumably two-and-a-half times as much traffic impacts that intersection, it will become basically impossible to walk along there with a three-year-old and this is to me an enormous concern and an enormous change in the neighborhood, in the quality of the neighborhood and the quality of pedestrian traffic. I've said enough, I'm sure. Everything else I wanted to say has already been said. Thank you.

COMMISSIONER COLBRUNO: Sir, this is not directed at you but again I want to reiterate, and I hate to be a broken record. We have 120 cards left. Really what we're doing tonight is looking at the adequacy of the EIR. If you want to know what's in it, I'm happy to share my copy, you can look at it.

The traffic impacts, the pedestrian, the retail studies about whether you can get yogurt, it's all covered. So -- wait a second. Hold on. I've heard about three things tonight that maybe one could

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argue --

UNIDENTIFIED FEMALE SPEAKER: Stop lecturing us when you let the Safeway people go on after their time.

COMMISSIONER COLBRUNO: You know what? I just raised the issue of the yogurt, ma'am, and you don't need to scream. This is a public forum. I'm just saying this is going to come back to us on the merits of this plan. Tonight is about the efficiency of the draft EIR and whether things are covered in here. We have 120 speakers, we hear the same things. I'm sitting here with it in front of me, you're welcome to have my copy, you can go through it. And I'm talking to both sides. I mean, it's just as much about some of the economic data. It's in here about neighbor impacts. So I'm just going to say it again -- this is not a screaming session.

Are you done?

UNIDENTIFIED MALE SPEAKER: Are you?

UNIDENTIFIED FEMALE SPEAKER: Are you?

CHAIRPERSON TRUONG: Excuse me. I'm sorry. This is not appropriate and really it is not boding well when we want to focus on the logic and on the substance before us. We here are not deciding on the issue either way, and we want to hear both sides and

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give both sides equal respect and we ask for the same in return. We're focusing on the issues, we're focusing on the logos, the logic, of the issues. So I ask that you respect that, as we have respected you and we have listened carefully.

COMMISSIONER COLBRUNO: And I'm just trying to respect everyone's time. I mean, people have families; people want to get home. So repeating is getting us nowhere. So if it's in here, we've got it, we've got reams of public comment, we continue -- I've heard a few new things, which is great. So I'm just trying to keep everyone focused and to respect everyone's time tonight, on both sides.

COMMISSIONER PATILLO: Just a point of clarification. I don't want to say exactly what Michael has said, but from the first hearing and this evening we have heard in some cases maybe 10 or 12 times we've been advised that you're concerned about traffic and parking. If maybe the city attorney could clarify, once that point is made, will it not be addressed in the final EIR? Is there any added value in hearing the same comment made by 20 speakers?

MR. MILLER: Well, I'll take a stab at it and Ms. Lee can jump in if she'd like.

Even though there's topics that have been

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covered in the EIR, we want to make sure what we're hearing from the public whether or not they believe there's inadequacies in that information. So while you might look and there's a 30-page chapter on traffic and a thousand pages in the appendices, I think what you want to make sure you hear from the public is whether or not they think there's inadequacies and where they're trying to draw those inadequacies to our attention.

So it may be that it's been thoroughly covered, but I think what will be up to the consultants in the city to go through extensively between now and when the final EIR is brought forward is of these comments that we're hearing tonight and of the comments that we will receive by the deadline, are there things that need to be readdressed or reevaluated or further explored in the final EIR. So while there is a chapter on traffic, there's a chapter on land use, I think what you're hearing, at least from some, is that's not been adequately addressed in their opinion.

COMMISSIONER PATILLO: You missed my point, Scott. I'm sorry. And let me clarify. I'm not talking about what is in the EIR. We've had a dozen speakers tell us that the parking study is inadequate

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and needs further study.
Is there any need for ten more people to say the same thing to us?
MR. MILLER: Okay. And I think your question is simpler. No, there's not. I think you can say, right, everyone who has that issue could show their hands, right. We're most interested in hearing new information or new places where anyone thinks there's inadequacy.
CHAIRPERSON TRUONG: And, Scott, jump in and add if I -- I need to be more clear. But my understanding is with this process, once we hear an issue being raised, for example, about the inadequacy of parking, what we do as the commission and with staff is we note that as an issue and we have to respond to it in the final EIR. And so repeating it ten times will not change that we will respond to it in the same and give it due diligence in the final EIR process. And that's what Commissioner Colbruno has said and was hoping to help, I think both sides, with honing down and focusing on the core issues that remain unsaid. So he's absolutely right, he's helping both sides on this.
And I think what we can assure you is that once the issue is raised, it will be adequately

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addressed in the final EIR process. So it does not need to be repeated. When you heard from Scott earlier, Mr. Miller on the end, is if you want to make sure that it is underscored about how important the issue is to your committee, you can turn around and say, Can the people who agree with me on this issue raise their hands, and that way we can facilitate the process while keeping in mind how important this issue is to the community.
So with that, thank you, ma'am, for waiting.
MS. ROY: My name is Joyce Roy. I'm a retired architect, and as such -- I have no drawings, and I will not speak on parking or traffic.
By removing the sea of cars in the surface parking this takes a big step away from being a suburban design, but it's not actually a pedestrian-friendly project as now designed. It's car friendly which tolerates pedestrian traffic. And, you know, by looking at the plan, this is why I say that. If the entry for -- it's clear where the entries are for cars, but it's not clear where the entries are for pedestrians, for street traffic. I guess there's a couple little things that are in pink that like a storefront that they enter into and there's elevators and so forth, but there's no clear inviting entry for

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pedestrians. And I think I have a pet peeve when a building does not have a clear entry that doesn't have to have a sign saying entrance. And we could get that easily by having the College car entry become a plaza instead which means a place where people could sit and from off of that plaza that they go up to the store, an entry plaza, and this is really important for a number of reasons. There are people who take a taxi afterwards. You can have a space there, space for a taxi. Or they get dropped off. Or paratransit comes there.
These are -- you know -- I think certainly on the Safeway at Rockridge there are places to sit there and wait for something. I don't see any little plaza that would be where you would come down from the Safeway store and enter into some pleasant place that really draws you in and say, This is a great, wonderful store. Make a big deal of it. Now it is low key. Can I find it? Where is the entry? Oh, it says over here Safeway entry, oh, okay, that has an escalator. Oh, that has an elevator. So I really think that they need to look at that. Thank you.
MR. MILLER: The next speaker can approach the podium in any order.
MR. SKJERPING: Good evening. My name is

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Lars Skjerping. I've worked for several years on environmental advocacy in both Oakland and Berkeley and I shop at this Safeway. I understand this hearing's about the draft environmental impact report so I'll address some of the alternatives being discussed. I was here for the last meeting two weeks ago and the attorney for the opponents asked the city to study removing the Safeway from the site entirely.
And aside from the fact that this is totally unfeasible it seems like this is almost a plan to literally drive away the neighbors and the students who need to shop at this Safeway because either we can't afford the specialty stores or we're working late or have to shop after 7:00. I've seen the meat at Ver Brugge and it looks delicious, as do the pastries at La Farine. And I hope that one day I have the money and the time to wander from Market Hall to Cole's Coffee for a latte, to La Farine for a snack while I do my shopping, but that's not a luxury that I have right now. Bigger store equals more access, more people, we have just as much a right to shop in Rockridge as anyone else.
I'll say a couple of things about the alternative plans that I read about in the DEIR. All of the alternative plans keep street surface parking

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lots which I don't thing is consistent with the rest of the neighborhood. My generation knows that we have to get out of our cars to reduce our carbon footprint. The new plan has better access for AC Transit and more bike parking, for those of us who ride our bikes as our means of transportation, not just recreation.

I've heard the opponents demand a bigger parking lot than the more modest one. The underground one that Safeway has proposed, is this Orange County? No, of course. Yes, this project is underparked for Oakland, but thank goodness, Berkeley is reducing the amount of required parking for projects like this one, and I'm glad Safeway is coming along on this. That's my time? Thank you.

MR. MACLEOD: Good evening. My name is Norman Macleod, and my wife and I live on 62nd Street what we call the 62nd Street freeway between College and Claremont and the Hillegass freeway which runs parallel. We have lived there for 36 years. I have shopped at Safeway every week and have bought up a mutually satisfactory arrangement with Safeway, which is now a little bit strained.

I am now going to talk about two things. Parking -- I'm sorry about this, it's going to be parking. But Mr. Colbruno, if you look at your EIR, I

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want you to look at it, go through it, and see if these two points are raised. I have ceded my time -- or my wife has ceded my time to me if that's all right. And she is present.

If you look at the EIR, there is an increase of 38 new parking spots, that is if you deduct the 27 for employees. Now, I'm only a normal person walking along the street, but I cannot understand why there are only 38 more parking spots when Safeway with their signature tower are asking for all and sundry to come and shop at Safeway. So what I want you to do, I want you to look at the EIR and I want you to show me where in it it says from Safeway -- from Safeway itself -- what figures have they shared? How much are they going to increase their business along with seven shops and a restaurant? All they have as far as I can tell it's all based on the institute of engineers publication of 2004, six years out of date. So that is the first thing that I want you to do. I want you to look very carefully at what information, if there is any information, that Safeway gives as to what they project the number of customers they're going to have and what will be the parking.

The second point, which isn't mentioned at all, but which we on 62nd Street are very aware of, is

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the informal carpool which comes to Claremont on Claremont and stops between 7:00 and 9:00 in the morning. There is a high level of activity of people who commute to San Francisco. I live by the informal carpool all on the bus which stops at Noodle Theory, all of whom decline to park at BART. They all come and park on our street. I don't care what the Draft EIR says, what they studied during the daytime. They need to do it at nighttime from 4:00 to 6:00 or 7:00, not during the day. There is no parking on 62nd street, there is no parking on Hillegass, no parking on --

CHAIRPERSON TRUONG: You have finished time, but if anybody wants to cede time to you.

MR. HAMMOND: I will.

CHAIRPERSON TRUONG: Sir, what is your name?

MR. HAMMOND: Colin Hammond (phonetic).

MR. MACLEOD: Colin Hammond. Thank you. I don't think I have much more to say.

But perhaps those who live in the Colby/Claremont/College triangle who have difficulty in parking and live there, perhaps they'd raise their hands.

Now, that's the present situation. If there is a parking problem at Safeway, where are they going

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to park? Down on Colby, but they're going to park across Alcatraz into Berkeley. And what do you think people in Berkeley are going to think about if a lot of shoppers are parking in their residential parking permit block which they pay for? I don't think they'll like that. And I don't think that is in the DEIR. What is not in the DEIR, what they have not addressed, is what would Berkeley think about the fact that they may be parking in Elmwood up the street in Claremont. I don't think it's going to work. And as Mark Twain said, You cannot cram an elephant into a bathtub. And that is what Safeway is trying to do. Thank you.

(Applause.)

CHAIRPERSON TRUONG: Thank you.

And Mrs. Macleod, are you in the room? Thank you.

MR. MILLER: Cheryl will call the next people. Go ahead, Cheryl.

MS. DUNAWAY: Okay. I have Ann Simon; Richard Smith; Margaret Elson, Peter St. John, who ceded time to Richard Smith; Cleo Goodwin; Cory LaVigne, Jonathan Bair; Daniel Schulman, who ceded time to Jonathan Bair; and Martin -- I'm sorry, Mike Martin.

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And you may line up in any order.
MS. SIMON: Thank you. My name is Ann Simon. I live on 62nd Street and I would like to identify what I think are serious analytic deficiencies in the traffic analysis that are so deficient that they're invisible, they're not there, and that I think staff should be asked specifically to look at.
The traffic analysis does not deal with the ecology of College Avenue traffic from 51st where it ends at the university. And it therefore misses the cumulative impact of the project between two very large other projects, the Safeway shopping center project on 51st Street and the rebuilding and expansion of Memorial Stadium on the university campus.
College Avenue is the thoroughfare to get to Memorial Stadium. The traffic analysis not only misses the Saturday midday peak, it doesn't have any idea about the six super peaks a year of Cal football games. Anyone who has been anywhere near College Avenue knows that hundreds of pedestrians and dozens of large buses are on College Avenue on football days. The EIR, in order to provide you and others with appropriate information to evaluate the impact of this

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project, needs to look at the real traffic situation on College Avenue including these known, repeated and perpetual, we hope, extreme events of football games.
And I think that in addition to those two specific things, it would be very useful to ask staff to relook at the traffic analysis for the whole idea of College Avenue. It's not a long street and it's been short-circuited in this analysis. Thank you.
MR. SMITH: Good evening, Madam Chair and planning commissioners. I'm Richard Smith. I have lived at 371 61st Street for the past 38 years, and I'm here on behalf of myself, family, and my immediate neighbors and to some degree on your behalf, because I have some issues that relate to what you're doing.
Again, the parking, but this time I want to talk about something you haven't heard about parking. The DEIR uses the planning-code ratio of one space per 300 square foot of store. Observation shows that the actual ratio for existing store parking during most peak period is one space per 227 square feet. Applying that ratio to the proposed project results in a demand for a total of 225 parking spaces while the proposed project provides only 171. This is a deficiency of 54 spaces or 31 percent. In addition, the DEIR makes no provision for the parking demand

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generated by the 10,000 square feet of retail. One can assume, using standard numbers, that that's another 30 cars total resulting deficiency is 84 cars or 49 percent. This is important not only for parking, but since parking generates traffic and the traffic engineers' estimates, it also means that the traffic from this project is underestimated by a ratio of almost two to one.
So the other thing is, and this is related to the increased amount of parking over what is planned for and the crush that will be there, is the exit of parking, again on 63rd Street at College Avenue. And I say on 63rd because even though there's painted left- and right-turn-only arrows painted on the street, when you come out of there the signal is green for you, both directions are jammed, you will go straight across onto 63rd Street down to Colby or down to Hillegass, to Claremont, to Alcatraz, Colby, Claremont, Alcatraz.
None of those have been studied because, as Peter Vollman told me, the state does not require that. However, you will have to consider those things in your deliberations on the conditional-use permit. So in a way this lack of accuracy in this estimate is affecting possibly our future, but it also affects

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your ability to perform a proper mandatory finding in the conditional-use permit application processing.
The other thing is that the -- sorry -- the project will require three conditional major use permits, which are outlined in the draft EIR. These permits are subject to the rules and the planning code for the findings that are necessary to approve a conditional-use permit.
These are mandatory findings. These aren't advisories. These are saying that you must find that the proposed project will be compatible with and not adversely affect the livability of the surrounding neighborhoods because of size, bulk, harmony, scale and traffic on the neighborhood streets. The lack of traffic impact doesn't provide you with the information you need to make that finding. And it's true for College -- I mean, it's true for Hillegass and Claremont intersection which is a problem now.
It's a big problem, Colby and Alcatraz. If you've driven those, you know. The CUP criteria also requires a mandatory finding that the proposed project complies with the general plan's maintain and enhance and zoning and all significant respects. Zoning, as you know, implements the general plan.
Sorry. I had two people cede time to me.

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Am I up already?
MR. MILLER: Although I found another speaker card ceded to you.
MR. SMITH: Okay, that's wonderful. Thank you.
Let's see. So let's see. Complies with the general plan and that the zoning implements the general plan. It other words, it says changes in the current usage have to be in the direction of what the general-plan policy says. So the DEIR provides you with no help on that because when you come down the line to making the CUP findings, you will have to rely on what was supposed to be provided to you in the draft environmental impact report, and it's not there. Moreover, the draft EIR does not provide an assessment of the approval of this project in terms of the precedent it will be setting on the future of College Avenue.
As I explained in my letter of July 20th, the approval of this project, which is ten times the allowable area of current zoning, is equivalent to approving a 350-foot-high office building, ten times what is permitted now. That's a 35-story building. You would say that's totally ridiculous. It's hard to see that in Safeway because it's a horizontal plane,

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it goes -- and you don't know, but it has the impact of the same kind of proportion.
So this is a big deal, and it's big not for us but also for the findings that you have to make on three separate occasions that are crucial because they set a precedent for the future of College Avenue and C-1 zoning. Keep in mind that the city at revised C-31 reduced the floor area max from 7,000 square feet to five. That means their thinking is we must reduce the area, not increase it over what was permitted in C-31. So I leave it with that, and I would like to hope that you can come to these issues in the planning phase of this project. Thank you very much.
CHAIRPERSON TRUONG: Thank you.
And for those speakers that ceded time to just the previous speaker, Mr. Miller?
MR. MILLER: What?
CHAIRPERSON TRUONG: For the folks who have ceded time to the previous speaker, can you call their names and just make sure that they raise their hands?
MR. MILLER: From the last speaker?
CHAIRPERSON TRUONG: Yes. I just want to make sure we're....
MR. MILLER: I've got Kathy Nico-Smith (phonetic) and Mary Carmen Casandes (phonetic).

CHAIRPERSON TRUONG: Thank you.
MS. CASANDES: Here.
MR. MILLER: And Peter St. John? Okay.
MR. ST. JOHN: Here.
CHAIRPERSON TRUONG: Can we just do that as a general practice so we make sure that --
MR. MILLER: So then when Cheryl reads the cedes, then the cedes should raise their hand then at the time that she calls them?
CHAIRPERSON TRUONG: Thank you, Mr. Miller. That's great.
MR. BAIR: Daniel Cohen (phonetic) ceded me time. He's over there. Thank you.
So thank you, planning commissioners, for your time. My name is Jonathan Bair and I'd like to comment at this hearing as someone who grew up in Rockridge and is very familiar not only with the store but also with this neighborhood. Many people that you hear tonight and two weeks ago are arguing against the wrong thing. To put it in EIR speak, the impacts of the full-build alternative are not significant when compared to the similar impacts of the no-build alternative.
The current Safeway is what is too big and too suburban because of the large parcel size that was

set many, many years ago. Currently Safeway occupies all of the space of the parcel with the store, the parking lot, the gas station, and some unusable space. The new Safeway will devote a significant amount of square footage to independent stores and will actually reduce the overall lot size by giving up space for the public right-of-way in the form of bus turn-ins and widened sidewalks. It will address the very significant pedestrian safety issues in the area with bulb-outs, a more substantial structure at the key corner of Claremont and College, and by removing half of the driveways. It addresses or mitigates all of the concerns that have been raised tonight and two weeks ago and is far superior than what's there now which is a no-build alternative.
What do these changes mean on the ground? A new Safeway means that the most transit-accessible general grocery store in the area will be even more accommodating to bus riders. Right now there's no full-service grocery store for more than a mile south and east of this store and the only grocery store in south Berkeley is Whole Foods. Right now a lot of Cal students shop here as well as transit-dependent people from all over the area. Adding retail stores along with an improvement in the pedestrian environment will

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boost College Avenue's economy and that's why you heard from the retail task force earlier today.

I'm also a board member of Walk Oakland Bike Oakland! and we will submit a more detailed comment on issues specific to the DEIR. But I do want to point out that any increase in trips caused by this store being successful is dwarfed by the opening of the Caldecott fourth bore. And considering the enormous amount of traffic that that's going to dump onto Ashby and Claremont, I don't think that the traffic impacts of the Safeway are significant. Thank you.

MR. LaVIGNE: Good evening, ladies and gentlemen. I'm Cory LaVigne, director of service development and planning for AC Transit. In spirit and deference to what comments we heard from the chair as well as the other commissioners tonight, I will not go over the details that are already in the EIR. There are some very positive things for transit. I'll let you read them.

What I would like to focus on are a couple of elements of uncertainty involving the EIR with the project, and the first is what is going to happen with the City of Berkeley's plans? Key uncertainties about the project are those related to Berkeley's responses as they are not bound by Oakland's EIR. But if

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Berkeley fails to participate in mitigating the traffic impacts expected from the project at Ashby and College -- excuse me, Alcatraz and College, AC Transit operations -- excuse me, are likely to be negatively affected.

The Alcatraz and College bus stops is another element of uncertainty. An aspect of this uncertainty is the location of the bus stops for line 51B at College and Alcatraz. Both stops are currently located on the near side of the intersection. The EIR appropriately proposes moving them to the far side where there would be less delay. And the final area that I'd like to talk about is remaining area of rather serious concern for AC Transit as well as other local government and that is sustainability and bus delay.

There is a potential for a delay to buses, and the EIR indicates that without adequate mitigation the plan that's in the EIR is adequate mitigation if it's able to be implemented. That's kind of our point with this. Buses traveling on College Avenue could experience delays of one minute or more due to projected project-related traffic. While this may seem insignificant, this represents a very serious issue as AC Transit must literally pay for each minute

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of driving time repeated hundreds of times a day, hundreds of days a year, and in a worst-case scenario we would be forced to operate another bus along the line not to improve the frequency of service but simply to maintain it. Adding a bus costs hundreds of thousands of dollars per year with no transit benefit added. And I'll take my time. Thank you.

MS. GOODWIN: Hello. I'm Cleo Goodwin with AC Transit. I'm here representing AC Transit Easy Pass program for employers. And Safeway has made a commitment to establish this program for their employees at the College Avenue redevelopment site. The Easy Pass program provides discounted bus passes valid at any time on all AC Transit buses, both local and transbay. The pass is loaded onto the Clipper card and allows employees to go anywhere AC Transit goes at any time.

The program works like many benefits with a defined participant pool and requires a minimum of 100 employees to qualify. Safeway will meet this minimum requirement once the site is redeveloped, and so we are happy about that. But they do have these eight other smaller retail businesses, and those businesses have a hard time qualifying because they're small and don't meet the hundred minimum. So we recommend that

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Safeway consider providing the Easy Pass program to the additional 30 to 50 employees at the retail and commercial business as planned at the College Avenue site. The Easy Pass program generates new bus-transit riders, it gets employees to use public transportation more, reduces parking demands, alleviates traffic congestion and leaves more space for others in the neighborhood. Establishing the Easy Pass program will help support the city in meeting state and federal mandates for CO2 reduction, it also will help support the City of Oakland's Transit First policy in providing an alternative to single-occupancy vehicles, providing greater mobility for people over vehicles. Easy Pass is also a very good option to be a good component in any city's transportation's demand management plan.

Safeway's served by AC Transit lines 49, 51B and transbay line E, it also is in close proximity to the lines 151A and the Rockridge BART station. I'll leave these with the secretary. It has my contact information, if you'd like detailed data ridership and so forth and MTC reports, I can provide that for you on request.

CHAIRPERSON TRUONG: Thank you. Did you have another person who ceded time too?

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MS. GOODWIN: I did last time, but not this time, because they had their wisdom teeth pulled and they couldn't be here tonight.
CHAIRPERSON TRUONG: Does anyone want to cede her time?
MS. GOODWIN: Do you have questions?
CHAIRPERSON TRUONG: Hm-mmm. You just went over. I just wanted to make sure. Thank you.
MS. GOODWIN: Thank you.
MR. MILLER: Is that all from that current group? Okay. Go ahead and call the next group.
MS. DUNAWAY: Sure. I have Darren Smith, Debbie Kartiganer, I'm sorry, Diana Dorinson, Jacqueline McCormick, Charlotte Hennessy, Ardis Graham, Michael Rosenthal, and Alex Bosinsky.
And you may line up in any order.
MS. KARTIGANER: Good evening, Commissioners, my name is Debbie Kartiganer. I'm with the Sedgwick law firm and we are part of the legal team that's representing Safeway on this project. On behalf of Safeway I'd like to thank you for your patience in listening to all of these comments. We know we have a lot of supporters who are here tonight, many of whom have waited a long time to speak and provide input on the EIR and various different

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aspects.
But out of respect for the time and the comments that we've heard from the planning commission, we are asking all our supporters at this time to refrain from speaking any further at this commission at this hearing and instead submit their comments in writing. So we hope that you will cooperate with us on this. Thank you very much.
CHAIRPERSON TRUONG: Brava. I really appreciate that. And can the Safeway supporters just raise your hands so we can just identify you here tonight?
Thank you. And so I look forward to reading your comments, and I promise you that we will do so.
DIANA DORINSON: Good evening, Commissioners. My name is Diana Dorinson. And for six-and-a-half years I lived immediately behind the Safeway. I recently moved but I'm still very concerned about the neighborhood.
I want to be very specific, so I'm going to just try to bullet these off as best I can, the three major areas that the environmental analysis looks at: transportation, air quality, and noise. Each cites three different numbers of truck trips. The noise cites two, the air quality sites four, and

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transportation sites three. That calls into question which of these is the real number of trips. And of course the benefits go along with that.
The applicant is asking for a variance on the number of delivery bays that they need, so that plus the deliveries that are going to be made by the small shops and some noted on 63rd, all that delivery traffic is not adequately analyzed in the report. Also there are errors in the map of the existing parking conditions. I found three errors on Alcatraz Avenue and I gave up looking because I shouldn't have to quality-control check a consultant's work.
That calls into question the parking occupancy data. The map of grocery stores in the neighborhood is missing at least three grocery stores, so I don't know if Fehr & Peer's analysis of the traffic allocation to the different approaches to the Safeway is adequate. Someone mentioned there's no discussion to the impact of the casual carpool which takes parking places off of Claremont Avenue during the morning commute. There was no alternative in the study that restricted left-turn movements at the intersection of College and 63rd and the conformity -- oh, sorry. I got that already. Grocery store, that might be it.

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Oh, the cumulative project list doesn't include the Rockridge Center Safeway. I think that's it. Oh, no. Two different pages cite different forecast years when a stoplight would be required at 63rd and College, so I'm not really sure which of those is true and therefore which mitigation is appropriate. So thank you very much for addressing those concerns.
MS. McCORMICK: Commissioners and Madam Chairperson, my name is Jacquelyn McCormick. I'm a resident of Berkeley and have lived in the neighborhood for 15 years. I do shop at Safeway for staples, but I value our small markets not only across the street which my husband and I call the little stores, but also Star Market, which is located in Berkeley just down the street on Claremont Avenue, a grocery store which has been in existence since well before the depression and historically, during the time of the depression, offered food to residents for just basically on credit, and still does the same thing today. You can actually go in there and sign a chit and not have to pay cash.
But tonight I'm going to speak specifically on the eco-impacts of local markets as well as live, work and plazas under land-use section 4.1, 3, 4, 5,

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and 6. Most specifically, land use and transportation element -- most specifically the land use and transportation element allude to guidelines on how the project is consistent or not consistent with them. To the extent that there is some redundancy in my comments, I exercise my rights under the Brown Act to share them with this commission and the record and the audience tonight.

The writer of the DEIR concludes that, quote, the net effect would be to further concentrate commercial opportunities in a successful neighborhood or in a retailer district. Doubling the amount of wine, fruits, and vegetables, meat, bread, and flowers that Safeway sells could very well eviscerate small local merchants and the grocery store rather than further concentrate commercial opportunities. Economic impacts need to be included in the EIR when a 50,000-square-foot vendor -- I have ceded time if I need it. And the store --

CHAIRPERSON TRUONG: Can you say the person's name who ceded time to you?

MS. McCORMICK: Nancy?

UNIDENTIFIED FEMALE SPEAKER: Tom Koster.

MR. MILLER: Tom Koster. Is he here?

UNIDENTIFIED FEMALE SPEAKER: I'll cede my

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time. (Inaudible.)

MR. MILLER: Do you have a card?

CHAIRPERSON TRUONG: Can you come up and see Cheryl? Cheryl, did you catch her name?

MS. McCORMICK: When a 50,000-square-foot food vendor is placed next to a 1200-square-foot food vendor and the historic neighborhood grocery store down the street. In further discussion of loot (phonetic) objectives it is stated that the store will not be focused on a regional market as there are other grocery stores in the region, and that it would be locally sourced. Any suggestion that Safeway intends to sell locally sourced products is disingenuous and misleading and should be struck from the EIR.

Loot objective No. 5 asks that the project provide opportunities for the residents to live and work in the same location. How the project complies with this objective is simply ignored. This is a prime transit village location and as such the site should be optimally used for mixed uses of both housing development, offices, aboveground or floor retail, as has been successfully done over and over again in cities throughout history. This objective is not satisfied in the project and this needs to be addressed in the EIR.

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Loot objective No. 10.1 encourages activity centers such as plazas, pocket parks, outdoor seating, et cetera, to be incorporated into a project. The tax claims that the project has a walk street when in fact it is an alley that dead ends into Claremont Avenue. It also makes a claim that there is a pedestrian plaza. Where is this plaza? Is it the same walk street or does it claim to be in the second-floor cafe seating? It also itemizes new sidewalks as a design feature that will meet No. 10.1 objectives. How does new concrete create activity centers? Thank you very much.

MS. DUNAWAY: I'm going to go ahead and call the next group of speakers. I have Hiroka Kurihara, Jason McBriarty, Jack Gerson, Tanya Smith (phonetic), David Abel and Claudine Jones, Glen Jarvis, and George Davis.

And you may line up in any order.

MS. KURIHARA: Good evening, Commissioners and staff. My name is Hiroka Kurihara and I'm co-founder of Ultra and former land use chair of RCPC. I live on 62nd Street and I'm really happy for the turnout we've had from 62nd Street tonight and I want to thank everybody there. We're five addresses west of Claremont and College Avenue. I also want to

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commend the city for their number-one alternative proposal, which is including mixed-use development.

Similar to the previous speaker, I think that's a land-use imperative that this commission really needs to focus on. I especially appreciate the senior housing proposal that's 1B. So more focus on alternative proposals.

My husband and I moved to this neighborhood 14 years ago because it is a transit hub and we can walk to the amenities we need on a daily basis; we know our merchants as family. The College Avenue Safeway is a big-box proposal that's based on a car-centric suburban model to encourage regional draw to ensure increased revenue. However, Rockridge is a national model of a walkable neighborhood, proud of its local small businesses and transit options, and it's now in jeopardy.

The current draft of the EIR needs to include the following: definitely a comprehensive look on the impacts of the proposed Rockridge Safeway at Broadway and 51st of Pleasant Valley. It needs to include deeper analysis of the impact on neighborhood streets, as we mentioned before. Closure or limited access has not been studied at 63rd or 62nd Streets as a mitigating solution. It also needs to incorporate

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the soon-to-be-implemented Safe Routes to School program for Alcatraz Avenue.

I think I have ceded time to me.

CHAIRPERSON TRUONG: Can you state the name and have the person raise their hand?

UNIDENTIFIED FEMALE SPEAKER: I have time.

MS. SMITH: I'll cede my time. I'm Claudia Smith.

MS. KURIHARA: Thank you.

The Safe Routes to School program is going to be implemented soon and it adds additional pedestrian safety measures for Alcatraz Avenue and other local streets so that our kids can get to our neighboring schools. It wasn't included in the study.

The other piece that was not studied as well was the City of Oakland's bike master plan which is going to put in or is slated to put in bike paths on College Avenue in 2012. Certainly Safeway is not going to be built overnight. If it proceeds, that needs to be considered.

I really feel like the mitigating proposal of traffic signals at 63rd and Alcatraz only signals that cars run the streets and pedestrians need more safety measures. Bicycles are more vulnerable now with the proposed bus lane on College. Where are we

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going to ride? And was a road diet considered for Claremont Avenue? I know that's come up before in previous proposals and I think it's a matter of timing that Oakland and Berkeley can collaborate at this point to look at that. And I think the City of Oakland really needs to stop looking at the immediate short-term economic gain and focus on the long-term responsibility we have to grow a sustainable region that can house its residents in multimodal communities that challenges our asphalt culture not accommodates it and really look at environmental principles, practices and innovative comprehensive street design.

And I'll just mention this really quickly because I don't know if many of you are aware of it, but in Holland and England there's program called Naked Streets where they actually go in and they take out the street signage, the signals, and the striping and it forces everyone to slow down and make eye contact and it creates a safer street. And, by the way, it totally beautifies it. The focus is on the trees and on the people. So just a suggestion to look at that. It's not local neighborhood serving and it's really no way safe. Thank you.

CHAIRPERSON TRUONG: Next speaker, please. Anybody can approach the mic.

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MS. JONES: Good evening. I'm going to make this very short so I don't forget everything I was going to say. It's all coming up in threes for me. Disruption, is there anything in the environmental impact report that addresses what the difference would be if it's a medium-sized Safeway, which I would be happy with, of 22,000, 25,000 maybe? How long would it take to build that as opposed to disrupting our entire neighborhood for as long as it would take to build this giganimous (phonetic) thing?

And the second one is the doughnut. It feels to me -- I've lived in this area -- my name is Claudine Jones, by the way. I've lived in this area off and on for 41 years. And I noticed that when I was first there that I would go running up the sidewalk to Safeway. I was able to do that. Well, okay, I switched doughnut to demographics. But anyway, the demographic portion of my statement is that I'm now 63 and I can't run quite as fast, and my mother's 88. And I'm worried that this entire thing hasn't been addressed in the EIR, that the demographics of this area keep shifting. But, you know, I'm getting older. My grandson's three, he's going to get older.

How is this big bump in the middle of this

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going to change it forever? What's going to happen and can we slow down and look at that? The doughnut part is that it seems to be already filled in, unlike Milpitas where I lived for five years, when I went back and looked there are millions of more houses, everything filled in. Where's the fill-in in Rockridge? I'm just not seeing that, to accommodate this huge store. Thanks.

MR. GERSON: I'm Jack Gerson. I live on Auburn Avenue about one block from the current Safeway. I'm a retired Oakland teacher. For years I was on the executive board of the Oakland Education Association and I represented Oakland in the Alameda Central Labor Council and I'm on the California Teacher Association State Council.

I listened to the economic impact report. I think that from the Safeway's economists and it was optimistic. Remember that three years ago the banks had very optimistic reports on how they were going to be doing. I think that this analysis needs to be redone to take into account the greatly increased risk in the current economic environment, which we just have to open up the paper to observe. And in doing so, I'd like to know the risk of a construction project being suspended in mid process, and that

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should be taken into account.
I lived in New York in the 1970s and during the New York fiscal crisis in the mid '70s construction stopped on every school project and many others in New York City. This would leave a tremendous blight in the neighborhood. There's a facade which once belonged to a Safeway store less than a mile down from the current Safeway, down Claremont Avenue at the off-ramp to 24. That one, I believe, went out of business during the economic recession in the 1970s. There's no reason to believe that that couldn't happen again. So I think that there has to be analysis of alternative risk functions used and considerable caution, particularly considering that Safeway is greatly expanding its store only a mile away at the Rockridge shopping center. What's going to happen in the case of a downturn, which doesn't seem unlikely or remote given those stores? What happens then to the model about Safeway synergistically coexisting with the specialty shops and with a giant Safeway only one mile away? I think that all needs to be reconsidered in a much broader context.
MR. McBRIARTY: Thank you, Commissioners, Madam Chairwoman. In the interest of your earlier

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comments, I'm going to make this short and truncated. My name is Jason McBriarty and I've lived with my wife, Hiroka, who you just heard from, for the last 14 years at 341 62nd Street. We live there with our two children. When we first moved there, we made the decision to move there because it was a walkable community, it was a pedestrian community, with lots of local and small business. And I actually made the decision to sell my car and get around by bike. And I get around frequently by bike with my children, and that's a big concern of mine is the impact. I don't think that it's adequately addressed in this Environmental Impact Report what's the impact on College Avenue and the adjoining streets to bicycle traffic. So I'd like you to consider that. And I should also say that I'm in favor of a modest, more tempered remodel of Safeway, just not the proposal that's on the table right now. I do shop at Safeway, I buy my beer there, but I frequent the stores across the street. But what I'd really like to underscore is I wish this environmental impact report would take a look at the impact on bicycles. Thanks.
MR. DAVIS: Good evening, my name is George Davis. I live on Florio Street, about a block and a half from the Claremont Safeway store. I'm just going

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to speak briefly about walking. We've heard about parking and traffic and traffic and parking and parking and traffic. I walk, my wife walks, our neighbors walk. We walk. We live in a neighborhood that is zoned C-31. We know what planners mean by a pedestrian neighborhood; that's why we're there. It is the people on the street every day, walking back and forth making small purchases. This is especially true of the block on College Avenue between Alcatraz and Claremont as this is where we -- my wife, my neighbors, my friends -- shop for food when we are not walking to Star Market or to Market Hall. We walk on the street.
With each of these public interactions the street becomes more than an empty set of sidewalks. The city has a life. More than anything else, we buy food. In this neighborhood, we do so several times a week on foot. So if you compare the number of pedestrians generated by small food to other retail shops such as Nail Salons or clothing stores, you'll find that the food stores are going to win in a walkaway. Small food stores are big pedestrian generators. I do not need a DEIR or an EIR to tell me this. If you take these same small stores and build a significantly more bigger and more convenient store.

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I'm sorry -- is that it
CHAIRPERSON TRUONG: That is it, but if you have somebody else who is ceding you time, you can --
MR. DAVIS: All right. Please address pedestrians. Thank you.
CHAIRPERSON TRUONG: Thank you. Heard you.
MR. ABEL: Good evening. My name is David Abel. I live on 62nd Street, and I will tell you very briefly some things that simply do not occur in the DEIR, which I find very puzzling. One of them is 62nd Street, the other one is Hillegass Street, the other one is Colby Street, the other one is the 63rd Street continuation down from after a jog that goes to Telegraph Avenue. All of these streets are major cut-throughs. As far as I know they are not addressed in the DEIR. Perhaps there are statutory reasons that they are not addressed. I am not a lawyer nor have I read all 1500 pages. I wonder how many here have. But I would please ask you to find out why they have not been mentioned. And that this should be corrected. They are major traffic points, particularly where Colby goes to join the 63rd Street -- excuse me, the connection between Colby and Claremont Street. Thank you for your time.
CHAIRPERSON TRUONG: Thank you. And that is

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now noted in our comments and we will review that.
MR. JARVIS: Hello, I'm Glen Jarvis. I am an architect, I work in Rockridge, I'm a Rockridge resident. I have been the past chair and a seven-year member of this planning commission. I would like to support Richard Smith's comments on parking on this issue in that the application doesn't even meet the minimum parking for the Safeway store without exceptions. It does not include the stores at street level, which I think are a wonderful idea personally. I like -- as an architect I like to see the retail supported on both sides of the street. And I haven't heard discussion yet about how the cumulative impact of the current businesses along College between Alcatraz and Claremont affect that parking demand and of course that affects the traffic demand.
And I'm supporting the community's comments about our C-31 zoning. In 1974, this Rockridge community brought to the planning commission the C-31 zone. It was not from the city, it was from this community and it also included what was R-35. And this was when BART was just starting up and the neighborhood was in disarray from the freeway, you know, being constructed ten years earlier. And the community put together this image. We want you to

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support that. It's been your most successful commercial district.
CHAIRPERSON TRUONG: I hear you. Do you have someone who is ceding you time?
UNIDENTIFIED FEMALE SPEAKER: Yes.
MR. JARVIS: Thank you. I'm done.
CHAIRPERSON TRUONG: Cheryl, you can call the next group of speakers.
MS. DUNAWAY: Okay. I'll call the next speakers. I have Ken Lowry, I hope I'm saying this correctly, Ortin Niesar, Larry Henry, Cliff Cline (phonetic), Dean Metzger, Dennis Larsen (phonetic), Alan McGuire and Nathan Abercrombie.
You may line up in any order.
UNIDENTIFIED MALE SPEAKER: Short and sweet. I cut out a lot already. I'm mainly here to talk about an esthetic issue unmentioned or ignored in Chapter 4 of the Draft EIR. I'm aware that CEQA deals with protection of views of the bay along with a lot of other things, but shouldn't we also be talking about views of the hills too? CEQA's protection of bay views are at a minimum standard and with our special conditions within the Bay Area habitat of mountains, hills, flat lands and bay, hill and ridge views need to be protected too. If Safeway's built as

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it is designed, it will block the view along 63rd Street looking east and from Cole Coffee too. I believe this will be a great and forever loss. Mitigation is essential. Significant views from public spaces must be preserved. CEQA and conditions of approval in the draft EIR require it even if only in the spirit of the law. The culprit seems to be the mezzanine that needs to be removed. It serves no community function. From a New Yorker cartoon of August 2nd, two boys are standing in front of a toy store window and one says to another, I always ask for a pony for my birthday. I find it gives the most bargaining room. Well, Safeway has asked for a pony. I suggest that we give Safeway a skateboard or a tricycle.
CHAIRPERSON TRUONG: Next speaker, please. Next speaker, please.
MS. NIESAR: Good evening. My name is Ortin Niesar, and I have some additional minutes ceded by Gerald Niesar.
CHAIRPERSON TRUONG: Gerald Niesar, can you please raise your hand? Thank you.
MS. NIESAR: I am going to save you the agony of going through the litany that you referred to tonight about traffic, et cetera, et cetera. I did

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read the EIR report, as much as I could. I'm a layperson, not a lawyer. I am actually a resident -- we are residents of Rockridge since 1969. We were very much involved with improving the neighborhood, forming RCPC, putting C-31 together and supporting the schools in the area.
I was also a businesswoman on College Avenue, although that was in Elmwood. And I'm currently a realtor -- residential realtor, and I also write for the Rockridge News. I am the Rockridge muse and so therefore I've spent a lot of time looking at our neighborhood.
You complained about all of us coming and talking about the same issues. Frankly, it is really important for you to see who the people are who are complaining about the issues. We moved there, like everybody else, about 30 or 40 years ago. We're not leaving. This is a community that's in place and we're aging in place. And I did not see anything in the report that really addressed the needs of the people in the neighborhood, particularly the elderly.
On my block we've had two ladies who lived until 104. We have right now five elderly ladies who are disabled persons living on our block. We have young families coming in with small children. The

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neighborhood that we created was meant to be for families and we don't see any kind of concern about what happens to this wonderful environment that we've created. Two weeks ago when we were here just as we were talking like this, you know, there was a national survey that said that Oakland was No. 10 for walkability in all of America. And they mentioned Piedmont Avenue and Rockridge as the reasons for these things.

I don't know if you've gone to the Web site. Just to go to the website on the internet, check out what the world thinks about Rockridge. It is a walkable model neighborhood that others would like to emulate as much as they can.

Now, very quickly, something else that was not done in the report -- and by the way, I really felt alienated by that report. I saw a lot of numbers and a lot of charts. But no, nobody ever asked any of us -- you can ask here -- no one ever asked us any questions about these reports. They don't know about the traffic, they don't know about the quality of the streets, they don't know about the little old lady who can't back out of her garage because there are so many cars in the neighborhood.

And a major concern for the elderly is going

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to be emergency services. And there's no address in the report, as far as I know, covering any kind of emergency routes, et cetera. We've also gone through the Oakland fire in 1991. That's on top of dealing with BART coming through and freeways coming through. There was the fire. And how did we deal with that? And that's going to happen again. We need to know what your thinking is about the future of this community. I just wanted to give you some statistics very quickly.

CHAIRPERSON TRUONG: Is there anybody else willing to cede time?

MS. HENNESSY: Yes.

CHAIRPERSON TRUONG: You can state your name, please. State your name, please.

MS. HENNESSY: Charlotte Hennessy.

CHAIRPERSON TRUONG: Thank you.

MS. NIESAR: I just wanted to give you some figures about Rockridge. The median home value in Rockridge right now is 752,000. 76 percent of housing stock are homes that are owned -- there's hardly any vacancy at all, maybe 2 percent. The median age is 43. That means 50 percent of all the Rockridge residents are older than 43. 49 percent of the families are raising kids there. I didn't see any

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address, and I loved the boy who came up to say, Hey, where am I going to play? I have not seen any, any addressed at all about the safety of our children, the safety of our elders and in general just the quality of life that we've helped to create and would like to preserve. Thank you.

CHAIRPERSON TRUONG: Next speaker, please.

MR. MILLER: As the next speaker comes up, I'll just remind the Commission of what we have. We haven't even gotten to the new set of speaker cards for those that submitted tonight. Now, what we're finding is that a number of speakers called had speaker cards from July 20th and for tonight. But we've got 40 cards left from the July 20th group, and minus those that we've pulled out that are duplicates from the new group, we have about 60 new cards. So we still have about 100 speaker cards left.

CHAIRPERSON TRUONG: I'm not sure if we have a hundred people in the room.

MR. MILLER: Well, that's why, again, we're finding that maybe 50 percent of those that are called are coming up, on average, so I think some people have gone or some people have spoken once last time and aren't speaking again.

CHAIRPERSON TRUONG: Got it. So just based

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on those numbers, it sounds like maybe we have 50 more speakers. And it's absolutely true you have rights to speak and we are here and we will be here for as long as it takes to finish tonight's hearing because we are not going to continue this.

At the same time I want to thank Safeway for just being cognizant that there's still a long period to submit written comments, and I encourage anybody who is not particularly compelled to come to the mic to use that to submit their comments and thoughts.

MR. ABERCROMBIE: Thank you. I'd prefer to wait for the fourth Commissioner.

CHAIRPERSON TRUONG: Okay. As we do so, can you call up the next group of speakers.

MS. DUNAWAY: I have Scott Hoffmeister (phonetic), I'm sorry, Kevin Price, Sheldon Ramsey (phonetic), David Denton (phonetic), Leslie Fitzwinter (phonetic), Phil Fitzwinter (phonetic), I'm sorry, David Katsive (phonetic) and John Bane (phonetic).

CHAIRPERSON TRUONG: People whose names have been called, if you can line up. People whose names have been called, if you can line up. And if you don't need to wait for the fourth speaker, the important thing is to have open forum to hear your comments and to submit them for the FEIR. So you can

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speak.
MR. ABERCROMBIE: Okay. So I'm Nathan Abercrombie. I'm Nathan Abercrombie. I've lived in the neighborhood for 18 years. I'm only 21 and I was going to claim that I was the youngest person here, but then I saw, I think, Nikolas, the ten-year-old boy, and so I'm not going to claim it at this time. And I was also going to speak about traffic and parking issues and stuff like that, because I have all those. But as you've said, we've heard a lot of that. So I would like to speak about something that I know the EIR does not consider is the emotional impact of a massive store there. And it's just like this -- as you know, it's a massive store that's going to have a giant column, like a huge billboard for Safeway there and just that's not the kind of view we want of Rockridge.
And as you can see from the tension in this room, there was a rapport, but earlier you guys were, like, fighting, a few people were talking out of line and stuff. Tensions are high here, and it's because us in the neighborhood are scared of this massive Safeway that's going to be built.
And a lot of the neighborhood is here -- and I would like to see a show of hands how many people

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have family or friends or neighbors that would be here if we had five hours to speak three minutes. And I'm sure that if the room was as packed as it was earlier, there would be a lot more hands.
And so, like, I work at a summer camp and I deal with these crying children all the time, and like a crying child we are here just to be heard. And if this is not the appropriate place to speak our mind, then I would like to know where it is. We have come to you today to ask for your help because we have no idea where else to go. Safeway is not going to listen to us and so we've been picketing and handing out fliers and stuff and, like, we probably don't want to have to resort to some kind of like sit-in to stop it from being destroyed.
So we're just asking for your help to keep our neighborhood beautiful and clean and walkable and to reconsider a redesign or an extension on everything because it seems like there's so much turnout to fight this that it seems like if the neighborhood itself can't just vote and say no, this shouldn't happen, then I question the role of government in this entire thing. That is all. Thank you.
MR. MILLER: Could you repeat your name, please, for our records?

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MR. ABERCROMBIE: Nathan Abercrombie.
MR. MILLER: Thanks.
MR. METZGER: Thank you for being patient with me. My name is Dean Metzger, and I've lived on Claremont Avenue for 31 years, I've lived in this area for 48 years, so I've seen a lot of changes go on. I'm going to speak basically about traffic in Berkeley because that's where I happen to live and it's going to be greatly impacted by this project.
As you heard from AC Transit, without Berkeley weighing in, AC Transit isn't going to work. And so one of the first things I think we need to do is consider extending this comment period and allow the City of Berkeley to become part of it. The city council in Berkeley now is out of session until September 20th, which means we cannot get a written comment or any comments from the City of Berkeley until after September 20th. So we need to extend this thing probably until October 1st to give the City of Berkeley a chance to weigh in.
Secondly, one of the problems with the EIR is that it assumes that the Caldecott Tunnel mitigations will solve all the problems in the world for this project. Our neighborhood, the SINA (phonetic) neighborhood, contributed to the litigation

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that Berkeley got to try to fix some of the problems on Ashby Avenue. The problem with the EIR is that if we don't spend those dollars and we don't know whether we will or not be able to spend them yet, AC Transit is basically dead on College Avenue. So what I'm telling you is that you must include in the EIR, the impacts on College Avenue without the Caldecott Tunnel money being spent in Berkeley.
The next thing that goes on with the EIR that is kind of puzzling is that it only has in Berkeley five intersections: Ashby at College, Ashby at Claremont, the uplands at Claremont, Alcatraz at College, Alcatraz at Claremont, but there are really 11 more intersections that would be impacted by this project. They need to be included. Those are Ashby Avenue at Domingo. And you ask why there? Because Domingo happens to be a street where people come down Tunnel Road, turn left and then cut through the neighborhood to avoid the Claremont/Ashby intersection. The next one is Claremont/Eden Court, Claremont/Eden Avenue, Claremont/Eden/Brookside Drive, Claremont Avenue/Hillcrest Street, Claremont Avenue/Woolsey, Claremont Avenue/Prince Street, Claremont Avenue/Hazel Road, Claremont Avenue at Woolsey -- I'm sorry, College Avenue at Woolsey,

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College Avenue at Prince, and College Avenue at Webster.

Now, all of these streets may not mean anything to you, but people who walk and live on Claremont Avenue know that the increased traffic that is going to be put on Claremont Avenue which happens to be a 25-mile-an-hour speed limit on it but cars go 35 or 45 miles an hour. It's very unsafe for pedestrians. This needs to be addressed in the EIR; otherwise, we are going to be in a very dangerous pedestrian situation there. So the EIR must include those intersections and the impact that the additional traffic is going to have on those intersections.

The next area possibility -- the next area is Ashby Avenue between College and Claremont. Probably one of the most congested sections of street in Berkeley; in fact, I believe it is if you do the traffic studies and read the traffic reports. I don't think this is even considered as to what is going to happen between College and Claremont Avenue. This needs to be put in the EIR to determine how many additional thousands because there's, like, 25,000 cars a day going up and down that street. How many more are going to be going down the street with this EIR?

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Finally, table 4.3-6, the intersection level of service documented for the peak hours for five intersections. This table just doesn't include Berkeley. It doesn't include how we're going to keep all these intersections from becoming F rated. In fact, what they do is they say that the project's existing impacts and performance of those intersections don't change with the project. Not possible. So you need to look at that and to decide what are the real impacts and how do they change the service level at those intersections.

I think I've almost said enough, but I think the crucial thing for us in Berkeley is that if you don't wait for Berkeley's comments, then we are going to lobby very, very hard to make sure that none of these mitigations that this EIR thinks it calls for don't happen in Berkeley. We're willing to listen to this project, we're willing to work with people on this project. But if you're not willing to work with the city of Berkeley, then we're not willing to work with you. So thank you.

COMMISSIONER COLBRUNO: Could I ask staff? I'm just curious what our working relationship is with Berkeley on this project.

MR. MILLER: The city administrator of

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Berkeley has authorized their professional transportation staff to submit comments by the deadline on August 15th, now 16th, so we expect to get comments from the City of Berkeley by August 16th. There is a step that Berkeley will have to do in order to actually approve any mitigation measures that are within Berkeley, and that would take council action which couldn't happen until the end of September, but that will be well before the final EIR is returned to you for decision.

COMMISSIONER COLBRUNO: We've had a couple of speakers from Berkeley. Do they submit their comments to Berkeley or to Oakland?

MR. MILLER: Submit to Oakland.

MR. DENTON: Hi. By name is David Denton. I own a property on College Avenue in the 5330 block and I'm a resident of the market area in Berkeley nearby. The areas where I'd like to see some additional work on the EIR have to do first with the macroeconomic analysis, which is primarily found in the appendix. They have chosen a study area which actually is a cut-and-paste job from Kaiser EIR. So the subject property is at the very edge of it and it's mostly the Broadway corridor, they've used ABAG projections which were done in 2005.

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They're very aggressive for a large-scale residential buildout in that area. They have tried to adjust those numbers; however, there appears to be a math error -- again this is all found in the appendix -- where they have not taken the adjustments out from the projected growth. So they have started out with a very aggressive projection for the market area when in fact if you look at the specific ABAG projections for the immediate neighborhood, most of the blocks have no growth projected for the coming 30 years.

Then I did want to show you my favorite exhibit from the report, and this is the project trip distribution percentages and this is really the place where you find the definition of the primary market area 4.3-12. And I think that it's a good representation of the primary market area. And here is the issue: All of these folks in the primary market area are obtaining food --

CHAIRPERSON TRUONG: Excuse me. Can you pause for one second, and just note who is ceding time to you?

MR. DENTON: I don't have anyone ceding time to me.

UNIDENTIFIED MALE SPEAKER: I will cede my

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time. I'm (inaudible).
MR. DENTON: It pays to be a beggar.
So what the EIR is not going to be able to answer for you, which seems to be what people want to know, is the trip generation which would occur from this zero-sum game. It's really a function of market share, which Safeway has maintained all along. They will be taking market share from other competitors in this area. So when I go to the trip-generation table, I don't see an economic definition of trip generation, I see trip generation taken from standard manuals. And I think that we need, as Mr. Hemingway would say, a crap detector here because we have a hundred trips projected in and out for weekday peak hours. So that would seem that they would be taking a rather very large market share that would be almost the entire gross sales of their nearest competitor, which is Whole Foods down at Telegraph and Ashby. So I think that Fehr needs to go back and try to establish some economic basis for their trip-generation table which is 4.3-10. Thank you.
MR. MILLER: Any more speakers from that group called? Okay. Go ahead.
MS. DUNAWAY: Okay. I'm going to call the next group. I have Pat Martin; Michael Barrett; Adele

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Kraft (phonetic), who ceded time to Michael Barrett; David Craig, who's also ceded time to Michael Barrett; Matt Novak (phonetic); Mark McClure; Ben Dolgiti (phonetic); Sanjiv Handa; George Davis; and Joseph Anderson.
And you may line up in any order.
CHAIRPERSON TRUONG: Are any of those speakers in the room?
MR. HANDA: For the record, I'm Sanjiv Handa, East Bay News Service. And let me in my limited time make five comments, if I can get them all in. The first one is never in the history of Oakland in the last 46 years that I've tracked has any planning commission extended a comment period except for once when there were some glaring errors in the noticing.
Secondly, let me also point out that Oakland is one of the few cities, in fact, it's only one I've found so far where the impartial process of an EIR was thrown out the window when Claudia Cappio was the planning director. It is now simply the project applicant who hires a consultant, writes them a check directly. And so the consultant, rather than being a consultant for the city, is actually working directly for the project proponents. And I've been waiting for

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the right opportunity to litigate that. With the departure of John Russo, city attorney, five or six issues that have been lingering for some time, and it's ten-plus years Mr. Russo could not change the corporate culture of Oakland, Berkeley, the city council or the current mayor to understand some of those issues, so this may be the time that that goes forward.
Thirdly, the Environmental Impact Report itself has many flaws that need to be looked at, and most specifically what I would say is that the purpose of this hearing is exactly as one of the speakers a few minutes ago is not for the planning commissioners to only hear comments once. The acoustics are bad, when the room was crowded and people were excluded and outside they don't know what was said. And it's Oakland that I have found again where the planning commission and city council occasionally discourages comments and every place else the comment periods are extended. When Emeryville had a Kaiser Hospital proposal, there were hundreds and hundreds of speakers, and more people kept showing up, they kept expanding the period.
And the fourth thing is a legal issue. I've sent correspondence to the city attorney's office.

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They're having to be in the highly embarrassing and untenable position of having to defend this Commission's actions at the last meeting of ending the comment period -- or adjourning the meeting without allowing all the speakers to speak, a clear violation of both the Sunshine Ordinance and the Brown Act. And they were trying to find every loophole possible, but that is not something that has happened.
And in closing let me just say that once again there is disparity in terms of speaker time; that's an actionable Brown Act issue. I have what I need for a cure and correct and I can move forward legally now. Thank you.
CHAIRPERSON TRUONG: Next speaker?
MR. BARRETT: Hi. I'm Michael Barrett, and Adele and David Crady (phonetic), who are right over there, ceded time to me.
You've heard from a number of people --
CHAIRPERSON TRUONG: Excuse me. Are you the person who's ceding time?
MR. BARRETT: The two of them, David and Adele Crady back there, and my name is Michael Barrett.
So you've heard from a number of people who are neighbors, relatively speaking, of the project but

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you haven't really heard from anybody who's actually a contiguous neighbor as it were. So if I get a ladder out of my garage and stick it up against the fence, I would find myself in Safeway's parking lot. And so as such that gives us a rather interesting perspective on this project, and specifically on some of the things that have been put into the draft Environmental Impact Report.

So the first of those is the noise study needs to be completely thrown out and needs to be redone, and here's why: Three years ago there was a glass-recycling center that was removed that was immediately behind those properties. If you break a lot of glass, you'll know exactly how loud that is. It's very loud. There's even a photograph of the glass-recycling center in the draft environmental impact report. It has not been there since the summer of three years ago. The noise study, when the statistics were gathered, was in February of that year, so it is simply not credible to take that -- anything of that noise section. It needs to be redone.

The next section that I'd like to comment on is for those -- there's about three or four houses who are going to be lucky enough to have a buffer behind

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their house, but essentially then a rather large entrance and exit ramp into the store. It is not clear from the noise and fume study whether the underlying assumption is that those vehicles will move rapidly up and down that ramp and be gone versus whether or not there is going to be any queuing there. If there is going go be queuing on that ramp as is actually quite likely either because of saturation of the parking garage or because vehicles are unable to get out of there because of the light, then it's not clear that the -- either the noise or the fume study is accurate.

The next thing that I'd like to mention is various people have referred to the number of trucks. Literally, they drive right by my back fence, so I see them when they're backing into the loading bay. I actually don't honestly believe any of the numbers that have been stated. I think the actual numbers are higher and I would suggest that again in order to get to the bottom of this there needs to be an actual survey with the number of trucks. My own experience, it's variable by day but certainly at the weekend I see I would say significantly in excess of half a dozen, possibly up to eight. So I think that needs to be redone as well.

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Another comment that is relative to trucks, and I said this about a year ago when this project first came up to the Commission. There is a pattern, not a common pattern but nonetheless a pattern of idling trucks violating California air board requirements for a, you know, small idling window. Typically it's hot days, but nonetheless it happens. And so I would be very interested in seeing an amendment to that part of the assessment that says what that impact is going to be.

The next thing I'd like to comment on is the Safeway proposal calls for the signalization of Mystic and Claremont. The proposed mitigation suggests the signalization of Alcatraz at Claremont, so you're then going to get three intersections; i.e., Alcatraz, Mystic and then College right in close succession, and I see nothing in the study that talks about the traffic impacts of that.

And then finally for -- well, actually, no, not finally; two more things. The other comment I make is obviously from a parking and, I hate to say it, traffic perspective the folks on Alcatraz are concerned, because at certain times of day it's actually extremely difficult to back out of that street because you have a lot of parking on it. And

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so you basically have to back out into the street and then some maniac's bearing down on you at 45 miles an hour. So more traffic on that street is genuinely a real safety concern for us.

And then finally a couple of people referred to option three, and some of you might remember option three was suggested by Commissioner Boxer, which is well, let's mitigate the traffic on College by not letting it out on College but rather letting it out on Claremont, as well as there were at least a couple of speakers who suggested ooh, let's completely close the College ramp at all. And you will note that option three in this study suggests a 42 percent increase on traffic on that section of Alcatraz. And so again from a neighbor perspective that's something that we think is dangerously unacceptable for a project of this type.

And then Dean Metzger already said it most eloquently, I think. A lot of the impact on this project in fact falls in Berkeley, and we'd really like to see much more dialogue between Oakland and Berkeley on this project in order to move it forward at all. Thank you.

COMMISSIONER COLBRUNO: If I may -- sorry, I know it's late. Thank you, Mr. Barrett.

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Could I ask the city attorney or Mr. Miller what the policy is on the idling trucks? Are they supposed to be turned off while they're loading and unloading?

MR. MILLER: I have to feign ignorance on that. I don't know what the state requirement is, but there is some time limitation, I understand, for the amount of time a truck can idle. I don't know what that figure is.

COMMISSIONER COLBRUNO: Okay. I'm just looking here. I think, Mr. Barrett, it may not be in the noise section, it might be in the air section, but I'd be curious if the representatives from Safeway could just check on the trucks because I'm sure that's a concern.

MR. MILLER: The city's traffic consultant is here. I don't know if he knows that or can figure it out not just for noise. But Mr. Handa probably knows because of --

MR. HANDA: There's a hearing tomorrow at the Cody Building tomorrow at 1:30 on that very issue by President Mai Lee (phonetic) and Supervisor Haggerty. Basically the rule is that all diesel trucks must turn off their engines if they're going to idle for more than five minutes within 100 feet of any

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residential structure. There are exemptions for certain emergency vehicles, certain kinds of things. But, for example, if an ambulance idles because they're charging a computer, a laptop, that's not an emergency, that would not qualify. So the limit is five minutes within 100 feet of a residential structure.

COMMISSIONER COLBRUNO: Okay. Thank you.

CHAIRPERSON TRUONG: Next speaker.

If your name has been called in the last group and if you would like to speak, you can approach the mic.

And as they do so, Cheryl, if you can call the next group.

MS. DUNAWAY: Sure. I have Patricia Maloney, Randall Whitney (phonetic), Eloise Patton (phonetic), Stan Biall (phonetic), John Vincent, Donna Carch (phonetic), Brian Grunwald (phonetic), Zachary Stenbrock (phonetic) -- oh, sorry -- and Zachary Stenbrock.

And you may line up in any order.

MS. MALONEY: Hello, Commissioners. My name is Patricia Maloney, and I am a resident of 2716 Alcatraz Ave., which immediately adjoins the Safeway property, so I am acutely aware both of the activity

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that takes place at Safeway in terms of traffic and truck loading, unloading, as well as being a resident in a very pedestrian-friendly, family-friendly neighborhood.

And there's an incredible disparity that exists between these two entities, between my back yard and my front yard. And the EIR does not adequately address those disparities. For example, the design proposes 171 off-street stalls requesting what they call a minor variance for 15 off-street parking stalls. This minor variance, minor in terms of number, will have a significant impact on the residential streets that surround Safeway and I don't see the impact reflected in this draft report, I don't see the reflection of the impact that it will have on Lewiston, on Eden, on Woolsey, on Mystic, on Florio, on Alcatraz.

What I do see is 11 significant and unavoidable impacts which this community, the community that surrounds me here, the community that has been speaking out about this project now for two years has voiced from the beginning, that this project would have. This report mentions the stakeholder and community meetings that Safeway hosted. From the beginning the community voiced these concerns and from

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the beginning Safeway said that they would not consider anything smaller than a 50,000-square-foot project.

CHAIRPERSON TRUONG: And has somebody ceded you time?

MR. ZALESKI: I'll cede her time.

CHAIRPERSON TRUONG: You can state your name, sir.

MR. ZALESKI: Louis Zaleski (phonetic).

MS. MALONEY: So what is going to happen, then, with this project with an inadequate number of parking spaces, with a significant increase in traffic at major intersections? It will be a cut-through on the smaller residential streets which will radically increase congestion as motorists seek to find parking. It will severely impact the pedestrian quality of the neighborhood. It will severely impair the safety of the residents of those neighborhoods. I would like to see this report take into consideration those safety and life-quality implications. Thank you.

CHAIRPERSON TRUONG: Next speaker.

As we wait for the next speaker to approach, if you can call the next speakers, and it sounds like we have some folks who have already left. Calling maybe 15 names.

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MS. DUNAWAY: Okay. I have Tony Wong (phonetic), I'm sorry, Amid Maloney (phonetic), Dula Galicia (phonetic), Cleveland Mitchell (phonetic), Zack Unger (phonetic), Joanne Lifterman (phonetic), Stephanie Behenreh (phonetic), I'm sorry, Laura Crofty (phonetic), Nathan Stallnicker (phonetic), Carena Rivera (phonetic), Scott Dennis (phonetic), Louis Villalon (phonetic), Lionel Chekron (phonetic), John Hightower (phonetic) and Ellen Cohler.

CHAIRPERSON TRUONG: Are any of those speakers here tonight? Is there -- how many other folks are waiting to be called? Great. Let's just line up and --

MR. MILLER: It may be faster. We can pull your card. Just state your name clearly when you get to the podium.

CHAIRPERSON TRUONG: That would be perfect. Thank you.

MS. COHLER: Good evening. Thank you very much for this venue and for your patience. It's really important to all of us.

My name is Ellen Cohler. I live at 6215 Minoa Street. I've been a Rockridge -- lived in the neighborhood for 40 years and this is my second home that I moved to. I raised my children, I worked in

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two different places on College Avenue and I feel grateful every day to live in such a wonderful, friendly, pedestrian-friendly area.

I would like to discuss something that has not been discussed, the size of the existing store. Page 3-9 of the DEIR lists the size of the existing store at 24,360 square feet, yet an article in the Oakland Tribune from September '64 -- and I have for everybody -- I don't know what's the appropriate time to give you the article.

CHAIRPERSON TRUONG: You can just hold onto it -- just hold onto it and later on if you could hand it to Cheryl.

MS. COHLER: Sorry.

CHAIRPERSON TRUONG: Thank you. No, you're doing fine.

MS. COHLER: Anyway, it says that when the existing store first opened it lists the store size at 22,042 square feet, which is some 2,200 square feet less than claimed in the DEIR. We need to know which is correct. Why? 2,200 square feet is a sizeable sum in the context of a neighborhood that requires a CUP at 5,000 square feet, and it is almost 5 percent of the proposed store size. Also, 2,200 square feet is equal to two or more of the small food stores across

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the street that will come under fire with this proposal.

In residential projects every square foot is counted, documented and scrutinized. Why should this project be any different? 2,200 square feet is more than a rounding error. The city has strict definitions of what should be included and excluded in square footage and these details should be enforced. I don't believe they are. We need to know what the baseline size of the existing store is. The DEIR should have included independent surveyed documentation of the existing store size and it does not. The DEIR is a sloppy piece of work. It should be withdrawn, rewritten, and reissued. Thank you very, very much for your consideration. This is such an important issue to all of us.

MR. FLASHMAN: Good evening. My name is Stuart Flashman. I'm chair of the Rockridge Community Planning Council and I did speak at the last hearing. I left town the next morning on vacation. I just got back this evening. I hadn't planned to come tonight. I was actually unloading my car and I had the TV on and I heard Commissioner Colbruno's comments about how people were talking and everything that people were saying was already in the report and he didn't

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understand why people were talking.

And so I felt I needed to come down here to talk a little bit about that, about why it is important to listen even if you felt like, well, there's already stuff in the report about this. And I think it boils down to two words, and they're very important words in terms of CEQA, substantial evidence. What CEQA says is the important thing in an EIR is not how many pages it is, how many topics there are, how many headings there are or even how many words there are. It's how much substantial evidence is there to support what the EIR is stating.

And what people are saying on a number of these points that have been brought up tonight and at the last meeting is that the EIR does not have substantial evidence to support its claims. And that's where you need to be focusing, not on what the EIR says but what's behind it, what's the evidence. And on a number of these cases, for example the Saturday parking and Saturday traffic, the EIR has no substantial evidence. And those are issues where the EIR if left as is is totally, fatally flawed and that needs to be corrected. And frankly, the corrected document needs to be recirculated because right now the EIR is inadequate and it's impossible to comment

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properly on it when it's not accurate. Thank you.
MR. RUBENZAHL: My name is Joel Rubenzahl. I live a stone's throw from the Safeway lot, at the corner of Lewiston and Alcatraz in Berkeley. As you've heard tonight, and I'm sure in written comments, there's a tremendous amount of adverse impact to Berkeley residents from the traffic that's going to be generated. But all that's happened so far is that the Berkeley traffic commission has had a meeting, a large number of us went and testified, all opposed to what is being proposed by Safeway. And what they said at that meeting was that they would write a letter but it would have no official impact because city council couldn't consider it. So I implore you to wait -- to keep the comment period open and wait until the City of Berkeley officially can come and weigh in on your process.
I want to talk about bicycles which have been mentioned briefly. There are a tremendous number of bicycles that use that College Avenue corridor both to the university and to downtown Oakland. I estimate, and I've been doing a survey of bicycle traffic, about a thousand bicycles a day go through that one block between Alcatraz and Claremont. There's recently a study out indicating that bicycling

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in traffic like the traffic that already exists in that block is tremendously adverse to bicyclists' health.
And not only is there adverse consequences to their health, but the possibility and the likelihood of accidents to the bicyclists will greatly increase as a result of this proposed project. Already there are trucks that stop on that street and double park or take parking spots and narrow that street so that bicyclists have to swing around, and I just dread the day when bicyclists will find themselves on the ground as a result of accidents.
I want to mention just one other thing. There are six relatively full-service markets within walking distance of that Safeway, you know, from Market Hall on one end, Trader Joe's, Whole Foods, it was mentioned Star Market, Andronico's. All that Safeway is going to do is grab market share from those markets. And then what those markets are going to have to do is grab market share back from Safeway. The neighborhood is already completely built out. There's not going to be more market for anybody. Safeway can do better if they had a smaller store. And I would remind you that Safeway had a store on Claremont and another one in Berkeley on Shattuck

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Avenue. That store became Berkeley Bowl, which is tremendously successful. And I think Safeway could do very well with a smaller store. Thank you.
COMMISSIONER PATILLO: Can we have a point of clarification here? I understood, Scott, you to say that we were going to get comments from City of Berkeley's transit committee by the deadline.
MR. MILLER: Mm-hmm.
COMMISSIONER PATILLO: This speaker has just said that they aren't valid.
MR. MILLER: The speaker was correct for the time that he heard that. That was on July 21st when this was presented to the Berkeley Transportation Commission. Since that time the city administrator in Berkeley has authorized the staff transportation planner to submit comments by the deadline on August now 16th. So Mr. Rubenzahl perhaps didn't have that information and that was the implied direction at the transportation commission, but that's since been superseded by the city administrator's direction.
MR. RUBENZAHL: But what you just said was that the transportation officer is going to submit comments, not the city council. There's lots of other comments that should be made by the city council with regard to not just transportation but other impacts as

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well. So I would implore you to take that into account and to extend the period. Thank you.
COMMISSIONER COLBRUNO: Sir, could I ask you a question?
MR. RUBENZAHL: Certainly.
COMMISSIONER COLBRUNO: I know you don't have the DEIR in front of you, but I'm just looking because I care very much about the bicycle stuff. The stuff that's in here is not sufficient? Is that --
MR. RUBENZAHL: You know, I looked for it. I didn't see a thorough discussion, and I certainly didn't see any counts. And I looked on the internet as well on the Oakland website, and I couldn't find any counts, I couldn't find any information about accidents. And so that's why I'm speaking to that. So I think it should be thoroughly vetted, obviously.
COMMISSIONER COLBRUNO: If you get a copy, it's on 4.330. You may want to submit comments on it.
MR. RUBENZAHL: 4.330. I would be happy to. 4.330. Thank you.
MS. MAY: Hello. Thanks for your patience. I'm Julia May. I live in Berkeley a block from Safeway on College, right smack on College Avenue. I'm already affected -- my health is affected by the air quality and we really need it to get better

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instead of worse. There's a baby that lives upstairs. There's a large number of children who live in the neighborhood. My first protest is that I received no notice at all about the EIR coming out and the only reason I found out about the comment was because Vance called me last week.

So I think that the city needs to require Safeway to send notices to all the people in Berkeley, not just in Oakland, who are impacted. I'm very close, I walk in the neighborhood, I live in the neighborhood, and I need to have a 45-day comment period as well as everybody else.

So I think the comment -- the draft needs to be recirculated after Safeway provides notice to everybody in the neighborhood.

I'm an engineer. My work is air-quality analysis. I've done my best to look at the EIR in the short time that I've had available. You should know that even your Web site doesn't appear to provide it. I looked at the page that has City of Oakland environmental review documents. It lists College Avenue Safeway initial study -- excuse me, I'm losing my voice -- and notice of preparation of draft EIR. Those are both 2009 documents. You may have the new EIR on some page elsewhere, but on your main page it's

not listed.

So the only way that I could get it was today it was given to me by somebody in this room. I've done my best to take a look at it. It appears to be substandard in its ability to -- in its evaluation of air-quality impacts, which is the biggest concern that I have, cumulative air-quality impacts in particular is in the air-quality section on page 4421 is about a quarter of a page. They don't seem to get the concept. They say that because there are no significant air-quality impacts from the project, therefore there are no cumulative impacts from the project. So they don't seem to understand that cumulative impact analysis is a matter of adding the project's impacts to the other impacts. So that's incorrectly done. As well as the other pages on construction and on project impacts from traffic they find no significant impacts. It doesn't appear to be credible. I would like to have a 45-day comment period to look at this in detail and submit written comments.

I have a couple of other comments. I'm very concerned about crime as well. Right now there's an open parking lot. With a new parking garage added, I'm concerned about safety and crime. An Ohio State

University found there were 1400 crimes a day in the U.S. in parking garages and another crime-prevention website found that one of 12 rapes occur in parking garages. Parking garages also have lower standards for seismic quality. Even if they're meeting the building codes, they're not held to the same standards as other buildings. And we have to be very worried about that with the Hayward fault so close.

I also want to mention that Safeway is already harming our local businesses. We don't have to wait to find out if they're going to harm them; they're harming them already. They closed the parking -- the gas station that was a repair station that people used. They've now taken over Chimes. And they're trying to buy out the other stores. And we believe that you should stop them from doing this because you need to make a decision as the city about whether the project can go ahead rather than letting them go ahead and piecemeal the project ahead of time.

So I'm also concerned about bicycles. And one other quick thing. There's a statement in the East Bay Express from Oakland Grown; it's a local sustainability project. They say out of every hundred dollars spent at local independent stores, $68 stays in the community. That's 58 percent more than with

chains. We want our money and our economics to stay local. Safeway's not going to do that. We don't want our air quality to get worse. The DEIR is substandard. We have not been given notice and we have not had the period of time to provide our comments. And those are serious legal deficiencies in the project. Thank you very much for your consideration.

MR. BUTTRICK: I had two ceders; I don't know if they're still here, Rita Brennar (phonetic) and Mauricio Bustos (phonetic).

UNIDENTIFIED FEMALE SPEAKER: Rita's here. I don't know if Bustos is here.

MR. BUTTRICK: Good evening, Commissioners. I'm Jerome Buttrick. I live about a block from the site with my wife and two children. And in the spirit of Stu's substantial evidence, I'd like to offer my broader comments on the alternatives in the report and the DEIR.

In a relevant CEQA case to this one and many, it is explained that the agency, not the applicant, is charged with, quote, the task of determining whether alternatives are feasible, end quote. In the public-resources code, it states that, quote, the circumstances have led to the applicant in

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the planning stage to select the project for which approval is sought and to reject alternatives which cannot be determinative of their feasibility. The lead agency must independently participate, review, analyze, and discuss the alternatives in good faith, end quote.

This DEIR purports to propose five alternative projects. Supposed alternatives three and four are really no alternatives at all. They simply call for the full-sized proposed project with only a different driveway arrangement. Alternative five is a no-project alternative. In sum, there really is not much here in terms of alternatives and yet what is here is really not given its adequate due.

So let's consider alternatives 1A and B. Alternative 1A would substitute some rental housing for some retail space, but the project would still occupy almost 56,000 square feet and still impose significant, unavoidable impacts, traffic problems and zoning issues. Fatally it proposes a store double the existing size so the traffic picture and the economic impacts in the neighborhood are not reduced.

Alternative 1B on page 5-10 on the other hand would contain a reasonably sized neighborhood store of 30,000 feet, more than one third larger than

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the current store. Although the EIR incorrectly puts that figure at 20 percent larger and as it wrongly assumes a 25,000-square-foot baseline from the existing store as you heard from Ellen earlier, alternative 1B goes on to propose 54 units of senior housing mostly on Claremont. This would be good for the demographics of the neighborhood and six commercial spaces bounding College. This is the most mixed-use proposal and it garners one full half a page in the entire document.

We are told that it does not suit the project objectives, but these are the applicant's not the city's objectives. We're told that because it does not have the walk-through from College to Claremont it is less pedestrian, but there is no adequate objective information comparing how a mix of senior housing retaining existing stores, adding some new ones, keeping a reasonably sized market, might make for a good pedestrian neighborhood. We do not know how it would work with the zoning.

Now, the EIR dismisses this alternative because in the end housing or offices, some of the key tools that add to the urban mix, are off the table with this applicant. Yet from the city's objectives, however, this alternative should merit more study.

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Next, alternatives 2, 2A and 2B are the reduced-size alternatives. Alternative 2 would limit the development to one story but still proposes an outside market of 40,000 feet. Impacts would be much the same as the proposed project.

Alternatives 2A and 2B, pages 513 and 14, which would provide respectively for a 35,000-square-foot project and a remodeled market of 25,000 square feet with an additional small restaurant, present real alternatives and stand -- are the present real alternatives that stand the best chance of addressing, if only partially, the zoning issues and the admitted traffic effects of the current proposal. But in the assessment, the DEIR rejects 2B described as the environmentally superior alternative on page 563, and it does the same for 2A for very similar reasons. Since the applicant's main objective is expressly a large Safeway, any purported alternative that does not allow a large Safeway is preordained to fail.

This type of sham analysis of alternatives does not comport with CEQA. One hopes that the city can weigh a more comprehensive range of products to Safeway's customers and a more efficient shopping area configuration to eliminate pinch points against the

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creation, preservation, and enhancement of the special character of the neighborhood as provided in the city's zoning regulations.

According to CEQA case law, the city may not avoid an objective consideration of an alternative only because the applicant may have made substantial investments hoping for approval of its preferred project. And to the extent that the city rejects the environmentally superior alternative as unfeasible, the city must demonstrate additional costs or lost profits so severe that the project is impractical. There is no such evidence in this document.

This is an important location. There are certainly other alternatives that have not been given their due because of the applicant's process and the applicant's preoccupation with a large store --

CHAIRPERSON TRUONG: Excuse me. Do we have one more person ceding time? Thank you.

MR. BUTTRICK: This EIR should be withdrawn and rewritten and recirculated. I thank you for your comments and for your patience.

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CHAIRPERSON TRUONG: Next speaker.

MS. DORNBRAND: My name's Laurie Dornbrand. I live in Berkeley about a mile from the Safeway. And I'd like to comment specifically on the discussion of

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the reduced-size alternatives that appear in the DEIR report on pages 5-11 and 5-12. These are the alternatives known as alternative 2. I think I may be echoing the comments of the previous speaker, but on these pages the report acknowledges that the proposals in alternative 2 for a smaller-sized project would mitigate the transportation problems. But it then goes on to say that these alternatives wouldn't accomplish Safeway's primary objectives. It enumerates Safeway's objectives at length. Frankly, it sounds like it could have been written by Safeway's PR department and after hearing Mr. Handa I guess maybe it was.

But we the members of the community have been told that we can't make land-use arguments, we can only focus on issues in the report like traffic and air quality. But the report essentially makes land-use arguments when it accepts Safeway's assertions. It repeats these assertions without any analysis. That doesn't seem fair. The main assertion the report makes is that Safeway can't provide the comprehensive services it's proposing in a smaller-size store. Why is that size not questioned? Over and over the community's pointed out that many or all of these comprehensive services are provided by

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Safeway in significantly smaller stores than Safeway's insisting on here. So how come Safeway's arguments are accepted unchallenged in this report without any attempt at analysis? That doesn't seem fair.

This is the third of these meetings I've attended and I've heard numbers of people speak in favor of Safeway's proposal, but I don't think I've heard any of them insist that the new store has to be as large as the plan. Indeed, one of the people who spoke for Safeway at the last meeting admits privately that he thinks it's too big. I have a speaker Nancy (inaudible) who ceded me time.

CHAIRPERSON TRUONG: And Nancy, can you -- thank you.

MS. DORNBRAND: Again, a person who spoke for Safeway at the last meeting admits privately that he thinks it's too large. But he didn't challenge the size, nor did the planning department. Why? Because that's what Safeway wants, that's what Safeway demands. So does that mean that's what Safeway gets? It reminds me of that old TV commercial, where does an 800-pound gorilla sleep? Answer: Anywhere he wants. So I would like to see that size addressed and analyzed. Thank you.

MR. FOWLER: Pardon me. My name is Peter

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Fowler, I put a card in early this evening and somehow it's been missed.

CHAIRPERSON TRUONG: Go ahead, Mr. Fowler.

MR. FOWLER: Okay. Thank you.

CHAIRPERSON TRUONG: You can speak from there if you would like.

MR. FOWLER: I'm sorry?

CHAIRPERSON TRUONG: You can speak from there if you'd like in your handheld mic.

MR. FOWLER: I'm a resident of Oakland in a neighborhood near Safeway -- I'm sorry. I'm a resident of Oakland in a neighborhood -- in the neighborhood very close to Safeway. First I'd like to make a couple of observations about the people who have spoken. Most of the people who support Safeway here seem to have a financial interest in Safeway, and it's not a personal or neighborhood interest. On the other hand, the other folks, who are against it, are neighborhood people.

Secondly, I agree with most of what is said by the neighborhood people and I will not repeat that. What I would like to carry on is what the recent woman said about the air quality. It seems to me that if we double or triple the traffic -- first of all, I want you to visualize the size of this new Safeway. It's a

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wall essentially two stories high from Claremont all the way down to Berkeley. Now, if you increase the traffic west -- on College and then west of College by two or three times, the auto pollution will be tremendous and it will not be blown away like it can now through the parking lot and so forth. It will hit this wall and it will be then accumulated, sort of a trap of this automobile pollution. And for those of us, for anybody, this is certainty a health hazard, and particularly for those of us who have compromised breathing problems, and there are many besides me. I have polio, but there are many people who have trouble with this and that will be increasingly a problem if they put in this new Safeway. And I would like that to be addressed. Thank you.

CHAIRPERSON TRUONG: Thank you, Mr. Fowler. Do we have any other speakers?

MS. SIMON: Hi. My name is Mari Simon and I'm pretty stunned at all of the inaccuracies and inadequacies in the DEIR that people have been pointing out about traffic, because that also means that there are inadequacies and inaccuracies in the DEIR about noise and air pollution. And noise really reverberates in that area. Somebody had mentioned the recycling center. You could hear the noise from that

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center clearly like three blocks away. And now we're going to have an increase not just of cars and traffic but of trucks.

And also regarding parking, Berkeley has mentioned that one solution they might have to mitigate the parking problems would be to put resident-only parking stickers, and that's not two hours for residents; that's residents only. And those cars that used to park on Alcatraz and some of the Berkeley streets, that's now going to be Oakland's problem, so you can add that to one of the parking concerns.

And I guess that's it. But it's really hard to imagine that you guys would approve of such a big store in such a special neighborhood, the kind that you really couldn't recreate if you tried. Thanks.

CHAIRPERSON TRUONG: Do we have any final speakers?

MR. CHALIK: Good evening. My name's John Chalik, and I'm the property owner across the street that has been -- my tenants are Yasai Market and La Farine and Ver Brugge and Wood Tavern and Southie and Heartware and the Meadows flower stand. And I think I got them all for you -- oh, and Vino. So here we are. And I will remind those of you who were here at the

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scoping session that I spoke and my basic question to you was: How big is too big? We have the zoning, you heard how the zoning was created by the community. You know that a lot of effort went into that and a lot of effort has gone in since to preserve that zoning. So Safeway is an exception to the zoning. They have a grandfather privilege. I don't believe that that should be carte blanche, and I believe that part of the role of the planning commission is to make sure that the spirit of the zoning is honored and preserved. And I think it will make a big difference to our community if you could do that.

I'm not concerned about my tenants competing with Safeway in terms of their meat versus Ver Brugge, their croissant versus La Farine, their apples versus Yasai. We can compete product wise. But when you see a project that removes a lot of the street parking on College Avenue and you know that parking is used all the time, when you see a project that basically creates a wall, everybody talks about that stone wall that we all hate to look at and there may be some storefronts in there, but just consider the scale and the length of that wall and tell me that that wall isn't going to kind of close off the parking side of Safeway from our side of Safeway and if that won't

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discourage shoppers from crossing the street. Consider the fact that there's too little parking in this project. If you do your square-foot analysis -- do I have a --

UNIDENTIFIED FEMALE SPEAKER: Yes, we have two here, Leonard Schwab (phonetic) and Susan Schwab.

MR. CHALIK: Compare the square footage of the present store with the number of parking spaces, compare the square footage of the new store plus the additional retail. Those people need parking too, to the number of parking places that are added, and come to your own conclusion about whether it's adequate or not. These are the things that are going to make it hard for my people to stay in business, if customers can't drive to the place, find a place to park, and get in and out of there. And it won't be because they sell better products, it'll be because the design has the effect of making it more difficult for people to use the stores across the street.

We all agree that we need a new Safeway. The existing store is inadequate. We need a new Safeway. Let's have an alternative that's reasonable in size. Let's have an alternative that doesn't require such severe mitigations that are going to change the character of the neighborhood forever.

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Let's scale this thing down so that all these extra stoplights aren't needed. The stoplight at College and 63rd when there's already one at College and Alcatraz and another one at College and Claremont. Come on.

What do you think is going to happen to College Avenue with all that traffic stopped, the buses stopped, the cars, the delivery trucks? There's nowhere else for that traffic to go. It's just going to be a parking lot. Air quality, all these issues. You're going to have people driving around the neighborhood looking for spaces because the Safeway lot will be full and it will be hard to get in and out of there. Think about all of the 63rd Street traffic that you're going to get because in order to get from Safeway to Alcatraz you've got to go through all those extra stoplights. You're not going to do that. You're going to turn right on Hillegass and you're going to turn left on 63rd. You've got a straight shot in there. So I mean, this is commonsense stuff. You can look at all the numbers. You can look at 1300, 1400 pages of report and decide for yourself whether it's going to work or not, but common sense will tell you that this needs more work, this is not going to work the way it is, and the community

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deserves a lot better and they can do a lot better. They can build a little bit bigger store, they can design it better so it'll meet their needs. We're not trying to keep them from pursuing their own goals, but they haven't met us one inch the whole time. There's not been one conversation in which we could talk about what would really work for all of us. And that's where we need your help to make sure that this thing doesn't have to be all or nothing. It has to be somewhere in there that's reasonable and it's got to have a lot less mitigation that's going to change the character of Rockridge. Thank you.

CHAIRPERSON TRUONG: Thank you, Mr. Chalik. Do we have any more speakers in the queue?

MR. PETERSON: Good evening. My name's Kirk Peterson, you heard my qualifications last time. One I might add is I actually own and occupy a 1600-square-foot building on College Avenue, so I do know the neighborhood.

Last time I distributed some plans. This time we actually -- they've evolved some and we have a PowerPoint, but I don't know. Do you really want to look at a PowerPoint now? You're sure? Okay. Well, so we have the material. It's part of the record. And I guess we'll follow up with some written

comments.

My issue that is not addressed adequately that has not been brought up is the esthetics of the project. The contextual design is falling out of fashion. Lately there the current design to me -- a lot of contemporary design to me looks like appliances, and I'm not sure that's the right direction. So you can check out the plan. I mean, it's fairly similar to Safeway's, we actually whacked it since last time. But I guess we'll talk to you later. Thank you.

CHAIRPERSON TRUONG: Thank you.

MR. PETERSON: I'm sorry. This is another speaker. This product was done -- project with student interns who are learning about architecture in the real world. And they sat through this very long meeting. This is Vicente Patino.

MR. MICENOS: So I understand that this is mostly about the environmental impact report, the draft report, and this has to do with not necessarily the merits of the project. But I do think more attention needs to be paid not necessarily to the traffic project, I know that's very important and that a lot of people have opinions on that, but also on the fact that this neighborhood is a very old one and that

it has a lot of history and a lot of people who are very entrenched and very rooted in this neighborhood and are active in keeping it alive and active in keeping it, you know, historical and very esthetically pleasing.

And so although this design has its merits, and that can be discussed later, I do ask that some consideration be placed on other proposals, not necessarily, you know, the fact that this proposal that I've been working on which has already been submitted to the council and all that, but that other alternatives that also address environmental issues, esthetic issues, and issues that go beyond the scope of parking and pedestrian access also be considered.

And so I thank you for your time, and if there are no other speakers, I know it's not my prerogative, I wish you all a good night. Thank you.

CHAIRPERSON TRUONG: Thank you, Vicente. Do we have any other speakers in the room tonight?

MR. MILLER: I'm going to go ahead and call the rest of the cards we have. Again, some of these people may have already spoken, but if you've got

another card in you're welcome to speak again just in case you haven't come up.

Michael Rosenthal, Robert Muller, Paul Boise, Gary Barge, Stan Peasle, Kate Fitzgerald, Toby Taylor, Scott Hoffmeister, Robin Bishop, Bo Pack, Mark Sweeney, Neil Perry, Lou Fisher, Jason Debrandefel -- sorry about that pronunciation -- Carl Davidson, Alex Naughton, Neil Shorstein, Ian DeYoung, Vincent Patino -- I don't know if that's -- he may have just spoken. Ella Harding, Joe Starkey, Ann Rosenberg, Bob Muller, that's the second Bob Muller, Oram Guerrer, Claudine Jones, David Bell, Nancy Kisentistra -- again, sorry about that, Leonard Schwab, Alexandra Lee, Colin Hammond, Lauri Williams, Rich Wood, Tony Valadez -- he may have spoken -- Tamara Perrine, Linda Jordan, Jane Grogan, Kevin Bohm, Zack Unger, Tim Wong, Dane Griffith (all phonetic spellings). Sanjiv Handa.

Sanjiv, did you want to go again? You can combine your July 20th and tonight into two?

MR. HANDA: Sure, that's fine. For the record, I'm Sanjiv Handa, East Bay News Service. First and foremost, we need to realize something out of tonight that the Oakland City Council has been hiding from and the city government has been hiding

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from, and that is that in Oakland even the simplest projects become a dividing wall. And that is because there are no procedures in place. The city council members, even some of them who have been on the council for 14 and 16 and 18 years, could not tell you some of the basics of how the public process works.

In 1993, in the tenure of Mayor Elihu Harris, this city undertook its first general-plan review in 37 years. Most cities update their general plan every five years. And for Oakland to do it they had to add a surcharge to every development application because Oakland had no money back then. From 1993 through 2011, for 18 years, that money has been collected and even the council members have been rebuffed the few that have dared to speak out publicly, such as former council member at large Henry Chang, because they couldn't get an accounting of where this money was going. Henry Chang is an architect, among other things. And when finally a report was produced and he challenged development director CLAUDIA Cappio, he said, I am an architect. I know what goes for a general plan, I know what goes for ordinary expenses. There is all this money that has been misused.

He went off the council shortly after, there

was a big hush-up, they couldn't find the files. They couldn't even locate the printout that I'd asked for accounting for the total revenues. Then you get to all these environmental impact reports and the city's Sunshine Ordinance, enacted in -- God, how long ago -- 1997, April 14th of 1997, the only piece of legislation in Oakland's 150-plus-year history was passed by a yes vote of 12 council members, not because somebody voted twice but because three of the council members turned over in January of 1997 for the second reading.

And so what we have in this process again today is the basis for what's going to be another lawsuit. The community's going to raise money, it's going to go to the lawyers, we're going to go through a process where we're going to end up with more litigation and a delay in the project. It happened with the zoo, it happened with other things. What do we do to fix this process? is the question you need to ask.

And the final thing I'll say is because I'll be definitely sending a letter to the city attorney for action is that many of the things that have taken place today through the procedures manual if there had been training done, if all of these basics had taken

place, we might not have the mess we had on July 20th and some of the comments that we had today. Thank you.

CHAIRPERSON TRUONG: We'll bring it back to the Commission.

Commissioner Colbruno, would you like to start us off with comments/additions for the draft EIR?

COMMISSIONER COLBRUNO: I think we've heard sufficient comments. I've certainly taken note and I appreciate everybody's comments tonight. I apologize if mine were taken a little out of context. But for those who stayed on the message I think great, I took a lot of copious notes and will make sure those are included in the DEIR.

CHAIRPERSON TRUONG: Commissioner Whales?

COMMISSIONER WHALES: My comments are just very brief. They're just really concerning the inconsistencies. As of right now even myself, and I've been in planning for about 14 years, I had a difficult time getting through DEIR because there were so many inconsistencies between the numbers themselves. I even consulted with one of our traffic engineers to see if we could model the same actual numbers that they had for their counts without

actually physically going out there and counting ourselves.

So I do believe that there are some inconsistencies and they need to be explored and analyzed further, that's for sure. But in the interest of time I will draft a letter and provide my comments in writing regarding the DEIR.

CHAIRPERSON TRUONG: And just to note, that Commissioner Whales' comments in the DEIR will be included in the final EIR; you will see those comments.

Commissioner Patillo?

COMMISSIONER PATILLO: I had a list of comments and I think most of them have been addressed, and anything else I can put in writing as well.

CHAIRPERSON TRUONG: I would just add that I agree that the economic impacts are important and we should figure that out here. On its impacts to jobs, revenues, even on some of the social impacts of housing, I've seen it before in some other EIRs and I think it's merited here in this instance. I also want to note that I too have been taking copious notes and whenever I'm looking down, that's what I'm doing for the most part.

I will be reading all the EIR comments that

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are submitted, and thank you again Safeway for submitting a lot of those comments in writing, and we'll take a look at those. And then anyone who wants to send us e-mails in the meantime in addition to filing it with the staff is invited to do so. We will read them, I promise you.

And so with that I think we are ready to close this tonight.

MR. MILLER: I would note again, as you mentioned, that the final EIR will include the comments that were made tonight as well as those in writing at the end of the comment period. Many of them that have commonalities and have spoken to the same issue will be addressed as a group essentially response. And this will likely come back several months from now, again depending on how many additional comments we get in the written period. It will take several months for the city to respond to these comments and bring it back to the Commission.

CHAIRPERSON TRUONG: Thank you.

MR. MILLER: Again, a reminder that the comment deadline is extended, because of a city furlough day, to Tuesday, August 16th, at 4:00 p.m.

CHAIRPERSON TRUONG: Thank you. And we'll

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stick with that date. And anyone who has parked in the Clay Street parking and hasn't gotten validated should come up and get validated. So we are done with that item, and let's move on to the approval of minutes.

(Whereupon, the proceedings adjourned at 11:18 o'clock p.m.)

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STATE OF CALIFORNIA)
)
COUNTY OF SAN FRANCISCO)

I, MARY DUTRA, a Certified Shorthand Reporter of the State of California, do hereby certify that the foregoing proceedings were reported by me, a disinterested person, and were thereafter transcribed under my direction via computer-aided transcription, and is a true and correct transcription of said proceedings.

I further certify that I am not of counsel or attorney for either or any of the parties in the foregoing proceedings and caption named, nor in any way interested in the outcome of the cause named in said caption.

Dated the 22nd day of August, 2011.

_____
MARY DUTRA
CSR No. 9251 (California)

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Response to Comment E-1

The comment consists of introductory remarks explaining the purpose of the public hearing on the DEIR. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-2

The comment announces a one-day extension to the public review period and explains the procedure for calling speakers during the public hearing. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-3

Regarding the requested extension of the comment period, a 45-day comment period was provided, consistent with the requirements of Section 15105(a) of the *CEQA Guidelines*. As noted during the public hearing (which is not required by CEQA, but which the City held to maximize the opportunity for the public to submit comments on the adequacy of the DEIR, and subsequently held a second hearing), a one-day extension to the public review period was granted to compensate for a furlough day at the City offices. While the public review period occurred during summer months, the City does not suspend business during summer months, nor is there any requirement under CEQA to adjust a public review period based on the time of year during which it is held.

The comment states that the DEIR is inadequate because it does not address traffic impacts of the separate proposed Safeway project located at Broadway and Pleasant Valley Avenue. However, as discussed in more detail in Response to Comment B-4-12, the DEIR did factor in this other Safeway project, and that project is reflected in all of the intersection level of service calculations and results summarized in Section 4.3 of the DEIR.

Please see Master Response M-5 for discussion of traffic intrusion on residential side streets.

The comment states that the DEIR does not seriously evaluate possible alternatives. Please see Responses to Comments C-10-8, C-10-9, C-10-10 to address this comment.

Taking into consideration the responses referenced herein, the commenter has not demonstrated an inadequacy of the DEIR, and there is therefore no reason to rewrite and recirculate the document, as stated in the comment.

Response to Comment E-4

The comment claims that the DEIR does not discuss, as required by CEQA, the land use and zoning impacts of the project or provide supporting evidence. The comment also states that the project exceeds the size allowed by the C-31 zoning, and fails to satisfy the required findings for approval of a Conditional Use Permit (CUP). The comment also states that the project's size does not fit the zone or character of the neighborhood. These comments are addressed in Master Response M-9.

Response to Comment E-5

Regarding the potential economic impacts of the project, please see Master Response M-6.

Response to Comment E-6

The DEIR does not disregard the effects of the project on aesthetics or neighborhood character. These issues are evaluated on pages 4.1-11 and 4.1-12 (Impact LU-2) and 4.2-13 through 4.2-16 (Impacts AES-1, AES-2, and AES-3). Please also see Master Response M-9 for additional discussion.

Response to Comment E-7

Please see Response to Comment C-39-1 for discussion regarding project objectives.

Response to Comment E-8

Regarding traffic intrusion on residential side streets, please see Master Response M-5.

Response to Comment E-9

Please see Master Response M-3, which contains an expanded parking analysis. Also see Master Response M-2 regarding Saturday peak hour analysis. Please also see Response to Comment C-180-5 regarding Saturday football traffic.

Response to Comment E-10

Protection of the zoning district is achieved through compliance with the development standards and other zoning regulations promulgated in Chapter 17.32 of the Oakland Planning Code. As demonstrated in the Initial Study, Chapter 4.1 of the DEIR, and Master Response M-9, the project would be consistent with the applicable zoning regulations, with the exception of a requested variance to the parking requirements. Regarding the economic impacts of the project, please see Master Response M-6.

Response to Comment E-11

As stipulated in Section 15126.2(a) of the *CEQA Guidelines*, "(i)n assessing the impact of a proposed project on the environment, the lead agency should normally limits its examination to changes in the existing physical conditions in the affected area . . ." More specifically, "(e)conomic or social effects of a project shall not be treated as significant effects on the environment." (Section 15131(a).). However, economic or social effects of a project may be considered when they could lead to indirect significant effects on the environment. Please see Master Response M-6 for a summary of an economic study that was prepared on the potential effects of the project.

Response to Comment E-12

Regarding the potential economic impacts of the project, please see Master Response M-6. With respect to the project's effect on the lifestyle of the neighborhood, the proposed project is a use that is explicitly allowed under the applicable zoning regulations for the site, subject to approval of a Conditional Use Permit. As discussed in detail in Master Response M-9, as part of the CUP process, the Planning Commission will be required to make findings that the project will not detract from the character desired for the area, and that it will be compatible with and will not adversely affect the livability or appropriate development of abutting properties and the surrounding neighborhood, among other required findings. The project will be a continuation of a long-established use on the site, and there is no evidence that the proposed expansion will adversely affect the lifestyle of the area's residents.

Response to Comment E-13

The comment indicates that the commenter has provided the Planning Commission with copies of a study he conducted on property and sales taxes. The report is included as an attachment to Comment Letter C-4. Please see Responses to Comments C-4-1 and E-11 for further discussionof the economic effects of the project. The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-14

Regarding blight, decay, and other secondary economic effects, please see Master Response M-6. Regarding cumulative impacts, the City's approach to the cumulative impact analysis is explained on pages 4-5 to 4-6 of the DEIR. Cumulative land use impacts are addressed on pages 4.1-13 to 4.1-14 of the DEIR. Cumulative visual impacts are discussed on page 4.2-16 of the DEIR. Cumulative traffic impacts are addressed on pages 4.3-81 through 4.3-99 of the DEIR. Cumulative air quality impacts are addressed on page 4.4-21 of the DEIR. As discussed in more detail in Response to Comment B-4-11, the model used to calculate the project's greenhouse gas emissions includes planned regional growth, and as such, is a cumulative analysis. Cumulative noise impacts are addressed on pages 4.6-19 through 4.6-20 of the DEIR. Cumulative impacts were also taken into consideration in the evaluations of impacts to environmental resources that were focused out of the EIR by the Initial Study.

Response to Comment E-15

Regarding the economic impacts of the project, please see Master Response M-6. Regarding the project's consistency with zoning, please see Master Response M-9.

Response to Comment E-16

The comment consists of a Planning Commissioner asking for identification of court cases discussed in Responses to Comments E-14 and E-15. The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-17

The comment consists of a Planning Commissioner requesting the commenters in the public hearing to restrict comments to those addressing the adequacy of the DEIR or suggesting new alternatives or mitigation measures to avoid significant impacts, consistent with the requirements of CEQA. The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-18

In developing alternatives to a proposed project, CEQA suggests that alternatives be feasible, meet most of the basic objectives of the proposed project, and avoid or lessen one or more significant impacts of the project. A lead agency must often juggle these priorities, and trade-offs are often required. The comment identifies some of the shortcomings in some of the alternatives evaluated in the DEIR. As noted, the development regulations for the C-31 zoning district state that open parking areas shall not be located between the sidewalk and a principal building (Planning Code Section 17.33.050(A)(12)). This section of the code also states that access to parking and loading facilities through driveways, garage doors, or other means shall not be from the principal street when alternative access is feasible from another location such as a secondary frontage or an alley. Each of the alternatives referenced in the comment includes an

entrance driveway on College Avenue, and therefore would not comply with this provision of the Planning Code.

In the case of Alternative 1B, there is no parking along College Avenue, and the principal building extends to Claremont Avenue at the Safeway level, as shown on DEIR Figure 5.2. While ground-floor parking extending to the sidewalk along Claremont Avenue would be located below the Safeway, it wouldn't necessarily be located between the sidewalk and the principal building because the building would extend to the sidewalk. The parking wouldn't be "open" because it would be located underneath the Safeway building.

In the case of Alternative 2a, shown on DEIR Figure 5.2A, the parking is not between the sidewalk and the principal building because the office/retail building would be located adjacent to the sidewalk, and the parking would therefore be located between two buildings. In the case of Alternative 2b, shown on DEIR Figure 5.2B, one interpretation is that the parking isn't between the sidewalk and the principal building because the principal building would be located adjacent to the sidewalk on College Avenue. If the restriction would apply to Claremont Avenue as well as College Avenue, then the alternative could conflict with the code provision regarding open parking.

The strict interpretation of the Planning Code will be up to Planning staff, the Planning Commission, and possibly the City Council. It is a separate and distinct process from the environmental review that is the subject of this EIR. The purpose of the alternatives chapter of the DEIR was to identify feasible alternatives to the project that meet the criteria listed at the beginning of this response. As noted in the comment, some of the alternatives would or could conflict with one or more Planning Code regulations. If a particular alternative were selected for implementation by the decision makers, it would be subject to refinements to the conceptual design presented in the DEIR to render it more compliant with the applicable zoning regulations. It should be noted that *CEQA Guidelines* Section 15126.6(f)(1) states that among the factors that may be taken into account when addressing the feasibility of alternatives are site suitability, economic viability, availability of infrastructure, general plan consistency, other plans or regulatory limitations, jurisdictional boundaries, and whether the proponent can reasonably acquire, control, or otherwise have access to the alternative site, but stipulates that no one of these factors establishes a fixed limit on the scope of reasonable alternatives. Thus, while the potential conflicts with some zoning regulations are acknowledged, they do not necessarily form the sole basis for rejecting these alternatives from further consideration.

Regarding the points about the CUP findings and setback requirements, the alternatives are defined by conceptual plans that lack details that would allow for a detailed analysis of zoning consistency, and which could be modified to be more in conformance with zoning requirements without necessarily altering the fundamental attributes of the alternatives.

The comment notes that the ground-floor residential use in Alternative 1b is not allowed under the current CN-1 zoning and states that the alternative could not satisfy the required findings for a Conditional Use Permit. As explained in more detail in Master Response M-9, the previous C-31 zoning was grandfathered in by ordinance and is the applicable zoning for the proposed project. However, even under CN-1 zoning, the ground-floor residential use would generally be allowed. Table 17.33.01 identifies permanent residential dwellings as a principal permitted use in the CN-1 zone, with ground-floor residences subject to a Conditional Use Permit. Approval of the CUP is contingent upon the residential development conforming with the five criteria, or findings,. However, a limitation (L3) is listed in the footnotes to the table, where it is noted that Section 17.33.040 applies to new ground-floor residential facilities. Section 17.33.040 includes Table 17.33.02, which includes limitation L2 for multi-family dwellings. This limitation stipulates that construction of new ground floor Residential Facilities is not

permitted except for incidental pedestrian entrances that lead to one of these activities elsewhere in the building. Thus, the commenter is correct that ground-floor residential uses do not appear to be permitted in the CN-1 zone. The alternatives were developed at a conceptual level to avoid significant impacts of the project, but have not been designed in detail, nor evaluated in detail for conformance with all applicable zoning regulations, which would occur as a separate process from environmental review. Regarding the findings required for a CUP, please see Master Response M-9.

Response to Comment E-19

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-20

The comment does not directly address the adequacy of the DEIR, and no response is necessary. The comment raises a number of socioeconomic issues, which are addressed in detail in Master Response M-6.

Response to Comment E-21

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-22

The comment explains the shopping habits of the commenter, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-23

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-24

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-25

The comment notes that no City funds would be required to develop the proposed project. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-26

As noted in the comment, the DEIR provides an extensive analysis of the potential traffic and transportation impacts of the proposed project. This Responses to Comments document provides additional information and clarification on the traffic analysis.

Response to Comment E-27

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-28

The comment states that the DEIR is lacking "the policy statement maintain and enhance." It is presumed the commenter is referring to the General Plan discussion on the intention of the Neighborhood Center Mixed Use land use classification assigned to the project site. The General Plan statement reads: *"The Neighborhood Center Mixed Use classification is intended to identify, create, maintain and enhance mixed-use neighborhood commercial centers. These centers are typically characterized by smaller scale pedestrian-oriented, continuous street frontage with a mix of retail, housing, office active open space, eating and drinking places, personal and business services, or smaller scale educational, cultural or entertainment uses*." For a discussion on how the project would be consistent with this policy statement, please see Master Response M-9. The comment states that this policy statement is not included in the DEIR. However, it is discussed on DEIR page 4.1-3, which is part of a larger discussion on land use planning policies presented on pages 4.1-2 through 4.1-10.

Response to Comment E-29

The comment speaks to how the proposed project would fill in the project site along College Avenue, now dominated by a former gas station, parking lot, and blank stone wall of the existing Safeway, with pedestrian-oriented retail development. The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-30

The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-31

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-32

Please see Response to Comment B-1-16 regarding mitigation of impacts on 63rd Street due to the proposed project. See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street.Please also see Master Response M-1 regarding expanded trip generation and traffic sensitivity analysis.

Response to Comment E-33

The commenter summarizes the results of an economic impact study of the project conducted by the commenter, which concluded that the project would not cause urban decay and blight. A subsequent urban decay study was performed by a different consultant, the results of which are summarized in Master Response M-6, and which reached the same conclusion as the previous study referenced in the comment.

Response to Comment E-34

The analysis on land use impacts presented in Section 4.1 of the DEIR concluded that the proposed project would not result in a fundamental conflict with existing land uses in the project vicinity, nor would it displace any existing land uses, although it would develop a former gas station site at the northeast corner of College and Claremont avenues. There is no reason why the commenter cannot continue to play basketball and walk his dog. See Response to Comment E-35, below, for a discussion of the potential effects on traffic on Lewiston Avenue. With respect to the project's impacts on pedestrian safety generally, please see Master Response M-4.

Response to Comment E-35

As described in Response to Comment C-99-2, project-generated traffic is not expected to use Lewiston Avenue because a barrier prohibits travel between Lewiston and Alcatraz Avenues. In addition, parking on Lewiston Avenue is limited by residential parking permit which would discourage project employees from parking and the street is located away from the store entrance discouraging customers who need to carry groceries from parking on the street. Please see Master Response M-3 for further discussion of parking.

Response to Comment E-36

The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-37

The comment expresses support of the proposed project, but does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-38

The comment expresses support for Alternative 3, which would consist of the proposed project without vehicular access to or from the site via College Avenue. The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-39

Regarding the requested extension of the comment period, a 45-day comment period was provided, consistent with the requirements of Section 15105(a) of the *CEQA Guidelines*. As noted during the public hearing (which is not required by CEQA, but which the City held to maximize the opportunity for the public to submit comments on the adequacy of the DEIR, and the City subsequently conducted a second public hearing), a one-day extension to the public review period was granted to compensate for a furlough day at the City offices. While the public review period occurred during summer months, the City does not suspend business during summer months, nor is there any requirement under CEQA to adjust a public review period based on the time of year during which it is held. Public noticing on the completion and availability of the DEIR for public review and comment was made in accordance with the requirements of Sections 15085 and 15087 of the *CEQA Guidelines*. Please see Response to Comment C-156-3 for additional details.

Response to Comment E-40

Please see Master Response M-3 for an expanded parking analysis.

Response to Comment E-41

Please see Master Responses M-1 and M-5.

Response to Comment E-42

Please see Master Response M-4 regarding pedestrian safety. Also see Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street, thus enhancing pedestrian safety at this intersection.

Response to Comment E-43

Please see Master Response M-4 regarding pedestrian safety. While the proposed project would increase traffic volumes, it would not double the existing volumes as stated by the commenter. In fact it would result in an approximately 10 percent increase over existing conditions.

Response to Comment E-44

The comment consists of a Planning Commissioner requesting the commenters in the public hearing to restrict comments to those addressing the adequacy of the DEIR, and notes that many of the issues being raised by various speakers in the public hearing are addressed in the DEIR. The comment does not directly address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-45

The Planning Commissioner clarifies that the public hearing is not on the merits of the project, which the Commission will consider at a separate hearing, and requests the commenters in the public hearing to restrict comments to those addressing the adequacy of the DEIR. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-46

The comment consists of a Planning Commissioner requesting decorum and respect from the speakers in the public hearing. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-47

The comment consists of a Planning Commissioner noting that repetitive comments are consuming a lot of time, and requesting that commenters focus on comments not already presented. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-48

The comment makes the same point made in Comment E-47 and requests the City Attorney to confirm that once a comment is made, it will be addressed in the Final EIR, and there is no added value in hearing the same comment by 20 speakers. This is consistent with the requirements of CEQA, and represents an attempt to improve the efficiency and reduce the costs associated with the CEQA process, while fully satisfying the intent and requirements of CEQA.

Response to Comment E-49

The comment consists of the City Attorney explaining the purpose of the public hearing, and how the public comments provide a basis for exploring whether the analysis presented in the DEIR is adequate, or if additional analysis needs to be performed and presented in the Final EIR. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-50

The comment consists of the Planning Commissioner clarifying his question for the City Attorney, initially presented in Comment E-48. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-51

The City Attorney confirms that there is no added value in hearing the same comment repeated by numerous speakers. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-52

The Planning Commissioner repeats the point made in Comment E-48 and suggests to the audience that a speaker ask for a show of hands by people who agree with the comment, and that that will give the Planning Commission an idea of how important the issue is to the community, while reducing the number of people who will make the same comment. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-53

The comment provides suggestions for enhancing the pedestrian orientation of the project and making the Safeway entrance more readily identifiable. The proposed plans are still at a conceptual level, and details of design will be refined during the entitlement and design review processes, which are separate from the environmental review that is the subject of this document.

The pedestrian walkway would achieve some of the function being requested in the comment. It would be a readily identifiable entrance into the project site, with a secondary Safeway entrance prominently located at the College Avenue entrance to the pedestrian walkway, further distinguished by an entry tower with an exterior of glass and wood composite paneling. The intent is for a pedestrian-oriented development, which would be compromised by mixing autos and vans into a pedestrian walkway or plaza. In addition, pedestrian safety would be compromised by such a design.

The main Safeway entrance was designed to integrate with the row of retail shops and be compatible in scale with adjacent development, while still providing a readily identifiable entrance. As depicted in the renderings on Figure 3-15 of the DEIR, a small hanging sign, consistent with other signage on College Avenue, would identify the store entrance, while a more prominent Safeway sign would be displayed in the glass windows at the second-story level.

The comments speak to design details, and not to the adequacy of the DEIR. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Response to Comment E-54

The comment states that the Safeway store serves an important function in providing a wide range of affordable food in one consolidated location. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-55

The comment expresses support for the enclosed parking of the proposed project as opposed to the surface parking that is retained by the alternatives. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-56

The comment states that the amount of parking proposed is insufficient for the proposed project. As noted in Response to Comment A-2-2, the proposed project has incorporated a number of design features intended to reduce parking demand. Nevertheless, the DEIR identifies a parking deficit and acknowledges that project customers and employees would seek on-street parking when project parking facilities operate at or near capacity, which would result in higher on-street parking occupancies. See Master Response M-3 for a detailed analysis of parking, including the methodology used to derive parking demand estimates.

Response to Comment E-57

As noted in Response to Comment C-178-5, the informal carpool would not be interfered with during project construction or operation. See Master Response M-3 for an expanded parking analysis.

Response to Comment E-58

Please see Response to Comment E-56. Also see Master Response to M-3 for an expanded parking analysis, and Master Response M-5.

Response to Comment E-59

Please see Responses to Comments C-15-3 and C-180-4 for information regarding university developments and football games. The DEIR did analyze cumulative development, as explained in Response to Comment B-1-6. See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and prohibits left-turns to and from 63rd Street.

Response to Comment E-60

Please see to Responses to Comments E-58 and E-59, and Master Response M-5 regarding traffic intrusion in residential streets. See also Chapter 2 of thie FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left turns to and from 63rd Street, thus reducing project-generated traffic on 63rd Street.

Response to Comment E-61

The comment references three required findings for approval of a Conditional Use Permit and implies that the project would be inconsistent with those findings. Actually, the DEIR states on page 3-26 that the project would require approval of four, not three, Conditional Use Permits—one each for: general food

sales, alcohol beverage sales, size in excess of 7,500 square feet, and driveways on College and Claremont avenues. This discussion omitted a fifth CUP, required for restaurants in the C-31 zoning district. Please see Master Response M-9 for a detailed discussion of how the project conforms with the required findings.

Response to Comment E-62

The comment states that the DEIR does not address the findings required for approval of a Conditional Use Permit or evaluate the project's consistency with those findings. The comment also states that the size of the project is ten times the area allowed by the site's zoning. These comments are addressed in Master Response M-9.

Response to Comment E-63

The comment takes the position that the proposed project would have fewer impacts than the no-build or no-project alternative, and states that pedestrian safety and transit access would be improved with the project. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-64

The comment asserts that the fourth bore in the Caldecott Tunnel, currently under construction 1.9 miles to the east of the project site, will have much greater traffic impacts on the local street network than the proposed project. Evaluation of the traffic impacts of that project was the subject of a separate EIR, and is beyond the scope of the current EIR. However, the comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-65

The commenter submitted these comments as Comment Letter A-1. Please see responses to that letter.

Response to Comment E-66

The comment states that Safeway has committed to establishing an AC Transit Easy Pass program for its employees, and recommends that Safeway make the AC Transit Easy Pass program a requirement for tenants of the proposed project's retail and restaurant components. The comment is noted, and the City will consider this input on the proposed project's merits prior to taking action on the proposed project. No further response is required.

Response to Comment E-67

The commenter requests project supporters to submit their comments in writing instead of during the remainder of the public hearing. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-68

The comment consists of the Planning Commissioner thanking the previous speaker for the request, and promises that the Commissioners will read all written comments submitted on the DEIR. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-69

Please see Responses to Comment Letter C-159 regarding the number of trucks and the discrepancy between the noted sections.

Response to Comment E-70

The proposed project does not include a mitigation measure for the intersection of 63rd Street and College Avenue, because the proposed project would have less-than-signficant impacts at this intersection with Existing Plus Project and 2015 Plus Project Conditions. The DEIR Project would have a significant impact under 2035 Plus Project Conditions, and Mitigation Measure TRANS-13 would signalize the intersection and reduce this impact to a less-than-significant level. The DEIR finds on page 4.3-96 that the impact would be significant and unavoidable because implementation of Mitigation Measure TRANS-13 may be infeasible due to its potential to create negative effects along 63rd Street.

Chapter 2 of this FEIR describes and analyzes a revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit lef-turns to and from 63rd Street, reducing Impact TRANS-13 to a less-than-significant level, and eliminating the need for Mitigation Measure TRANS-13.

Please see Response to Comment B-1-6 with respect to cumulative traffic analysis.

Please see Response to Comment C-178-5 regarding the effect of the casual carpool with respect to parking availability.

Response to Comment E-71

Regarding the project's consistency with the General Plan, including the land use and transportation elements, please see Master Response M-9. Regarding the potential economic impacts of the project, please see Master Response M-6.

Response to Comment E-72

The comment refers to a discussion in DEIR Section 4.1 on the project's consistency with a variety of policies promulgated in the Land Use and Transportation Element (LUTE) of the General Plan. The comment states that "any suggestion that Safeway intends to sell locally sourced products is disingenuous and misleading and should be struck from the EIR. However, the DEIR does not state or imply that Safeway intends to sell locally sourced products. The discussion apparently referenced in the comment occurs on page 4.1-4 of the DEIR and addresses the project's consistency with the objective of providing development that serves nearby neighborhoods, among other goals and policies. The text apparently referenced in the comment reads as follows: "The store would not be focused on a regional market (a characteristic of large-scale commercial) as there are many other grocery stores in the region. Accordingly, the land use proposed is classified as small scale neighborhood commercial retail, as contrasted to large scale commercial." Neither in this discussion nor elsewhere does the DEIR state or imply that Safeway intends to sell locally sourced products.

Response to Comment E-73

The commenter cites numerous General Plan policies and states that the proposed project would conflict with the policies. Consistency with General Plan policies is addressed in detail in Master Response M-9.

The comment also notes that the project site is a prime location for a transit village, and should therefore be used to develop a mixed-use project with housing, offices, and ground-floor retail. However, the project applicant is entitled to propose a project that is consistent with the zoning district and land use designation for the site, and is not obliged to assist the City in meeting its city-wide, long-range planning objectives. That said, the DEIR does evaluate mixed-use developments of the type suggested in the comment as alternatives to the proposed project. Alternative 1a, described on pages 5-7 through 5-8 and evaluated on pages 5-16 through 5-18 of the DEIR, would include 40 residential units in addition to 10,750 square feet of ground-floor retail and a reduced-size Safeway grocery store. Alternative 1b would further reduce the size of the grocery, increase the ground-floor retail to 11,820 square feet, and replace the 40 residential units with 54 units of senior housing. This alternative is described on pages 5-9 through 5-10 and evaluated on pages 5-18 through 5-20 of the DEIR.

The commenter takes exception to the nomenclature of "walk street" for the pedestrian walkway that would extend between College and Claremont avenues. Wherever reference is made in the DEIR to this pedestrian amenity it is placed in quotation marks, to denote that it is not a street in the traditional sense. Nonetheless, as shown in the rendering on Figure 3-16 (bottom), there would be a broad walkway lined by shops, with specialty paving, landscaping, and places to sit, creating a pedestrian-friendly environment that would encourage people to gather, consistent with Policy N10.1. Similarly, the rooftop plaza depicted on Figure 3-19 (top), which would be open to the public, would provide an attractive gathering spot to support social interaction.

Response to Comment E-74

The comment expresses support for Alternative 1b, and characterizes the proposed project as a "big-box" development oriented to cars that would (it is implied) jeopardize the local walkable neighborhood of small businesses. Regarding whether the project would constitute "big-box" development, please see Response to Comment C-11-4 and Master Response M-9. Regarding the potential for the proposed project to jeopardize local businesses, please see Master Response M-6.

Response to Comment E-75

As discussed in more detail in Response to Comment B-4-11, the proposed Safeway at Broadway and Pleasant Valley Avenue was factored into the analysis of traffic, air quality, and greenhouse gas impacts. Being located a mile south of the proposed project, there was no potential for that project to affect the analysis of land use, visual quality, or noise impacts. Please see Master Response M-5 for a discussion of traffic diversion and intrusion in residential streets.

Response to Comment E-76

The Safe Routes to School Program was not planned at the time of publication of the DEIR. It includes bicycle improvements on Alcatraz Avenue, which are addressed Responses to Comments C-214-22 and A-2-6.

Response to Comment E-77

Please see Response to Comment A-2-5.

Response to Comment E-78

The comment first states that pedestrians need more safety measures. A variety of proposed measures to improve pedestrian safety are identified on pages 4.3-100 through 4.3-101 of the DEIR. In addition, the traffic analysis identified two potentially significant impacts on pedestrian safety: Impacts TRANS-17A and TRANS-17B. Please see Response to Comment E-89 for additional discussion on these impacts and the recommended mitigation measures. As discussed in that response, implementation of Mitigation Measures TRANS-17A and TRANS-17B would reduce all potential pedestrian impacts to a less-than-significant level.

Since publication of the DEIR, the project sponsor has submitted an application for a revised project, described and analyzed in Chapter 2 of this EIR, which would reduce Impacts TRANS-17A and TRANS-17B to a less-than-significant level and eliminate the need for mitigation for these impacts.

Please see Master Response M-9 for a discussion of land use and planning considerations, and Master Response M-4 for a discussion of safety concerns.

Response to Comment E-79

The existing Safeway store has about 24,260 square feet of floor area. The DEIR evaluated an alternative—Alternative 2a—that would have approximately the same square footage, or 25,000 square feet. Construction of the proposed project would require approximately 13 months to complete. Construction of Alternative 2a would take approximately the same length of time to build.

The comments regarding "the doughnut" and "fill-in" are not clear, though it is assumed that the commenter is referring to the "donut effect," i.e., the phenomenon whereby growth occurs in far-flung suburbs and central city areas, but little to no growth occurs in the "inner suburbs." The comment also references demographics, and expresses concern that demographics have not been addressed in the EIR. Demographics of patrons of the proposed project was not addressed in the EIR because it is not an environmental issue, and there is no evidence that the project would cause any impacts related to demographics. Potential impacts on population growth were evaluated on page 59 of the Initial Study, which found such impacts to be less than significant.

Response to Comment E-80

A new economic impact/urban decay study was completed by a different, independent consultant subsequent to the public hearing. The results of the study are summarized in Master Response M-6.

Response to Comment E-81

Based on the significance criteria established by City of Oakland, a project would have a significant impact on pedestrian or bicycle safety if it substantially increases hazards due to a design feature or incompatible uses (bullet 10 on page 4.3-55). All features of the proposed project would be designed and constructed based on the latest applicable standards. As described in the Vehicle, Pedestrian, and Bicycle Safety subsection on page 4.3-100 of the DEIR, the project would not have design features that would increase hazards to pedestrian or bicycle safety. In addition, uses proposed by the project are consistent with current uses in the area. Therefore, the proposed project would not cause a significant impact on safety and the DEIR"s treatment of this issue is consistent with CEQA. Please also see Master Response M-4 regarding safety and hazards.

As a comment of concern regarding existing bicycle safety conditions, which would continue and intensify with the proposed project, the comment is noted. The comment in favor of a smaller project is also noted. The City will consider this input on the proposed project's merits prior to taking action on the proposed project.

Please also see Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street.

Response to Comment E-82

As documented in detail throughout the DEIR, the proposed project would be conducive to pedestrians patronizing the project, and would also enhance the use of the site and the sidewalks fronting the site by pedestrians and residents passing the site to other destinations or taking advantage of the outdoor seating, outdoor plaza, and pedestrian "walk street." The numerous pedestrian amenities that would be provided by the project would represent a improvement in pedestrian friendliness in comparison with existing conditions, where the College Avenue and Claremont Avenue frontages are dominated by a (former) gas station, a parking lot, and a blank stone wall along the west side of the existing Safeway store. For additional discussion on the pedestrian enhancements and the project's consistency with the neighborhood commercial zoning, please see Master Response M-9.

Response to Comment E-83

Please see Master Response M-5 for a discussion of traffic intrusion on residential streets.

Response to Comment E-84

Parking is addressed in detail in Master Response M-3.

Response to Comment E-85

The comment notes that the local community initiated the C-31 zoning of the area, but does not comment on the adequacy of the DEIR, and no further response is necessary.

Response to Comment E-86

CEQA requires consideration of scenic views of mountains, hills, ridges, or other scenic resources; CEQA specifically calls for impacts to such resources to be evaluated and, where an impact would be significant, mitigated to the extent feasible. The Environmental Checklist presented in Appendix G of the *CEQA Guidelines* functions both to focus the scope of environmental review pursuant to CEQA and to establish or help a lead agency to define the standards of significance by which environmental impacts are evaluated. The very first question in the Environmental Checklist asks whether a project would have a substantial adverse effect on a scenic vista.

The commenter is correct that a substantial adverse effect on a scenic view of the hills would constitute a significant impact. As stated on page 4.2-13 of the DEIR, the analysis of whether or not the proposed project would cause a substantial adverse effect on a scenic view focuses on changes to existing notable public viewsheds. The analysis notes that due to existing development at the project site and in its vicinity, scenic resources and views at and through the project site and vicinity are generally limited to long-range views of the Oakland hills to the north and northeast, which are only available when looking northward between or above the existing Safeway store and gas station buildings. Given the existing land

use patterns, views of and through the project site would not qualify as scenic vistas. As noted in the Initial Study, the project site is not visible from a State or locally designated Scenic Highway, and would not affect scenic resources along a scenic highway.

The comment states that the proposed project would block the view along 63rd Street looking east. However, the view along 63rd Street looking east is of the three-story medical office building located at Claremont Avenue and Auburn Avenue, framed by trees and residential development along 63rd Street in the foreground. The tops of the hills are barely visible, and the viewshed is dominated by urban development. For this reason, it is not considered a valuable scenic view. While it is true that from the sidewalk adjacent to Cole Coffee more of the hills are visible than from elsewhere on 63rd Street, the view is still dominated by the urban development in the immediate vicinity, including the existing Safeway store, its parking lot, and the former gas station. This does not constitute a valuable scenic view under CEQA.

The DEIR does consider the project's potential impact on views of the East Bay hills, and on page 4.2-14 provides a more detailed discussion than that presented in this response. As concluded in the DEIR, because the fields of view are so narrow and the existing views feature commercial buildings, the project would not result in a substantial degradation of these views and no significant impacts on the views of the East Bay hills would occur. Therefore, no mitigation would be required, contrary to the statement in the comment.

Response to Comment E-87

The comment states that the DEIR does not address the needs of the people in the neighborhood, particularly the elderly, and notes that the neighborhood was created for families, and to be walkable. The DEIR does not specifically address the age or other demographics of people living in the neighborhood because it is not an environmental issue, and there is no evidence that the project would cause any impacts related to demographics. Potential impacts on population growth were evaluated on page 59 of the Initial Study, which found such impacts to be less than significant.

Regarding the walkability of the project, the project has been designed specifically to integrate with the existing walkable neighborhood, and could increase the pedestrian-friendliness of the project site in comparison with existing conditions. As discussed in more detail in Master Response M-9, the project would provide numerous pedestrian amenities that would increase the walkability of the site and vicinity and enhance the pedestrian experience both for patrons and passersby. Please also see Response to Comment E-53 for additional discussions on the pedestrian orientation and walkability of the proposed project.

Site visits were conducted in preparation of the DEIR, and the project proponent has conducted 16 meetings with stakeholders. The existing traffic congestion referenced in the comment is consistent with Table 4.3-6 of the DEIR which shows that major intersections along College Avenue currently operate at unacceptable LOS E or LOS F during peak hours. As shown in Tables 4.3-14, 4.3-16, and 4.3-18, the proposed mitigation measures would mitigate the impact caused by the project (i.e., eliminate the incremental increase in delay caused by the proposed project); however the majority of impacted intersections would continue to operate at a deficient LOS E or LOS F in the future after the completion of the proposed project and the mitigation measures. Based on the analysis presented in the DEIR, if implemented, these mitigation measures would eliminate the additional delay caused by the proposed project at these intersections to conditions without the proposed, which are congested, as referenced by the comment.

Furthermore, please see Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street. The traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less than significant level under the revised project.

Response to Comment E-88

Potential impacts on emergency response services were addressed on pages 60 through 61 of the Initial Study. The proposed project could result in a small incremental increase in the number of calls for emergency response services. The Fire Department responds to approximately 60,000 calls for service annually, of which about 80 percent are medical. The small incremental increase that could occur as a result of the project would not adversely affect the Department's ability to provide emergency response services. The Initial Study concluded that potential impacts on the providers of police and fire protection services would be less than significant. The project would have no effect on emergency routes, and the project would provide adequate on-site emergency access, as discussed on page 4.3-102 of the DEIR. As part of the standard development review process, the Fire Department will review project plans to ensure adequate fire safety and emergency access to the project buildings.

Response to Comment E-89

The comment presents statistics about home ownership and other demographic data that are not relevant to the discussion on the adequacy of the DEIR. Regarding the safety of children and elderly residents of the area, the proposed project would improve pedestrian safety by eliminating three existing driveways along the College Avenue frontage of the site and by eliminating two existing driveways along the Claremont Avenue frontage of the site. As described on page 4.3-41 of the DEIR, the project would provide the following improvements that would enhance pedestrian safety:

- Signalize the Claremont Avenue/Mystic Street/Safeway Driveway intersection.
- Provide pedestrian bulb-outs on the east side of the 63rd Street/Safeway Driveway/College Avenue intersection on both the north and south crosswalks across College Avenue.
- Provide a pedestrian bulb-out on the project corner of the College Avenue/Claremont Avenue intersection.
- Provide a bus bulb-out on northbound College Avenue just north of Claremont Avenue and move the existing bus stop from south of Claremont Avenue to north of Claremont Avenue.
- Provide a short pedestrian-only street between College Avenue and Claremont Avenue near the south end of the project site with fronting commercial uses.

The existing pedestrian facilities in the vicinity of the project site are described on page 4.3-8 of the DEIR, and potential impacts on pedestrians, including pedestrian safety, are discussed on pages 4.3-101 through 4.3-102. The DEIR does identify two potentially significant impacts on pedestrian safety related to an increase in traffic and pedestrian crossings at the intersection of College Avenue at 63rd Street (Impact TRANS-17A) as well as at the proposed Safeway driveway on College Avenue(Impact TRANS-17B). As noted in the discussion of Impact TRANS-17A, the proposed project would also lengthen the crossing across College Avenue by providing left-turn lanes on both northbound and southbound

approaches of the intersection, thereby increasing the potential hazard to crossing pedestrians. The proposed project would add ladder striped crossings on both north and south approaches of the intersection and provide bulbouts on the east side of the intersection. In addition to these proposed improvements, the DEIR identified the following additional improvements to mitigate Impact TRANS-17A to a less-than-significant level: provide bulbouts on the west side of College Avenue at the 63rd Street/College Avenue intersection to shorten the pedestrian crossing distance across College Avenue. As noted on DEIR page 4.3-102, each bulbout may result in the loss of one on-street parking space.

The DEIR also identifies Impact TRANS-17B on page 4.3-102, which notes that upon implementation of Mitigation Measure TRANS-13, in which the 63rd Street/ College Avenue/ Safeway Driveway intersection would be signalized, pedestrians walking along the east side of the College Avenue sidewalk may fail to recognize that the Safeway driveway is signalized, which may create a hazard as autos exit from the garage at a green light. The DEIR identified the following mitigation measures to reduce this impact to a less-than-significant level:

Since publication of the DEIR, the project sponsor has submitted an application for a revised project. Please also see Chapter 2 of this FEIR for a description and analysis. The revised project would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street, reducing Impacts TRANS 17A and TRANS 17B to a less than significant level, eliminating the need for mitigation of these impacts.

Please also see Master Response M-4 for a discussion of safety and hazards.

Response to Comment E-90

Regarding the comment that the DEIR does not consider the emotional impact of "a massive store," emotional impacts and other social effects are outside the scope of CEQA. As stipulated in Section 15126.2(a) of the *CEQA Guidelines*, "(i)n assessing the impact of a proposed project on the environment, the lead agency should normally limits its examination to changes in the existing physical conditions in the affected area . . ." More specifically, "(e)conomic or social effects of a project shall not be treated as significant effects on the environment." (Section 15131(a).). CEQA does address things such as the size of a project, its compatibility with surrounding land uses, and its aesthetics—all issues which seem germane to the concern expressed in the comment. Each of these issues has been discussed in some detail in the DEIR. The project's consistency with applicable size limits is discussed on pages 4.1-4, 4.1-5, 4.1-9, and 4.1-10. The potential impact from the project's size is discussed on pages 4.1-11 through 4.1-12 (Impact LU-2); as documented in the discussion, the impact was determined to be less than significant. Please also see Responses to Comments B-4-4 and E-62 for additional discussion regarding the size of the project.

Regarding compatibility with surrounding land uses, this is also discussed in Impact LU-2, as well as Impact LU-1 (page 4.1.-11). Additional discussion is provided in Master Response M-9. The potential aesthetic impacts of the project are considered in detail in Section 4.2 of the DEIR, which includes numerous accurate architectural renderings illustrating "before" and "after" views of the proposed project.

The commenter also poses the question about the appropriate venue for concerned citizens to express their views about the proposed project. The City has conducted and will conduct a number of public hearings regarding the project. The City held two public hearings on the DEIR; the second, held on August 3, 2011, is when the present commenter spoke (the first was conducted on July 20, 2011). The Planning Commission will conduct one or more separate hearings to conduct design review of the project

and consider the required Conditional Use Permit and variance applications. The City will provide notice of the hearing(s) by posting an enlarged notice on the premises of the subject property involved in the application, and by mailing notices to Oakland property owners within 300 feet of the project site. All such notices must be provided a minimum of 17 days prior to the date set for the hearing. These hearings are the appropriate venue for citizens to present comments on the merits or demerits of the project or to express opposition or support for the project, which can also be made in writing. The Planning Commissioners will read and consider the transcripts of all oral comments made during the public hearings on the DEIR as well as all written comments submitted during the public review period for the DEIR, including a large number of comments that express opposition or support of the project or features of the project.

The comment also expresses the desire to keep the neighborhood beautiful, clean, and walkable. As noted above, the potential aesthetic effects of the project are considered in detail in Section 4.2 of the DEIR, which includes numerous accurate architectural renderings illustrating "before" and "after" views of the proposed project. The aesthetic effects of the revised project are discussed in Chapter 2 of this FEIR. The commenter may express his opinion about views during the public hearing on the project's design review), however, the DEIR did not conclude that the project would represent a substantial adverse change in the existing visual quality of the site. The project applicant would have an interest in maintaining clean and presentable facilities, and there is no evidence that the project would cause any adverse effects related to cleanliness. The cleanliness of the grocery store would be subject to oversight by the Alameda County Department of Environmental Health. Regarding the walkability and pedestrian orientation of the project, please see Responses to Comments A-5-11, E-53, and Master Response M-9. Finally, the comment questions the role of government in the approval of the project. The preceding paragraph provides a partial explanation of the role of the Planning Commission in the review and approval of the project. A more detailed response is beyond the scope and purpose of this Responses to Comments document.

Response to Comment E-91

The comment first states that AC transit "isn't going to work," but does not elaborate, and provides no evidence in support of this statement. The project's potential impacts on public transit are evaluated on DEIR pages 4.3-105 through 4.3-106 and 4.3-112 through 4.3-114. As documented therein, the project would have a less-than-significant impact on AC Transit operations. Furthermore, please see Responses to Comments B-4-6 and B-5-3 regarding moving the Route 51B bus stop on College Avenue from south to north of Claremont Avenue. Also see Comment A-1-2 that shows AC Transit's support for relocating bus stops from near-side to far-side of intersections. AC Transit estimates that each bus stop relocation would reduce bus travel times by 15 to 20 seconds.

The comment also requests an extension of the public review period for the DEIR. Please see Response E-3 for a response to this comment. In addition, please note that the Berkeley City Council does not need to be in session for the City of Berkeley to submit comments on the DEIR. In fact, Berkeley City Councilmember Gordon Wozniak submitted a comment letter on behalf of the City of Berkeley on August 12, 2011. That letter is presented in this FEIR as Comment Letter A-3. Mr. Wozniak also submitted a comment letter on behalf of the City of Berkeley on August 15, 2011. That letter is presented in this FEIR as Comment Letter A-4. Finally, the City of Oakland accepted a comment letter submitted by Berkeley City Manager Phil Kamlarz more than a month after the end of the public review period. That letter is presented in this FEIR as Comment Letter A-2.

Response to Comment E-92

Consistent with CEQA guidelines, the DEIR only assumes infrastructure projects that have full funding and all approvals to be completed and included in the analysis of future conditions. Page 4.3-31 of the DEIR describes the potential improvements to be funded by the Caldecott Tunnel Improvement Project Settlement Agreement in Oakland. The cost of proposed improvements currently exceeds the available funding; thus not all proposed improvements can be funded at this time. The list of improvements provided on page 4.3-31 of the DEIR indicate if each improvement has full funding and if it is included in the analysis of future conditions.

Response to Comment E-93

Please see Master Response M-1 with respect to trip generation methodology. In response to commenter concerns, additional traffic analysis was conducted related to potential traffic intrusion on residential streets. Please see Master Response M-5.

Response to Comment E-94

Please see Response to Comment E-91, where it is noted that the City of Berkeley submitted written comments on the DEIR. The three comment letters from the City of Berkeley are presented as Comment Letters A-2, A-3, and A-4. Responses to all of the comments raised in the letters are provided following the comment letters.

Response to Comment E-95

The comment consists of a Planning Commissioner asking Planning staff what the procedure will be for the City of Berkeley to provide input on the project, with the staff member clarifying that transportation staff from the City of Berkeley will submit comments during the extended public review period. Please also see Response to Comment E-91.

Response to Comment E-96

The proposed project's economic effect on neighboring businesses has been analyzed in Appendix A of this document and summarized in Master Response M-6. In general, the market area used for the economic impact and urban decay analysis is consistent with the geographic area that generates most of the project traffic shown on Figure 4.3-12 (Project Trip Distribution Percentages) of the DEIR and used in the project traffic impact analysis.With regards to population growth estimates, potential impacts on population growth were evaluated on page 59 of the Initial Study, which found such impacts to be less than significant. To the extent that growth would be less than predicted, the Initial Study overreports the proposed project's impact on population growth.

For the above reasons the analysis in the DEIR may overstate the proposed project's impacts, and no further analysis is required.

Response to Comment E-97

Please see Response to Comment E-96.

Response to Comment E-98

Please see Response to Comment E-3.

Response to Comment E-99

The comment first implies that the EIR is biased because the EIR consultant was hired by the project applicant. However, as provided in Section 15020 of the *CEQA Guidelines*, the Lead Agency, in this case the City of Oakland, is solely responsible for complying with CEQA and the implementing *Guidelines*, and bears responsibility for ensuring the adequacy of the EIR. The City is legally liable for the CEQA process and, as alluded to in the comment, becomes the respondent in the case of a lawsuit challenging the EIR. With dozens of CEQA lawsuits filed every year, the City necessarily takes its CEQA responsibilities very seriously, and closely oversees the work products of all EIR consultants performing work on behalf of the City. As provided by *CEQA Guidelines* Section 15090, as part of the EIR certification process, the City will need to certify that the EIR reflects the City's independent judgment and analysis.

It is standard practice in many jurisdictions throughout California for lead agencies to allow project applicants to commission the preparation of environmental documents pursuant to CEQA, understanding that the lead agency controls the process and is the final arbiter of what is published in an EIR or other CEQA document. CEQA specifically allows for a project applicant to prepare an EIR as long as the Lead Agency subjects the draft document to its own review and analysis. Section 15084(c) of the *CEQA Guidelines* reads: "Any person, including the applicant, may submit information or comments to the Lead Agency to assist in the preparation of the draft EIR. The submittal may be presented in any format, including the form of a draft EIR. The Lead Agency must consider all information and comments received. The information or comments may be included in the draft EIR in whole or in part." Section 15084(d) of the *CEQA Guidelines* reads: "The Lead Agency may choose one of the following arrangements or a combination of them for preparing a draft EIR . . . (3) Accepting a draft prepared by the applicant, a consultant retained by the applicant, or any other person." The City of Oakland has fully complied with the procedural requirements, including the exercise of its independent review and judgment, in preparing the EIR for the proposed Safeway project.

The comment takes exception to the earlier request by a Planning Commissioner for speakers to limit their comments to those addressing the adequacy of the DEIR, and states that there is no value added to repeat the same comments made by earlier speakers. Please see Response to Comment E-48 regarding repetitive comments. Please see Response to Comment E-3 extension of the public review period. As stipulated in Section 15087(i) of the *CEQA Guidelines*, public hearings are encouraged, but not required as an element of the CEQA process. The City has the right to attempt to put limits on speakers so that as many people can be heard from as feasible within reasonable time constraints. It should be noted that the City conducted two public hearings on the DEIR, and allotted approximately four hours to receiving public testimony during the second public hearing. Regarding the notion that the Planning Commission violated laws by adjourning the first public hearing without allowing all speakers to speak, as noted above, the City was not required to hold any public hearings. Neither the Sunshine Ordinance nor the Brown Act contain any provisions that prohibited the Planning Commission from ending the July 20, 2011 hearing before all speakers had been heard.

Response to Comment E-100

The commenter notes that he is the first speaker in the public hearing who is an immediate neighbor to the Safeway property. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-101

Long-term 24-hour noise measurements were conducted for a full week at four locations on or adjacent to the project site in February 2008, including from the rear yard of the closest residence to the existing Safeway loading dock, at 2712 Alcatraz Avenue (L-1), and from the side garden of the residence at 3306 Claremont Avenue (L-3), adjacent to the northeast corner of the site. The noise levels were used to characterize the existing noise environment in the project vicinity. At that time, the recycling center was still in operation, and during two-hour attended noise measurements conducted at Locations L-1 and L-3 on the afternoon of Tuesday, February 19, 2008, noise from breaking glass at the recycling center was quite noticeable at both locations, producing maximum noise levels of up to 73 dBA at L-3 and up to 70 dBA at L-1. The recycling center was located near Location L-3, as indicated by the higher maximum noise levels recorded at this location. More significant noise sources at L-1 were the loading dock, the trash compactor, roof-mounted mechanical equipment, and the customer parking areas. Recycling operations were sporadic, and averaged out in the long-term noise measurements.

Potential operational noise impacts from the proposed project were addressed by source (e.g., traffic noise, parking garage noise, loading dock noise, trash compactor noise, etc.). These potential noise sources were based on operational noise levels at the existing Safeway or other Safeway stores and the expected effects of configurations/building design etc. for the proposed store. The potential noise impacts were based on comparison with the Oakland Noise Ordinance; if a noise source was already in compliance in the 2008 survey and no changes were anticipated due to the project, then no future noise impact would be expected. Similarly, if a noise source approached or exceeded the Noise Ordinance, the analysis determined whether the proposed project would provide beneficial noise reduction and if that reduction would be sufficient to comply with the Noise Ordinance. Thus, since the recycling center is no longer an operational noise source at the site, it did not figure into the evaluation of the operational noise impacts that would occur from implementation of the proposed project. Further, since ambient noise levels were not used for purposes of evaluating operational noise impacts from the proposed project, it was not necessary to update the noise environment measurements. Although existing mechanical noise at the site exceeds Noise Ordinance standards, future noise would be below the limits established in the ordinance.

The background ambient noise levels and the absence of the recycling center also did not factor into the cumulative noise analysis. The basic conclusion is that the project would reduce all existing noise sources (2011), with the exception of small changes to the traffic noise. Much of existing parking lot and loading dock noise would be more contained following project implementation, thereby reducing overall noise levels at the site. Because mechanical noise at the site is projected to decrease following implementation of the project, the cumulative noise was calculated based on traffic movements. The cumulative noise analysis found that the combination of project and cumulative traffic would increase the traffic noise levels by up to 0.4 dBA along the analyzed roadway segments, which would fall well below the significance criteria of 5 dBA for a cumulative noise increase. Therefore, the elimination of the recycling center did not affect the project's noise impact analysis, including the analysis of cumulative impacts.

Response to Comment E-102

Please see Response to Comment C-26-2 Master Response M-7 regarding queuing and noise and air quality impacts.

Much of the existing operational noise and traffic air pollution emanating from the site would be reduced by the new design. For example, the loading dock would be located further away from adjacent residences and, more significantly, would be fully enclosed. Similarly, the trash compactor would be entirely enclosed, and located more than 60 feet from the nearest neighbor, rather than immediately adjacent as is currently the case. HVAC equipment would also be located much further away from neighbors than it is currently. Noise from vehicles in the employee/service lot would be reduced by a new 7.5-foot concrete sound wall. Despite the increased store size, there would not be a substantial increase in the number of delivery trucks servicing the project.

Response to Comment E-103

Deliveries by Safeway trucks are expected to increase by just one truck trip per day. For an explanation of why this is so, please see Response to Comment C-183-1. A commenter conducted a survey of existing truck deliveries as Comment Letter C-159. Please refer to responses to that letter.

Response to Comment E-104

Based on significance criteria established by City of Oakland, a project would cause a significant impact if it would substantially increase traffic hazards to motor vehicles, bicycles, and pedestrians due to a design feature or incompatible uses (bullet 10 on page 4.3-55). Based on the analysis summarized in the DEIR on pages 4.3-100 through 4.3-102, the proposed project and its mitigation measures are consistent with the applicable design guidelines and latest design standards and do not include design features that would increase hazards to motor vehicles, bicycles, and pedestrians. In addition, the project uses would not be incompatible with the surrounding areas as it is a retail use in a commercial area. Please also see Master Response M-4 regarding safety and hazards.

As a statement of opposition to the increased automobile congestion represented by the proposed project, the City will consider this input on the project's merits prior to taking action on the proposed project.

Response to Comment E-105

The commenter's opposition to the driveway configuration proposed as Alternative 3 in the DEIR is noted. See Chapter 2 of this FEIR for a description and analysis of the revised project which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street.

Response to Comment E-106

The project applicant and the City will be coordinating with the City of Berkeley to pursue implementation of traffic mitigation measures for intersections located in Berkeley. Please also see Response to Comment E-91 regarding the City of Berkeley's opportunity to comment on the DEIR for the proposed College Avenue Safeway project.

Response to Comment E-107

The comment consists of the Planning Commissioner asking the City Attorney what the policy is on idling trucks. This is addressed below in Response to Comment E-108.

Response to Comment E-108

As noted on page 4.4-11 of the DEIR, idling of diesel-fueled vehicles is restricted by the State via the Airborne Toxic Control Measure to Limit Diesel-Fueled Commercial Motor Vehicle Idling, promulgated at Title 13, Section 2485 of the California Code of Regulations. As established in Section 2485, on or after February 1, 2005, the driver of any diesel-fueled commercial motor vehicle that operates in the State of California with gross vehicular weight ratings of greater than 10,000 pounds shall not idle the vehicle's primary diesel engine for greater than 5 minutes at any location. Section 2485 also identifies a variety of exceptions that would not apply to idling Safeway delivery trucks, such as a 10-minute idling limit for passenger buses prior to passenger boarding.

Response to Comment E-109

The comment consists of the Planning Commissioner asking for clarification by Safeway on the truck idling question addressed in Response to Comment E-108. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-110

The comment consists of the Zoning Manager putting the question regarding truck idling to the traffic consultant. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-111

The comment consists of a hearing attendee answering the question regarding truck idling. In addition to the information presented in the comment, additional information on the topic is provided above in Response to Comment E-108. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-112

The DEIR does address the potential impact of the parking supply shortfall on neighboring residential streets, even though, as noted on DEIR page 4.3-106, parking effects are not considered environmental impacts under CEQA. Please see Master Response M-3 for a detailed discussion of parking.

Regarding the significant and unavoidable impacts, as stipulated by CEQA, the DEIR disclosed and evaluated the project's significant impacts to the public and to the City's decision makers. It will be up to the decision makers to weigh the benefits of the project against the adverse effects as part of their decision on whether or not to approve the proposed project or one of the alternatives to the project. The DEIR has identified mitigation measures to reduce significant impacts to the maximum extent feasible. It should be noted that all but one of the significant and unavoidable impacts were deemed unavoidable because implementation of identified mitigation would be under the jurisdiction of the City of Berkeley, which the City of Oakland cannot control. If the City of Berkeley did implement the mitigation measures, the impacts would be less than significant. The impact that was an exception to this was Impact TRANS-13, which indicates that under the 2035 scenario the project would add more than 10 trips to the 63rd Street/College Avenue intersection, which would meet the peak-hour signal warrant. See Chapter 2

of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/College Avenue intersection and prohibit left-turns to and from 63rd Street. The traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that Impact TRANS-13, which was characterized as significant and unavoidable under the DEIR project would be reduced to a less than significant level under the revised project.

Regarding Safeway's statement that it would not consider a project smaller than 50,000 square feet, the DEIR evaluates five alternatives (not including the No Project Alternative) that would have a grocery store smaller than 50,000 square feet. The alternatives range from 25,000 square feet (Alternative 2a) to 45,000 square feet (Alternative 1a). All of the alternatives are evaluated in detail in Chapter 5 of the DEIR.

Response to Comment E-113

Please see Traffic Intrusion on Residential Streets in Master Response M-5.

Response to Comment E-114

The existing store has been determined by the Safeway architects to be approximately 24,260 square feet (See Figure 5-6, Comment Response C-56-1). The analyses of the net-change in the size of the store is based on this number through-out the entire DEIR. The potential environmental effects for land use, visual quality, transportation, air quality, greenhouse gases and noise all included the baseline number of 24,260 square feet. Under CEQA, the baseline for comparison of impacts must be consistent for the entire environmental analyses.

Please see Master Response M-9 for a discussion of the project's compatibility with the neighborhood. The comment references a requirement for a Conditional Use Permit for projects over 5,000 square feet in size. There are two points to make regarding this comment. First, as explained in more detail in Master Response M-9, the project applicant has elected to remain grandfathered under the previous C-31 zoning regulations, not the new CN-1 district regulations, as was authorized by the City ordinance adopting the new CN-1 district regulations. The 5,000-square-foot threshold applies to the CN-1 regulations, not the C-31 regulations. However, even if the project was subject to the CN-1 regulations, the 5,000-square-foot threshold would not apply to the proposed project. Under the CN-1 zoning, the City only requires a CUP for a grocery store over 5,000 square feet in size if it is located on the ground floor, which the proposed project would not be. Please see Master Response M-9 for a discussion on size limits on development in the C-31 zoning district.

Response to Comment E-115

The comment states that "the EIR does not have substantial evidence to support its claims." The commenter cites two examples that he believes demonstrates this point: Saturday parking and Saturday traffic. Please see Master Response M-3 for an expanded parking analysis and Master Response M-2 for analysis of Saturday traffic.

The commenter does not cite other instances where he believes the EIR lacks substantial evidence to support its conclusions. However, quantified modeling using widely accepted methods was employed in the analysis of traffic, air quality, greenhouse gas, and noise impacts. Potential land use, planning, and aesthetic impacts cannot be quantified, but an explicit rationale has been provided in the DEIR to support the conclusions regarding impacts in these areas. Absent more specific examples from the comment, a

more detailed response is not feasible. However, the commenter has not provided any evidence that the DEIR is inadequate, and recirculation is not warranted or required.

Response to Comment E-116

The comment states that City of Berkeley officials stated that any letter submitted by the City of Berkeley with repect to the DEIR could not be considered by the Berkeley City Council (presumably due to the fact that the Berkeley City Council did not meet in August 2011). Please note that the Berkeley City Council does not need to be in session for the City of Berkeley to submit comments on the DEIR. In fact, the Berkeley City Manager submitted a comment letter on behalf of the City of Berkeley on August 12, 2011. That letter is presented in this FEIR as Comment Letter A-3. Berkeley City Councilmember Gordon Wozniak also submitted a comment letter on behalf of the City of Berkeley on August 15, 2011. That letter is presented in this FEIR as Comment Letter A-4. Finally, the City of Oakland accepted a comment letter submitted by Berkeley City Manager Phil Kamlarz more than a month after the end of the public review period. That letter is presented in this FEIR as Comment Letter A-2.

Response to Comment E-117

Please see Master Response M-4 regarding safety issues. Please also see Master Response M-7 regarding the air quality impacts of the project. Finally, please see Master Response M-9 regarding the compatibility of the project with the surrounding area.

Response to Comment E-118

The comment references economic issues that are addressed in Master Response M-9.

Response to Comment E-119

The comment consists of a Planning Commissioner asking a question of clarification from the Zoning Manager. The issue raised by the question is addressed above in Response to Comment E-116.

Response to Comment E-120

The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-121

The comment consists of the Zoning Manager clarifying the context of Comment E-116. Please see Response to Comment E-116 for additional discussion on this point.

Response to Comment E-122

As discussed in Response to Comment E-91, both the City Manager and a City Councilmember submitted comment letters on behalf of the City of Berkeley. These letters included issues not related to the traffic impacts of the project.

Response to Comment E-123

See Response to Comment E-117.

Response to Comment E-124

Regarding bicycle collisions, as shown in Table 4.3-8 of the DEIR, six collisions involving bicycles were reported on College Avenue between Alcatraz and Claremont Avenues and two collisions involving bicycles were reported on Claremont Avenue between College and Claremont Avenues; and as discussed on page 4.3-28 of the DEIR, College Avenue has the highest rate of collisions per mile for bicyclists in City of Oakland. See Response to Comment E-17.

Response to Comment E-125

Regarding air quality, please see Master Responses M-7 and M-8. The commenter also submitted written comments, which are addressed in Responses to Comment Letter C-156.

Regarding notice about the DEIR, consistent with standard City practice, notices on the availability of the DEIR were mailed out to all property owners in the City of Oakland within 300 feet of the project. Notices were also mailed to any Berkeley residents who had previously submitted comments on the project to the City and/or requested to be included in future mailings about the project. In addition, enlarged notices were posted at the site and in the surrounding neighborhoods on telephone poles. The City's adopted notification procedures are more rigorous than required under CEQA, which requires at least one of the following:

1) Publication at least one time by the public agency in a newspaper of general circulation in the area affected by the proposed project. If more than one area is affected, the notice shall be published in the newspaper of largest circulation from among the newspapers of general circulation in the area.

2) Posting of notice by the public agency on and off the site in the area where the project is to be located.

3) Direct mailing to the owners and occupants of property contiguous to the parcel or parcels on which the project is located. Owners of such property shall be identified as shown on the latest equalized assessment roll. (*CEQA Guidelines,* Section 15087(a).)

Regarding mailed notices to Oakland residents, the City obtains information on property owners from the County Assessor's Office. Therefore, tenants and others who are not the property owner of record would not have received a notice. As established in Section 17.134.040 of the Oakland Planning Code, failure to send notice to any such owner where his or her address is not shown in the last available equalized assessment roll as owning real property in the city within 300 feet of the property involved does not invalidate the affected proceedings.

Response to Comment E-126

Please see Response to Comment E-125.

Response to Comment E-127

The Safeway EIR is posted at: http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157. This page can be navigated to via the following pathway from the City's home page: Government (tab at top) ➔ Planning and Zoning (under Planning, Building & Neighborhood Preservation, a subheading of City Administrator's Office Agencies & Departments) ➔ Application and Zoning Information (under Our Services at left) ➔ Environmental Review Documents by Project – In Progress (under Environmental

Review Documents; must scroll down). The Safeway EIR and other CEQA documents is currently the third EIR in the list under Current Environmental Review Documents.

Regarding the request for a 45-day review period, the City provided a 46-day public review period, from July 1, 2011 through August 16, 2011. Please also see Response to Comment E-3.

Regarding the adequacy of the air quality analysis, please see Master Responses M-7 and M-8.

Response to Comment E-128

The proposed parking garage would be well lit, and would have a higher level of activity than a typical multi-purpose municipal parking garage, which would serve to discourage criminal activity. In addition, the entire project will have closed-circuit surveillance cameras providing scanning of the project on a 24-hour basis. It is not anticipated that the parking garage would result in additional criminal activity on the site.

Response to Comment E-129

The 1997 Uniform Building Code (UBC) locates the entire Bay Area within Seismic Risk Zone 4. Of the four seismic risk zones, Zone 4 is expected to experience the greatest effects from earthquake ground shaking and, therefore, has the most stringent requirements for seismic design. As discussed on page 39 of the Initial Study, the proposed project would be required to comply with the geotechnical and seismic design criteria required for construction in Zone 4 of the UBC and California Building Code (Title 24). The project sponsor would be required to submit an engineering analysis accompanied by detailed engineering drawings to the City of Oakland Building Service Division prior to excavation, grading, or construction activities on the site. This is consistent with standard City of Oakland practices to ensure that all buildings, including the parking garage, are designed and built in conformance with the seismic requirements of the City of Oakland Building Code. That said, it is acknowledged that there is risk involved with any development in the San Francisco Bay Area. The commenter's concern is noted, but does not constitute an impact under CEQA.

Response to Comment E-130

Safeway does not possess the power of eminent domain, so if it purchases a property, it is only able to do so from a willing seller. The City does not have the authority to prevent such transactions, as suggested by the comment. The comment does not raise an environmental issue or address the adequacy of the DEIR, and no further response is necessary. Please see Master Response M-6 regarding the economic impacts of the project.

Response to Comment E-131

Regarding the economics of independent stores versus chain stores in general, the comment does not address an environmental issue subject to review under CEQA or address the adequacy of the DEIR, and no further response is necessary. The economic impacts of the proposed project on the neighborhood are addressed in Master Response M-6. Regarding notice on the availability of the DEIR, please see Response to Comment E-125. Regarding the public review period, please see Response to Comment E-3. Regarding the comment about deterioration of air quality, please see Response Response to Comment E-127.

Response to Comment E-132

Most of the points raised in the comment are addressed in Responses to Comments B-4-12, C-10-7, C-10-8, C-10-9, and C-10-10. The comment also raises one point not addressed in the earlier responses regarding selection and analysis of alternatives and defining objectives of the project. The commenter states that the alternatives "have not been given their due," and provides some examples of where he believes additional information is warranted, such as in the analysis of Alternative 1b. CEQA does not require alternatives to be evaluated at the same level of detail as a proposed project. As provided by Section 15126.6(f) of the *CEQA Guidelines*, "The alternatives shall be limited to ones that would avoid or substantially lessen any of the significant effects of the project. Of those alternatives, the EIR need examine in detail only the ones that the lead agency determines could feasibly attain most of the basic objectives of the project. The range of feasible alternatives shall be selected and discussed in a manner to foster meaningful public participation and informed decision making." Regarding the evaluation of alternatives Section 15126.6(d) states, "If an alternative would cause one or more significant effects in addition to those that would be caused by the project as proposed, the significant effects of the alternative shall be discussed, but in less detail than the significant effects of the project as proposed." Thus, an exhaustive detailed evaluation of alternatives is not required. With 68 pages of the DEIR devoted to the analysis of alternatives, the City has provided considerable detail to this component of the environmental review. The City believes it has fully complied with the requirements of CEQA with respect to the alternatives analysis.

The comment also states that the City may not avoid objective consideration of an alternative only because the applicant may have made substantial investments hoping for approval of its preferred project. This is true and, as documented in Chapter 5 of the DEIR, this was not the basis for excluding alternatives from further consideration. As discussed on DEIR page 5-4, an alternative site was rejected from detailed consideration because it would involve closing the existing store and leaving the large, centrally located site vacant, and because there were no viable alternative sites available in a suitable location to serve the neighborhood. The evaluation of the alternatives that were selected for further consideration in Chapter 5 was based on two primary factors: (1) the degree to which they would avoid or substantially lessen one or more of the significant effects of the proposed project, and (2) the degree to which they would achieve most of the basic objectives of the proposed project. The degree to which the applicant may have made substantial investments did not factor into the analysis.

Finally, the comment states that, to the extent that the City rejects the environmentally superior alternative as infeasible, the City must demonstrate additional costs or lost profits so severe that the alternative is impractical. The comment does not provide a citation for this statement. There is no such requirement in the CEQA statutes or Guidelines, and the City is unaware of a court ruling to this effect. The *CEQA Guidelines* only require that "If the environmentally superior alternative is the 'no project' alternative, the EIR shall also identify and environmentally superior alternative among the other alternatives." (Section 15126.6(e)(2).) The DEIR complies with this requirement.

Response to Comment E-133

No evidence has been presented that the DEIR is inadequate in complying with the requirements of CEQA, nor have any of the criteria set forth in CEQA Guidelines Section 15088.5(a) been met. Recirculation is therefore not required or warranted.

Response to Comment E-134

Plese see Response to Comment C-39-1 for additional discussion regarding project objectives.

The City did not tell members of the community that they could not "make land use arguments." Rather, Planning Commission members told attendees of the public hearings on the DEIR that the purpose of the hearings was to receive testimony on the adequacy of the environmental analysis presented in the DEIR; the purpose was not to make statements on the merits or demerits of the project, or in support of or opposition to the project. As discussed in Response to Comment E-90, the Planning Commission will conduct one or more additional hearings to conduct design review of the project and consider the required Conditional Use Permit and variance applications. These hearings will be the appropriate forum for citizens to make comments on land use issues that do not relate to impacts under CEQA. Nonetheless, many comments were received in support of or opposition to the project or addressing issues other than the adequacy of the DEIR, and all of them are presented in this FEIR.

As to the point that the EIR "makes land use arguments when it accepts Safeway's assertions" regarding the feasibility of alternatives, this was not the basis employed in Chapter 5 of the DEIR to consider and evaluate alternatives to the proposed project. As discussed in more detail in Responses to Comments B-4--12, C-10-7, C-10-8, C-10-9, C-10-10, and E-132, the alternatives were evaluated based on the degree to which they would avoid or substantially lessen one or more of the significant effects of the proposed project, and the degree to which they would achieve most of the basic objectives of the proposed project. The City made an independent determination on the suitability of the project objectives defined on pages 3-9 through 3-10 of the DEIR. Please refer to the responses referenced above for a more detailed response on these points.

Safeway's objectives include adding a "from scratch" bakery, a pharmacy, expanded floral offerings, an expanded deli (including warm food table, and prepared catering food items), a "service" meat and seafood counter (as compared to the pre-packaged items currently available), and a greatly expanded produce section, as well as creating a more functional and efficient shopping area configuration to eliminate current "pinch points" in Safeway customers' path of travel and to enhance the overall shopping experience of customers. Safeway has determined that an enlarged store would be required to provide all of these new or expanded functions. The City has determined that the objectives of the project stated in the DEIR are valid and reasonable objectives. Therefore, consistent with the requirements of CEQA, the City is not required to consider an alternative that does not feasibly attain most of the basic project objectives.

Response to Comment E-135

The comment is noted but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-136

The size of the proposed project was addressed and analyzed in the DEIR. The size of the project was defined in the project description, and then was factored into virtually every aspect of the environmental impact analysis. For example, the size was a quantified determinant in the trip generation that formed the basis of the traffic analysis, and noise analysis. The size was also numerically factored into the modeling of air quality and greenhouse gas impacts. Size (height and FAR) was considered in the discussion of General Plan and zoning consistency. The project size was considered and discussed in the more qualitative evaluation of aesthetic impacts discussed in Section 4.2 of the DEIR. Finally, size was one of the primary parameters that were varied in the selection of alternatives to the proposed project, evaluated in DEIR Chapter 5, and the size of the alternatives was factored into the impact analysis of the alternatives in the same way it was for the proposed project.

Response to Comment E-137

The comment makes assumptions about supporters of the proposed project. The comment is noted but does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-138

The project states that the proposed project would double or triple traffic, then raises the concern about the effects of the associated air pollution. However, the proposed project would not double or triple traffic. It would result in approximately 10 percent more vehicle traffic over existing conditions. The significance of air pollution effects are addressed in Master Responses M-7 and M-8.

Response to Comment E-139

Please see Responses to Comments C-26-2 and E-101 regarding noise.

Response to Comment E-140

See Master Response M-3 for a detailed discussion of parking related to the project.

Response to Comment E-141

Regarding the compatibility of the project with the character of the existing neighborhood, please see Responses to Comments B-4-4 and C-10-15, as well as Master Response M-9.

Response to Comment E-142

Regarding the size of the project, please see Response to Comment C-11-4 and Master Response M-9. Regarding the project's consistency with the zoning district in which it is located, please see Master Response M-9. Safeway is not "an exception to the zoning" as asserted in the comment. As documented in the DEIR and in Master Response M-9, the proposed project is an allowed use in the C-31 zoning district (into which the project is grandfathered), and the project's size would be under the allowed size as limited by density restrictions. The project would be consistent with all of the development regulations applicable to the zoning district. The only variances would be for a shortfall of parking spaces and one loading space, as discussed in the DEIR and in Master Responses M-3 and M-9.

Please see Master Response M-6 regarding the economic impacts of the project.

Regarding the scale of the "wall" along College Avenue, the façade along College would be articulated by projecting bays, recesses, varying heights, major variations in fenestration, a wide variety of materials, a tower, and signage. The College Avenue frontage of the project would contain up to five different retail outlets, as well as an entry lobby for the Safeway store, and would feature a pedestrian "walk street" with specialty paving, trees and other landscaping, and interspersed with public seating. (Please see Response to Comment B-4-4 for additional details on the articulation of the project's frontage on College Avenue, as well as Chapter 2 of this document, which describes the revised project in detail.) The building opposite the project site consists of a 150-foot-long two-story building of uniform height that occupies more than half the block. The majority of the upper story has no variation in design, materials, colors, or fenestration. The ground floor is more articulated by recessed entries to some shops and variations in the storefronts which contain a variety of small, neighborhood-oriented businesses. The same type of businesses would be located across the street in the proposed project. The commenter may present comments on the design to the Planning Commission when it conducts a public hearing for the design

review of the project. The DEIR did not find any significant visual or planning impacts related to the project's design or massing. Thus, there is no need to require design modifications as mitigation as part of the CEQA process.

See Master Response M-9 for a list of pedestrian-friendly features of the proposed project. The comment does not include evidence that the proposed project would discourage shoppers from crossing the street.

Please see Master Response M-3 with respect to parking issues raised by this comment.

Response to Comment E-143

With respect to parking issues, please see Master Response M-3.

Regarding the predicted economic effects of the proposed project on neighboring retail, please see Master Response M-6, which summarizes an economic study done for the proposed project and included as Appendix A of this document. Generally speaking, lack of parking is generally not considered a driver of economic blight.

Response to Comment E-144

The DEIR does evaluate smaller alternatives. Alternative 2b would remodel the existing store, add a new loading dock (which would not affect trip generation), and add a 750-square-foot café/deli building on the former gas station site. This alternative would eliminate three of the eleven significant and unavoidable traffic impacts identified for the proposed project. Alternatives evaluated in Chapter 5 of the DEIR will be considered by the decision makers in their deliberations on whether or not to approve the proposed project or one of the alternatives.

Response to Comment E-145

Please see Response to Comment C-162-7 regarding the mitigation at 63rd Street and College Avenue, and Traffic Intrusion on Residential Streets in Master Response M-5. In addition, please see Chapter 2 of this FEIR for a description and analysis of the revised project, which would reconfigure the 63rd Street/ College Avenue intersection and prohibit left-turns to and from 63rd Street. The traffic impacts of the revised project would be substantially the same as those of the DEIR project, except that an impact at the 63rd Street/College Avenue intersection that was characterized as significant and unavoidable under the DEIR project would be reduced to a less than significant level under the revised project. No signal would therefore be required as a mitigation measure at this intersection.

Please see Master Response M-3 for a detailed discussion of parking issues.

Response to Comment E-146

The comment does not address the adequacy of the DEIR, and no response is necessary. Regarding an alternative with less mitigation, please see Response to Comment E-144.

Response to Comment E-147

The comment states that aesthetics were not adequately addressed in the DEIR, but does not offer any evidence or examples. The DEIR provides 16 pages (Section 4.2) of documentation and analysis on the potential visual impacts of the project. Section 4.2 presents eight architectural renderings of the project from different vantage points around the project, and provides existing "before" photographs to provide a

basis for comparison. In addition, eight additional simulations are provided in Chapter 3, Project Description. The visual context of the project, including design considerations, is discussed under Impacts AES-1 and AES-2, on DEIR pages 4.2-13 through 4.2-16. Also see comment letter C-277.

See also Chapter 2 of this FEIR for a description and analysis of the revised project, which includes several plans and renderings of the refined project design.

Response to Comment E-148

As required by CEQA, the alternatives evaluated in the DEIR were focused on avoiding or reducing the significant impacts of the project, which are impacts on traffic. Please see Response to Comment C-10-8 for additional discussion on the selection of alternatives.

Response to Comment E-149

The comment is noted, and will be considered by decision makers, but it does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-150

The comment consists of a Planning Commissioner thanking speakers who presented comments during the hearing. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-151

The Planning Commissioner provides a general comment that the DEIR contains inconsistencies that need to be addressed, but does not cite any specific examples. The Commissioner indicates that she will submit a comment letter with detailed comments. That letter is included in Chapter 5 of this FEIR as Comment Letter A-5.

Response to Comment E-152

Similar to the previous comment, the Planning Commissioner indicates that if she has any further comments, she will submit a comment letter.

Response to Comment E-153

The commenter states that economic impacts are important and should be addressed in the EIR. Economic and social effects are outside the scope of CEQA. As stipulated in Section 15126.2(a) of the *CEQA Guidelines*, "(i)n assessing the impact of a proposed project on the environment, the lead agency should normally limits its examination to changes in the existing physical conditions in the affected area …"" More specifically, "(e)conomic or social effects of a project shall not be treated as significant effects on the environment." (Section 15131(a).) However, economic or social effects of a project may be considered when they could lead to indirect significant effects on the environment. Please see Master Response M-6 for a summary of an economic study that was prepared on the potential effects of the proposed Safeway project.

Response to Comment E-154

The Planning Commission Chairperson states that she will be reading all comments submitted on the DEIR. The comment does not address the adequacy of the DEIR, and no response is necessary.

Response to Comment E-155

The Zoning Manager notes that the Final EIR will include oral comments made during the public hearing as well as those submitted in writing. The comment does not address the adequacy of the DEIR, and no response is necessary.

Appendix A **Safeway College & Claremont Store Urban Decay Analysis**

Appendix B **Retail White Paper for ABAG/MTC – Bridging the Gap: The Importance of Incorporating Retail Uses into Sustainable Communities Strategies and PDAs**

Appendix C **Refrigerant Leak Data**

Appendix D **Energy Consumption Data**

Appendix E **Transportation Technical Appendix**

Appendix F **Air Quality Health Risk Analysis**

Appendix G **Greenhouse Gas Emission Inventory Analysis**

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Appendix A

Safeway College & Claremont Store Urban Decay Analysis

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Safeway College & Claremont Store
Urban Decay Analysis

FINAL REPORT

Prepared for:

During Associates

Prepared by:

ALH | ECON
ALH Urban & Regional Economics

June 2012

ALH | ECON
ALH Urban & Regional Economics

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June 23, 2012

Stuart During
During Associates
120 Montgomery Street
San Francisco, CA 94104

Re: Urban Decay Analysis for College & Claremont Avenues Safeway Expansion Project – FINAL REPORT

Dear Mr. During:

ALH Urban & Regional Economics (ALH Economics) is pleased to present this study regarding the urban decay analysis of the planned College & Claremont Safeway expansion project in the City of Oakland. This study highlights the study findings regarding the economic impact/urban decay analysis of the planned 27,250-square-foot expansion of the existing Safeway store and additional development of 10,657 square feet of retail and restaurant space. The purpose of this report is to provide an assessment of the potential for the project to cause or contribute to urban decay.

It has been a pleasure working with you on this project. Please let me know if you have any questions or concerns.

Sincerely,



Amy L. Herman, AICP
Principal

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I. EXECUTIVE SUMMARY

INTRODUCTION

The purpose of this study is to assess the economic impact and potential for urban decay resulting from expansion of the Safeway neighborhood supermarket located at the intersection of College & Claremont avenues in Oakland, California (referred to as "Project"). This study is being prepared as a companion document to the Final Environmental Impact Report being prepared for the project, following release of the Draft Environmental Impact Report in July 2011. A study of this nature is not required by CEQA, but as a result of court cases involving the environmental process focused primarily on large scale retail development, such as Walmart stores, many cities are choosing to have such studies conducted in parallel with Environmental Impact Reports.

The Project site includes an existing Safeway store that will be expanded and an adjoining parcel previously occupied by a Union 76 gas station. In addition to the Safeway store expansion the Project will include development of 2,744 square feet of restaurant space and 7,913 square feet of additional retail space. The site is immediately adjacent to the border of the City of Berkeley.

The existing Safeway store totals 24,260 square feet. Upon expansion, the store will include 51,510 square feet. This expanded square footage will include 650 square feet for an in-store pharmacy. This pharmacy operation comprises incorporation of the former Chimes Pharmacy located across College Avenue from the existing Safeway store. In July 2011 Safeway purchased this pharmacy, which then began operating as a Safeway Pharmacy. The space currently occupied by this pharmacy will become vacant upon completion of the Project.

The new Safeway store will be located in a two-story building, with the Safeway on the second floor. The additional tenants, which not yet been identified, will occupy ground floor restaurant and retail space developed as part of the Project. This space will front on College Avenue, along the edge of the Project site. All existing property structures will be demolished prior to development of the new store and additional commercial spaces. As a result, there will be a period of time when the Safeway store will not be open for business and available to customers.

The Project is part of an exerted effort by Safeway Stores to upgrade many of its Northern California Safeway stores into Lifestyle stores. Among other elements, Lifestyle stores have a strong emphasis on providing quality perishables, such as produce, meat, delicatessen, bakery, prepared foods, and floral department. Lifestyle stores additionally include unique merchandising fixtures and a variety of island displays with specialty items. Safeway is additionally in the process of expanding its existing store in North Berkeley and seeking approval to rebuild and expand the existing Rockridge Safeway store located at the Rockridge Plaza Shopping Center at the corner of Broadway and Pleasant Valley Road in Oakland. These efforts follow on the heels of Safeway's recent closure of an older store in El Cerrito and development of a Lifestyle store on property formerly occupied by Target near the El Cerrito Del Norte BART Station.

This study estimates the potential impacts of the Project's tenants on existing retailers in the Project's market area and other potentially affected areas, primarily in the form of diverted sales from existing retailers. The study estimates the extent to which the opening of the Project and other cumulative retail projects may or may not contribute to urban decay pursuant to potential store

closures attributable to existing retailer sales diversions. The key indicator from a CEQA perspective is impacts on the existing environment, which in the context of an urban decay analysis includes existing stores and commercial real estate conditions, as measured by the current baseline. This is the baseline reflected by existing conditions discussed in this report. Fieldwork for this study was conducted in October 2011.

SUMMARY OF FINDINGS

Project Sales

ALH Economics estimates that net new stabilized Project sales will total $26.1 million in 2011 dollars. Of this amount, 80% is estimated to be generated by residents of the Project's market area, equivalent to $20.8 million in sales. The Project's market area is defined as portions of south and central Berkeley, into some of the Berkeley and Oakland Hills, and much of north Oakland. Generally speaking, the boundary includes Dwight Way on the north, San Pablo Avenue on the west, 51st Street on the south, and the Upper Rockridge neighborhood on the east until it connects to Highway 13.[1]

By category of retail sales, based upon assumptions for the planned ground floor retail space and categorizing the Safeway store's anticipated net pharmacy sales as other sales pursuant to how such sales are categorized by the State of California Board of Equalization, the Project's estimated sales generated by market area residents comprise the following:

- $17.0 million in food & beverage store sales;
- $1.9 million in other retail sales;
- $1.0 million in food services & drinking places (restaurants).
- $0.9 million in clothing & accessories;

The other retail category is a broad category that includes a wide range of goods, such as office supplies, books, pet supplies, toys, pharmacy, jewelry, and sporting goods.

Stabilized sales are not expected to occur the first year of store operations, but rather the second or third year, which is typical of new retail operations. The longer it takes for the Center to stabilize sales, the less impact there will be on local retailers, due to the effects of new demand. To simplify the analysis, all dollar figures unless otherwise noted are presented in 2011 dollars.

Project Absorption of Retail Sales Leakage

The Project's market area is estimated to have a $650.4 million sales base in 2011, comprised of a portion of Berkeley and a portion of Oakland. Despite this high level of sales, a substantial amount of demand generated by market area residents "leaks" from the market area, meaning that sufficient retail shopping opportunities are not available in the market area to fully capture demand generated by market area residents. The only exception to this leakage is in the food & beverage category, where the market area is estimated to achieve 12% sales attraction, meaning 12% more sales in this category are achieved than would be expected from resident spending alone. Inclusive of this sales attraction the market area as a whole leaks 42.4% of resident

[1] See Map in Exhibit 3 for more detail, and more detailed text description in Chapter IV.

spending potential, such that 42.4% of resident spending on average is spent outside the market area.

The College & Claremont Safeway Project will provide opportunities for recapture of some existing retail leakage in categories other than food & beverage. The amount of recaptured leakage will depend upon the nature of the Project's retail opportunities and the complexity of the retail purchase. This study estimates that all of the Project's clothing & accessories and food services & drinking places (e.g., restaurants & and bars) sales will be accounted for through recaptured leakage. This recapture will account for an estimated $1.9 million of Project sales generated by market area residents. Even after the Project's recapture of these sales, a great deal of leakage in these categories will persist, with residents still needing to make purchases in these categories outside the market area to meet their needs.

There will also be potential for some recapture of the Project's $1.9 million sales in the other retail category. The study does not assume that all Project sales from market area residents in this category will represent recaptured leakage. This is because this is a broad category that encompasses a wide range of consumer goods. It is unlikely that all these sales will comprise purchases the market area residents would not otherwise make in the market area. Accordingly, the analysis assumes that one-half the Project's other retail sales will constitute recaptured leakage, totaling $965,100 in recaptured sales.

In total, the analysis assumes that $2.9 million in Project sales will be achieved through recaptured sales leakage. While this recaptured sales leakage amount translates into new Project and market area sales, the constituent recaptured sales will still occur to the detriment of other existing retailers. It is difficult to identify which existing retailers outside the market area may experience sales reductions as a result of the Project's recaptured leakage. These outside market area retailers are most likely located over a wide area, depending on the nature of the good, and probably include stores in other Berkeley or Oakland locations, Emeryville, and even San Francisco. This is such a widely dispersed area that it is unlikely that any particular store outside the market area would lose sufficient sales directly attributable to the Project resulting in store closure, and thus would not lead to urban decay in this more generalized area. This is especially the case given the low amount of assumed recaptured sales, totaling $2.9 million.

Sales Impacts

After consideration of out of market area sales and recaptured sales leakage, the College & Claremont Safeway Project has the potential to divert $18.0 million in sales from existing market area retailers. This sales volume includes all of the Project's anticipated $17.0 million in food sales generated by market area residents as well as $965,100 in other retail sales.

Grocery and Food Stores. The market area is characterized by food sales attraction. Consequently, the analysis conservatively assumes that any Project food sales generated by market area residents will occur to the detriment of existing food & beverage retailers in the market area. The study anticipates that grocery stores with conventional and upscale orientations are most susceptible to sales impacts from the expanded College & Claremont Safeway store given the store's repositioning as a Lifestyle brand store, which is considered more upscale than the standard Safeway stores. The larger market area grocery stores most likely to experience these impacts include Trader Joe's, Whole Foods, and Berkeley Bowl. The distance of these stores from the

Project site is 0.3, 1.0, and 1.7 miles, respectively. In addition, the nearby niche food markets of Yasai Produce Market, Ver Brugge Meat-Fish Poultry, and Star Grocery are anticipated to at least initially experience some sales impacts. It will be incumbent upon these small stores to continue to build customer loyalty and provide quality products, especially during the time period when the Safeway store will be closed for construction. Customers gained during this period will bode well for the stores when the expanded Safeway opens and is more competitive because of its expanded produce, meat, and seafood departments. In addition, these stores already have a strong complement of loyal customers. It is notable that these stores have coexisted with Safeway for many years. They therefore already offer products and services valued by customers that are not available at Safeway. Even with the greater volume of goods that will be available at the expanded Safeway these niche stores will continue to provide quality of service and products not available at Safeway, such as the personal customer service available at Star Grocery, the local farm-based market fresh produce at Yasai, and the unparalleled meat and fish products available at Ver Brugee.

Many of the market area's larger grocery stores are outperforming national sales performance averages. Because of their strong performance, Trader Joe's, Whole Foods, and Berkeley Bowl are all anticipated to be able to withstand the competition from the expanded Safeway store. These stores are all strong performers with a strong customer base. As experienced retailers, all three stores are anticipated to be able to counterbalance product-based sales losses with new merchandising strategies, and thereby retain loyal customers.

In mid-December 2011, the conventional Andronico's grocery store on Telegraph Avenue closed. The closure of this store will result in an infusion of additional grocery shopping dollars made available for the remaining market area or other nearby grocery stores. Measured as the existing baseline, these dollars will serve to significantly offset the estimated College & Claremont Safeway Project expansion sales impacts, resulting in much lower impacts on the remaining existing sales base. The redistribution of these sales will benefit all existing food stores, and reduce the estimated Project impacts. While stores may experience a sales increase prior to the opening of the expanded Safeway store, loss of some of these sales could return them close to existing conditions pursuant to the baseline established by this report.

In conclusion, existing grocery and food stores are not anticipated to experience sales impacts attributable to the Project so severe as to induce store closure. The greatest impacts will be experienced by stores that are achieving very high sales performance. Moreover, the redistribution of market area sales previously captured by Andronico's will offset a large portion of the Project's sales impacts.

Other Retail Stores. The $965,100 in other retail sales impacts comprises a negligible amount of the market area sales base in other retail. The space equivalent of this amount of sales is about 2,700 square feet. It is very unlikely that any one retailer in the other retail category in the market area will incur all these sales impacts, such that any existing stores will close. Accordingly, these impacts are anticipated to be minor and insignificant relative to the existing market area retail base.

Offsetting Effects of Future Growth

The timeframe of the Safeway expansion is undetermined, depending upon the pace and timing of the environmental and approvals process for the Project. Regardless of the timing of the Project completion, there may be potential for new market area growth to generate yet additional demand for food sales in and near the market area. With 2015 as a proxy for the first full year of operations for the expanded store, demographic projections suggest the potential for 1,526 new households in the market area between 2011 and 2015. Based upon the resources available for the preparation of demographic projections, this amount of projected growth may be exaggerated. However, it provides a sense of the potential demand that could be generated pursuant to residential development in the market area.

These 1,526 new households are estimated to generate $43.3 million in retail demand. The largest component of this demand is $7.3 million for food stores, the great majority of which would likely be captured in the market area given the propensity for consumers to purchase groceries relatively close to home. This level of demand, therefore, if realized, could offset up to 43% of the maximum $17.0 million in food sales impacts. There is demand for yet additional retail categories, which would also help offset the estimated Project impacts in the other retail category and generally boost the market area's retail sales base.

While the demographic growth projections may be overstated, with the estimated level of demand correspondingly aggressive, this analysis nonetheless indicates the potential for some increment of new household growth in the market area to be generated prior to the completion of the Safeway expansion Project. This new demand will offset some of the Project's anticipated negative sales impacts on existing market area grocery and food stores.

Cumulative Project Impacts

The study identified 15 potential cumulative retail development projects in the market area and surrounding areas, of these 15 projects, 9 were determined to have the potential to be developed during the same approximate timeframe as the College & Claremont Safeway Project and thus contribute to additional market area sales impacts. Given assumptions about project size, sales, and degree of market area overlap with the Project, these 9 projects are estimated to generate $42.4 million of sales assumed to be competitive with the Project and generated by residents within the Project's market area. Based on sales distributions and the potential for further absorption of existing leakage, these cumulative projects, in association with the College & Claremont Safeway Project, have the potential to increase the market area sales impact from $18.0 million for just the Project to $43.3 million. The incremental sales impacts are in the food & beverage, other retail, home furnishings & appliances, clothing & accessories, and food services & drinking places categories. As with the Project impacts, redistribution of Andronico's sales and household growth will to some extent help offset the incremental cumulative project impacts.

The incremental sales impacts in food services & drinking places are deemed to be relatively minor. Accordingly they are not anticipated to lead to any existing store closures, and thus have no potential to contribute to or cause urban decay. The incremental sales impacts for food & beverage stores, other retail, clothing & accessories and home furnishings & appliances will be larger, totaling an estimated $12.5 million, $6.5 million, $2.7 million, and $1.1 million, respectively. As with the Project impacts, extensive market area retail leakage will still remain following

development of the cumulative projects. This remaining leakage provides an opportunity for other retailers to enter the marketplace focused on satisfying unmet retail demand.

Other Retail Sales Impacts. Despite the incremental increase, the impacts in the other retail category are not anticipated to be sufficient to cause existing stores to close. The nature of the other retail impacts will be dependent upon the type of retailers that locate in all of the cumulative projects. Almost every cumulative project is estimated to have some component of sales in this broad category, which can include sporting goods, office supplies, pet supplies, jewelry, toy stores, pharmacy, and gifts and hobbies, among other retailers. In all likelihood, each project will have a different mix of retailers comprising this category, such that one narrow type of retail will not experience all the estimated cumulative other retail impacts. This will serve to spread and thereby minimize the impacts. Moreover, the incremental impact is equivalent to support for only a small portion of retail space. Because this increment of space is small, the more likely scenario is that existing retailers will lose some small increment of sales, but not so much as to induce store closure. Therefore, the study concludes that the other retail impacts will not result in any store closures and will therefore have no potential to contribute to or cause urban decay.

Clothing & Accessories and Home Furnishings Impacts. Although the cumulative impacts analysis includes the addition of sales impacts in the clothing & accessories and home furnishings categories, these impacts relatively minor and are not deemed sufficient to result in any store closures and will therefore have no potential to contribute to or cause urban decay.

Food Sales Impacts. The incremental $12.5 million in food sales impact attributable to the cumulative projects are likely to be experienced within the market area as well as outside the market area, due to the wide variety of food store shopping opportunities available throughout the region and the nature of the projects generating the incremental cumulative food sales impacts, such as discount food retailer Foods Co. In addition, this level of sales impact may be overstated because the analysis assumed that almost every planned cumulative project would have some component of food sales, consistent with their anticipated neighborhood retail characterization. This may be an overstatement, depending upon the actual profiles of the future cumulative project tenants. Two additional factors will serve to minimize the cumulative food sales impacts. These include the mid-December 2011 closure of the Andronico's store on Telegraph Avenue and the redistribution of its store sales within the market area, and future demand pursuant to household growth.

The majority of the impacts that remain following these offsetting factors will likely continue to be experienced by the same stores anticipated to incur impacts from the College & Claremont Safeway Project, namely Trader Joe's, Whole Foods, and the Berkeley Bowl. This is because the majority of the cumulative sales continue to be generated by Safeway, such that stores directly competitive with Safeway will likely be the stores most impacted. Because of the strong performance of these market area food retailers, the cumulative project food sales impacts are not anticipated to result in any store closures, and therefore are not anticipated to contribute to or cause urban decay.

As with the Project impacts, some smaller grocery and food stores within the market area and beyond might experience some short-term changes in demand as shoppers explore the expanded shopping opportunities presented by the cumulative projects. However, these shoppers are ultimately anticipated to restore some, if not all of their diverted shopping to these small grocery or

food stores after an initial time period, especially if the cumulative projects do not comprise a substantially new food store offering, which is not anticipated. If, however, any existing stores do close as a result of food sales impacts, the extent to which such store closures become problematic for the retail market will also depend upon the market strength, regulatory controls, and actions pursued by property owners.

URBAN DECAY DETERMINATION

Definition of Urban Decay

For the purpose of this analysis, urban decay is defined as, among other characteristics, visible symptoms of physical deterioration that invite vandalism, loitering, and graffiti that is caused by a downward spiral of business closures and long term vacancies. This physical deterioration to properties or structures is so prevalent, substantial, and lasting for a significant period of time that it impairs the proper utilization of the properties and structures, and the health, safety, and welfare of the surrounding community. The manifestations of urban decay include such visible conditions as plywood-boarded doors and windows, parked trucks and long term unauthorized use of the properties and parking lots, extensive gang and other graffiti and offensive words painted on buildings, dumping of refuse on site, overturned dumpsters, broken parking barriers, broken glass littering the site, dead trees and shrubbery together with weeds, lack of building maintenance, homeless encampments, and unsightly and dilapidated fencing.

Retail Market Characteristics

Both Berkeley and Oakland have generally maintained relatively healthy retail market sectors. As of third quarter 2011, Berkeley had an overall retail vacancy rate of 3.6%. This rate is one of the lowest rates noted during the 2006 to 2011 time period, with vacancy as high as 10% or 11% in 2006. Throughout the course of the recession retail vacancy has been low in Berkeley, never exceeding 6% since the second quarter of 2007. This indicates a very strong retail market in the City of Berkeley, which has a base of approximately 6.7 million square feet of retail space. In general, retail markets are deemed most healthy when there is some increment of vacancy, at least 5.0%, which allows for market fluidity and growth of existing retailers. Thus, the current Berkeley retail vacancy rate of 3.6% is a low vacancy rate, indicative of a very strong and tight retail market. In like manner, Oakland is also generally characterized by a strong retail market, with third quarter 2011 vacancy similar to Berkeley's at 3.8%, and a peak over the past 5.5 years of 4.9% earlier in 2011. The retail base in Oakland, however, is much larger than Berkeley, estimated at almost 22.4 million square feet. These figures suggest the retail markets in Berkeley and Oakland as a whole are very strong.

Despite the low vacancy rates, there are a number of retail vacancies in the cities of Berkeley and Oakland. However, very few of these vacancies are located in the market area portion of these cities. Regardless of location, retail vacancies in Berkeley are finding new tenants. For the one-year period from October 2010 to October 2011 there were 60 retail leases executed in the City of Berkeley. These 60 leases accounted for absorption of approximately 128,000 square feet of retail space in Berkeley, averaging about 2,100 square feet each. While most of these lease transactions are for a relatively small increment of space, they are indicative of strong interest in the Berkeley retail market. Similar information regarding executed leases in the entire City of Oakland indicate 104 retail leases were executed over the same one-year time frame, totaling approximately

198,000 square feet of leased space, with an average size of about 1,900 square feet. As in the case of Berkeley, this volume of lease transactions, during a period of time still effected by the most recent national recession, is an indicator of strong interest in Oakland's commercial retail market.

Urban Decay Conclusion

ALH Economics focused on determining whether or not physical deterioration would likely result from the opening of the Project and other cumulative retail developments in reaching a conclusion about urban decay. The conclusion is based on consideration of current market conditions, findings regarding diverted sales, and regulatory controls. Highlights of these findings are as follows:

- ***Current Market Conditions***: The field research, market research, and broker interviews indicated that retail market conditions are strong in the portions of the market area in Berkeley and Oakland. Both cities have low retail vacancy rates, with few vacancies in the portions within the market area, indicating that while there are a few such properties, long-term retail vacancy is not a prevalent issue in the market area. Existing retail vacancies generally appear well-maintained, and retail brokers indicate that vacancies near the Project site are typically absorbed quickly. There are only limited instances of poorly maintained retail vacancies, mostly at the extreme edges of the market area, especially in Berkeley.

- ***Diverted Sales and Additional Retail Leakage***: ALH Economics anticipates that despite the Project's and cumulative projects' sales impacts, especially in the food & beverage category, existing retailers will not close as a result of the new project openings. The most competitive existing stores are high retail sales performers and are anticipated to be able to withstand the enhanced competition. In addition, the mid-December 2011 closure of the Andronico's on Telegraph Avenue will result in redistribution of existing sales, which will help offset impacts associated with the Project and cumulative projects. However, if any stores do close, the market area is anticipated to be characterized by continued retail leakage in almost all major retail categories. This remaining leakage provides an opportunity for other retailers to enter the marketplace focused on satisfying unmet retail demand.

- ***Regulatory Controls:*** City ordinances, such as the City of Oakland Municipal Code of Ordinances Chapter 8.10 on Graffiti, Chapter 8.18.060 on Noxious Weeds, Chapter 8.24 on Property Blight, Chapter 8.38.170 on Dumping Garbage, Chapter 8.54 on Vacant Building Registration, Chapter 12.04 on Sidewalk, Driveway, and Curb Construction and Maintenance, require property owners to maintain their properties so as not to create a nuisance by creating a condition that reduces property values and promotes blight and neighborhood deterioration. Enforcement of these ordinances can help prevent physical deterioration due to any long-term closures of retail spaces. Code enforcement is managed by the City of Oakland's Building Services Division. They look into the accumulation of trash, debris, graffiti, and other blight on properties. The Building Services Division is responsible for enforcement and is allowed to take actions needed to enforce the ordinances. Also, according to Municipal Code Chapter 15.08.110, the owner in

violation, "is liable for any costs, expenses, accruing interest, and disbursements paid for or incurred by the City of Oakland and any of its contractors in correction, abatement, and prosecution of the violation."[2] Citizens can report code violations through a telephone hotline or online form. Once a complaint is issued and determined valid, the owner has 16 days to pay the violation ticket or work with the City to fix the violation.

Similar codes also exist in the City of Berkeley, such as the City of Berkeley Municipal Code of Ordinances Chapter 12.32.020 on the Prohibition of the Accumulation of Rubbish, Chapter 12.32.070 Dumping at Unauthorized Disposal Site prohibited, Chapter 12.40 on Litter, Debris, and Noxious plants, Chapter 12.92 on Anti-blight, Chapter 13.98 on the Prohibition of Graffiti on Property, which require property owners to maintain their properties so as not to create a nuisance by creating a condition that promotes blight and poses threats to the public's health, safety, and welfare. Enforcement of these ordinances can help prevent physical deterioration due to any long-term closures of retail spaces. If properties require nuisance abatement there are controls in place to provide this abatement. The property owner will received a written notice from the City, the owner has seven calendar days to fix the nuisance or 15 calendar days to appeal, if neither of these actions are taken then the owner will be charged for the violation or a lien will be placed on the property.

During the fieldwork conducted in October and November, 2011, there were only a few visible signs of litter, graffiti, weeds, or rubbish associated with existing commercial nodes in the Project's market area, most notably in Berkeley. These were mostly associated with properties engaged in the development planning process, or under the control of one property owner with a reputation for weak property maintenance. Thus, ALH Economics concludes that existing measures to maintain private commercial property in good condition in the market area are generally effective and will serve to help preclude the potential for urban decay and deterioration in the event any existing retailers in the market area close following the operations of the Project and other cumulative retail projects.

Based upon these findings, ALH Economics concludes that the College & Claremont Safeway expansion Project and the identified cumulative projects will not cause or contribute to urban decay.

[2] City of Oakland Municipal Code 15.08.110, "Abatement of Violations," http://library.municode.com/index.aspx?clientid=16308&stateid=5&statename=california (accessed November 18, 2011).

II. INTRODUCTION

STUDY BACKGROUND

Safeway, Inc. is seeking to expand the existing Safeway neighborhood grocery store at the intersection of College & Claremont avenues in Oakland, California. In the process, Safeway plans to reposition the store into a Lifestyle store and include a small amount of ground floor retail and restaurant space as part of the total development program (the "Project"). This plan is part of Safeway's plan nationwide to redevelop existing stores into Lifestyle stores, with 85% of the process complete throughout the chain. A hallmark of Lifestyle stores is the sale of expanded perishable options, the availability of greater health-oriented options, and an earth-toned décor package that includes custom flooring and unique display features.

The current Safeway store is 24,260 square feet. According to Safeway's public reports, the average Safeway store size is 46,700 square feet. Thus, the existing College & Claremont store is significantly undersized relative to the average Safeway store. With the planned expansion the store will increase to 51,510 square feet, which includes space dedicated to an in-store pharmacy. While the new expanded site will be larger than the chain's average, building inefficiencies will constrain the ability to fully maximize the expanded space availability.

The environmental review process is in progress for this planned expansion project. The Draft Environmental Impact Report (EIR) was released in July 2011 and the Final EIR (FEIR) is in the process of being completed. As a companion document to the FEIR, the City of Oakland decided to seek an urban decay analysis, with the purpose of determining if the planned project will have the potential to cause or contribute to urban decay. Such studies are not required by CEQA, but as a result of court cases involving the environmental process focused primarily on large scale retail development, such as Walmart stores, many cities are choosing to have such studies conducted in parallel with Environmental Impact Reports.

ALH Urban & Regional Economics (ALH Economics) was retained to complete the Claremont & College Safeway expansion project urban decay study. This study estimates the potential impacts of the Project on existing retailers in the Project's market area and other potentially affected areas, primarily in the form of diverted sales from existing retailers. The study estimates the extent to which the opening of the Project and other cumulative retail projects may or may not contribute to urban decay pursuant to potential store closures attributable to existing retailer sales diversions. The key indicator from a CEQA perspective is impacts on the existing environment, which in the context of an urban decay analysis includes existing stores and commercial real estate conditions, as measured by the current baseline. This is the baseline reflected by existing conditions discussed in this report.

The field work upon which this study is based was completed in October and November 2011. Accordingly, ALH Economics assumes no responsibility for market events pertinent to the market area, more general environs, or the Project site occurring after those dates. In addition, the majority of the research and analysis was conducted during November and December 2011, with limited data updates pertinent to cumulative projects prior to the June 2012 report date.

STUDY TASKS

ALH Economics engaged in numerous tasks to complete this assignment. These tasks included the following:

- Identified the Project's market area, i.e., the area from which the majority of Project consumers are anticipated to originate;
- Conducted fieldwork to review the Project site and evaluate existing market conditions;
- Estimated the planned Project's sales;
- Estimated market area retail sales;
- Conducted retail sales leakage analyses for the Project's market area;
- Estimated demand generated by households added to the market area by the time the Project is developed;
- Estimated the Project's impacts on existing relevant retailers;
- Identified planned retail projects in the market area and other relevant areas;
- Assessed the cumulative impacts of planned retail projects in the market area and other relevant areas; and
- Assessed the extent to which operations of the Project and the cumulative projects may or may not contribute to urban decay.

The findings pertaining to these tasks are reviewed and summarized in this report, with analytical findings presented in the exhibits in Appendices A and B.

STUDY RESOURCES AND REPORT ORGANIZATION

Study Resources

Many resources were relied upon for this study. This included information provided by During Associates, the Planning and Economic Development Departments in the cities of Berkeley, Emeryville, and Oakland, and individuals engaged in commercial real estate familiar with the area's retail market. Detailed Berkeley and Oakland retail market data were generated from Costar, a commercial real estate information company, and provided by CB Richard Ellis.

Additional study resources included customer origin data provided by Safeway, the 2010 U.S. Census, the Association of Bay Area Governments, the California State Board of Equalization, Claritas, a national provider of economic and demographic data, and Neilson Trade Dimensions. Some retail sales data were provided by Retail MAXIM's *Alternative Retail Risk analysis for Alternative Capital, July 2011*. Inflationary adjustments were prepared based upon the U.S. Bureau of Labor Statistics' Consumer Price Index for all urban consumers in the Western U.S. Region. All sources are cited as relevant in the study exhibits.

Report Organization

This report includes 9 chapters, as follows:

I. Executive Summary
II. Introduction
III. Projected Project Sales

IV. Market Area Definition
V. Retail Sales Base Characterization
VI. Project Sales Impacts
VII. Food Store Impacts
VIII. Cumulative Project Impacts
IX. Urban Decay Determination

This report is subject to the appended Assumptions and General Limiting Conditions.

III. PROJECTED PROJECT SALES

A description of the planned College & Claremont avenues Safeway expansion Project and ALH Economics' estimates of the total retail sales generated by the Project are presented below, including sales generated by retail category. This estimate is necessary to facilitate analysis of the Project's urban decay impacts.

PROJECT DESCRIPTION

The College & Claremont Safeway expansion Project is located at the intersection of College & Claremont avenues in Oakland, California. The Project site includes an existing Safeway store that will be expanded and an adjoining parcel previously occupied by a Union 76 gas station. In addition to the Safeway store expansion, the Project will include development of an additional 10,657 square feet of space, comprising 2,744 square feet of restaurant space and 7,913 square feet of additional retail space. The site is immediately adjacent to the border of the City of Berkeley.

The existing Safeway store totals 24,260 square feet. Upon expansion, the store will include 51,510 square feet, reflecting a net increase of 27,250 square feet. This expanded square footage will include 650 square feet for an in-store pharmacy. This pharmacy operation comprises incorporation of the former Chimes Pharmacy located across College Avenue from the existing Safeway store. In July 2011 Safeway purchased this pharmacy, which then began operating as a Safeway Pharmacy. The space currently occupied by this pharmacy will become vacant upon completion of the Project.

The new Safeway store will be located in a two-story building, with the Safeway on the second floor. The additional tenants, which not yet been identified, will occupy ground floor restaurant and retail space developed as part of the Project. This space will front on College Avenue, along the edge of the Project site. All existing property structures will be demolished prior to development of the new store and additional commercial spaces. As a result, there will be a period of time when the Safeway store will not be open for business and available to customers.

The Project's existing and proposed distribution of retail square footage is presented in Exhibit 1. This exhibit indicates current developed square footage of 25,380 square feet, including the 24,260-square-foot Safeway store and 1,120 square feet associated with the former Union 76 gas station. With the planned Safeway store expansion to 51,510 square feet, inclusive of 650 feet for the in-store pharmacy, and the 10,657 square feet for restaurant and other retail space the Project's net change in building area is 36,787 square feet.

PROJECTED SAFEWAY AND OTHER PROJECT SALES

Approach

The timeframe of the Safeway expansion is undetermined, depending upon the pace and timing of the environmental and approvals process for the Project. For analytical purposes, this study assumes the Project will be fully operational by 2015, with 2015 comprising the first full year of complete Project operations. To facilitate the study, however, the analysis is conducted assuming sales in year 2011 dollars. Stabilized sales are not expected to occur the first year of store operations, but rather the second or third year, which is typical of new retail operations. However, for simplicity, this analysis conservatively assumes stabilized sales are achieved during the first full year of operations.

Store sales projections were prepared differently by type of retail tenant. Two methods were employed, one for the Safeway store and one for all other retail tenants.

Safeway Store Sales. A sales projection for the expanded Safeway store was developed by ALH Economics based upon examination of a compilation of grocery store sales performance data prepared by Nielson Trade Dimensions, a vendor that provides individual store weekly sales estimates as well as each store's estimated sales selling area. ALH Economics reviewed the Trade Dimensions data specifically relative to Safeway store performance in the general Oakland area. This examination indicated that Safeway stores in the area typically outperform Safeway and average grocery industry performance.[3] Review of Safeway annual reports indicates that in 2010, the average Safeway store achieved sales totaling $465 per square foot.[4] In 2011, industry average performance is estimated to be about $500.[5] Based upon the Trade Dimensions data findings, and an understanding that Lifestyle stores typically enjoy high sales performance, however, ALH Economics assumes the Safeway expansion space will achieve sales in excess of these average figures. Specifically, the Safeway stores in the cities of Berkeley and Oakland consistently outperform the national average by a factor of at least 50%. The higher Safeway stores sales estimate is $800 per square foot. Reported Safeway store data in Trade Dimensions include pharmacy sales in total store sales, thus the same $800 per square foot estimate for grocery space is equally assumed for the pharmacy space. Based on the combined square footage of the expansion space and pharmacy space, the Safeway store is assumed to achieve incremental sales totaling $21.8 million a year (see Exhibit 2). The pharmacy sales will not all be net new sales. To be conservative, however, the analysis treats these sales as net new to avoid underestimating the potential increment in new sales once the pharmacy operation is incorporated into the Safeway store space.

For the purpose of this study, ALH Economics obtained information about select grocery store performance in and around the Project's market area. These data were obtained from Nielsen Trade Dimensions, which provides individual store weekly sales estimates as well as each store's estimated sales selling area. From these data, generalized analysis can be conducted to assess the relative sales performance of the stores. Nielsen's Terms of Use for the Trade Dimensions data prevent publishing individual store performance information. However, information about store performance in general and in relation to other stores can be divulged.

All Other Retail Store Sales. In order to estimate the annual sales performance of the 10,657 square feet of additional restaurant and retail space, ALH Economics developed assumptions regarding the type of tenant likely to occupy the space and then corresponding sales per square foot figures. For the composition of the space, ALH Economics assumes the space will comprise 2/3 "other retail" as defined by the State of California Board of Equalization, and 1/3 apparel stores. The other retail category includes gifts, books, jewelry, and florists, among others. This generalized mix is deemed feasible given the nature of other retailers located along the College Avenue corridors.

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[3] Nielsen's Terms of Use for the Trade Dimensions data prevent publishing individual store performance information. Therefore, the report refers to generalities about relative food store performance.

[4] Calculation derived from information included in Safeway's 2010 Annual report and 2010 10-K prepared for the SEC. Safeway sales in 2010 excluding fuel and other totaled $36,676.2 million. Total retail square footage at year end 2010 was 79.2 million square feet. This equates to a sales equivalent of $463 per square foot.

[5] See Exhibit B-1, which presents industry average figures.

The sales per square foot figures are based on information available from Retail MAXIM's "*Alternative Retail Risk Analysis for Alternative Capital*," July, 2011. The Retail MAXIM publication provides average sales per square foot figures for many national retailers and aggregates the data by specific retail categories. ALH Economics has been tracking Retail Maxim's store performance estimates since 2003, with a data trend inclusive of sales performance figures from 2003, 2005, 2007, 2009, and 2010. Averaging these figures and inflation adjusting is believed to provide a reasonable estimate of potential store sales performance for relevant categories (see Exhibit B-1). While specific Project restaurant operations and retailers have not been identified, the retail spaces were matched to categories included in the Retail Maxim retail survey. The resulting sales figures include the following:

- $449 per square foot for the restaurant space, reflective of the Retail Maxim restaurant category;
- $357 per square foot for the portion of the retail space allocated to other retail, reflective of the Retail Maxim estimate for a range of categories that correspond with other retail; and
- $434 per square foot for the portion of the retail space allocated to apparel, reflective of the Retail Maxim estimate for a range of apparel retailers.

The sales per square foot assumptions are presented in Exhibit 2, with back up data in Exhibit B-1.

Projected Project Sales

Total Projected Store Sales. The estimate of Safeway expansion, restaurant, and other retail store sales is documented in Exhibit 2. The total Project sales in 2011 dollars are estimated at $26.1 million. This equates to $687 in average sales per square foot.

Projected Market Area Project Sales. Materials published by major industry organizations support that a retail store's trade area generally supplies 70% to 90% of the store's sales, while the remaining 10% to 30% of sales are attributed to consumers residing outside of the store's market area. In its Shopping Center Development Handbook, Third Edition, the Urban Land Institute (ULI) states the following:

> "A site generally has a primary and a secondary trade area, and it might have a tertiary area. The primary trade area should generally supply 70 to 80 percent of the sales generated by the site. These boundaries are set by geographical and psychological obstacles."[6]

ULI is a nonprofit research and education organization representing the entire spectrum of land use and real estate development disciplines. Among real estate, retail, and economic development professionals, this organization is considered a preeminent educational forum.

Information published by the International Council of Shopping Centers (ICSC), a trade association for the shopping center industry, also provides instructional information about market area definitions. In the recent publication Developing Successful Retail in Secondary & Rural Markets, the ICSC says:

> "A trade area is the geographic market that you will be offering to potential retailers as a consumer market. … Defining a retail trade area is an art and a science. In general, a trade area should reflect the geography from which 75-90 percent of retail sales are generated.

[6] Shopping Center Development Handbook, Third Edition, Urban Land Institute, 1999, page 44.

> Different stores can have different trade areas based on their individual drawing power and the competitive market context."[7]

For the purpose of this study Safeway made available customer sales data for the College & Claremont store. These data included point in time sales generated by shoppers on a zip code basis. From these data, it was possible to determine the zip code areas that generate the greatest level of support for the existing Safeway store at College & Claremont avenues. Analysis of these data indicated that the zip codes generating the greatest store sales collectively contributed about 80% of store sales. Based on this information it is assumed that 20% of the Project's sales will be attributed to consumers residing outside of the Project's market area. Pursuant to this assumption the estimated Project sales originating from market area residents is $20.8 million (see Exhibit 2), with $17.4 million for the Safeway store and $3.4 million for the other commercial spaces. This is the sales figure that is central to the urban decay analysis, as it comprises Project demand generated by market area residents. These are the sales that have the potential to be diverted away from other retailers, including retailers in the market area, and thus are the sales of interest in determining the risk of potential store closures that could ultimately lead to deterioration and decay.

Projected Sales by Category

Retail Sales Categories. It is necessary to allocate the Project's sales into appropriate retail categories to determine the potential impact on those specific categories. Subsequent analysis in this report compares Project sales to estimated market area sales in store categories used by governmental data sources, facilitating a comparison between retail supply and demand. Accordingly, the retail categories used to analyze the Project's sales match the categories used to estimate relevant market area sales.

The new sales generated by the Project will be spread across only a few merchandising categories due to the Project's nature and relatively small size. However, other merchandising categories also have relevancy to the study to facilitate characterization of the retail base. This study uses the retail categories as defined by the State of California Board of Equalization ("BOE"), which reports taxable sales by retail category for cities and counties. To maximize the use of these data it is important to use the BOE's defined retail sales categories for analytical purposes. Accordingly, ALH Economics' analysis is benchmarked to these categories and the sales reported by the BOE. These categories, as typically reported for cities, include the following:

- Motor Vehicle & Parts Dealers
- Home Furnishings & Appliances
- Building Materials & Garden Equipment
- Food & Beverage Stores
- Gasoline Stations
- Clothing & Accessories
- General Merchandise Stores
- Food Services & Drinking Places (Restaurants)
- "Other Retail" Group[8]

[7] Developing Successful Retail in Secondary & Rural Markets, International Council of Shopping Centers in cooperation with National Association of Counties, 2007, page 7.

[8] Other retail stores include a wide range of retailers, such as gift shops, pet supplies, office supplies, sporting goods, book stores, florists, and gifts.

Safeway Sales Distribution by Category. The Safeway's sales will be reported by the BOE in the food & beverage stores category. The impact of these sales is most appropriately analyzed relative to all the retail categories that include stores competitive with or complementary to the Safeway. This generally includes other grocery stores, but will also include pharmacies given the pharmacy sales that will be included in the expanded Safeway. The BOE classifies pharmacies in the "other retail" category. Therefore, the $17.4 million in sales generated by market area residents are assumed to comprise $17.0 million in food & beverage sales and $0.4 million in other retail.

Additional Retail Space Sales by Category. The additional 10,657 square feet of space includes the space designated for restaurant space and additional space with undetermined tenants. As cited earlier, the analysis assumes this additional space will be allocated 2/3 to other retail tenants and 1/3 to apparel retailers. Based on these assumptions, the market area resident sales generated for this portion of the Project will comprise $1.0 million in restaurant sales, $1.5 million in other retail sales, and $0.9 million in apparel sales.

Distributed Sales. Table 1 below allocates sales from the Safeway and the other Project retail and sums the total sales of the Project by BOE retail category. This is for the 80% share of sales generated by market area residents, totaling $20.8 million.

Table 1
Estimated Expanded College & Claremont Safeway Project Sales by Retail Category (1)
2011 Dollars

Retail Category	Estimated Retail Sales Volume	Percent
Motor Vehicles & Parts	$0	0.0%
Home Furnishings & Appliances	$0	0.0%
Building Materials & Garden Equip.	$0	0%
Food & Beverage Stores	$17,024,000	81.7%
Clothing & Accessories	$906,640	4.3%
General Merchandise	$0	0%
Food Services & Drinking Places	$985,130	4.7%
Other Retail Group	$1,930,168	9.3%
Total	$20,845,938	100.0%

(1) Based on California Board of Equalization retail categories.

Source: Exhibit 2; and ALH Urban & Regional Economics.

As noted above, the Project is estimated to capture $20.8 million in sales generated by market area residents. The sales distribution will include 81.7% in the food & beverage category, 9.3% in the other retail group, and near equal shares of 4.7% in the food services & drinking places (restaurant) group and 4.3% in the clothing & accessories group (apparel).

IV. MARKET AREA DEFINITION

This report chapter discusses the approach to examining the Project's market area, which is the area from which the majority of shoppers are anticipated to originate. This chapter defines the Project's anticipated market area based on this approach and provides information regarding locations of major retail corridors and nodes within the market area, especially the location of other grocery stores.

APPROACH

ALH Economics defined a market area for the Project for the purpose of analyzing the prospective urban decay impacts. The market area definition is based on the principle that most consumers will travel to the shopping destination most convenient to their homes given the type of goods available. A market area is the geographic area from which the majority of a retail shopping center's demand is anticipated to originate. Several tasks were completed to identify the market area, foremost of which included mapping the location of the Project relative to other Safeway stores, especially existing or planned Lifestyle stores, and consideration of consumer origin data provided by Safeway.

MARKET AREA DESCRIPTION AND BOUNDARIES

ALH Economics conducted research to develop an estimate of the market area for the Project, i.e., the area from which the majority of shoppers will originate. Because of the Project's location at the border between the cities of Berkeley and Oakland, both Berkeley and Oakland residents are assumed to comprise a strong consumer base for the Project.

As a starting point for the market area definition ALH Economics reviewed detailed Safeway customer data provided by zip code (zip + four). This included point-in-time data for shoppers by residential location. ALH Economics rolled up all the zip + four areas into just the zip codes to comprise a more manageable database, indicating the percent of store shoppers by zip code. The zip codes that encompassed approximately 80% of the Safeway shoppers were then mapped to observe their geographical locations and distribution. Because zip codes are large and irregularly shaped, ALH Economics superimposed the zip codes over a census tract map to identify the census tracts that would best comprise the market area for the Project. An additional benefit is the greater ability to obtain and analyze data at the census tract level while retaining the potential for replication by interested parties.

Once the zip codes and census tracts were superimposed, ALH Economics refined the edges of the market area based on the location of other Safeway stores, especially existing and planned Lifestyle stores. This refinement is based upon the assumption that consumers will shop at the Safeway store closest to their home, especially other Lifestyle or otherwise updated and expanded stores. Relative to the existing and planned Safeway Lifestyle stores to the north and west of the Project site, a number of intersections throughout portions of Berkeley were identified for research purposes. These intersections were then tested using mapping software to determine which Safeway store was closest in proximity and involved the shortest travel time. The stores used for this analysis included the Safeway stores located at Rose and Shattuck in Berkeley (currently being expanded), the new Lifestyle store in El Cerrito near the Del Norte BART Station, and the Safeway store on Solano Avenue in Albany. The testing results identified the northern and western boundaries of the market area, which generally comprise Dwight Way on the north and San Pablo Avenue on the west. This boundary can be seen in Exhibit 3.

The eastern and southern boundaries of the market area were defined largely based on the consumer shopping data provided by Safeway as well as consideration of the Rockridge Safeway store at Broadway and Pleasant Valley Road in Oakland, which is also in the process of a planned expansion, with environmental documents under preparation. The eastern edge of the market area corresponds with the census tracts that comprise zip code 94705, which is the zip code that generates the greatest level of shoppers for the College & Claremont Safeway store. This zip code is almost exclusively located to the north of the Tunnel Road portion of Highway 13, which extends into the Berkeley and Oakland Hills.

The market area's southern boundary was defined based on customer proximity and the location of the Rockridge Safeway store. There is a geographical area south of the College & Claremont Safeway store within which residents are largely equidistant from the two stores. The Safeway consumer data indicate that residents in this area shop at both stores. Therefore, the area south of the Project site up to the location of the Rockridge store is considered part of the Project market area. This area generally extends south to 51st Street and then extends to the western edge of the market area via 52nd Street, then 53rd Street, then 54th Street. To the east this boundary extends through the Upper Rockridge neighborhood until it connects to Highway 13. Exhibit 3 depicts this boundary. In addition, Exhibit 4 identifies the area that is common to the market area for both the College & Claremont Safeway store and the Rockridge Safeway store. As can be seen, this common area is a thin band of geography in Oakland.

As referenced above, the market area geography was defined based on aggregations of census tracts. The advantage of using census tracts is that the market area definition is easily defined, easily replicable, and key demographic estimates and projections are readily available in this format. The market area's census tracts are listed in Exhibit B-2. The census tracts in the portion of the market area in common with the Rockridge Safeway store are listed in Exhibit B-3. For data collection purposes it was necessary to use both 2000 and 2010 census tract definitions. In most cases the census tracts are the same but there are some slight variations due to census tract splits or aggregations between the decennial censuses.

KEY MARKET AREA SHOPPING CORRIDORS

Within the market area there are several key shopping corridors. Radiating out from the Project site, these shopping areas include College Avenue, Claremont Avenue, Telegraph Avenue, Shattuck Avenue, Adeline Street, Martin Luther King Junior Way, Sacramento Street, and San Pablo Avenue, all of which are north/south corridors. The nature of retail along each of these corridors varies considerably, briefly discussed below. While the type and nature of existing retailers in these shopping districts is relevant to this urban decay analysis, of equal if not greater importance is the physical condition of the commercial shopping districts and character and volume of existing retail vacancies. Accordingly, this section of the report also provides select information about the commercial real estate conditions along these corridors. Generally, the corridors are discussed in a northern progression, i.e., from south to north.

College Avenue

The College Avenue corridor, where Safeway is located, comprises the market area's most cohesive shopping district with numerous small shops and restaurants targeted to upscale and other shoppers. This includes portions of College Avenue in the City of Berkeley, i.e., the Elmwood District, and

portions of College Avenue in the City of Oakland, i.e., the Rockridge District. Both the Elmwood and Rockridge Districts include many restaurants, coffee shops, clothing retailers, gift shops, housewares, service providers, food stores, and other small retailers targeting pedestrian-oriented shoppers.

In addition to the College & Claremont Safeway being located on College Avenue, there is a cluster of food stores just across College Avenue from the Safeway, including a fresh produce market, butcher and seafood store, and bakery. Less than ½ mile to the south in Oakland there is a Trader Joe's grocery store and Market Hall, a collection of food retailers providing a wide variety of food items such as fresh pasta products, baked goods, wine, organic meats, seafood, and produce. The Rockridge BART station is also located near this cluster of food retailers. College Avenue continues to extend south all the way to Broadway, fronted by retail, restaurants, and services such as a City of Oakland library branch, for the entire length, which ends just before the location of another Safeway store at Rockridge Plaza, located at Broadway and Pleasant Valley Road. This Safeway store is also engaged in the environmental review process seeking expansion and redevelopment of the shopping center where it is situated. There are very few, if any retail vacancies in the Oakland portion of College Avenue. Vacancies that do occur tend to be filled quickly.

The Elmwood District is one of several City of Berkeley shopping districts where a quota system is in place, guiding land use decisions and regulating the number, type, and size of stores allowable in the shopping district, such as restaurants and clothing stores. No such quota system is in place in Oakland. These shopping districts are very popular, with retail vacancies typically leased quickly. For example, the tea shop A Cuppa Tea recently relocated from a corner site close to the College & Claremont Safeway (College Avenue and Alcatraz Avenue) to a location several blocks north in the Elmwood District. The space vacated by this shop was backfilled within a matter of weeks by a new Peet's coffee shop. This quick leasing activity is an indicator of the market strength of this retail district. There are some retail availabilities in the Elmwood District, primarily in redeveloped space formerly occupied by a car body and repair shop. These spaces are gradually leasing up, with the leasing agent reportedly choosing tenants very selectively.

Claremont Avenue

The College & Claremont Safeway store is located at the intersection of College & Claremont avenues in Oakland. Claremont Avenue features a small amount of commercial space, in both Oakland and Berkeley. The Oakland portion of Claremont Avenue is immediately across the street and also to the south of the Safeway site, and includes a photo shop, personal services (hair, nails, and massage), restaurants, bars, and a rug store. A bit farther south is another small node of commercial space including a music store, café, and medical offices. These spaces are small, older commercial properties. To the north of the Safeway site on Claremont Avenue there is a small neighborhood shopping district near the entrance to the Berkeley's Uplands residential neighborhood. This small node includes a bakery, the Star Grocery (a small neighborhood grocery store), bookstores, florist, Judaica store, dry cleaners, and clothing store. Commercial vacancies in this node typically fill quickly.

Telegraph Avenue

Other retail districts within the market area have a different character than the Elmwood and Rockridge Districts. Telegraph Avenue extending from 51st Street up to the University of California at Berkeley campus has a wide array of retailers and is only pedestrian-oriented close to the campus. The portion of Telegraph Avenue included in the market area extends to just south of the campus-oriented shopping district, at Dwight Way. The many varied uses along this stretch of Telegraph Avenue include fast food restaurants, gas stations, sound equipment shop, pawn shops, an auction

house, bicycle shops, car wash, laundromat, pet supplies, window shade shop, florists, antiques, book stores, ethnic foods and goods, tattoo parlor, hardware store, phone shop, medical offices, pharmacies, camera store, yoga studio, personal services such as nail salons, and clothing and accessories stores. The Berkeley portion of Telegraph Avenue also includes a middle school and a closed public pool.

The quality and caliber of the retail shops generally improves as one travels north on Telegraph Avenue. The market area portion of Telegraph Avenue generally extends all the way to the University of California at Berkeley campus. This portion of Telegraph Avenue near the campus is another area of Berkeley where there is a retail quota system in place regulating the number, type, and size of select retail operations. One major grocery store is located in the market area on Telegraph Avenue in Berkeley - Whole Foods at the corner of Telegraph and Ashby avenues. Until recently, there was a second major grocery store located in this portion of the market area – an Andronico's at the corner of Telegraph Avenue and Derby Street. However, as of mid-December 2011, this Andronico's store location was closed. While at one point in time media outlets indicated Fresh & Easy was a potential new tenant for the space, it is confirmed that the property will be backfilled by a CVS Pharmacy.[9]

Along Telegraph Avenue there are very few retail vacancies, only one of which is a chronic vacancy. This is the former Wolf Camera site at the northeast corner of Telegraph and Ashby avenues, catty corner from the Whole Foods. This retail space is very small, oriented on the parcel at an angle, and with limited parking at a very busy intersection. Given its size and location it is a difficult property to lease. This property, which may have landmark-related constraints, has boarded up windows and some graffiti, indicating the beginnings of urban decay. However, just across Ashby Avenue from this site, a new mixed use development on a former gas station site is under construction, indicating the overall market appeal of this location despite this long-term vacancy. There have been other mixed use projects developed on Telegraph Avenue in recent years, one near this site location and another near the Andronico's grocery store site.

Another vacancy further north on Telegraph Avenue is part of the former offices of the Center for Independent Living, a non-profit dedicated to serving the needs of the disabled that relocated to the Ed Roberts Campus at the Ashby BART station on Adeline Street, also in the market area. A portion of this space is already occupied by a wheelchair service provider, but the street frontage portion remains vacant. This vacancy, however, comprises office space, and is in the process of being leased to a group of other non-profit organizations, so this apparent vacancy will soon be occupied, limiting the amount of vacant space available on Telegraph Avenue. The remainder of Telegraph Avenue features many student-oriented retailers, including restaurants, bars, clothing stores, sundries, coffee shops, bookstores, music stores, and personal services. There is one small chronic vacant parcel in this area, the site of a former hotel burned down in a fire, where the property owner has steadfastly rebuffed City intervention. Recent information suggests the City of Berkeley may be foreclosing on this property and thus will have more control over property maintenance and disposition. This parcel is very near a property that was the victim of an unfortunate fire in November 2011, burning down an almost 100-year-old building with commercial on the ground floor under 39 apartment units. This property will be demolished by the City of Berkeley, and will likely become a future development site. In addition, the former Cody's bookstore space has been vacant for several years. This is one of the largest retail spaces available in the Telegraph Avenue corridor, and its size, with no dedicated

[9] See http://www.berkeleyside.com/2011/11/30/infusion-of-money-should-spiff-up-remaining-andronicos/

parking, is presenting a leasing challenge. The streets radiating out from the northern portion of Telegraph Avenue also include some retail, primarily restaurants.

Shattuck Avenue

The market area portion of Shattuck Avenue in the City of Oakland has a limited amount of retail, mostly auto services, hair salons, bars, a convenience store, and small restaurants. There has been some upgrading of the area in recent years, including the opening of several newer coffee shops. In general, however, this is an older retail corridor, which in Oakland includes commercial interspersed with single-family homes fronting Shattuck Avenue as well as an Oakland public elementary school. Near the Berkeley border Shattuck Avenue begins to become more commercial, including the La Pena Cultural Center and Starry Plough bar. This area of Shattuck Avenue also includes a day spa in a renovated home, restaurants, gas stations, car rental, hardware store, and services such as dry cleaner, copy shop, and auto repair shop. The Berkeley Bowl Marketplace is located at the corner of Shattuck Avenue and Oregon Street, right across from a Walgreens pharmacy. This commercial node also includes a used car lot, a restaurant, and an Any Mountain sporting goods store. Further to the north of this area the balance of the commercial in the market area portion of Shattuck Avenue includes restaurants, car dealerships, appliances, furniture stores, car stereo equipment, fabrics, offices, yoga studio, art supplies, and a City of Berkeley Fire Station. This is generally considered the South Shattuck area. If the market area extended further north it would reach into Downtown Berkeley, and further north on Shattuck is Berkeley's Gourmet Ghetto.

Within the South Shattuck area there are a few retail vacancies, the most prominent of which is the former Reel video space at Shattuck Avenue and Derby Street. This mid-sized retail property has been vacant since Hollywood Video, which owned Reel, closed down the Reel operation in 2010. There was a temporary Halloween store in the space during the 2011 Halloween season but the space remains available for lease. City of Berkeley sources indicate the property owner will ultimately redevelop the property with mixed-use development, but likely not for about five years. Until then the space will remain available for lease. Despite being vacant for more than a year, the property is in good condition and well maintained. There is a chronic vacancy nearby just to the west of Shattuck Avenue. This is the former Berkeley Iceland skating rink at the corner of Milvia and Derby streets. This property was closed several years ago when Berkeley Iceland could not meet City of Berkeley regulations regarding the facility's cooling system. Efforts to save the ice rink failed but local efforts resulted in the property being designated a historic resource. Even with this designation, plans are underway to redevelop the property into a sporting goods store, with an EIR in progress. In the meantime, however, the property is characterized by boarded up windows and doors as well as graffiti, and thus has a negative commercial appearance. There are a few other commercial properties in the South Shattuck Corridor that are not well maintained, primarily owned by another Berkeley landlord with a reputation for weak property maintenance.

Adeline Street and Martin Luther King Junior Way

Adeline Street and Martin Luther King Junior Way in Oakland and Berkeley also include select, older retail properties with a mix of retail tenants. These include beauty supplies, restaurants, sporting goods, antiques, furniture, bakery, several performing arts theaters, and a few small convenience or food stores. This area also include the Ashby BART station, which every weekend hosts a flea market. Most of the commercial properties in this area are older, but appear to be reasonably well maintained. There are few retail vacancies along these corridors.

Sacramento and San Pablo Avenues

Sacramento and San Pablo avenues are at the western edge of the market area. There are no major grocery or food stores in the market area portion of these corridors and thus little risk of existing stores being displaced due to diverted sales from the College & Claremont Safeway expansion. Most food stores located along these corridors are very neighborhood or ethnic focused, and thus not competitive with a large grocery store. This includes the small Gateway Market, which is on San Pablo Avenue and features a meat counter and many southern-style food products. The retail along these corridors, many located in older commercial storefronts, comprises a mix of uses, including personal services, restaurants, and martial arts studios. The most serious node in this general area is located on San Pablo Avenue near Dwight Way, at the furthest corner of the market area. This node includes restaurants, furniture stores, lighting stores, jewelry stores, and other housewares. This area is a popular shopping district in Berkeley, and vacancies tend to fill relatively quickly.

Summary

In summary there is a wide variety of retail offerings within the College & Claremont Safeway market area. The major grocery stores and food stores are generally located along corridors with strong real estate market conditions and well-kept commercial properties. The age and quality of commercial buildings vary, but vacancy is generally low. The few more prominent properties with chronic vacancies or poor conditions are isolated examples, at least one of which has plans for redevelopment (Berkeley Iceland) and thus will result in improved commercial conditions and neighborhood reinvestment. Information presented later in this report quantifies vacancy trends in Berkeley and Oakland, and discusses them in the context of the Project-specific urban decay analysis findings.

V. RETAIL SALES BASE CHARACTERIZATION

This chapter analyzes the retail sales leakage and attraction profile of the Project's market area. The analysis focuses on the extent to which the market area captures resident household spending as well as sales generated from outside the area. This analysis provides a characterization of the sales performance of the retail sales base, an estimate of the size of the sales base, and an estimate of existing demand for retail. ALH Economics conducts this analysis as a building block towards determining the extent to which the Project may or may not divert sales away from existing market area retailers.

METHODOLOGY

Approach

ALH Economics uses a retail model that estimates retail spending potential for an area based upon household counts, income, and consumer spending patterns. The model then computes the extent to which the area is or is not capturing this spending potential based upon taxable sales data published by the State of California Board of Equalization (BOE) or provided by local government municipal tax consultants. This analysis can be most readily conducted for cities, groupings of cities, or counties, consistent with the geographies reported by the BOE.

For any study area, retail categories in which spending by locals is not fully captured are called "leakage" categories, while retail categories in which more sales are captured than are generated by residents are called "attraction" categories. This type of study is generically called a retail demand, sales attraction, and spending leakage analysis. Generally, attraction categories signal particular strengths of a retail market while leakage categories signal particular weaknesses. ALH Economics' model, as well as variations developed by other urban economic and real estate consultants, compares projected spending to actual sales.

For the purpose of generating a Retail Demand, Sales Attraction, and Spending Leakage Analysis for the Project's market area, ALH Economics obtained taxable retail sales data for mid-2009 through mid-2010 as reported by the BOE and adjusted the taxable sales to reflect total, more current sales. These were the most recent BOE data available at the time the study was conducted. Using the retail sales data, combined with household counts estimated by the U.S. Census for the cities and market area census tracts, household projections prepared by the Association of Bay Area Governments (ABAG), and income estimates provided by Claritas, Inc., ALH Economics conducted a Retail Demand, Sales Attraction, and Spending Leakage Analysis. This analysis compared total estimated household spending to actual retail sales in the market area. Sales estimates for the market area were prepared based on the available citywide BOE data for Berkeley and Oakland, which were then benchmarked to retail sales estimates prepared by Claritas for the portion of the market area not coincident with existing city boundaries.

Demographic Characteristics

ALH Economics' Retail Demand, Sales Attraction, and Spending Leakage Analysis requires household count and average household income inputs for the area of analysis. Demographic data assumptions for the market area are presented in Exhibit 5. The main assumption relative to the Retail Demand, Sales Attraction, and Spending Leakage Analysis is estimated households for 2010. This is the

timeframe that best approximates the time period measured by the available BOE retail sales data. Based on the aggregations of census tracts identified in Exhibit B-2, the market area household count in 2010 totaled 39,419. The household count in the portion of the market area that overlaps with the estimated market area of the Rockridge Safeway store is 15,060, or approximately 38% of the customer base. While not reflected on Exhibit 5, the average household income for the market area in 2010 was an estimated $82,874.

To the best of ALH Economics' knowledge, there are no current household growth projections available for Berkeley, Oakland, or portions thereof benchmarked to the 2010 census. As an approximation of future growth projections, however, ALH Economics applied the latest ABAG census tract household growth rates prepared in 2009 to the relevant census tracts to develop potential growth projections for the market area. The ABAG growth rates were applied to the 2010 census data to develop a prospective pattern of future growth. The results indicate the potential for the market area household count to increase from 39,792 in 2011, the current timeframe, to 41,317 in 2015, or growth of 1,526 households (See Exhibit 5, rounded). ALH Economics believes this is a high estimate, but at least indicates a prospective pattern of growth.

MARKET AREA RETAIL SALES BASE

ALH Economics estimated sales for the market area by utilizing city BOE data, with adjustments based on benchmarked retail sales data estimated by Claritas in order to customize the data to the market area. BOE publishes taxable sales figures for counties and major cities; its most recent full-year taxable sales figures are for 2009, with additional quarterly data available through 2nd quarter 2010. More recent data through BOE were not available as of early November 2011, when this study was completed. As a base for estimating the market area's retail sales base, ALH Economics used BOE's figures for cities located in the market area as published in its publication "*Taxable Sales in California*" for third quarter 2009 through second quarter 2010.

Because BOE presents data corresponding with only taxable sales, ALH Economics included adjustments to gross the estimated sales up to total sales. This involved sales adjustments for non-taxable sales for food, pharmacy, and a portion of general merchandise store sales that include food sales. ALH Economics estimates that 70% of food store sales and 67% of drug store sales are non-taxable based on discussions with the BOE and other industry research, including U.S. Census publications. In addition, sales of grocery items at non-drug store general merchandise stores are non-taxable and are estimated at 20% of sales for this subset of the retail category in Berkeley and Oakland based on analysis of the U.S Economic Census for General Merchandise Stores.[10] Consequently, the BOE taxable sales figures for the general merchandise, food stores, and other retail categories are adjusted upward to reflect non-taxable transactions.

The market area sales estimation process is documented in Exhibits 6 and 7 as well as Exhibits B-4 through B-10. Exhibit 6 identifies the estimation process for the City of Berkeley sales base while Exhibit 7 includes estimates for the portion of the City of Oakland located in the market area. The entire market area summation is presented in Exhibit 8.

The total estimated market area sales base in 2010 was approximately $622.4 million. The portion of the market area in Berkeley comprised $407.7 million of the sales base, or 65.5%. The portion of the

[10] Per the U.S. Economic Census data, General Merchandise stores encompass a mix of department stores, discount department stores, warehouse clubs and Supercenters, variety stores, and other general miscellaneous stores. The 20% estimate is based on the existing mix of stores in the City of Oakland.

market area in Oakland comprised $214.6 million, or 34.5% of the sales base. Adjustments to this sales base occur later in the analysis to reflect more current economic conditions.

Exhibit 9 identifies the estimated sales occurring in the portion of the market area in common with the Rockridge Safeway store. These sales total an estimated $200.6 million, or 32.2% the market area total. This percentage figure is generally consistent with the share of the Project market area households also shared in common with the Rockridge Safeway.

RETAIL LEAKAGE AND ATTRACTION FINDINGS

A Retail Demand, Sales Attraction, and Spending Leakage Analyses as prepared for the market area. The analysis was conducted for approximately the 2010 time period. The market area findings were then analytically adjusted to approximate conditions in 2011, the current baseline.

Market Area

The Project market area's Retail Demand, Sales Attraction, and Spending Analysis findings are presented in Exhibit 10. The market area, as previously defined, comprises portions of the cities of Berkeley and Oakland.

The findings in Exhibit 10 indicate that the market area is characterized by retail leakage in all retail categories except food and beverage stores, which is the category most relevant to the Project. This means that the market area as a whole does not meet the shopping needs of market area residents with the exception of food sales. The leakage is particularly strong in three retail categories: general merchandise stores; motor vehicles and parts dealers; and building materials and garden equipment. In all three of these categories the leakage is equivalent to 50% or more of anticipated resident spending. Leakage is still high in most other categories, totaling approximately $20 million or more with the exception of home furnishings & appliances, which has only a modest amount of leakage.

The food sales attraction is estimated to total $24.1 million in sales, indicating that sales in this category are 11.6% greater than would be expected based upon the market area's resident base. This food sales attraction is most likely attributable to the sales achieved at three of the market area food stores – Trader Joe's, Whole Foods, and Berkeley Bowl. All three of these stores likely have a larger market area than the College & Claremont Safeway store, drawing from a larger geographic area because of their unique market niches. While each of the above three stores include other stores in their chain in the general region, these other stores are generally more distant from the market area than other Safeway stores are relative to the College & Claremont store, with the possible exception of Trade Joe's. Therefore, these three stores are likely drawing from a larger market area than the College & Claremont Safeway store, and thus accounting for the noted food sales attraction.

Adjusted Market Area Findings

Because the Retail Demand, Sales Attraction, and Spending Analysis findings were based on 2010 sales and demand estimates, Exhibit 11 presents a generalized update to 2011 dollars. This update is based on applying noted sales tax increases in Berkeley to the entire market area and the consumer price index to the estimated level of consumer spending. This is a generalized update, which assumes that the percentage changes in the Oakland portion of the market area sales base paralleled the changes in the City of Berkeley. Since the City of Berkeley dominates the market area's retail sales base, this assumptions is deemed reasonable for analytic purposes.

The result of these adjustments is presented in Exhibit 11, which indicates a market area sales base of approximately $650.4 million and total retail leakage of ($478.5) million. This leakage is slightly greater than the noted 2010 leakage from Exhibit 10 of ($468.3) million, mostly because inflation exceeded the percent increase in the majority of retail category sales. Absent the influence of gasoline sales, market area leakage increased slightly from ($421.8) million in 2010 to ($438.7) million in 2011.

VI. PROJECT SALES IMPACTS

The following analysis examines the extent to which the Project's operations would attract new sales to the market area and/or divert sales from existing market area retailers. If some sales are diverted, the maximum level of impact on existing retailers is identified.

APPROACH

ALH Economics has developed an analytic approach that estimates the impact of the Project's incremental sales on existing retailers. For this analysis, the approach assumes that if the Project is adding sales to a category in an amount greater than any potential recaptured market area leakage in the category, ***then at worst***, the amount of sales in that category in excess of any recaptured leakage will be diverted away from existing market area retailers. This is a conservative assumption given that diverted sales beyond the amount of recaptured leakage could also occur among other retailers beyond the market area boundaries.

RECAPTURED LEAKAGE POTENTIAL

One potential source of demand for new retail space such as the Project is the share of market area residents' shopping that occurs outside of the market area, comprising the estimated retail leakage. In other words, given the identification of retail leakage, market area households clearly spend some proportion of their incomes at non-market area stores, including the concentrations of retail in other parts of Berkeley and Oakland, as well as nearby Emeryville and beyond. If the addition of the Project makes the market area a more convenient shopping destination, local demand could increase through the recapture of these sales.

Leakage Categories and Amounts

As summarized in Exhibit 11, the market area experiences ($478.5) million in retail sales leakage. Some of this leakage, however, is in categories not relevant to the College & Claremont Safeway expansion Project, such as leakage totaling ($122.5) million in motor vehicles sales and ($39.8) million in gasoline sales. The retail categories in the market area with leakage relevant to the Project include clothing & accessories with ($23.7) million in leakage, food services & drinking places with ($19.3) million in leakage, and other retail with ($39.2) million in leakage.

Categories Comprising All Recaptured Leakage. The enhanced shopping opportunities provided by the Project will serve to help recapture existing retail leakage. The amount of recaptured leakage will depend upon the nature of the Project's retail opportunities and the complexity of the retail purchase. As demonstrated in Exhibit 12, the analysis assumes all of the Project's clothing & accessories stores and food services & drinking places sales will be accounted for through recaptured leakage. Together, these two categories account for $1.9 million in estimated Project sales. These sales are anticipated to be generated through recaptured leakage because they comprise a relatively small share of the estimated leakage, such that substantial leakage will still remain in these categories.

Even with these amounts of sales accounted for through recaptured leakage there will still remain approximately ($22.0) million in clothing & accessories leakage generated by market area residents and over ($18.0) million in food services & drinking places leakage. Market area residents will

continue to need to make purchases for these items outside the market area to meet their consumer shopping needs.

Categories with Partial Recaptured Leakage. There is one other category of Project sales with noted leakage that has the potential for some recapture. This category is the Project's $1.9 million sales in the other retail category. While the market area's leakage in the category totals approximately ($39.2) million, ALH Economics does not assume that all Project sales from market area residents in this category will represent recaptured leakage. This is because this is a broad category that encompasses a wide range of consumer goods. It is unlikely that all these sales will comprise purchases the market area residents would not otherwise make in the market area. Accordingly, the analysis assumes that one-half the Project's other retail sales will constitute recaptured leakage, but that another one-half will not. In other words, market area consumers will continue to make other retail purchases outside the market area to meet a wide variety of needs, such that some portion of Project sales in this category may constitute sales diverted from existing market area retailers. Hence the analysis assumes that $965,100 in Project other retail sales will comprise recaptured leakage and another $965,100 will comprise sales diverted from existing market area retailers.

Total Project Recaptured Leakage. In total, Exhibit 12 indicates that an estimated $2.9 million in Project sales will be achieved through recaptured sales leakage in the clothing & accessories, food services & drinking places, and other retail categories. While this recaptured sales leakage amount translates into new market area sales, the constituent recaptured sales will still occur to the detriment of other existing retailers.

In the absence of a detailed survey of market area residents it is difficult to identify which existing retailers may experience sales reductions as a result of the Project's recaptured leakage. These outside market area retailers are most likely located over a wide area, depending on the nature of the good, and probably include stores in other Berkeley or Oakland locations, Emeryville, and even San Francisco. This is such a widely dispersed area that it is unlikely that any particular store outside the market area would lose sufficient sales directly attributable to the Project resulting in store closure, and thus would not lead to urban decay in this more generalized area. This is especially the case given the low amount of assumed recaptured sales, totaling $2.9 million.

Remaining Market Area Leakage. Following the Project's estimated recapture of market area leakage, there will still remain extremely high amounts of retail leakage from the market area, estimated to total ($475.6) million. Every major retail category will exhibit leakage except food & beverage sales. Leakage will be highest in general merchandise stores, followed by motor vehicles & parts dealers, building materials & garden equipment, gasoline stations, other retail, clothing & accessories, food services & drinking places, and home furnishings & appliances. Therefore, even with development of the Project, the market area as a whole will continue to exhibit retail sales leakage in numerous retail categories. Therefore, if any retail vacancies occur due to negative sales impacts of the Project, there would be strong potential for backfilling by new stores positioned to satisfy unmet retail shopping needs.

ESTIMATED MARKET AREA SALES IMPACTS

Absent the share of Project sales anticipated to be generated by consumers outside the market area and the above-referenced recaptured leakage, Exhibit 12 indicates the potential for $18.0 million in sales to be diverted from market area retailers. This sales volume includes all of the Project's anticipated $17.0 million in food sales generated by market area residents as well as $965,100 in other retail sales.

The market area is characterized by food sales attraction. Consequently, the analysis conservatively assumes that any Project food sales generated by market area residents will occur to the detriment of existing food & beverage retailers in the market area. This is a conservative assumption, in that food sales captured by the expanded College & Claremont Safeway store could also be attracted away from other grocery and food stores located outside the market area. In similar fashion, the portion of other retail sales generated by market area residents not accounted for through recaptured leakage is also conservatively assumed to be diverted away from existing other market area retailers.

Because of the amount of food sales impacts, this topic is fully discussed in the following section. However the $965,100 in other retail sales impacts is equivalent to 1.0% of the market area sales base in other retail. This level of impact is relatively minor, both with respect to dollar amount and percent of sales base. At the assumed $357 per square foot sales figure attributed to other retail space in the analysis (see Exhibit 2), this is equivalent to support for about 2,700 square feet. It is very unlikely that any one retailer in the other retail category in the market area will incur all these sales impacts, such that any existing stores will close. Accordingly, these impacts are anticipated to be minor and insignificant relative to the existing market area retail base.

In contrast, the estimated $17.0 million in diverted food & beverage store sales comprises 7.9% of the estimated market area food & beverage retail sales base (see Exhibit 12). This is a moderate amount of sales impact, which warrants consideration relative to the composition of the grocery store and other food stores sales base in and around the market area. This topic is probed in the following chapter.

VII. GROCERY AND FOOD STORE IMPACTS

This chapter provides information and analysis about the grocery and food stores in and around the market area most germane to the College & Claremont Safeway expansion Project. Stores are identified and discussed relative to their potential competitiveness with the Project. In addition to their relevance to the College & Claremont Safeway store, many of the stores are included because they are also relevant on a cumulative basis, meaning when additional food sales impacts occur after the addition of cumulative retail projects such as the Rockridge Safeway redevelopment and expansion. The cumulative impacts are discussed in a later report chapter, but this chapter discusses the extent and nature of potential market area food sales impacts, and possible existing grocery and food stores that may experience negative sales impacts following completion of the Project.

COMPETITIVE GROCERY AND FOOD STORES IDENTIFICATION AND PERFORMANCE

Identification of Competitive Grocery and Food Stores

The market area has an abundant and diverse supply of grocery and food stores located in a variety of settings, including shopping centers and downtown "Main Street" type areas. Also relevant, especially from a cumulative perspective, are grocery and food stores located outside the market area. ALH Economics visited many of these stores, viewing product mixes, customer volume, level of service, unique attributes, and commercial real estate settings. The food and grocery stores are diverse in their target consumer. Some are high-end, upscale stores that focus on providing extensive or exclusive product selection often in a stylized setting, others offer a conventional supermarket setting, a few are discount-oriented stores, and many are smaller niche markets that serve a very localized clientele or narrow produce niche, such as mostly fresh fruits and vegetables. Most stores fit in one of the reference market orientations; Safeway, however, has a mix of conventional and upscale stores.

ALH Economics visited select portions of the Oakland, Berkeley, Emeryville, Albany, El Cerrito, and Piedmont area retail markets in October 2011 to visually assess food and grocery store market performance, to determine market niches, to qualitatively assess the degree to which stores might incur lost sales due to the College & Claremont Safeway store expansion, and to assess overall retail market conditions. The competitive food store locations are mapped on Exhibit 3. This includes many of the smaller food stores and all of the large grocery stores in the College & Claremont Safeway market area. These stores are also listed on the next page in Table 2, which additionally identifies each store's distance from the Project. While these materials do not include all stores selling food items in and around the market area they include the stores deemed most competitive with or relevant to analysis of the College & Claremont Safeway store expansion.

Given the market orientation and locational distribution of the food stores relative to Safeway, ALH Economics believes it is most meaningful to classify the competitive food stores by orientation and location. Accordingly, the following individualized store discussions and analyses are presented in this manner. While not located in the market area, some of the identified stores could experience negative sales impacts from the College & Claremont Safeway expansion. However, these additional stores are most relevant to the later discussion on cumulative project impacts, which includes the redevelopment and expansion of the Rockridge Safeway store.

Table 2: College & Claremont Safeway Store Market Area Select Grocery Stores

Store, Address, City	Orientation	Miles from Safeway
Within the Market Area		
Yasai Produce Market, 6301 College Avenue	Niche	0.0
Ver Brugge Foods, 6321 College Avenue	Niche	0.0
Trader Joe's, 5727 College Avenue, Oakland	Niche	0.3
Star Grocery, 3068 Claremont Avenue, Oakland	Niche	0.4
Market Hall, 5655 College Avenue, Oakland	Upscale	0.5
Ashby Marketplace, 2642 Ashby Avenue, Berkeley	Niche	0.6
Whole Foods, 3000 Telegraph Avenue, Berkeley	Upscale	1.0
Andronico's, 2655 Telegraph Avenue, Berkeley (closed mid-12/11)	Conventional	1.2
Berkeley Bowl, 2020 Oregon Street, Berkeley	Upscale/Conv.	1.7
Gateway Market, 5908 San Pablo, Oakland	Niche	2.4
Near and Outside the Market Area		
Village Market, 5885 Broadway Terrace, Oakland	Upscale	1.5
Piedmont Grocery, 4038 Piedmont Avenue, Oakland	Upscale	1.8
Monte Vista Food Center, 4000 Piedmont Avenue	Niche	1.8
Grocery Outlet, 2900 Broadway, Oakland	Discount	2.4
Safeway, 3747 Grand Avenue, Oakland	Conventional	2.5
Mulberry's Market, 335 Highland Avenue, Piedmont	Niche	2.6
Trader Joe's, 1885 University Avenue, Berkeley	Niche	2.7
Berkeley Bowl West, 920 Heinz Avenue, Berkeley	Upscale	2.7
Pak 'n Save, 3889 San Pablo Avenue, Emeryville	Discount	2.9
Andronico's, 1550 Shattuck Avenue, Berkeley	Conventional	3.1
Safeway, 1444 Shattuck Avenue, Berkeley	Conventional	3.2
Trader Joe's, 5700 Christie Avenue, Emeryville	Niche	3.1
Trader Joe's, 3250 Lakeshore Avenue, Oakland	Niche	3.2
Safeway, 2096 Mountain Boulevard, Oakland	Conventional	3.7
Whole Foods, 230 Bay Place, Oakland	Upscale	3.7
Lucky, 1963 Mountain Boulevard, Oakland	Conventional	3.8
Lucky, 247 E. 18th Street, Oakland	Conventional	4.0
Monterey Market, 1550 Hopkins Street, Berkeley	Niche	4.0
Andronico's, 1850 Solano Avenue, Berkeley	Conventional	4.2
Grocery Outlet, 2001 4th Street, Berkeley	Discount	4.2
Berkeley Natural Grocery, 1336 Gilman Street	Niche	4.2
Safeway, 1500 Solano Avenue, Albany	Conventional	4.7
Farmer Joe's Marketplace, 3426 Fruitvale Avenue, Oakland	Niche	5.1
Safeway, 3550 Fruitvale Avenue, Oakland	Conventional	5.2
Safeway, 4100 Redwood Boulevard, Oakland	Conventional	6.4
Farmer Joe's Marketplace, 3501 MacArthur Blvd, Oakland	Niche	6.6
Lucky, 4055 MacArthur Boulevard, Oakland	Conventional	7.0
Safeway, 11450 San Pablo Avenue, El Cerrito	Upscale	8.5

Sources: ALH Urban & Regional Economics; and Maps.Google.com.

Grocery Store Sales Performance Information

For the purpose of this study, ALH Economics obtained information about select grocery store performance in and around the Project's market area. These data were obtained from Nielsen Trade Dimensions, which provides individual store weekly sales estimates as well as each store's estimated sales selling area. From these data, generalized analysis can be conducted to assess the relative sales performance of the stores. Nielsen's Terms of Use for the Trade Dimensions data prevent publishing individual store performance information. However, information about store performance in general and in relation to other stores can be divulged.

Based on the Nielsen Trade Dimensions data acquired by ALH Economics, it appears that most of the market area and many of the outside market area stores are performing at or above general grocery industry standards sales per square foot or the averages sales per square foot figures for the relevant chains, such as Trader Joe's and Whole Foods. According to Retail Maxim, the Trade Joe's chain nationally in 2010 achieved $1,941 sales per square foot, while the equivalent figure for Whole Foods was $806. The high sales of these stores locally is a strong indicator of store success despite the continuing poor economic conditions following the most recent national recession. The greatest relevancy of this information is its use as an indicator of the potential for some existing stores to withstand potential sales declines while still retaining above industry or chain sales performance.

INDIVIDUALIZED STORE ANALYSIS WITHIN THE MARKET AREA

Following are discussions of the Exhibit 3 and Table 2 grocery and food stores located in the market area. All discussions of negative sales impacts pertain exclusively to impacts associated with the College & Claremont Safeway expansion. These discussions are based on ALH Economics experience with and field visits to the identified stores.

Conventional Grocery Stores within the Market Area

Conventional stores are full-service grocery stores that offer most or all of the following: a fresh bakery; fresh meat and seafood; frozen foods including frozen meat; fresh produce; a deli counter; and prepared foods. Other specialties sometimes include organic foods, a flower selection, a pharmacy, or a photo center.

Andronico's, 2655 Telegraph Avenue, Berkeley – 1.2 miles. Andronico's is a regional chain, conventional-style grocery store. This Andronico's store was a stand-alone store, the closure of which was announced on November 30, 2011 and completed by mid-December, 2011. The Andronico's ownership filed for bankruptcy during summer 2011. Shortly thereafter the chain was purchased, with the first underperforming store in Berkeley closed in October 2011.[11] Media reports indicated that this Telegraph Avenue store was perceived as the next weakest store in the chain, which ultimately led to its closure. Prior to bankruptcy of the Andronico's ownership this Telegraph Avenue store underwent product and internal store layout changes, in an effort to freshen the store and enhance its customer appeal. However, these actions appeared insufficient to give the store a lift, and its closure leaves a gap in the conventional food market in the immediately surrounding neighborhood.

[11] "Breaking: Andronico's to Shutter University Avenue store," October 16, 2011, Berkeleyside.com.

The sales of this store are included in the market area's retail sales base, especially in the food sales category. This store, once considered upscale, but with a more conventional feel during its final years, offered an extensive deli counter with prepared foods and featured gourmet cheese options, baked goods, fresh and packaged meat and seafood, a large bulk foods section, organic/health goods, an ATM, and a small floral selection. The quality of the store and parking lot was a bit worn, but well kept. The store appeared to achieve low shopper sales volume. The hours of operation were 8:00AM – 10:00PM, Monday-Sunday.

Upscale Grocery Stores within the Market Area

Upscale stores focus on providing extensive or exclusive product selection often in a stylized setting. There is usually an emphasis on fresh foods, gourmet products, and organic foods at upscale stores. These stores have wider aisles and nicer decors, such as wood flooring in the produce section.

Whole Foods, 3000 Telegraph Avenue, Berkeley – 1.0 mile. Whole Foods is a natural and organic food store with locations in North America and the United Kingdom. This location is a large store with Ashby Flowers occupying a pad space. This store offers a fresh bakery, extensive deli counter, gourmet cheese options, an olive bar, prepared foods, fresh and packaged meat and seafood, a large bulk foods sections, ethnic foods, fresh coffee, organic/health goods, a florist, and Allegro Coffee. The quality of the store and parking area is excellent. While visiting the store ALH Economics observed that the store and parking lot had extremely high volume. The hours of operation are Monday-Sunday, 8:00AM–10:00PM. Given its size, upscale orientation, and distance from the College & Claremont Safeway (1.0 mile) this store is expected to compete with the College & Claremont Safeway expansion and will likely experience some negative impacts.

Berkeley Bowl, 2020 Oregon Street, Berkeley – 1.7 miles. Berkeley Bowl is an independent supermarket chain with two locations in Berkeley. This location, the main store, is a large stand-alone store, but is located across the street from a Walgreens pharmacy. This store is located in a former Safeway grocery store space, closed in the late 1990s/early 2000s timeframe. This store offers a fresh bakery, extensive deli counter, gourmet cheese options, an olive bar, prepared foods, fresh and packaged meat and seafood, a large bulk foods sections, ethnic foods, fresh coffee, organic/health goods, and a florist. The store appearance is modest, without high qualify fixtures. The quality of the store and parking area is excellent. While visiting the store ALH Economics observed that the store and parking lot had extremely high volume. The hours of operation are Monday-Saturday, 9:00AM–8:00PM, and Sunday, 10:00AM-6:00PM. Given the store's independent nature and somewhat upscale orientation (the store is hard to classify, and is thus considered a hybrid upscale/conventional store) and distance from the College & Claremont Safeway (1.7 miles) this store is expected to compete with the College & Claremont Safeway expansion and will likely experience some negative impacts.

Niche-Market Grocery and Food Stores within the Market Area

Niche-market stores are usually smaller stores that are distinguished from other stores by offering a certain type of grocery selection that is different than conventional stores. This may be the stores own, local, or imported brands of items.

Yasai Produce Market, 6301 College Avenue - 0.0 miles. Yasai Produce Market is a very small produce market located directly across College Avenue from the Claremont & College Safeway store. This market is located in a strip of retail that also includes Ver Brugge Meat-Fish Poultry (see below),

La Farine bakery, several fine dining restaurants, a candy shop, a clothing store, and a new Peet's coffee shop. This market has coexisted with the Safeway for many years in this location. Yasai specializes in well-priced fresh, local produce, has a small Asian-themed section, and bread and dairy sections. The store has a strong local following and is open daily, with hours of operation including 9:00AM – 7:00 PM Monday through Saturday, and 9:00AM – 6:00 PM on Sundays. This store has no dedicated parking. After expansion the Safeway store will have greater produce and fruit options, including organic, and thus will be more competitive with Yasai Produce Market. Accordingly, Yasai Produce Market might incur some negative sales impacts as a result. However, because this market is specialized, well-established, and has a loyal following, ALH Economics anticipates that the sales impacts will be low.

Ver Brugge Meat-Fish Poultry, 6321 College Avenue – 0.0 miles. Ver Brugge Meat-Fish Poultry is located a few storefronts to the north of Yasai Produce Market. Ver Brugge specializes in meat, including homemade sausages, poultry, and seafood, and also features a good selection of cheeses. Like Yasai Produce Market, Ver Brugge is a very well-established local food business, with a strong customer base. Store hours are 10:00AM – 6:00 PM Monday – Friday, 9:00AM – 6:00PM Saturday, and 10:00 – 5:00PM Sunday. Similar to Yasai Produce Market, ALH Economics believes that some negative sales impacts might be incurred by Ver Brugge while Safeway customers explore the expanded meat, poultry, and seafood options at Safeway. However, such impacts are not anticipated to be substantial, and will likely lessen over time as Ver Brugge customers assert their loyalty to this specialized food store.

Trader Joe's, 5727 College Avenue, Oakland – 0.3 miles. This is a smaller niche-market type grocery store. This Trader Joe's is in a small center that also has a Pharmaca pharmacy. This store is larger than most Trader Joe's; it has wider aisles and a larger selection. The store is very well-maintained. While visiting the store ALH Economics observed the parking lot to be extremely busy and shopper volume was very high. The hours of operation are 9:00AM- 9:00PM, Monday-Sunday. Given its distance from the College & Claremont Safeway (0.3 miles), and focus on some of the higher end packaged goods that are sold at Safeway Lifestyle stores, this store may potentially experience some sales impacts from the expansion.

Star Grocery, 3068 Claremont Avenue, Berkeley - 0.4 miles. Star Grocery is a small neighborhood market. Founded in 1922, this market has a long history of serving the community. This market has a limited selection of fresh meat, seafood, and produce. The store also features a bulk foods section and many specialty food items, including a strong selection of cheeses, crackers, chocolates, vinegars, and beer. The store sells many household items and provides friendly customer service. Store hours are 8:00AM – 7:00PM Monday – Saturday and 10:00AM – 5:00PM on Sunday. Despite its proximity to Safeway, ALH Economics does not believe Star Grocery will experience substantial negative sales impacts from the Claremont & College Safeway expansion. This store already coexists with Safeway just a few blocks down the road and Safeway's expansion is not likely to add products that will substantially enhance its competitiveness with Star Grocery. There may be some initial sales decline at Star Grocery as shoppers explore the offerings at the expanded Safeway, but this market is anticipated to continue to serve a strong neighborhood convenience function. While Star Grocery does not have any dedicated parking, the store is very accessible and lends itself to convenience shopping, which will become even more evident when the Safeway is redeveloped as a two-story structure.

Market Hall, 5655 College Avenue, Oakland – 0.5 miles. Market Hall is a collection of 8 specialty shops under one roof near the Rockridge BART station. The shops sell a variety of food products, and include Highwire Coffee Roasters, Market Hall Produce, Marin Sun Farms Butcher Shop, Hapuku Fish Market, the Pasta Shop, Bloomies Flowers, and Paul Marcus Wines. These shops sell a variety of fresh

and specialty food products, including produce, meat, fish, pasta, baked goods, and wine, and appear to achieve high shopper volume. The hours of operation for most of the shops are 9:00AM – 8:00PM, Monday – Friday, 9:00 AM – 7:00 PM Saturday, and 10:00AM – 7:00PM Sunday. The shops at Market Hall are very specialized and unique, with a strong local following, and thus are not anticipated to experience any sales impact upon expansion of the College & Claremont Safeway store, despite their location 0.5 miles from the Safeway store.

Ashby Marketplace, 2642 Ashby Avenue, Berkeley – 0.6 miles. Ashby Marketplace is a small neighborhood market focused primarily on non-perishable foodstuffs. The store has a very small fresh produce section and no fresh meat or seafood but offers many unique features, including a large gluten-free products section, a large spice section, grains, some bulk products, and an extensive and growing selection of teas and chocolates. Many products are organic or natural, including cleaning supplies. The store also features fresh sandwiches prepared daily. Store hours are Monday – Saturday, 10:00AM – 9:00PM and Sunday 11:00 AM to 8:00 PM. The store is staffed by the charismatic owner who is very focused on serving the neighborhood clientele. This store is not anticipated to experience any sales impact upon expansion of the College & Claremont Safeway store, despite its location 0.6 miles from the Safeway store.

Gateway Market, 5908 San Pablo Avenue, Oakland – 2.4 miles. This small market is very neighborhood-oriented. The space is not very well maintained, and does not appear to be fully utilized, but it achieves high customer volume. The store sells a small amount of basic grocery store items, and includes a small fresh produce area. Where this market distinguishes itself is with its meat counter, which includes a wide variety of pork, beef, and poultry. Given the mix of products available the store appears to have an emphasis on southern cooking. The meat counter extends most of the length of the store and appears to be the store's primary draw, based upon fieldwork observations. Store hours are 9:00AM – 6:00PM Monday –Saturday and 10:00AM – 3:00 PM on Sundays. Given its neighborhood orientation, extensive meat counter, and 2.4-mile distance from the College & Claremont Safeway store, the Gateway Market is not anticipated to experience any negative sales impacts upon the opening of the College & Claremont Safeway store.

Discount Grocery Stores within the Market Area

Discount stores are characterized by lower-than-average price points. Sometimes these are manifested by bulk sales, which allow the customer to get more for their dollar relative to most other grocery stores. There are no discount grocery stores located within the College & Claremont Safeway market area.

OTHER FOOD STORES NEAR THE MARKET AREA

There are many other grocery stores located outside, but near the market area that were evaluated by ALH Economics. These stores were examined because, given their proximity to the College & Claremont Safeway market area boundary, it is likely that they draw some of their shoppers from within the College & Claremont Safeway market area, and may be vulnerable to negative sales impacts if some of these shoppers shift their grocery shopping to the expanded Safeway store. These stores are also relevant to the later discussion regarding cumulative impacts.

Conventional Grocery Stores Near or Outside the Market Area

Safeway, 3747 Grand Avenue, Oakland – 2.5 miles. This is a smaller grocery store located along a main thoroughfare with the parking lot located on the side of the store. This Safeway store has a deli counter, fresh and packaged meat and seafood, prepared foods, a florist, and some organic/health foods. Both the store and parking lots are well maintained and in excellent condition. The hours of operation are 6:00AM – Midnight, Monday-Sunday. While visiting the store ALH Economics observed this Safeway to have high shopper volume. This store is not anticipated to experience negative sales impacts due to the College & Claremont Safeway expansion, primarily due to distance, and the fact that this store is closer to the Rockridge Safeway store, which is also anticipated to be converted to a Lifestyle store.

Andronico's, 1550 Shattuck Avenue, Berkeley – 3.1 miles. Andronico's is a regional chain of conventional-style grocery stores. This Andronico's store is a stand-alone store with a parking lot in the front and is located in the Gourmet Ghetto district of Berkeley. This store offers a fresh bakery, extensive deli counter, gourmet cheese options, an olive bar, a sushi bar, prepared foods, fresh and packaged meat and seafood, a large bulk foods sections, organic/health goods, an ATM, and a small floral selection. The quality of the store and parking area is a little worn, but well kept. While visiting the store ALH Economics observed moderate to high shopper volume. The hours of operation are 8:00AM – 10:00PM, Monday-Sunday. Given its conventional orientation and distance from the College & Claremont Safeway (3.1 miles) this store is not anticipated to experience negative sales impacts from the College & Claremont Safeway store expansion.

Safeway, 1444 Shattuck Avenue, Berkeley – 3.2 miles. This stand-alone grocery store is currently under construction for an expansion and renovation (as of November 2011), which is estimated to be complete in June 2012. The expanded store will offer a deli counter, fresh bakery, fresh and packaged meat and seafood, fresh coffee, a Signature Café, a florist, and some organic/health foods. This Safeway also currently has a video rental kiosk and a digital photo center located inside. The expanded store will offer parking on two levels as well as expanded bicycle parking. There will also be an outdoor eating area along Shattuck Avenue.[12] The current hours of operation are 6:00AM – 11:00 PM, Monday-Sunday. While visiting the store ALH Economics observed that the parking lot and store had high shopper volume. Given the similarity in store brand and products, as well as distance from the College & Claremont Safeway store (3.1 miles), this store is not anticipated to experience sales impacts from the College & Claremont Safeway expansion.

Andronico's, 1414 University Avenue, Berkeley – 3.3 miles. This former Andronico's was shuttered in October 2011. Andronico's declared Chapter 11 bankruptcy in August 2011 and was purchased by Renwood Opportunities Fund in October 2011.[13] The University Avenue Andronico's store was closed because it had the weakest sales of the chain. According to the Daily Californian and the City of Berkeley Economic Development Department, the 1414 University property owner is aware that local residents want another grocery store in the space and is hoping to bring in another local grocery operator.[14]

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[12] http://www.safewayonshattuck.com/id13.html (accessed November 10, 2011).
[13] Mercury News, "Andronico's sale to Renovo nears even as grocer decides to close a Berkeley store," October 26, 2011 (accessed November 9, 2011).
[14] The Daily Californian, "Andronico's on University Slated to Close this Month, "October 19, 2011 (accessed November 9, 2011).

Safeway, 2096 Mountain Boulevard, Oakland 3.7 miles. This is a smaller, stand-alone grocery store. This Safeway store has a deli counter, fresh and packaged meat and seafood, a florist, and some organic/health foods. This Safeway also has a cafe, a Blockbuster Express, and a digital photo center located inside. The store offers parking in front and on top of the store. There is also an outdoor eating area on the rooftop. Both the store and parking lots are well maintained and appear to be on the newer side. The hours of operation are 6:00AM – Midnight, Monday-Sunday. While visiting the store ALH Economics observed high shopper volume. Given the conventional orientation and distance from Safeway (3.7 miles), this store is not expected to compete with the College & Claremont Safeway expansion and will not likely experience any impacts.

Lucky, 1963 Mountain Boulevard, Oakland – 3.8 miles. This Lucky store is located in the downtown area of the Montclair neighborhood in Oakland and is adjacent to a Rite-Aid and a Bank of America office building. This store has two-level parking with an automatic walkway between floors that allows grocery carts. Inside the store there is a fresh bakery, deli counter, fresh and packaged meat and seafood, organic/health goods, and a florist. There is also a bank and video rental kiosk inside the store. The quality of the store and parking area are good and appear to be on the newer side. While visiting the store ALH Economics observed high shopper volume. The hours of operation are 6:00AM – Midnight, Monday-Sunday. Given its conventional orientation and distance from Safeway (3.8 miles) this store is not expected to compete with the College & Claremont Safeway expansion and will not likely experience any negative impacts.

Lucky, 247 E. 18th Street, Oakland – 4.0 miles. This large Lucky store is located in the Lake Merritt area of Oakland and is adjacent to the Merritt Restaurant and Bakery. This store offers a fresh bakery, deli counter, and fresh and packaged meat and seafood. There is also a pharmacy, bank, and video rental kiosk inside the store. The quality of the store and parking area are good, although the outside of the store needs some upkeep. While visiting the store ALH Economics observed moderate to high shopper volume. The hours of operation are 6:00AM – Midnight, Monday-Sunday. The pharmacy hours are 9:00AM – 7:00PM, Monday-Friday, 9:00AM-5:00PM, Saturday, and closed on Sunday. Given its orientation and distance from the College & Claremont Safeway (4.0 miles) this store is not likely to compete with the College & Claremont Safeway expansion or experience negative impacts due to the expansion.

Andronico's, 1850 Solano Avenue, Berkeley – 4.2 miles. Andronico's is a local chain of conventional-style grocery stores. This Andronico's store is a stand-alone store with a parking lot in the rear and is located in a "Main Street" type area of North Berkeley. This store offers a fresh bakery, extensive deli counter with an olive bar, prepared foods, fresh and packaged meat and seafood, bulk foods, organic/health goods, an ATM, and a floral section. The quality of the store and parking area is excellent and well maintained. While visiting the store ALH Economics observed moderate to high shopper volume. The hours of operation are 9:00AM – 9:00PM, Monday-Sunday. Given its distance from the College & Claremont Safeway (4.2 miles) this store is not likely to compete with the Safeway expansion or experience any negative impacts.

Safeway, 1500 Solano Avenue, Albany, 4.7 miles. This Safeway is a stand-alone grocery store located in a "Main Street" type area in the City of Albany. This Safeway store has a deli counter, fresh and packaged meat, packaged seafood, and a florist. This Safeway also has a Blockbuster Express, and a digital photo center located inside. The store offers parking in front of the store. Both the store and parking lots are well maintained, but show signs of wear and tear. The hours of operation are 9:00AM – 8:00PM, Monday-Friday and 9:00AM – 5:30PM Saturday and Sunday. While visiting the store ALH Economics observed moderate shopper volume. Given its distance from College &

Claremont Safeway (4.7 miles), this store is not expected to be competitive and is not likely to experience negative sales impacts.

Safeway, 3550 Fruitvale Avenue, Oakland – 5.2 miles. This Safeway is located next to an Oakland Police Department substation. This store has a deli counter, fresh and packaged meat and seafood, and a floral section. This Safeway also has a Starbucks, a pharmacy, and a Blockbuster Express inside the store. The store's parking lot is in front. Both the store and parking lots are well maintained. The hours of operation are 6:00AM – Midnight, Monday-Sunday, the pharmacy hours are 9:00AM-8:00PM Monday – Friday and 9:00AM-5:30PM Saturday and Sunday. While visiting the store ALH Economics observed high shopper volume. Given the distance from the college & Claremont Safeway (5.2 miles), this store is not expected to compete with the expansion and will likely not experience sales impacts.

Safeway, 4100 Redwood Boulevard, Oakland – 6.4 miles. This Safeway is located in the Lincoln Square shopping center. This Safeway is a small store that offers packaged meat and seafood, and a small floral selection. This is an older store that needs updating. The hours of operation are from 6:00AM – Midnight, Monday- Sunday. While visiting the store ALH Economics observed moderate shopper volume. Given its size and distance from the College & Claremont Safeway (6.4 miles), this store is not expected to compete with the Safeway expansion or experience any sales impacts.

Lucky, 4055 MacArthur Boulevard Oakland – 7.0 miles. This smaller Lucky store is located in the Laurel District in Oakland. This store offers packaged meat and seafood, bulk foods, an ATM, and a Money Gram stand. The quality of the store and parking area are poor and in need of updating, the outside of the store also requires some upkeep. While visiting the store ALH Economics observed moderate to high shopper volume. The hours of operation are 6:00AM – 11:00PM, Monday-Sunday. Given its distance from the College & Claremont Safeway (7.0 miles) this store is not likely to compete with expansion and will not experience negative sales impacts.

Upscale Grocery and Food Stores Near or Outside the Market Area

Village Market, 5885 Broadway Terrace, Oakland – 1.5 miles. Village Market is a local, upscale grocery store. This store is located in the Montclair neighborhood in Oakland adjacent to a coffee and gift store, nursery, and auto repair shop. This store offers a deli counter, cheese deli, prepared foods, packaged meat and seafood, organic/health goods, and floral section. The quality of the store and parking are excellent and well kept. While visiting the store ALH Economics observed the parking lot to be very busy and the store to have high shopper volume. The hours of operation are 7:00AM – 9:00PM, Monday-Saturday and 8:00AM-8:00PM, Sunday. Given its upscale and local market orientation, this store would not be considered competitive, but given the distance from the College & Claremont Safeway (1.5 miles) this store may experience some impacts.

Piedmont Grocery, 4000 Piedmont Avenue, Oakland – 1.8 miles. Piedmont Grocery is a local, upscale grocery store with strong neighborhood loyalty. This store is located in a "Main Street" type area of Oakland with the parking lot located in the rear. This store offers a fresh bakery, deli counter, prepared foods, fresh and packaged meat and seafood, organic/health goods, and a section with candles and gift-type items. The quality of the store and parking area are in good condition and well kept. While visiting the store ALH Economics observed the parking lot to be busy and the store to have high shopper volume. The hours of operation are 9:00AM – 8:00PM, Monday-Saturday and 9:00AM-7:00PM, Sunday. Given its upscale and local market orientation this store would not be considered

competitive, but given the distance from the College & Claremont Safeway (1.8 miles) this store may experience some impacts.

Berkeley Bowl West, 920 Heinz Avenue, Berkeley – 2.7 miles. Berkeley Bowl is an independent, local supermarket. This is a large, new, stand-alone store. This store offers a fresh bakery, extensive deli counter with gourmet cheese options, an olive bar, sushi bar, taquería, prepared foods, fresh and packaged meat and seafood, a large bulk foods sections, ethnic foods, fresh coffee, organic/health goods, a florist, and a cafe. The quality of the store and parking area are excellent. While visiting the store ALH Economics observed the store and parking lot to have extremely high shopper volume. The hours of operation are Monday-Saturday, 9:00AM – 8:00PM, and Sunday, 10:00AM-6:00PM. Given its upscale and independent orientation and distance from the College & Claremont Safeway (2.7 miles) this store is not expected to compete with the Safeway expansion and is not likely to experience negative impacts.

Whole Foods, 230 Bay Place, Oakland – 3.7 miles. Whole Foods is a natural and organic food store with locations in North America and the United Kingdom. This Whole Foods location is a very large store. This store offers a fresh bakery, extensive deli counter, gourmet cheese options, an olive bar, an extensive prepared foods section, fresh and packaged meat and seafood, a large bulk foods sections, ethnic foods, fresh coffee, organic/health goods, a florist, a gelato stand, and a Café Gratitude. The quality of the store and parking area are excellent. While visiting the store ALH Economics observed extremely high shopper volume. The hours of operation are Monday-Sunday, 8:00AM – 10:00PM. Given its upscale orientation and distance from the College & Claremont Safeway (3.7 miles) this store is not expected to compete with the Safeway expansion and is not anticipated to experience any negative sales impacts.

Safeway, 11450 San Pablo Avenue, El Cerrito – 8.5 miles. This is a brand new stand-alone grocery store located adjacent to the del Norte BART station with a strip of in-line retail stores including Pet Food Express and Supercuts. This is a new lifestyle branded Safeway store. The store opened in August 2011 and replaced the Safeway store that was located at 10636 San Pablo Avenue. This large store offers an extensive deli counter with Asian food, olive and sushi bars, a fresh bakery, fresh and packaged meat and seafood, a Signature Café, an extensive floral section, Starbucks, and some organic/health foods. This Safeway also has a pharmacy and a bank. There is an outdoor eating area. The hours of operation are 5:00AM–1:00AM, Monday-Sunday, the pharmacy is open from 9:00AM-8:00PM, Monday–Friday and 9:00AM–5:30PM, Saturday and Sunday. While visiting the store ALH Economics observed high shopper volume. Given the distance from the College & Claremont Safeway store (8.5 miles), this store is not considered competitive and is not anticipated to incur any sales impacts due to the College & Claremont Safeway expansion.

Niche Grocery and Food Stores Near or Outside the Market Area

Mulberry's Market, 335 Highland Avenue, Piedmont – 2.6 miles. Mulberry's Market is very small local neighborhood market. This niche store is very upscale and offers a fresh bakery, deli counter with an espresso and coffee area, prepared foods, fresh and packaged meat and seafood, and organic/health goods. The quality of the store and small parking area is excellent. While visiting the store ALH Economics observed extremely high shopper volume. The store is located in the small downtown area of Piedmont. The hours of operation are Monday-Friday, 7:00AM – 8:00PM, Saturday, 8:00AM-8:00PM, and Sunday, 8:00AM-7:00PM. Given its small neighborhood orientation and distance from the College & Claremont Safeway (2.6 miles) this store is not expected to compete with the Safeway expansion and is not anticipated to experience negative impacts.

Trader Joe's, 1885 University Avenue, Berkeley – 2.7 miles. This is a smaller, niche-market type grocery store. This Trader Joe's store is located in a mixed-use structure with condos above, on a major thoroughfare in a more urban area of the City of Berkeley. The parking lot is located in a garage that is accessed behind the store. The store is relatively new and is very well maintained. While visiting the store ALH Economics observed the parking lot to be extremely busy and shopper volume was very high. The hours of operation are 8:00AM- 10:00PM, Monday-Sunday. Given its orientation and distance from the College & Claremont Safeway (2.7 miles), this store is not likely to experience impacts from the College & Claremont Safeway expansion.

Trader Joe's, 5700 Christie Avenue, Emeryville – 3.1 miles. This is a smaller, niche-market type grocery store. This Trader Joe's store is a located in the Powell Street Plaza shopping center. Adjacent uses in the center include Ross, Marshall's, PetsMart, BevMo!, DB Shoes, Lane Bryant, Men's Warehouse, Sleeptrain, Starbucks, Burger King, Jamba Juice, and other local retail stores. This is an older, larger store that is showing some signs of wear-and-tear, though the store is well-maintained. While visiting the store ALH Economics observed moderate shopper volume. The hours of operation are 8:00AM-10:00PM, Monday-Sunday. Given its niche orientation and distance from the College & Claremont Safeway (3.1 miles), this store is not likely to experience negative sales impacts.

Trader Joe's, 3250 Lakeshore Avenue, Oakland – 3.2 miles. This is a smaller, niche-market type grocery store. This Trader Joe's store is located along a "Main Street" type area in the Lakeshore neighborhood. Adjacent uses include CVS, Peet's Coffee, and other local retail stores. This is a standard-sized Trader Joe's store in excellent condition and is well-maintained. While visiting the store ALH Economics observed the parking lot to be very busy and shopper volume was high. The hours of operation are 9:00AM- 9:00PM, Monday-Sunday. Given its niche orientation and distance from the College & Claremont Safeway (3.2 miles), this store is not likely to experience impacts.

Monte Vista Food Center, 4000 Piedmont Avenue - 1.8 miles. Monte Vista Food Center is a small neighborhood market. It is located just a few doors down from Piedmont Grocery. This store offers a small fresh produce section with a variety of organic fruits and vegetables. The store also includes packaged meats and other convenience food items. While visiting the store, ALH Urban & Regional Economics observed extremely low shopper volume. The hours of operation are 8:00AM-7:00PM, Monday-Saturday, and 9:30AM-7:00PM Sunday. This store is located approximately 1.8 miles from the College & Claremont Safeway store. Given this store's local market orientation, small size, and convenience orientation, it is not anticipated to be competitive with the College & Claremont Safeway.

Monterey Market, 1550 Hopkins Street, Berkeley – 4.0 miles. Monterey Market is a small produce market that specializes in a wide variety of fresh and organic fruits and vegetables, many locally grown. Well regarded for its favorable pricing, this market also sells a variety of other items including dairy, bread, eggs, flowers, and fresh orange juice. There are bulk food options and many specialty items. Monterey Market also sells non-perishable items, such as a variety of vinegars, but it is most widely regarded for its produce options. Store hours are Monday – Friday, 9:00AM – 7:00PM, Saturday, 8:30AM – 6:00PM and Sunday, 10:00AM – 5:00PM. Monterey Market is a very popular market with high consumer volume. Because of its distance from the College & Claremont Safeway store, and strong customer following, Monterey Market is not anticipated to experience any negative sales impacts from the Safeway expansion Project.

While not listed separately, there are other food vendors near the Monterey Market, also on Hopkins Street. These include Magnani's Poultry, Country Cheese and coffee, Monterey Fish Market, and Hopkins Street Bakery. Similar to Monterey Market, and because of their specialized nature, distance,

and loyal clientele, these vendors are not anticipated to experience any negative sales impacts attributable to the College & Claremont Safeway expansion.

Berkeley Natural Grocery Company, 1336 Gilman Street, Berkeley – 4.2 miles. The Berkeley Natural Grocery store is a small neighborhood-oriented grocery store with many natural, organic, and fair trade foods and personal products, including vitamins, soaps, and homeopathic products. The store features fresh produce and all natural products, including nuts for freshly ground nut butters. Prices can be on the high side at this store. There is a bulk foods section and strong dairy section. Store hours are daily 9:00AM – 8:00PM. Because of its distance from the College & Claremont Safeway store and niche orientation, this store is not anticipated to experience any negative sales impacts due to the college & Claremont Safeway expansion.

Farmer Joe's Marketplace, 3426 Fruitvale Avenue, Oakland – 5.1 miles. Farmer Joe's Marketplace is a local, family-run supermarket that specializes in organic and natural foods. This store offers a fresh bakery, extensive deli counter, gourmet cheese options, an olive bar, sushi bar, juice bar, prepared foods, fresh and packaged meat and seafood, bulk foods, organic/health goods, a florist, Joe's Grill, and an on-site massage area. The quality of the store and small parking area are excellent. While visiting the store ALH Economics observed extremely high shopper volume. The store is located adjacent to a CVS. The hours of operation are Monday-Sunday, 8:30AM – 8:30PM. Given its organic orientation and distance from the College & Claremont Safeway (5.1 miles) this store is not expected to compete with the Safeway expansion and is not likely to experience negative sales impacts.

Farmer Joe's Marketplace, 3501 MacArthur Boulevard, Oakland – 6.6 miles. Farmer Joe's Marketplace is a local family-run supermarket that specializes in organic and natural foods. This store offers fresh and packaged meat and seafood, bulk foods, organic/health goods, and a small floral section. The quality of the store is decent, but well-kept and the parking area needs to be resurfaced. While visiting the store ALH Economics observed moderate shopper volume. The hours of operation are Monday-Friday, 9:00AM – 8:00PM and 9:00AM-7:30PM Saturday and Sunday. Given its organic orientation and distance from the College & Claremont Safeway (6.6 miles) this store is not expected to compete with Safeway expansion and is not likely to experience negative impacts.

Discount Grocery Stores Near or Outside the Market Area

Grocery Outlet, 2900 Broadway, Oakland – 2.4 miles. Grocery Outlet is a national discount grocery store chain. This is an older, larger store and shows signs of wear and tear, and is not very well-maintained. While visiting the store ALH Economics observed moderate shopper volume. This store is located approximately 2.4 miles from the College & Claremont Safeway store. Given this store's discount orientation it is not anticipated to be competitive with the College & Claremont Safeway.

Pak 'N Save, 3889 San Pablo Avenue, Emeryville, 2.9 miles. Pak 'N Save is a discount oriented grocery chain owned by Safeway. This store is located in the East Bay Bridge shopping center. Adjacent stores include Subway, Casual Male XL, Baskin Robbins, Little Caesar's, and Mattress Discounters. This large discount store offers a fresh bakery, deli counter, fresh and packaged meat, and packaged seafood. Inside the store is also an ACE Check Cashing stand and video rental kiosk. This store is showing signs of wear-and-tear. The needed renovation of this store has been approved by the City of Emeryville and will include a redesigned northern façade including additional entry, replacement of all signs and two new signs, and minor improvements to parking lot including new landscaping. While visiting the store ALH Economics observed moderate shopper volume. The hours of operation are 6:00AM-Midnight, Monday-Sunday. Give this store's discount orientation and

distance from the College & Claremont Safeway (2.9 miles), this store is not anticipated to experience negative sales impacts from the expansion project.

Grocery Outlet, 2001 4th Street, Berkeley – 4.2 miles. Grocery Outlet is a national discount grocery store chain. This store is a small, adequately maintained market located approximately 4.2 miles from the College & Claremont Safeway store. While visiting the store ALH Economics observed moderate shopper volume. Given this store's discount orientation and distance from Safeway, it is not likely to be competitive with the College & Claremont Safeway expansion.

GROCERY AND FOOD STORES MOST SUSCEPTIBLE TO IMPACTS

Summary of Impacts

The Project impacts analysis in Exhibit 12 estimated $17.0 million in food & beverage sales impacts attributable to the Project. Exhibit B-1, which provides historical stores sales trend data, suggests an average grocery store benchmark sales performance figure of about $500 per square foot. At this performance level, the estimated $17.0 million in sales impacts is equivalent to support for 34,000 square feet. This amount is equivalent to a moderate-sized grocery store, larger than the existing College & Claremont Safeway store but smaller than the Berkeley Bowl Marketplace or Whole Foods.

However, many of the market area's larger grocery stores perform above this industry standard level. As cited earlier, the national average for Trader Joe's in 2010 was $1,941 per square foot, while the equivalent figure for Whole Foods was $806. All indications are that Berkeley Bowl also achieves higher than the $500 overall industry average. Therefore, the $17.0 million in sales impacts would translate into much lesser store impacts given consideration of the actual performance of the existing base of grocery stores, as discussed in the following section.

Stores Likely to Experience Sales Impacts

ALH Economics believes that grocery stores with conventional and upscale orientations are most susceptible to sales impacts from the expanded College & Claremont Safeway store given the store's repositioning as a Lifestyle brand store, which is considered more upscale than the standard Safeway stores. Among the larger stores, there are two upscale grocery stores and one niche grocery store in the market area. The closest upscale store is the Whole Foods on Telegraph Avenue located approximately 1.0 mile away; the second quasi-upscale store is the Berkeley Bowl on Oregon Street in Berkeley, located approximately 1.7 miles away. The closest larger niche store is Trader Joe's, just 0.3 miles from the Safeway store location. All three of these stores are anticipated to experience some negative sales impacts following the expansion and repositioning of the Claremont & College Safeway store. In addition, the nearby niche food markets of Yasai Produce Market and Ver Brugge Meat-Fish Poultry are anticipated to at least initially experience some sales impacts. It will be incumbent upon these small stores to continue to build customer loyalty and provide quality products, especially during the time period when the Safeway store will be closed for construction. Customers gained during this period will bode well for the stores when the expanded Safeway opens and is more competitive because of its expanded produce, meat, and seafood departments. Like Yasai and Ver Brugge, the nearby Star Grocery may experience initial sales impacts, but these are not anticipated to be lasting as the market's role as a neighborhood convenience store is reasserted and long-term customers remain loyal to the store. It is notable that these stores have coexisted with Safeway for many years. They therefore already offer products and services valued by customers that are not available at Safeway. Even with the greater volume of goods that will be available at the expanded Safeway these niche

stores will continue to provide quality of service and products not available at Safeway, such as the personal customer service available at Star Grocery, the local farm-based market fresh produce at Yasai, and the unparalleled meat and fish products available at Ver Brugee.

As noted above, many of the market area grocery stores are outperforming national averages. This was likely not true of the recently closed Andronico's store on Telegraph Avenue. Because of their strong performance, Trader Joe's, Whole Foods, and Berkeley Bowl are all anticipated to be able to withstand the competition from the expanded Safeway store. These stores are all strong performers with a strong customer base. As experienced retailers, all three of these stores are anticipated to be able to counterbalance product-based sales losses with new merchandising strategies, and thereby retain loyal customers.

If the Andronico's store on Telegraph Avenue did not recently close, this store would be identified as susceptible to high sales impacts from the Safeway expansion, despite its relative shopping convenience. Since this store closed, however, there will instead be an infusion of additional grocery shopping dollars made available for the remaining market area and nearby grocery stores. Measured as the existing baseline, these dollars will serve to significantly offset the estimated College & Claremont Safeway Project expansion sales impacts, resulting in much lower impacts on the remaining existing sales base. The redistribution of these sales will benefit all existing food stores, and reduce the estimated Project impacts. While stores may experience a sales increase prior to the opening of the expanded Safeway store, loss of some of these sales could return them close to existing conditions pursuant to the baseline established by this report.

It is possible that other upscale, conventional, or niche grocery stores near the market area may also experience some negative sales impacts. As identified in the preceding store-by-store analysis, these stores could include Village Market in Oakland, 1.5 miles from the Safeway location, and Piedmont Grocery in Oakland, 1.8 miles from the Safeway location. As with Yasai Produce Market and Ver Brugge Meat-Fish Poultry, however, these stores are not anticipated to experience sales losses severe enough to trigger closure. Customers might initially spend their shopping dollars at the Safeway expansion while they explore the greater product offerings, but they are anticipated to continue to shop at their more convenient neighborhood shopping locations, which are sure to change their product offerings and service levels if warranted due to enhanced Safeway competition. However, shopping convenience and quality of service and products are anticipated to prevail over the long-run to the benefit of these smaller stores, especially since the configuration of the expanded Safeway will result in a more time intensive shopping trip for Safeway customers than the current store.

In conclusion, ALH Economics does not believe that any existing stores will experience sales impacts attributable to the Project so severe as to induce store closure. The greatest impacts will be experienced by stores that are achieving very high sales performance. Moreover, the redistribution of market area sales previously captured by Andronico's will offset a large portion of the Project's sales impacts, especially since the Andronico's space will be backfilled by a CVS Pharmacy, and not another food retailer.

OFFSETTING EFFECTS OF FUTURE GROWTH

The timeframe of the Safeway expansion is undetermined, depending upon the pace and timing of the environmental and approvals process for the Project. Regardless of the timing of the Project completion, there may be potential for new market area growth to generate yet additional demand for food sales in and near the market area. For analytical purposes, this study looks at the potential

for new market area demand by 2015, as a proxy for the first full year of operations for the expanded store. Relative to the current baseline, this provides the opportunity for four years of market area growth.

As cited earlier, demographic projections suggest the potential for 1,526 new households in the market area between 2011 and 2015. This projection was prepared based on coupling ABAG market area census-tract level household growth projections prepared prior to the 2010 census with the actual 2010 household counts identified in the census. Accordingly, these projections may be exaggerated. However, they provide a sense of the potential demand that could be generated pursuant to residential development in the market area.

As Exhibit 13 indicates, the 1,526 new households are estimated to generate $43.3 million in retail demand. The largest component of this demand is $7.3 million for food stores, the great majority of which would likely be captured in the market area given the propensity for consumers to purchase groceries relatively close to home. This level of demand, therefore, if realized, could offset up to 43% of the maximum $17.0 million in food sales impacts. There is demand for yet additional retail categories, which would also help offset the estimated Project impacts in the other retail category and generally boost the market area's retail sales base.

While ALH Economics believes that the demographic projections are overstated, and that the estimated level of demand is correspondingly aggressive, this analysis nonetheless indicates the potential for some increment of new household growth in the market area to be generated prior to the completion of the Safeway expansion Project. This new demand will offset some of the Project's anticipated negative sales impacts on existing market area grocery and food stores.

VIII. CUMULATIVE PROJECT IMPACTS

This analysis seeks to quantify the impact of the Project taking into consideration other planned competitive retail projects within or very near the market areas. The cumulative projects that have been assessed for impacts include retail developments that are in various stages of entitlement or planning. Because specific development timelines are not available for many of the projects, the analysis carefully considers each project prior to determining the set of projects most likely to be operational during the approximate same timeframe as the Project.

IDENTIFIED RETAIL DEVELOPMENT PROJECTS

ALH Economics identified 15 potential cumulative retail development projects in the market area and surrounding areas. Information about these projects was primarily derived from interviews with local government sources, reviews of planning department information, and supplemental news articles. These 15 projects are described in Exhibit 14, which also identifies their distance from the Project site.

Only two of the cumulative projects are within the market area. These projects include the following:

- Civiq, located at 51st Street and Telegraph Avenue in Oakland - a mixed-use development with 19,500 square feet of retail, 100 residential units, and 60,000 square feet of office space, with unknown timing; and
- Berkeley Iceland redevelopment in Berkeley – Sports Basement with 71,000 square feet of retail space, EIR in progress.

These two projects vary in distance from the Project site, ranging from 1.2 miles for the 51st Street and Telegraph Avenue project and 1.8 miles for Sports Basement.

The 13 other projects are located in Oakland, Berkeley, and Emeryville, ranging 1.1 to 10.9 miles from the Project site. These projects are included because their market areas may overlap to some extent with the Project's market area, thus providing competition for market area resident retail expenditures.

These 13 additional projects and their net amount of planned retail space are as follows, by city:

City of Berkeley

- Shattuck Safeway expansion, located on Shattuck Avenue near Rose Street in Berkeley, is under construction with 17,250 net incremental square feet of retail space, 3.1 miles from the Project site, completion anticipated 2012.

City of Oakland

- Rockridge Safeway expansion, located at 51st and Pleasant Valley Road, 137,072 net new square feet of retail, including redevelopment, expansion, and conversion of a Safeway store to a Lifestyle store, 1.1 miles from the Project site, EIR in progress, potential completion date 2014;
- Macarthur BART Transit Village, another planned residential project with 42,500 square feet of retail/commercial, 1.6 miles from the Project site, currently under construction;

- Valdez & 23rd Street project, with 12,000 square feet of retail and planned residential units, with prior approval extended, 2.8 miles from the Project site, completion date unknown;
- Kaiser Center in Oakland, approved project with potentially 22,000 square feet of retail space 3.6 miles from the Project site, completion not anticipated for a number of years;
- Jack London Square redevelopment in Oakland, approved with 10,000 square feet of additional retail, 4.6 miles from the Project site;
- Oak to Ninth mixed use project in Oakland, approved, with up to 200,000 square feet of planned commercial space, located 5.6 miles from the Project site, with potential opening by 2015 (this project also includes planned residential development); and
- Foothill Square Redevelopment Project, 85,844 net new square feet of retail, 10.9 miles from the project site, approved with expected completion in 2013.

City of Emeryville

- Pak 'n Save Foods, on San Pablo Avenue between Peralta Street and Yerba Buena Avenue, 2.4 miles from the Project site, a store update and minor parking lot and landscaping improvements, no increment in retail space, approved and anticipated to be completed in 2012;
- Parkside Project, bounded by Powell, Hollis, and Doyle streets and Stanford Avenue, residential project with 10,222 square feet of retail, 2.8 miles from the Project site, approved with opening anticipated fall 2013;
- Bay Street, Site A, proposed development at the northeast corner of Christie Avenue and Shellmound Street, 2.9 miles from the Project site, totaling 20,400 square feet of retail, development timing unknown;
- Bay Street, Suite B, a proposed 150,000-square-foot Macy's department store 2.9 miles from the Project site, development timing unknown; and
- Gateway@Emeryville, a proposed mixed-use project with 14,100 square feet of retail space along with residential and hotel uses, 3.0 miles from the Project site, development timing unknown.

Because of uncertainties in the entitlement and development process, compounded by the effects of the economy on development plans, ALH Economics does not assume that all these projects have the potential of being developed coincident with the timeframe for the Project. Other projects are not considered in the cumulative process because they are not deemed likely to draw from the same market area as the Project, such as the small amount of retail associated with the Parkside Project in Emeryville. Of the cited projects, 9 are assumed to comprise cumulative projects for analytical purposes. These projects are identified on Exhibit 16, and include all of the Berkeley projects, 7 of the Oakland projects, and only one of the Emeryville projects (i.e., the Pak 'n Save update). The excluded Oakland projects include the Valdez and 23rd Street project and the Kaiser Center, all due to lack of market area overlap and anticipated timing, i.e., unknown timing.

CUMULATIVE PROJECT SALES ESTIMATES AND SALES IMPACTS

Sales Estimates

Sales figures for the 9 cumulative projects are estimated in Exhibit 16. The estimates were developed with sensitivity to the size and nature of the prospective retail space, and range from $251 per square foot to $800 per square foot, as general sales estimations. These figures reflect estimates for neighborhood shopping centers, several types of food stores, generalized other retail sales, or other specific retail categories, depending upon the orientation of the cumulative project. For the full

amount of planned retail development among the cumulative projects, which totals 583,266 square feet, these estimated sales total $237.7 million.

The cumulative retail projects will compete with the Project's market area only to the extent that their market areas overlap. Exhibit 16 also shows estimates of the share of each cumulative project sales anticipated to be sourced from the same market area as the Project. These estimates are the result of generalized assumptions, based on consideration of the location of the projects, their distance from the College & Claremont Safeway expansion site, and the anticipated nature of their retail space and likely consumer. For example, Civiq at 51st and Telegraph Avenue project is located closest in proximity to the site, situated 1.2 miles distant at the edge of the market area. This project is anticipated to have a 50% overlap with the Project's market area. A greater figure is not used because this is a relatively small project, unlikely to have a significant market draw, and thus is not anticipated to draw customers from the northern portion of the Project's market area. The other cumulative projects are assumed to have 5% to 33% market area overlap with the Project, with the cumulative projects located outside the Project's market area assumed to be at the low end of this range. The project with the 33% overlap is the planned Sports Basement in the former Berkeley Iceland space.

Of particular relevance to the cumulative analysis are the plans for the Rockridge Safeway site. As referenced in Exhibit 14, an existing 185,464-square foot shopping center will be redeveloped featuring a relocated and expanded Safeway store. The existing CVS store at the center, which also anchors the shopping center along with Safeway, will be closed and the Safeway will relocate to this portion of the site. Additional retail and non-retail space will be built at the center, with the result comprising a net increase of 137,072 square feet of commercial space.

This 137,072-square-foot net figure includes the net addition of 17,038 square feet to the space occupied by Safeway, the loss of 87,220 square feet housing the current CVS pharmacy, the net addition of 166,769 square feet available for other retail users, and a net change of 25,564 square feet for non-retail uses (see Exhibit 15). As presented in Exhibit 15, this net increment of retail space is estimated to generate $66.1 million in net new retail sales, of which 80% are estimated to be generated by this project's market area residents, or $52.9 million. A retail space distribution for the 166,769 square feet of net new retail space for users other than Safeway was developed by ALH Economics, based upon trends at other comparably-sized retail centers, and includes 15% each for home furnishings & appliances and general merchandise, 20% for clothing & accessories, and 50% other retail.

Only a portion of the market area for the Rockridge Safeway project will be competitive with and overlap with the College & Claremont Safeway expansion Project. In a separate urban decay analysis, in progress for the Rockridge Safeway store, ALH Economics developed an estimate of the market area for the Rockridge Safeway store. This market area includes a greater portion of Oakland than the College & Claremont store, and also includes the City of Piedmont and totals 53,546 in 2010. Based on this demographic estimate associated with the Rockridge Safeway store market area, ALH Economics estimates that 28% of the College & Claremont Safeway store's market area households are in common with the Rockridge Safeway project. Thus, the competitive stores analysis in Exhibit 16 indicates that $18.5 million of the sales at the Rockridge Safeway project are anticipated to be generated by the market area for the College & Claremont Safeway Project.

Pursuant to the market area overlap assumptions, $42.4 million of cumulative project estimated sales are assumed to be competitive with the Project and generated by residents within the Project's market area. These retail sales are then distributed by retail category in Exhibit 17. The sales distributions are based upon industry averages identified by type of retail shopping center, as presented in Exhibit B-

11. The results indicate that the largest portions of cumulative project market area sales will occur in two retail categories: food and beverage stores, with $12.5 million, or 29% the competitive total; and other retail, with $13.0 million, or 31% the competitive total (both percentages rounded). The remaining categories include food service & drinking places with $4.2 million in sales, general merchandise with $5.7 million in sales, clothing & accessories with $4.4 million in sales, home furnishings & appliances with $2.3 million in sales, and building materials & garden equipment with a scant $0.4 million in sales.

Impact Analysis

In an analysis parallel to the Project impact analysis, the cumulative project impact analysis is documented in Exhibit 18. This exhibit takes into consideration the anticipated sales by retail category from the College & Claremont Safeway expansion and the cumulative projects, focusing on the sales anticipated to originate from each project's market area. As with the Project's sales impact analysis, the cumulative projects analysis includes recapture of a portion of the estimated market area leakage for retail categories where leakage was identified. The assumptions underlying the share of sales recaptured for the cumulative projects are similar to the assumptions described for the Project's impact analysis.

The results in Exhibit 18 indicate maximum cumulative project impacts on market area retailers totaling $43.3 million. This compares to the Project's impact analysis of $18.0 million. Table 3 highlights the comparative sales impact findings for just the Project as well as the Project in combination with the competitive portion of the cumulative retail projects.

The figures in Table 3 indicate that four categories will experience incremental sales impacts that are more than negligible, especially relative to the existing sales base. These include an incremental $12.5 million in food & beverage store impacts and an incremental $6.5 million in other retail impacts. Inclusive of the Project's impacts, the impacts in these two categories are estimated at $29.5 million and $7.5 million, respectively. In addition, two categories not estimated to experience impacts from just the Project alone are anticipated to experience cumulative project impacts, including home furnishings & appliances and clothing & accessories stores, with $1.1 million and $2.7 million in estimated impacts, respectively.

Yet one other retail category is anticipated to have impacts associated with the cumulative projects, totaling $2.6 million in food services & drinking places. For this category, the percentage of impact on the existing retail base is minor, totaling 2.1%. Because this impact is relatively minor, both in dollar amount and percentage of market area sales, it is not anticipated to lead to any existing store closures, and thus have no potential to contribute to or cause urban decay.

As with the Project impacts, extensive market area retail leakage will still remain following development of the cumulative projects. This remaining leakage provides an opportunity for other retailers to enter the marketplace focused on satisfying unmet retail demand.

Table 3
Comparative Sales Impacts
College & Claremont Safeway Project and Cumulative Projects

Retail Category	Project	Incremental Cum. Projects	All Cumulative Projects
Motor Vehicles & Parts	$0	$0	$0
Home Furnishings	$0	$1,146,062	$1,146,062
Bldg Mat'ls/Garden	$0	$0	$0
Food & Beverage Stores	$17,024,000	$12,470,759	$29,494,759
Gasoline Stations	$0	$0	$0
Clothing & Accessories	$0	$2,660,104	$2,660,104
General Merchandise	$0	$0	$0
Food Services/Drinking	$0	$2,572,699	$2,572,699
Other Retail	$965,084	$6,510,029	$7,475,113
Total	$17,989,084	$25,359,651	$43,348,735

Note: Figures may not total due to rounding.

Sources: Exhibits 12 and 18.

Other Retail Impacts. The nature of the other retail impacts will be dependent upon the type of retailers that locate in all of the cumulative projects. Almost every cumulative project is estimated to have some component of sales in this broad category, which can include sporting goods, office supplies, pet supplies, jewelry, toy stores, pharmacy, and gifts and hobbies, among other retailers. In all likelihood, each project will have a different mix of retailers comprising this category, such that one narrow type of retail will not experience all the estimated cumulative other retail impacts. This will serve to spread and thereby minimize the impacts. Moreover, the estimated $7.5 million in other retail impacts is equivalent to support for about 20,900 square feet of retail space based on the estimated $357 per square foot sales performance figure for the other retail category.[15] Because this increment of space is so small, the more likely scenario is that existing retailers will lose some small increment of sales, but not so much as to induce store closure. Therefore, ALH Economics does not believe the other retail impacts will result in any store closures and will therefore have no potential to contribute to or cause urban decay.

Home Furnishing & Appliances and Clothing & Accessories Impacts. The impacts in these categories are relatively small, totaling $1.1 million in home furnishings & appliances and $2.7 million in clothing & accessories. They are referenced as impacts, however, because as a share of market area sales for their sales categories, these sales levels are equal to 4.2% and 9.5% the market area sales base, respectively. This high percentage of market area sales impact is primarily an indicator of the market area's low sales base in these categories, and not an indicator of strong market impacts. For both these categories, market area leakage is estimated to persist, even after absorption of the cumulative project sales. The analysis, however, conservatively assumed that not all the sales would be absorbed through leakage, and that some market area impacts could occur. However, as with the

[15] See Exhibit B-1 for this sales per square foot estimate.

other retail impacts, the square footage equivalent of these impacts is quite minor, comprising 3,500 square feet for home furnishings & appliances (assuming $327 sales per square foot) and 6,130 square feet for clothing & accessories stores (assuming $434 per square foot.[16] Similar to the other retail impact analysis, these increments of space are so small, the more likely scenario is that existing retailers will lose some small increment of sales, but not so much as to induce store closure. Therefore, ALH Economics does not believe the home furnishings & appliances and clothing & accessories impacts will result in any store closures and will therefore have no potential to contribute to or cause urban decay.

Food Store Impacts. The cumulative food sales impact is estimated at $29.5 million, including the $12.5 million incremental impacts attributable to the cumulative projects. While Exhibit 18 represents these sales impacts as a share of the market area's food & beverage store retail sales base, these impacts are likely to be experienced in a more dispersed geography. This wider dispersion is attributable to the wide variety of food store shopping opportunities available throughout the region and the nature of the projects generating the incremental cumulative food sales impacts. For example, approximately $1.7 million of the estimated cumulative food sales is attributable to the planned Foods Co. discount grocery store at Foothill Square outside the market area (see Exhibit 17). Given its discount orientation this store will be most likely to divert sales from other discount food operators. The market area does not have any existing discount food retailers, but there are a Grocery Outlet and Pak 'N Save nearby. These two stores and other discount shopping locations such as Smart & Final might be more likely to experience sales impacts attributable to the Foods Co. than the market area's predominantly existing upscale and niche groceries and food stores.

Another component of the estimated cumulative food sales impacts is the result of ALH Economics assumptions regarding cumulative project composition. For several of the projects, food sales were assumed because of the likely neighborhood orientation of their planned retail space, such as the 19,600 square feet planned at Civiq, located at 51st Street and Telegraph Avenue. While tenants have not yet been identified for this project, the analysis assumed 40% of the sales would be in the food & beverage category because this is generally consistent with the tenant composition of neighborhood shopping centers (See Exhibit B-11). Similar food & beverage tenant assumptions were made for other cumulative projects in the absence of identified tenant strategies. Thus, there is the potential that the cumulative food sales are overstated, contributing to overestimation of the potential food sales impacts.

In addition, two factors will serve to minimize the cumulative food sales impacts. As with the Project impacts, these include the closure of the Andronico's store on Telegraph Avenue and the redistribution of its store sales within the market area, and future demand pursuant to household growth. Therefore, the food sales impacts will be lower than the $29.5 million figure analytically estimated in Exhibit 18 and reported in Table 3. The majority of the impacts that remain following these offsetting factors will likely continue to be experienced by the same stores anticipated to incur impacts from the College & Claremont Safeway Project, namely the Trader Joe's, Whole Foods, and Berkeley Bowl. This is because the majority of the cumulative sales continue to be generated by Safeway, such that stores directly competitive with Safeway will likely be the stores most impacted. Because of the strong performance of these market area food retailers, the cumulative project food sales impacts are not anticipated to result in any store closures, and therefore are not anticipated to contribute to or cause urban decay.

[16] Ibid.

As with the Project impacts, some smaller grocery and food stores within the market area and beyond might experience some short-term changes in demand as shoppers explore the expanded shopping opportunities presented by the cumulative projects. However, these shoppers are ultimately anticipated to restore some, if not all of their diverted shopping to these small grocery or food stores after an initial time period, especially if the cumulative projects do not comprise a substantially new food store offering, which is not anticipated. If, however, any existing stores do close as a result of food sales impacts, the extent to which such store closures become problematic for the retail market will also depend upon the market strength, regulatory controls, and actions pursued by property owners. These market area characteristics and the resulting likelihood of potential vacancies causing urban decay are discussed in the following chapter.

IX. URBAN DECAY DETERMINATION

The purpose of this chapter is to assess the degree to which development of the College & Claremont Safeway expansion Project in Oakland will or will not contribute to urban decay. This includes impacts associated with the cumulative impacts of the Project and other planned retail development. This chapter discusses the definition of urban decay, the study's approach to determining urban decay potential, and ALH Economics' urban decay determination.

STUDY DEFINITION OF URBAN DECAY

For the purpose of this analysis, urban decay is defined as, among other characteristics, visible symptoms of physical deterioration that invite vandalism, loitering, and graffiti that is caused by a downward spiral of business closures and long term vacancies. The outward manifestations of urban decay include, but are not limited to, plywood-boarded doors and windows, parked trucks and long term unauthorized use of the properties and parking lots, extensive gang and other graffiti and offensive words painted on buildings, dumping of refuse on site, overturned dumpsters, broken parking barriers, broken glass littering the site, dead trees and shrubbery together with weeds, lack of building maintenance, homeless encampments, and unsightly and/or dilapidated fencing. A project's economic impacts on a community are only considered significant if they lead to adverse physical changes in the environment.

APPROACH TO DETERMINING URBAN DECAY POTENTIAL

ALH Economics engaged in several tasks to assess the probability of urban decay ensuing from Project development and the identified cumulative projects. These tasks revolved around assessing the potential for closed retail store spaces, if any, to either (a) remain vacant for a prolonged period of time such that they contribute to the multitude of causes that could eventually lead to urban decay, or (b) be leased to other retailers within a reasonable marketing period.

The purpose of this research was to determine if sufficient retailer demand exists to absorb vacated space in the event existing retailers close due to any negative economic impacts of the Project and the development of other planned retail. ALH Economics conducted field research and contacted real estate brokers and third party resources to determine the commercial health of the market area.

THE CURRENT ENVIRONMENT

ALH Economics conducted fieldwork throughout the Berkeley and Oakland portions of the market area. The purpose of this fieldwork was to perform reconnaissance of the Project site, identify and visit select competitive retailers, such as grocery stores and other food-related vendors, examine the physical condition of major shopping centers and shopping corridors, and identify existing retail vacancies and assess their condition and appearance. Much of the findings from this field reconnaissance were presented earlier during the review of the market area's retail corridors and the individual grocery and food store descriptions. These personal observations are complemented by historical and current retail market performance data, demonstrating the underlying strength or weakness of the local commercial retail market.

Retail Market Statistics

Historically, both the cities of Berkeley and Oakland have generally maintained relatively healthy retail market sectors. Historical trend data in Exhibit 19 presents general vacancy, absorption, and new construction trends in Berkeley by quarter beginning in 2006. The same data are presented for Oakland in Exhibit 20. Such trend data are not available exclusively for the Berkeley and Oakland portions of the market area. However, citywide trends in general are informative, and the fieldwork conducted in the Berkeley and Oakland portions of the market area suggested that overall market conditions in these parts of Berkeley and Oakland are likely as strong as they are citywide.

Exhibit 19 indicates that as of third quarter 2011, Berkeley had an overall retail vacancy rate of 3.6%. This rate is one of the lowest rates noted during the 2006 to 2011 time period, with vacancy as high as 10% or 11% in 2006. Throughout the course of the recession retail vacancy has been low in Berkeley, never exceeding 6% since the second quarter of 2007. This indicates a very strong retail market in the City of Berkeley, which has a base of approximately 6.7 million square feet of retail space. In general, retail markets are deemed most healthy when there is some increment of vacancy, at least 5.0%, which allows for market fluidity and growth of existing retailers. Thus, the current Berkeley retail vacancy rate of 3.6% is a low vacancy rate, indicative of a very strong and tight retail market. In like manner, the data presented for Oakland in Exhibit 20 indicates that Oakland is generally characterized by a strong retail market, with third quarter 2011 vacancy similar to Berkeley's at 3.8%, and a peak over the past 5.5 years of 4.9% earlier in 2011. The retail base in Oakland, however, is much larger than Berkeley, estimated at almost 22.4 million square feet. These figures suggest the retail markets in Berkeley and Oakland as a whole are very strong.

Retail Lease Transactions

Exhibit 21 demonstrates that retail vacancies in Berkeley are finding new tenants. This exhibit includes information about 60 leases transacted during a recent one-year period from October 2010 to October 2011. These 60 leases accounted for absorption of approximately 128,000 square feet of retail space in Berkeley, averaging about 2,100 square feet each. While most of these lease transactions are for a relatively small increment of space, they are indicative of strong interest in the Berkeley retail market. Similar information regarding executed leases in the entire City of Oakland, presented in Exhibit 22, identified 104 retail leases executed over the same one-year time frame, totaling approximately 198,000 square feet of leased space, with an average size of about 1,900 square feet. As in the case of Berkeley, this volume of lease transactions, during a period of time still effected by the most recent national recession, is an indicator of strong interest in Oakland's commercial retail market.

Retail Vacancies

Exhibits 23 and 24 present listings of retail vacancies as of October 2011 for Berkeley and Oakland, respectively. Similar to the lease transactions identified in Exhibits 21 and 22, most of these vacancies are relatively small. The lists are extensive, and include properties throughout both cities, not just within the Project's market area. The lists should therefore not be interpreted as lists of market area vacancies. Quite the contrary, only a small minority of the listed vacancies are in the Project's market area.

Within the market area portion of the City of Berkeley, the largest existing vacancies for which development plans are not in progress total about 8,500 square feet. There are about two of these size vacancies in the market area, located along major retail notes. Both vacancies, however, include

multiple spaces adding up to this figure. One such vacancy is a total of 8,575 square feet vacant on Telegraph Avenue south of the UC Berkeley campus, with the largest space available totaling 4,200 square feet. The other vacancy of this size, totaling 8,417 square feet, is on Ashby Avenue in the Elmwood District. This is not one but several retail spaces that are in the lease up phase, the largest of which is 3,461 square feet. ALH Economics understands that the commercial broker for this space is being very selective about new tenants to ensure they complement the existing mix of retailers in the District. The City of Berkeley's quota system in the Elmwood District is also impacting the lease up process for this space. These spaces comprise redevelopment of a former auto body and repair shop, and are in prime condition. The largest identified vacancy in all of Berkeley is 34,563 square feet, located on Camelia Street quite distant from the market area, in the northwestern corner of the City. As with the market area vacancies, this vacancy is an aggregation of small spaces, with the largest individual vacancy totaling 11,200 square feet. Notably, most retail vacancies in the prime shopping districts of Berkeley proximate to the Project site fill quickly, with any existing vacancies such as the redeveloped property on Ashby Avenue maintained in top notch condition.

The listing of retail vacancies in Oakland presented in Exhibit 24 is much more extensive than the listing for Berkeley. In reviewing this list it is important to remember that despite the vast number of vacancies, Oakland's retail vacancy rate was measured at 3.8% during the timeframe represented by these vacancies. Moreover, very few of the listed vacancies are within the Project's market area. As cited earlier, a recent vacancy near the College & Claremont Safeway store created when the shop A Cuppa Tea relocated a few blocks away was backfilled within a matter of weeks by a Peet's coffee shop. This is a strong indicator that when the expanded Safeway store opens and the Safeway pharmacy on College Avenue closes, this space will be quickly backfilled by a tenant new to this shopping district.

The most notable vacancy in the Oakland portion of the market area is at the edge of the market area, comprising the former Poppy Fabric store on Broadway just north of 51st Street. This property, located near the cumulative Rockridge Safeway project, shows evidence of past graffiti, but is being reasonably well-maintained given its relatively long term vacancy. No other major market area vacancies within the City of Oakland are included in Exhibit 24, indicating that the commercial real estate market within the Oakland portion of the market area is healthy and that vacancies generally fill quickly.

POTENTIAL FOR URBAN DECAY RESULTING FROM THE PROJECT

Contributing Causes to Urban Decay

Before considering how the Project and cumulative projects might affect the market and environs, it is useful to focus on what constitutes the *environmental* impact known as urban decay. The leading court case on the subject, *Bakersfield Citizens for Local Control v. City of Bakersfield* (2004) 124 Cal.App.4th 1184, 1204, described the phenomenon as "a chain reaction of store closures and long-term vacancies, ultimately destroying existing neighborhoods and leaving decaying shells in their wake." The court also discussed prior case law that addressed the potential for large retail projects to cause "physical deterioration of [a] downtown area" or "a general deterioration of [a] downtown area." (Id. at pp. 1206, 1207). When looking at the phenomenon of urban decay, it is also helpful to note economic impacts that do not constitute urban decay. For example, a vacant building is not urban decay, even if the building were to be vacant over a relatively long time. Similarly, even a number of empty storefronts will not constitute urban decay. Based on the preceding descriptions regarding urban decay, therefore, ALH Economics' analysis examined whether there was sufficient

market demand to support the Project without affecting existing retailers so severely such as to lead to a downward spiral toward decay.

There are existing retail vacancies in the market area, most notably in the Berkeley portion of the market area and to a lesser extent the Oakland portion of the market area. Most of the vacant retail spaces observed during field reconnaissance of the market area are in good condition, with limited signs of deterioration or decay. These vacancies are occurring independent of Project or cumulative project development. The condition of the vacancies indicates that property owners are, in the most part, engaging in property maintenance efforts and providing upkeep even in the absence of tenants. The few exceptions to this observation are very limited.

The findings presented earlier regarding the Project's sales impacts indicate the potential for $18.0 million in market area sales diversions, in the categories of food & beverage stores and other retail. When the broader range of cumulative projects is considered, sales impacts were additionally identified in the home furnishings & appliances, clothing & accessories, and food service & drinking places categories, with the cumulative total of all sales impacts increasing to $43.3 million. These are impacts remaining after sales leakage is captured by the Project as well as the cumulative projects. A portion of these impacts are anticipated to be absorbed through new growth, recaptured sales from the closed Andronico's on Telegraph Avenue, and some retailer repositioning. The level of impacts that may remain even after new demand and retailer repositioning are accounted for can lead to any one or more of the following consequences:

1. sales diversion from existing market area retailers;
2. slower than anticipated completion and opening of space at the Project and the cumulative retail developments;
3. lower initial sales volumes at the Project and the cumulative retail developments; and
4. a longer than estimated period of time to reach stabilized sales among the new retail developments.

In other words, the estimated sales impacts are likely to affect two types of businesses/retailers: existing retailers (#1 above); and the developers and future tenants of the other retail centers proposed for the market (#2-#4 above). With regard to the impact on existing retailers, some existing stores in the impact categories could sustain a short-term reduction in sales while others may sustain more long-term reductions. It is when stores close that concerns about urban decay come to the forefront. However, ALH Economics does not anticipate store closures relative to development of the Project and cumulative projects, thereby limiting the potential for urban decay to ensue as a result of Project development.

Urban Decay Conclusion

In developing a conclusion regarding the potential for urban decay, ALH Economics relied on the definition presented earlier in this chapter, which focused on determining whether or not physical deterioration would likely result from the opening of the Project and other cumulative retail developments. ALH Economics' conclusion is based on consideration of current market conditions, findings regarding diverted sales, and regulatory controls, as summarized below:

- ***Current Market Conditions***: The field research, market research, and broker interviews indicated that retail market conditions are strong in the portions of the market area in Berkeley and Oakland. Both cities have low retail vacancy rates, with few vacancies in the portions within the market area, indicating that while there are a

few such properties, long-term retail vacancy is not a prevalent issue in the market area. Existing retail vacancies generally appear well-maintained, and retail brokers indicate that vacancies near the Project site are typically absorbed quickly. There are only limited instances of poorly maintained retail vacancies, mostly at the extreme edges of the market area, especially in Berkeley.

- ***Diverted Sales and Additional Retail Leakage***: ALH Economics anticipates that despite the Project's and cumulative projects' sales impacts, especially in the food & beverage category, existing retailers will not close as a result of the new project openings. The most competitive existing stores are high retail sales performers and are anticipated to be able to withstand the enhanced competition. In addition, the closure of the Andronico's on Telegraph Avenue will result in redistribution of existing sales, which will help offset impacts associated with the Project and cumulative projects. However, if any stores do close, the market area is anticipated to be characterized by continued retail leakage in almost all major retail categories. This remaining leakage provides an opportunity for other retailers to enter the marketplace focused on satisfying unmet retail demand.

- ***Regulatory Controls:*** City ordinances, such as the City of Oakland Municipal Code of Ordinances Chapter 8.10 on Graffiti, Chapter 8.18.060 on Noxious Weeds, Chapter 8.24 on Property Blight, Chapter 8.38.170 on Dumping Garbage, Chapter 8.54 on Vacant Building Registration, Chapter 12.04 on Sidewalk, Driveway, and Curb Construction and Maintenance, require property owners to maintain their properties so as not to create a nuisance by creating a condition that reduces property values and promotes blight and neighborhood deterioration. Enforcement of these ordinances can help prevent physical deterioration due to any long-term closures of retail spaces. Code enforcement is managed by the City of Oakland's Building Services Division. They look into the accumulation of trash, debris, graffiti, and other blight on properties. The Building Services Division is responsible for enforcement and is allowed to take actions needed to enforce the ordinances. Also, according to Municipal Code Chapter 15.08.110, the owner in violation, "is liable for any costs, expenses, accruing interest, and disbursements paid for or incurred by the City of Oakland and any of its contractors in correction, abatement, and prosecution of the violation."[17] Citizens can report code violations through a telephone hotline or online form. Once a complaint is issued and determined valid, the owner has 16 days to pay the violation ticket or work with the City to fix the violation.

  Similar codes also exist in the City of Berkeley, such as the City of Berkeley Municipal Code of Ordinances Chapter 12.32.020 on the Prohibition of the Accumulation of Rubbish, Chapter 12.32.070 Dumping at Unauthorized Disposal Site prohibited, Chapter 12.40 on Litter, Debris, and Noxious plants, Chapter 12.92 on Anti-blight, Chapter 13.98 on the Prohibition of Graffiti on Property, which require property owners to maintain their properties so as not to create a nuisance by creating a condition that promotes blight and poses threats to the public's health, safety, and welfare. Enforcement of these ordinances can help prevent physical deterioration due to any long-term closures of retail spaces. If properties require nuisance abatement

[17] City of Oakland Municipal Code 15.08.110, "Abatement of Violations," http://library.municode.com/index.aspx?clientid=16308&stateid=5&statename=california (accessed November 18, 2011).

there are controls in place to provide this abatement. The property owner will received a written notice from the City, the owner has seven calendar days to fix the nuisance or 15 calendar days to appeal, if neither of these actions are taken then the owner will be charged for the violation or a lien will be placed on the property.

During the fieldwork conducted in October, 2011, there were only a few visible signs of litter, graffiti, weeds, or rubbish associated with existing commercial nodes in the Project's market area, most notably in Berkeley. These were mostly associated with properties engaged in the development planning process, or under the control of one property owner with a reputation for weak property maintenance. Thus, ALH Economics concludes that existing measures to maintain private commercial property in good condition in the market area are generally effective and will serve to help preclude the potential for urban decay and deterioration in the event any existing retailers in the market area close following the operations of the Project and other cumulative retail projects.

Based upon these findings, ALH Economics concludes that the College & Claremont Safeway expansion Project and the identified cumulative projects will not cause or contribute to urban decay.

ASSUMPTIONS AND GENERAL LIMITING CONDITIONS

ALH Urban & Regional Economics has made extensive efforts to confirm the accuracy and timeliness of the information contained in this study. Such information was compiled from a variety of sources, including interviews with government officials, review of City and County documents, and other third parties deemed to be reliable. Although ALH Urban & Regional Economics believes all information in this study is correct, it does not warrant the accuracy of such information and assumes no responsibility for inaccuracies in the information by third parties. We have no responsibility to update this report for events and circumstances occurring after the date of this report. Further, no guarantee is made as to the possible effect on development of present or future federal, state or local legislation, including any regarding environmental or ecological matters.

The accompanying projections and analyses are based on estimates and assumptions developed in connection with the study. In turn, these assumptions, and their relation to the projections, were developed using currently available economic data and other relevant information. It is the nature of forecasting, however, that some assumptions may not materialize, and unanticipated events and circumstances may occur. Therefore, actual results achieved during the projection period will likely vary from the projections, and some of the variations may be material to the conclusions of the analysis.

Contractual obligations do not include access to or ownership transfer of any electronic data processing files, programs or models completed directly for or as by-products of this research effort, unless explicitly so agreed as part of the contract.

APPENDIX A: EXHIBITS

Exhibit 1
College & Claremont Safeway Store
Project Description

Site Use		Net Change Square Feet Existing	Proposed	Net Change
Grocery		24,260	50,860	26,600
In-store Pharmacy (1)		0	650	650
	subtotal	**24,260**	**51,510**	**27,250**
Restaurant		0	2,744	2,744
Retail		1,120 (2)	7,913	6,793
	subtotal	**1,120**	**10,657**	**9,537**
Total		**25,380**	**62,167**	**36,787**

Sources: City of Oakland, "Safeway Shopping Center – College and Claremont Avenues Draft Environmental Impact Report," July 1, 2011; and ALH Urban & Regional Economics.

(1) The Safeway store upon completion will include a pharmacy. In July 2011, Safeway purchased the Chimes Pharmacy across College Avenue from the Safeway site. This site is now functioning as a Safeway facility, and the operation will be moved into the expanded Safeway upon completion.
(2) The existing space comprises shop space associated with the former 76 gasoline station and auto repair garage on the site. While this space will be replaced, the existing space is not currently generating any sales. Therefore, all of the proposed other retail space will comprise net new operational space.

Exhibit 2
College & Claremont Safeway Store
Distribution of Sales and Net Sales Estimates
in 2011 Dollars

Store Characteristic	California Board of Equalization Sales Category	Net New Square Feet (1)	Sales per Square Foot Estimates	Net New Sales	
				Total	Generated by Market Area Residents (2)
Grocery	Food and Beverage Stores	26,600	$800 (3)	$21,280,000	$17,024,000
In-store Pharmacy	Other Retail	650	$800 (3)	$520,000	$416,000 (4)
subtotal		27,250		$21,800,000	$17,440,000
Restaurant	Food Services and Drinking Places	2,744	$449 (5)	$1,231,412	$985,130
Retail (6)	Other Retail	5,302	$357 (7)	$1,892,710	$1,514,168
	Apparel	2,611	$434 (8)	$1,133,300	$906,640
subtotal		7,913 (9)		$3,026,010	$2,420,808
Total/Weighted Average		**37,907**	**$687**	**$26,057,422.53**	**$20,845,938.02**

Source: ALH Urban & Regional Economics.

(1) See Exhibit 1.
(2) ALH Urban & Regional Economics estimates that 20 percent of sales at the expanded Safeway will be attributed to consumers residing outside of the store's market area. This estimate is based on industry standards for defining grocery store market areas, the location of the expanded Safeway, its proximity to major highways, and review of Safeway consumer geographic data.
(3) The sales per square foot estimates for Safeway were estimated by analyzing sales for representative Safeway stores in and near the market area provided by Nielson, Trade Dimensions.
(4) The pharmacy sales will not all be net new sales. To be conservative, however, the analysis treats these sales as net new to avoid underestimating the potential increment in new sales once the pharmacy operation is incorporated into the Safeway store space.
(5) The sales per square foot estimate for the restaurant space is based on the restaurant category, see Exhibit B-1.
(6) Tenants for this additional space have not yet been identified. Reflective of the general mix in the Project area, the analysis assumes tenants will comprise 2/3 in the other retail category, which includes gifts, books, jewelry, and florists, among others, and 1/3 in the apparel category.
(7) The sales per square foot estimate for the other retail space is based on the average for other retail, see Exhibit B-1.
(8) The sales per square foot estimate for the apparel space is based on the average for apparel, see Exhibit B-1.
(9) While only 6,793 square feet are net new per Exhibit 1, the existing space being replaced is currently vacant. Thus, all of the planned other retail space will generate net new sales.

Exhibit 3: College & Claremont Safeway Market Area and Competitive Grocery Stores

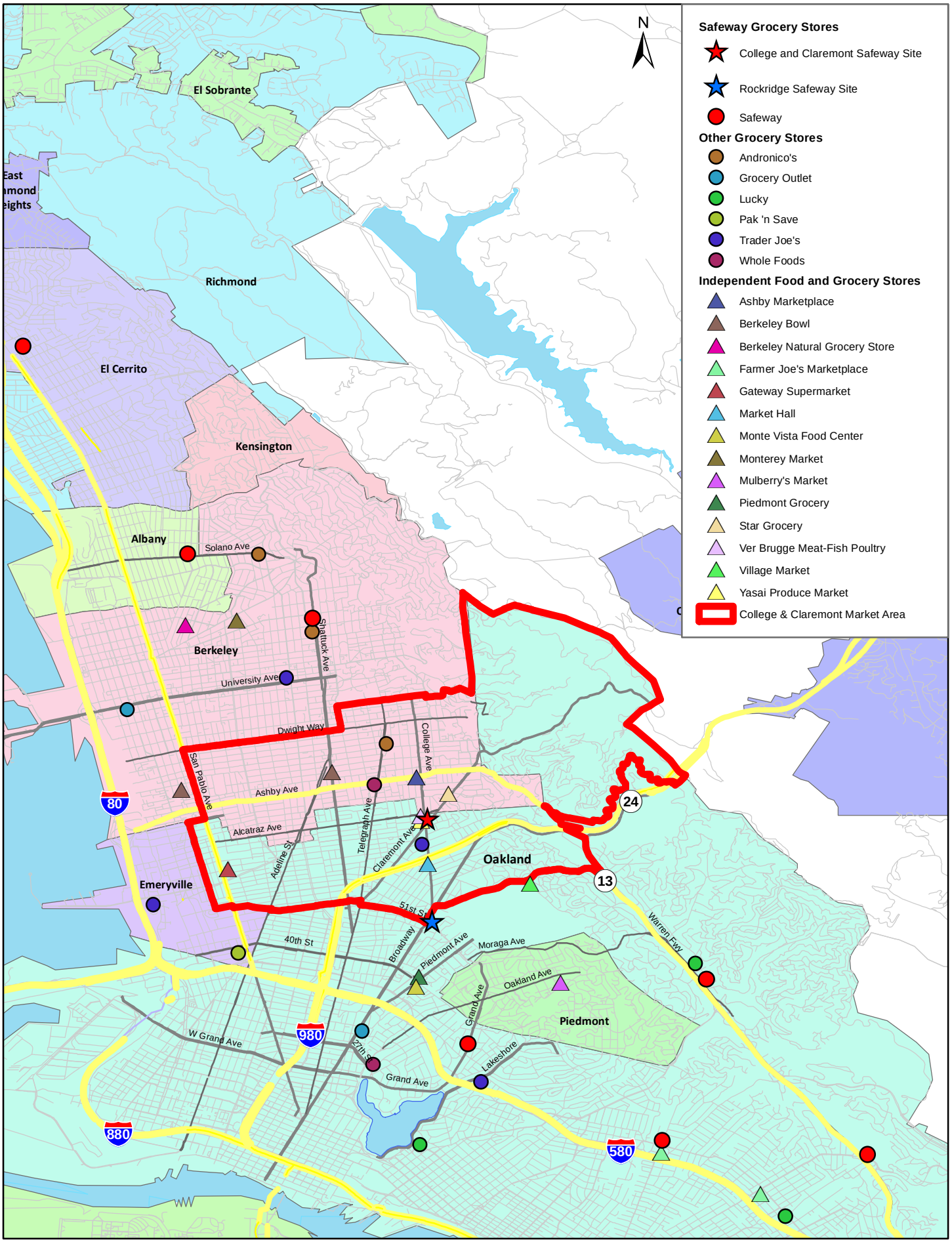

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Exhibit 4: College & Claremont and Rockridge Safeways Overlapping Market Areas



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Exhibit 5
College & Claremont Safeway Store
Household Estimates and Projections
Project Market Area
2000 - 2015

Geographies	2000 (1)	2010 (2)	2011 (3)	2012 (3)	2013 (3)	2014 (3)	2015 (3)	Compound Annual Average Growth Rates (4) 2010-2015
Households								
College & Claremont Store Market Area	35,916	39,419	39,792	40,168	40,547	40,931	41,317	0.95%
Market Area in Common with Rockridge Store (5)	12,929	15,060	15,139	15,218	15,297	15,377	15,458	0.52%
Population								
College & Claremont Store Market Area	83,179	89,269	90,113	90,965	91,824	92,692	93,568	0.95%
Market Area in Common with Rockridge Store (5)	28,928	28,950	29,101	29,254	29,407	29,560	29,715	0.52%

Sources: Claritas; U.S. Census Bureau, 2010 Census; 'Initial Vision Scenario' Report released by the Association of Bay Area Governments (ABAG) on March 11, 2011; and ALH Urban & Regional Economics.

(1) 2000 Census data provided by Claritas.
(2) 2010 Census data prepared by U.S. Census Bureau.
(3) ABAG provides household estimates and projections in five-year increments. Market area demographic estimates for 2011 to 2015 were prepared by ALH Urban & Regional Economics based on the estimated incremental growth rates between 2010-2015 provided by ABAG.
(4) The population compound annual average growth rate is assumed to be the same as the household growth rate, as only household projections are prepared by ABAG.
(5) Safeway is simultaneously engaged in the process of seeking approvals to expand the Rockridge Safeway store. A comparable study for this study has also defined a market area, a portion of which overlaps with the College & Claremont store. These data identify the demographic characteristics of the overlapping area.

Exhibit 6
College & Claremont Safeway Store
City of Berkeley Taxable Sales and Share of Market Area Sales in the City of Berkeley
in Current Dollars
Second Half 2009 and First Half 2010

	Taxable Retail Sales							
Type of Retailer	Q3 2009 [A]	Q4 2009 [B]	Q1 2010 [C]	Q2 2010 [D]	Total Taxable Sales in City of Berkeley [E = A + B + C +D]	Retail Sales in City of Berkeley Adjusted for Total Sales (1) [F]	Ratio of Market Area Portion to City (2) [G]	City of Berkeley Portion of Market Area Retail Sales [H = F* G]
Motor Vehicle and Parts Dealers	$29,693,000	$26,428,000	$26,336,000	$27,757,000	$110,214,000	$110,214,000	51.8%	$57,106,906
Home Furnishings and Appliances	$14,767,000	$16,359,000	$16,043,000	$15,028,000	$62,197,000	$62,197,000	28.4%	$17,635,393
Building Materials and Garden Equip.	$21,927,000	$19,623,000	$17,561,000	$21,226,000	$80,337,000	$80,337,000	11.2%	$8,982,626
Food and Beverage Stores	$20,344,000	$23,946,000	$19,726,000	$21,149,000	$85,165,000 (3)	$283,883,333	42.6%	$121,063,701
Gasoline Stations	$19,660,000	$20,138,000	$18,657,000	$20,374,000	$78,829,000	$78,829,000	36.2%	$28,531,802
Clothing and Clothing Accessories	$13,741,000	$15,196,000	$11,818,000	$13,748,000	$54,503,000	$54,503,000	43.3%	$23,594,062
General Merchandise Stores	$2,363,000	$2,408,000	$1,902,000	$2,161,000	$8,834,000 (4)	$11,042,500.0	12.2%	$1,344,348
Food Services and Drinking Places	$56,925,000	$55,740,000	$55,411,000	$58,188,000	$226,264,000	$226,264,000	31.4%	$71,126,633
Other Retail Group	$64,553,000	$62,687,000	$57,445,000	$57,458,000	$242,143,000 (5)	$320,361,241	24.5%	$78,348,998
Total	**$243,973,000**	**$242,525,000**	**$224,899,000**	**$237,089,000**	**$948,486,000**	**$1,227,631,074**	**32.5%**	**$407,734,470**

Sources: California State Board of Equalization, "Taxable Sales in California" reports, for Third Quarter 2009, Fourth Quarter 2009, First Quarter 2010, and Second Quarter 2010; and ALH Urban & Regional Economics.

(1) See footnotes 4 through 6 regarding taxable sales adjustment.
(2) See Exhibits B-4, B-5, and B-6 for the analytical bridge between Claritas retail sales categories and BOE sales categories. The purpose of this exhibit is estimate the share of Berkeley retail sales occurring in the Berkeley portion of the College & Claremont store market area.

(3) Sales for Food and Beverage Stores have been adjusted to account for non-taxable sales; only 30% of all food store sales are estimated to be taxable.
(4) Sales for General Merchandise Stores have been adjusted to account for non-taxable food sales, since some General Merchandise Store sales include non-taxable food items. ALH Urban & Regional Economics estimates that at least 20% of General Merchandise sales are for grocery items that are also non-taxable. This estimate is based on analysis of the 2007 U.S. Economic Census, which attributes 21 percent of General Merchandise Stores sales to food.
(5) Sales for the Other Retail Group have been adjusted to account for non-taxable drug store sales, since drug store sales are included in the Other Retail Group category. ALH Urban & Regional Economics estimates that 33% of drug store sales are taxable, based on discussions with the California BOE and examination of U.S. Census data. In Alameda County, drug store sales in Q3 2009, Q4 2009, Q1 2010 and Q2 2010 represented approximately 15.91% of all Other Retail Group sales. ALH Urban & Regional Economics applied that percentage and then adjusted upward for non-taxable sales.

Exhibit 7
College & Claremont Safeway Store
City of Oakland Taxable Sales and Share of Market Area Sales in the City of Oakland
in Current Dollars
Second Half 2009 and First Half 2010

	Taxable Retail Sales							
Type of Retailer	Q3 2009 [A]	Q4 2009 [B]	Q1 2010 [C]	Q2 2010 [D]	Total Taxable Sales in City of Oakland [E = A + B + C + D]	Retail Sales in City of Oakland Adjusted for Total Sales (1) [F]	Ratio of Market Area Portion to City (2) [G]	City of Oakland Portion of Market Area Retail Sales [H = G * F]
Motor Vehicle and Parts Dealers	$91,143,000	$76,792,000	$74,481,000	$82,354,000	$324,770,000	$324,770,000	0.4%	$1,157,005
Home Furnishings and Appliances	$30,645,000	$40,421,000	$29,786,000	$30,865,000	$131,717,000	$131,717,000	6.7%	$8,874,631
Building Materials and Garden Equip.	$44,043,000	$37,381,000	$34,491,000	$39,887,000	$155,802,000	$155,802,000	2.4%	$3,677,198
Food and Beverage Stores	$58,633,000	$64,567,000	$55,561,000	$60,451,000	$239,212,000 (3)	$797,373,333	10.8%	$85,754,009
Gasoline Stations	$108,168,000	$105,557,000	$107,270,000	$116,880,000	$437,875,000	$437,875,000	10.9%	$47,838,565
Clothing and Clothing Accessories	$14,817,000	$17,459,000	$14,789,000	$16,408,000	$63,473,000	$63,473,000	6.3%	$4,000,576
General Merchandise Stores	$20,994,000	$25,705,000	$19,446,000	$20,862,000	$87,007,000 (4)	$108,758,750	4.3%	$4,707,923
Food Services and Drinking Places	$121,765,000	$120,564,000	$117,142,000	$126,079,000	$485,550,000	$485,550,000	9.2%	$44,433,244
Other Retail Group	$69,410,000	$75,019,000	$66,850,000	$70,606,000	$281,885,000 (5)	$372,940,900	3.8%	$14,184,739
Total	**$559,618,000**	**$563,465,000**	**$519,816,000**	**$564,392,000**	**$2,207,291,000**	**$2,878,259,984**	**6.7%**	**$214,627,889**

Sources: California State Board of Equalization, "Taxable Sales in California" reports, for Third Quarter 2009, Fourth Quarter 2009, First Quarter 2010, and Second Quarter 2010; and ALH Urban & Regional Economics.

(1) See footnotes 3 through 6 regarding taxable sales adjustment.
(2) See Exhibits B-7, B-8, and B-9 for the analytical bridge between Claritas retail sales categories and BOE sales categories. The purpose of this exhibit is estimate the share of Oakland retail sales occurring in the Oakland portion of the College & Claremont store market area.
(3) Sales for Food and Beverage Stores have been adjusted to account for non-taxable sales; only 30% of all food store sales are estimated to be taxable.
(4) Sales for General Merchandise Stores have been adjusted to account for non-taxable food sales, since some General Merchandise Store sales include non-taxable food items. ALH Urban & Regional Economics estimates that at least 20% of General Merchandise sales are for grocery items that are also non-taxable. This estimate is based on the analyses of the 2007 U.S. Economic Census, which attributes 21% of General Merchandise Stores sales to food.

(5) Sales for Other Retail Group have been adjusted to account for non-taxable drug store sales, since drug store sales are included in the Other Retail Group category. ALH Urban & Regional Economics estimates that 33% of drug store sales are taxable, based on discussions with the California BOE and examination of U.S. Census data. In Alameda County, drug store sales in Q3 2009, Q4 2009, Q1 2010 and Q2 2010 represented approximately 15.91% of all Other Retail Group sales. ALH Urban & Regional Economics applied that percentage and then adjusted upward for non-taxable sales.

Exhibit 8
College & Claremont Safeway Store
Market Area Retail Sales Base
in Current Dollars
Second Half 2009 and First Half 2010

Type of Retailer	Market Area Portion of City of Berkeley (1) [A]	Market Area Portion of City of Oakland (2) [B]	Total Retail Sales in Market Area [C = A + B]
Motor Vehicle and Parts Dealers	$57,106,906	$1,157,005	$58,263,911
Home Furnishings and Appliances	$17,635,393	$8,874,631	$26,510,024
Building Materials and Garden Equip.	$8,982,626	$3,677,198	$12,659,824
Food and Beverage Stores	$121,063,701	$85,754,009	$206,817,710
Gasoline Stations	$28,531,802	$47,838,565	$76,370,366
Clothing and Clothing Accessories	$23,594,062	$4,000,576	$27,594,639
General Merchandise Stores	$1,344,348	$4,707,923	$6,052,271
Food Services and Drinking Places	$71,126,633	$44,433,244	$115,559,877
Other Retail Group	$78,348,998	$14,184,739	$92,533,737
Total	**$407,734,470**	**$214,627,889**	**$622,362,359**

Source: ALH Urban & Regional Economics.

(1) See Exhibit 6.
(2) See Exhibit 7.

Exhibit 9
Overlapping Market Area of the two Proposed Safeway Stores (1)
Market Area Retail Sales within City of Oakland
in 2010 Dollars

	Claritas Retail Sales Estimates			
Type of Retailer	**Retail Sales of Common Market Areas within City of Oakland (2)** [A]	**Total Retail Sales in City of Oakland (3)** [B]	**Sales Ratio** [C = A / B]	**Estimated Common Market Area Sales Benchmarked to BOE Sales Data (4)** [D = C * Oakland Sales]
Motor Vehicles & Parts	$1,517,044	$504,271,533	0.3%	$977,034
Home Furnishings and Appliances	$13,681,666	$207,079,039	6.6%	$8,702,513
Building Materials and Garden Equip	$5,818,781	$257,353,152	2.3%	$3,522,699
Food and Beverage Stores	$117,727,017	$1,094,670,503	10.8%	$85,754,009
Gasoline Stations	$42,891,157	$392,590,487	10.9%	$47,838,565
Clothing and Clothing Accessories	$6,047,473	$97,331,041	6.2%	$3,943,770
General Merchandise	$10,814,003	$249,816,651	4.3%	$4,707,923
Food Services and Drinking Places	$34,840,313	$509,491,060	6.8%	$33,203,162
Other Retail Group	$27,213,794	$848,833,065	3.2%	$11,956,576
Total	**$260,551,248**	**$4,161,436,531**	**6.3%**	**$200,606,249**

Source: ALH Urban & Regional Economics.

(1) See Exhibit 4 for a map of the overlapping area and Exhibit B-2 for a census tract definition of the overlapping area.
(2) See Exhibit B-10.
(3) See Exhibit B-8.
(4) Claritas common market area sales are benchmarked to the City of Oakland sales estimated in Exhibit 7.

Exhibit 10
College & Claremont Safeway Store
Market Area Retail Demand, Sales Attraction, and Spending Analysis (1)
2010
(in $000s)

Type of Retailer	Per Household (2) (3) Spending	Per Household (2) (3) Sales	Market Area Household Demand (4)	Market Area Sales (5)	Retail Sales Attraction/(Leakage) Amount	Retail Sales Attraction/(Leakage) Percent
Motor Vehicles and Parts Dealers	$4,503	$1,478	$177,515	$58,264	($119,252)	(67.2%)
Home Furnishings and Appliance Stores	$770	$673	$30,343	$26,510	($3,833)	(12.6%)
Building Materials and Garden Equip (6)	$2,349	$321	$92,612	$12,660	($79,952)	(86.3%)
Food and Beverage Stores (7)	$4,636	$5,247	$182,764	$206,818	$24,053	11.6%
Gasoline Stations	$3,118	$1,937	$122,915	$76,370	($46,545)	(37.9%)
Clothing and Clothing Accessories Stores	$1,265	$700	$49,847	$27,595	($22,253)	(44.6%)
General Merchandise Stores (8)	$4,373	$147	$172,369	$6,052	($166,317)	(96.5%)
Food Services and Drinking Places	$3,414	$2,932	$134,579	$115,560	($19,019)	(14.1%)
Other Retail Group (9)	$3,241	$2,630	$127,745	$92,534	($35,211)	(27.6%)
Total	**$27,669**	**$16,065**	**$1,090,690**	**$622,362**	**($468,328)**	(42.9%)

Sources: Claritas; 2010 U.S. Census; and ALH Urban & Regional Economics.

(1) All figures are expressed in constant 2010 dollars.
(2) The household spending estimates were generated by ALH Urban & Regional Economics Retail Demand, Sales Attraction, and Spending Leakage Analysis.
(3) The household count is estimated at 39,419 per the 2010 U.S. Census. The analysis assumes an average household income in 2010 of $82,874 as estimated by Claritas, Inc.
(4) Represents per household spending multiplied by the market area household count.
(5) See Exhibit 8.
(6) Building Materials and Garden Equipment includes hardware stores, plumbing and electrical supplies, paint and wallpaper products, glass stores, lawn and garden equipment, and lumber.
(7) Sales for Food and Beverage stores have been adjusted to account for non-taxable sales; only 30% of all food store sales are estimated to be taxable.
(8) Sales for General Merchandise stores have been adjusted to account for non-taxable sales.
(9) Other Retail Group includes drugs stores, health and personal care, gifts, art goods and novelties, sporting goods, florists, photographic equipment and supplies, musical instruments, stationary and books, office and school supplies, second-hand merchandise, and miscellaneous other retail stores.

Exhibit 11
College & Claremont Safeway Store
Adjusted Market Area Retail Sales Base
2011 Estimate

	Sales Base			Household Demand			Retail Sales Attraction/(Leakage)	
Type of Retailer	2009/2010 (1)	Percent Increase (2)	2010/2011	2009/2010 (1)	Percent Increase (3)	2010/2011	Amount	Percent
Motor Vehicle and Parts Dealers	$58,263,911	5.1%	$61,235,370	$177,515,452	3.5%	$183,740,167	($122,504,797)	(66.7%)
Home Furnishings and Appliances	$26,510,024	2.0%	$27,040,225	$30,342,716	3.5%	$31,406,707	($4,366,482)	(13.9%)
Building Materials and Garden Equip.	$12,659,824	0.0%	$12,659,824	$92,611,846	3.5%	$95,859,351	($83,199,527)	(86.8%)
Food and Beverage Stores	$206,817,710	4.0%	$215,090,418	$182,764,261	3.5%	$189,173,030	$25,917,389	12.0%
Gasoline Stations	$76,370,366	14.5%	$87,444,070	$122,915,037	3.5%	$127,225,147	($39,781,078)	(31.3%)
Clothing and Clothing Accessories	$27,594,639	1.0%	$27,870,585	$49,847,189	3.5%	$51,595,118	($23,724,533)	(46.0%)
General Merchandise Stores	$6,052,271	1.8%	$6,161,212	$172,369,425	3.5%	$178,413,691	($172,252,479)	(96.5%)
Food Services and Drinking Places	$115,559,877	3.8%	$119,951,152	$134,579,358	3.5%	$139,298,486	($19,347,334)	(13.9%)
Other Retail Group	$92,533,737	0.5%	$92,996,406	$127,744,692	3.5%	$132,224,158	($39,227,752)	(29.7%)
Total	**$622,362,359**		**$650,449,262**	**$1,090,689,975**		**$1,128,935,856**	**($478,486,595)**	(42.4%)

Sources: U.S. Bureau of Labor Statistics; City of Berkeley; and ALH Urban & Regional Economics.

(1) See Exhibit 10.
(2) The sales base is adjusted pursuant to 2010 to 2011 taxable retail sales trends in the City of Berkeley. Quarterly data for the City of Berkeley were provided by category through 2nd quarter 2011. Since the City of Berkeley dominates the market area sales base, the analysis applies similar increases to the entire sales base, including the Oakland portion.
(3) Percent increase based upon CPI index from September 2010 to September 2011.

Exhibit 12
College & Claremont Safeway Store
Potential Sales Impacts
in 2011 Dollars

Retail Category	Market Area Sales for the College & Claremont Safeway Store (1)	Market Area Sales Base (2)	Market Area		Sales Impacts	
			Leakage (2)	Potential Project Recapture (3)	Amount	% of Market Area Sales Base
	[A]	[B]	[C]	[D]	[E = A - D]	[F = E / B]
Motor Vehicles and Parts Dealers	$0	$61,235,370	($122,504,797)	$0	$0	0.0%
Home Furnishings and Appliance Stores	$0	$27,040,225	($4,366,482)	$0	$0	0.0%
Building Materials and Garden Equip	$0	$12,659,824	($83,199,527)	$0	$0	0.0%
Food and Beverage Stores	$17,024,000	$215,090,418	$0	N/A	$17,024,000	7.9%
Gasoline Stations	$0	$87,444,070	($39,781,078)	$0	$0	0.0%
Clothing and Clothing Accessories Stores	$906,640	$27,870,585	($23,724,533)	($906,640)	$0	0.0%
General Merchandise Stores	$0	$6,161,212	($172,252,479)	$0	$0	0.0%
Food Services and Drinking Places	$985,130	$119,951,152	($19,347,334)	($985,130)	$0	0.0%
Other Retail Group	$1,930,168	$92,996,406	($39,227,752)	($965,084)	$965,084	1.0%
Total	**$20,845,938**	**$650,449,262**	**($504,403,983)**	**($2,856,854)**	**$17,989,084**	**2.8%**

Source: ALH Urban & Regional Economics.

(1) See Exhibit 2.

(2) See Exhibit 11. If there is no leakage, then the figure reported in this column in $0.

(3) Potential Project leakage recapture figures are based upon assumptions prepared by ALH Urban & Regional Economics. The assumptions vary by category, depending upon the nature of the prospective Project tenant, the type of existing Market Area retailers, and the likelihood that retailers outside the Market Area will continue to attract sales from the Market Area retailers due to their brand, national orientation, or regional prevalence.

Exhibit 13
College & Claremont Safeway Store
New Demand Generated by Household Growth in the Market Area
2011-2015

Retail Category	Per Household Demand in 2011 Dollars (1) [A]	Demand From New Households 2011-2015 [B = A x 1526] (2)
Motor Vehicles and Parts Dealers	$4,618	$7,045,951
Home Furnishings and Appliance Stores	$789	$1,204,364
Building Materials and Garden Equip	$2,409	$3,675,953
Food and Beverage Stores	$4,754	$7,254,287
Gasoline Stations	$3,197	$4,878,749
Clothing and Clothing Accessories Stores	$1,297	$1,978,537
General Merchandise Stores	$4,484	$6,841,695
Food Services and Drinking Places	$3,501	$5,341,730
Other Retail Group	$3,323	$5,070,448
Total	**$28,371**	**$43,291,713**

Source: ALH Urban & Regional Economics.

(1) Household demand is equal to the demand per category presented in Exhibit 10, adjusted upward to 2011 dollars based on the 3.5% inflation rate presented in Exhibit 11, and multiplied by the estimated new household growth.
(2) See Exhibit 5 for projections of 1,526 new market area households between 2011 and 2015.

Exhibit 14
College & Claremont Safeway Store
Cumulative Major Retail Developments (10,000+ Square Feet)
Within and Near the Market Area (1)
June 2012

	Project	City	Description	Estimated Net New Retail Square Footage	Status	Location	Distance From Safeway	Expected Opening/ Completion
Market Area								
1.	Civiq (2)	Oakland	This project will retain the previously approved entitlements or increase ground floor retail to19,600 square feet, 100 residential units, and 60,000 square feet of office space.	19,600	Approved	5110 Telegraph Avenue at 51st Street	1.2	N/A
2.	Berkeley Iceland	Berkeley	This project entails redevelopment of the Berkeley Iceland facility. Sports Basement is planning to redevelop the property with 61,100 square feet of retail, 1,325 square feet of office, and 476 square feet of storage.	61,100	EIR in progress	2727 Milvia Street; southeast corner of Milvia and Derby	1.8	2013
Outside the Market Area								
3.	Rockridge Safeway	Oakland	Redevelopment of existing shopping center with new 295,690 SF shopping center. This center will replace an existing 185,464-square-foot center, resulting in a110,226 net square feet of retail developed (see Exhibit 15).	110,226	Proposed	5050-5100 Broadway	1.1	2014
4.	Macarthur BART Transit Village (2)	Oakland	This is an affordable housing and redevelopment project located on 6.84 acres adjacent to the BART station. The project comprises 624 residential units, 42,500 square feet of retail/commercial space, and surface parking.	42,500	Under Construction, Phased	W. MacArthur Boulevard, Telegraph Avenue, 40th Street, and Highway 24	1.6	2020
5.	Pak 'N Save Foods	Emeryville	Store update, featuring redesigned northern façade including additional entry, replacement of all signs and two new signs, minor improvements to parking lot including new landscaping.	0	Approved	3889 San Pablo Avenue	2.4	2012
6.	Parkside Project	Emeryville	Construction of a new rental project with 168 residential units, 5 live-work units, 3 flex space units, 10,222 square feet of retail space including space for one restaurant, and 299 parking spaces. Project includes new park along Stanford Avenue to replace City parking lot.	10,222	Approved	Block bounded by Powell, Hollis, and Doyle streets and Stanford Avenue	2.6	2013
7.	Valdez & 23rd Street Project	Oakland	This project includes 281 residential units, 500-car parking structure, including 250 public spaces, and potential space for 12,000 square feet of retail.	12,000	Extension granted January 2009	Valdez and 23rd Streets	2.8	N/A
8.	Bay Street – Site A	Emeryville	Completion of development of South Bayfront Retail/Mixed Use Project PUD with a hotel and retail north of Christie Avenue. The preliminary site plan offers three retail spaces of 4,400, 6,000, and 10,000 square feet. Tenant types are unknown.	20,400	Proposed	NE of Christie Avenue and Shellmound Street	2.9	N/A
9.	Bay Street – Site B	Emeryville	This project comprises a 150,000-square-foot Macy's department store and public parking garage.	150,000	Proposed	Shellmound and Powell streets	2.9	N/A
10.	Gateway @ Emeryville	Emeryville	This is a mixed use project that includes 265 residential rental units, 14,100 square feet of retail space, and a 142- room hotel.	14,100	Proposed	5801 - 5861 Christie Avenue	3.0	N/A

Exhibit 14
College & Claremont Safeway Store
Cumulative Major Retail Developments (10,000+ Square Feet)
Within and Near the Market Area (1)
June 2012

	Project	City	Description	Estimated Net New Retail Square Footage	Status	Location	Distance From Safeway	Expected Opening/ Completion
11.	Shattuck Safeway	Berkeley	Remodel an existing 28,250-square-foot Safeway grocery store, construct 17,250 square feet of new floor area, and extend the hours of operation for the store.	17,250	Under Construction	1425 Shattuck Avenue	3.1	2012
12.	Kaiser Center	Oakland	This project includes demolition of 280,000 square feet, construction of 2 new towers: one 42-stories with 780,000 square feet of office space and one 34-stories with 565,000 square feet of office space, and potentially 22,000 square feet of retail.	22,000	Approved	300 Lakeside Drive	3.6	N/A
13.	Jack London Square Redevelopment (2)	Oakland	Master Plan of 1.2 million square feet of mixed-use retail, commercial, and office. The remaining phase of the project includes a 140,000-square-foot office building, 250-room hotel, an eight-story, 155,000-square-foot office building, and 10,000 square feet of retail.	10,000	Approved Site	Alice, 2nd, and Harrison streets, and Embarcadero	4.6	N/A
14.	Oak to Ninth Mixed Use	Oakland	The project is part of a new planned waterfront zoning district comprising 64.2 acres and has the potential for 3,100 residential units, 200,000 square feet of commercial space (which would include neighborhood serving retail), 3,950 structured parking spaces, 29.9 acres public open space, 2 renovated marinas, 170 boat slips, and a wetlands restoration area. In January 2012 the Port Commission extended the deadline for the close of escrow until January 31, 2013. This project is estimated to break ground in 2013.	200,000 (3)	Approved	Waterfront site bounded by Fallon Street, Embarcadero Road, 10th Ave., and the Oakland Estuary	5.6	2015
15.	Foothill Square Redevelopment Project	Oakland	Redevelopment and expansion of a 157,642 square-foot commercial shopping center to 200,916 square feet. Tenants include a new 71,950-square foot Foods Co., a decrease of the Ross store to 24,000 square feet, and many of the smaller existing tenants will remain. The existing 29,380-square-foot grocery space has been vacant for approximately six years. The total net new space is 43,274 square feet. They are scheduled to break ground in 2012.	85,844 (4)	Approved	10700 Mac Arthur Boulevard	10.9	2013

Sources: Planning Departments in the cities of Oakland, Berkeley, and Emeryville; Jayphares-Corporation, "Foothill Square Redevelopment Project Description"; San Francisco Business Journal, "Pulse Quickens on Oakland Waterfront," July 2011 and "Oakland's MacArthur Transit Village Breaks Ground," May 2011; and ALH Urban & Regional Economics.

(1) Projects listed based on distance from the Project site.
(2) The project planner is not responding to queries. Information observed from other sources and may not be current.
(3) According to the project planner, the 200,000 square feet of commercial space would not likely consist of all retail; however, to be conservative, ALH Urban & Regional Economics is allocating all of the space to retail.
(4) Although the total net new square footage for Foothill Square is 43,724 square feet, ALH Urban & Regional Economics is including the entire Foods Co. in net new sales since the existing grocery space has been vacant for approximately six years.

Exhibit 15
College & Claremont Safeway Store
Rockridge Safeway Shopping Center Distribution of Net Sales Estimates
in 2011 Dollars

Store Characteristic	California Board of Equalization Sales Category	Net New Square Feet
Retail Use		
Grocery	Food and Beverage Stores (2)	17,038
Restaurant	Food Services and Drinking Places	14,921
Pharmacy	Other Retail (5)	(87,220)
Retail (7)	Home Furnishings and Appliances	25,015
	Clothing and Clothing Accessories Stores	33,354
	General Merchandise Stores	25,015
	Other Retail Group	83,385
	subtotal/weighted average (12)	166,769
Non-Retail Uses (13)		
Bank/Financial	N/A	(12,574)
Office, Other	N/A	8,835
Common Space	N/A	29,303
	subtotal	25,564
Total		**137,072**

Sources: Safeway; and ALH Urban & Regional Economics.

Exhibit 16
College & Claremont Safeway Store
Sales Estimates for Cumulative Projects (1)
in 2011 Dollars

Project Name	Miles From Safeway	Estimated Sq. Ft. (1)	Sales per Sq. Ft.	Total Sales	Estimated Sales Generated by Market Area Residents
		[A]	[B]	[C = A x B]	[D = A x % MA Sales]
Market Area					
1. 51st and Telegraph	1.2	19,600	$411 (2)	$8,064,783	$4,032,392 (3)
2. Berkeley Iceland/Sports Basement	1.8	71,000	$251 (4)	$17,821,000	$5,880,930 (5)
Outside the Market Area					
3. Rockridge Safeway Shopping Center	1.1	137,072	$357 (6)	$66,130,390	$18,516,509 (7)
4. Macarthur BART Transit	1.6	42,500	$411 (8)	$17,487,412	$1,748,741 (9)
5. Pak N Save Upgrade	2.4	0	N/A	N/A	N/A
11. Shattuck Safeway	3.1	17,250	$800 (10)	$13,800,000	$2,760,000 (11)
13. Jack London Square Redevelopment	4.6	10,000	$357 (12)	$3,573,279	$357,328 (9)
14. Oak to Ninth Mixed Use	5.6	200,000	$357 (12)	$71,465,586	$7,146,559 (9)
15. Foothill Square Redevelopment Project	10.9				
Foods Co.		71,950	$467 (13)	$33,616,298	$1,680,815 (14)
Neighborhood Retail		13,894	$411 (8)	$5,716,944	$285,847 (14)
subtotal		85,844		$39,333,242	$1,966,662
Total		**583,266**		**$237,675,693**	**$42,409,121**

Sources: The Kroger Co., "Form 10-K Report for the Fiscal Year ending January 29, 2011"; and ALH Urban & Regional Economics.

(1) Projects with an undetermined timeline are too speculative to include their sales in this analysis, as well as projects that are too far from the Site and too small to be considered competitive. Project numbers match the numbers on Exhibit 13.
(2) See Exhibit 14.
(3) ALH Urban & Regional Economics estimates that 50% of sales for this project will be attributed to consumers residing inside the Market Area.
(4) Average sales per square foot for the average of the sporting goods category, see Exhibit B-1.
(5) ALH Urban & Regional Economics estimates that 33% of sales for this project will be attributed to consumers residing from inside the Market Area.
(6) See Exhibit 15 for derivation of average sales per square foot.
(7) ALH Urban & Regional Economics estimates that 28% of sales for this project will be attributed to consumers residing in the Market Area based on market area demographic overlap, see Exhibit 5.
(8) Average sales per square foot for the neighborhood center category, see Exhibit B-1.
(9) ALH Urban & Regional Economics estimates that 10% of sales for this project will be attributed to consumers residing from inside the Market Area.
(10) See Exhibit 2 for estimated area Safeway stores sale per square foot.
(11) ALH Urban & Regional Economics estimates that 20% of sales for this project will be attributed to consumers residing from inside the Market Area.
(12) Average sales per square foot for the average of the other retail categories, see Exhibit B-1.
(13) Average sales per square foot for the Foods Co. was calculated based on the annual 10-K report from The Kroger Co.. The reported total supermarket sales without fuel was $67.882 Million, the total supermarket square footage was 149,000,000. The 2010 sales per square foot figure was then inflated to 2011 dollars based on the CPI for 2010 to 2011 of 2.6%.
(14) ALH Urban & Regional Economics estimates that 5% of sales for this project will be attributed to consumers residing from inside the Market Area.

Exhibit 17
College & Claremont Safeway Store
Estimate of Cumulative Project Sales by BOE Category (1)
in 2011 Dollars

Planned Store Type (2)	Estimated Market Area Sales (3)	Home Furnishings and Appliance Stores	Building Materials and Garden Equip	Food and Beverage Stores	Clothing and Clothing Accessories Stores	General Merchandise Stores	Food Services and Drinking Places	Other Retail Group
Market Area								
1. 51st and Telegraph	$4,032,392	$0	$0	$1,612,957	$0	$806,478	$806,478	$806,478
2. Sports Basement	$5,880,930	$0	$0	$0	$0	$0	$0	$5,880,930
Outside the Market Area								
3. Rockridge Safeway (4)	$18,516,509	$2,292,123	$0	$3,816,512	$4,056,240	$1,980,327	$1,874,888	$4,496,419
4. Macarthur BART Transit	$1,748,741	$0	$0	$699,496	$0	$349,748	$349,748	$349,748
11. Shattuck Safeway	$2,760,000	$0	$0	$2,760,000	$0	$0	$0	$0
13. Jack London Square	$357,328	$0	$0	$0	$0	$0	$0	$357,328
14. Oak to Ninth Mixed Use	$7,146,559	$0	$357,328	$1,786,640	$357,328	$2,501,295	$1,071,984	$1,071,984
15. Foothill Square Redevelopment								
Foods Co.	$1,680,815	$0	$0	$1,680,815	$0	$0	$0	$0
Neighborhood Retail	$285,847	$0	$0	$114,339	$0	$57,169	$57,169	$57,169
subtotal	$1,966,662							
Total (5)	**$42,409,121**	**$2,292,123**	**$357,328**	**$12,470,759**	**$4,413,568**	**$5,695,018**	**$4,160,268**	**$13,020,057**

Source: ALH Urban & Regional Economics.

(1) Retail categories to which no sales are allocated are not shown in this exhibit. Project numbers match the numbers on Exhibit 13.
(2) Retail allocations estimated by ALH Urban & Regional Economics, see Exhibit B-11.
(3) See Exhibit 16.

(4) All figures are 28% of the share of sales generated by market area residents included in Exhibit 15, given the allocation of the share of sales overlapping with the College & Claremont Safeway store market area.
(5) Figures may not total due to rounding.

Exhibit 18
College & Claremont Safeway Store
Potential Sales Impacts from Cumulative Projects
in 2011 Dollars

Retail Category	Sales Generated by Market Area Residents: College & Claremont Safeway (1) [A]	Sales Generated by Market Area Residents: Cumulative Projects (2) [B]	Sales Generated by Market Area Residents: Total	Market Area Sales Base (3) [C]	Market Area Leakage: Leakage (3) [D]	Market Area Leakage: Potential Cumulative Projects Recapture (4) [E]	Sales Impacts (5): Amount [F = A + B + D]	Sales Impacts (5): Percent of Market Area Sales Base [F = E / C]
Motor Vehicles and Parts Dealers	$0	$0	$0	$61,235,370	($122,504,797)	$0	$0	0.0%
Home Furnishings and Appliance Stores	$0	$2,292,123	$2,292,123	$27,040,225	($4,366,482)	($1,146,062)	$1,146,062	4.2%
Building Materials and Garden Equip	$0	$357,328	$357,328	$12,659,824	($83,199,527)	($357,328)	$0	0.0%
Food and Beverage Stores	$17,024,000	$12,470,759	$29,494,759	$215,090,418	$0	$0	$29,494,759	13.7%
Gasoline Stations	$0	$0	$0	$87,444,070	($39,781,078)	$0	$0	0.0%
Clothing and Clothing Accessories Stores	$906,640	$4,413,568	$5,320,208	$27,870,585	($23,724,533)	($2,660,104)	$2,660,104	9.5%
General Merchandise Stores	$0	$5,695,018	$5,695,018	$6,161,212	($172,252,479)	($5,695,018)	$0	0.0%
Food Services and Drinking Places	$985,130	$4,160,268	$5,145,397	$119,951,152	($19,347,334)	($2,572,699)	$2,572,699	2.1%
Other Retail Group	$1,930,168	$13,020,057	$14,950,225	$92,996,406	($39,227,752)	($7,475,113)	$7,475,113	8.0%
Total	**$20,845,938**	**$42,409,121**	**$63,255,059**	**$650,449,262**	**($504,403,983)**	**($19,906,323)**	**$43,348,735**	**6.7%**

Source: ALH Urban & Regional Economics.

(1) See Exhibit 2.

(2) See Exhibit 17.

(3) See Exhibit 11.

(4) Potential Cumulative Project leakage recapture figures are based upon assumptions prepared by ALH Urban & Regional Economics. The assumptions vary by category, depending upon the nature of the prospective Project tenant, the type of existing Market Area retailers, and the likelihood that retailers outside the Market Area will continue to attract sales from the Market Area retailers due to their brand, national orientation, or regional prevalence.

(5) Includes the proposed College & Claremont Safeway store. Calculations of negative dollar values are shown as $0, indicating that no related impacts are anticipated.

Exhibit 19
College & Claremont Safeway Store
City of Berkeley Vacancy Trends
2006 Through Q3 2011

	Rentable Building Area						Leasing Activity		New Construction			
Period	# Bldgs	Total SF	Vacant SF	Percent Vacant	Occupied SF	Total Net Absorption	Total Deals	Total SF Leased	Number Delivered	RBA Delivered	# Under Const	RBA Under Const
2011 3Q	1,006	6,704,343	239,826	3.6%	6,464,517	54,073	23	46,179	0	0	0	0
2011 2Q	1,006	6,704,343	293,899	4.4%	6,410,444	(34,854)	15	35,543	0	0	0	0
2011 1Q	1,006	6,704,343	259,045	3.9%	6,445,298	19,819	12	14,951	0	0	0	0
2010 4Q	1,007	6,705,993	280,514	4.2%	6,425,479	83,493	21	40,365	0	0	0	0
2010 3Q	1,007	6,705,993	364,007	5.4%	6,341,986	16,060	24	76,041	0	0	0	0
2010 2Q	1,007	6,705,993	380,067	5.7%	6,325,926	(8,591)	10	38,585	1	5,320	0	0
2010 1Q	1,006	6,700,673	366,156	5.5%	6,334,517	(30,434)	20	37,297	0	0	1	5,320
2009 4Q	1,006	6,700,673	335,722	5.0%	6,364,951	(4,449)	22	38,608	0	0	1	5,320
2009 3Q	1,006	6,700,673	331,273	4.9%	6,369,400	(18,643)	26	61,760	1	8,434	1	5,320
2009 2Q	1,006	6,695,011	306,968	4.6%	6,388,043	(65,560)	18	52,665	0	0	2	13,754
2009 1Q	1,006	6,695,011	241,408	3.6%	6,453,603	(22,195)	12	18,292	1	5,798	2	13,754
2008 4Q	1,005	6,689,213	213,415	3.2%	6,475,798	36,154	12	22,617	0	0	2	14,232
2008 3Q	1,005	6,689,213	249,569	3.7%	6,439,644	(13,486)	9	23,645	0	0	1	5,798
2008 2Q	1,005	6,689,213	236,083	3.5%	6,453,130	20,994	13	20,466	0	0	0	0
2008 1Q	1,006	6,695,490	263,354	3.9%	6,432,136	220,137	18	34,775	2	202,183	0	0
2007 4Q	1,005	6,496,575	284,576	4.4%	6,211,999	(2,909)	13	53,746	0	0	2	202,183
2007 3Q	1,004	6,495,059	280,151	4.3%	6,214,908	(20,698)	7	24,217	0	0	3	203,699
2007 2Q	1,004	6,495,059	259,453	4.0%	6,235,606	137,294	3	18,780	0	0	2	158,699
2007 1Q	1,006	6,568,451	470,139	7.2%	6,098,312	37,494	3	12,316	1	1,516	0	0
2006 4Q	1,006	6,568,451	507,633	7.7%	6,060,818	151,781	4	9,330	0	0	0	0
2006 3Q	1,006	6,568,451	659,414	10.0%	5,909,037	111,019	12	38,813	0	0	0	0
2006 2Q	1,006	6,568,451	770,433	11.7%	5,798,018	(45,159)	6	29,647	0	0	0	0
2006 1Q	1,006	6,568,451	725,274	11.0%	5,843,177	(194,590)	5	28,150	2	11,784	0	0

Source: Costar; and CB Richard Ellis.

Exhibit 20
College & Claremont Safeway Store
City of Oakland Vacancy Trends
2006 Through Q3 2011

	Rentable Building Area						Leasing Activity		New Construction			
Period	# Bldgs	Total SF	Vacant SF	Percent Vacant	Occupied SF	Total Net Absorption	Total Deals	Total SF Leased	Number Delivered	RBA Delivered	# Under Const	RBA Under Const
2011 3Q	3,139	22,383,779	846,307	3.8%	21,537,472	64,702	27	38,275	0	0	1	10,367
2011 2Q	3,151	22,422,195	949,425	4.2%	21,472,770	23,640	25	55,440	0	0	1	10,367
2011 1Q	3,181	22,555,379	1,106,249	4.9%	21,449,130	(169,837)	32	51,283	0	0	0	0
2010 4Q	3,181	22,555,379	936,412	4.2%	21,618,967	11,773	22	48,202	0	0	0	0
2010 3Q	3,181	22,555,379	948,185	4.2%	21,607,194	915	15	28,666	0	0	0	0
2010 2Q	3,181	22,555,379	949,100	4.2%	21,606,279	(10,179)	26	63,451	1	14,740	0	0
2010 1Q	3,181	22,548,515	932,057	4.1%	21,616,458	(3,299)	37	60,699	1	4,974	1	14,740
2009 4Q	3,180	22,543,541	923,784	4.1%	21,619,757	148,311	36	67,643	2	11,720	2	19,714
2009 3Q	3,178	22,531,821	1,060,375	4.7%	21,471,446	(27,784)	31	65,918	2	40,430	4	31,434
2009 2Q	3,177	22,493,555	994,325	4.4%	21,499,230	(82,604)	44	74,386	1	10,000	5	57,124
2009 1Q	3,177	22,498,058	916,224	4.1%	21,581,834	(295,030)	30	62,728	2	6,062	6	67,124
2008 4Q	3,176	22,494,193	617,329	2.7%	21,876,864	195,064	12	41,703	2	193,874	5	56,492
2008 3Q	3,172	22,296,455	614,655	2.8%	21,681,800	69,262	23	51,588	0	0	9	254,230
2008 2Q	3,174	22,357,223	744,685	3.3%	21,612,538	(114,064)	13	27,925	0	0	7	248,168
2008 1Q	3,174	22,357,223	630,621	2.8%	21,726,602	53,352	16	18,794	4	27,781	3	224,304
2007 4Q	3,172	22,333,306	660,056	3.0%	21,673,250	(4,486)	25	80,356	1	2,425	4	63,397
2007 3Q	3,170	22,328,975	651,239	2.9%	21,677,736	113,272	16	36,313	2	26,177	6	67,728
2007 2Q	3,167	22,192,798	628,334	2.8%	21,564,464	140,401	2	24,798	0	0	6	178,082
2007 1Q	3,165	22,186,898	762,835	3.4%	21,424,063	157,817	9	45,472	7	186,388	8	183,982
2006 4Q	3,164	22,308,089	1,041,843	4.7%	21,266,246	(44,526)	10	40,063	0	0	10	228,293
2006 3Q	3,164	22,308,089	997,317	4.5%	21,310,772	(18,194)	2	6,439	1	28,875	5	72,913
2006 2Q	3,161	22,269,620	940,654	4.2%	21,328,966	4,104	5	13,526	0	0	5	98,112
2006 1Q	3,161	22,269,620	944,758	4.2%	21,324,862	251,931	9	16,181	7	250,152	3	38,469

Source: Costar; and CB Richard Ellis.

Exhibit 21
College & Claremont Safeway Store
Recent Lease Transactions
City of Berkeley
October 2010 to October 2011

Retail Leasing Activity Report_Berkeley

10/03/2010 to 10/03/2011

Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
2076-2086 University Ave - Berkeley Berkeley, CA 94704	20,000 SF 6,666 SF Retail/Storefront Retail/Office -	4,503 SF 10/15/2010 11/14/2010 -	$1.81/mg(est) Off/Ret/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
1952-1958 University Ave - Berkeley Berkeley, CA 94704	3,500 SF 1,750 SF Retail/Freestanding -	700 SF 10/15/2010 10/15/2010 -	$2.00/ig(est) Office/Direct - 2	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
1585-1587 University Ave - Berkeley Berkeley, CA 94703	10,306 SF 5,153 SF Retail/Storefront Retail/Residential -	2,750 SF 10/15/2010 11/14/2010 -	$1.85/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In
1883-1885 Solano Ave - Berkeley Berkeley, CA 94707	2,325 SF 2,325 SF Retail/Storefront -	1,172 SF 10/15/2010 11/14/2010 -	$3.50/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
2546-2554 Bancroft Ext - Berkeley Berkeley, CA 94704	7,955 SF 7,955 SF Retail/Storefront -	879 SF 10/15/2010 10/15/2010 -	$4.00/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
1601 University Ave - Berkeley Berkeley, CA 94703	3,500 SF 3,500 SF Retail/Storefront -	3,444 SF 10/29/2010 11/28/2010 11/27/2013	$1.10/nnn(est) Retail/Direct - 1	Commercial Lessors, Inc. / 510-548-3900 Dave Carlson - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
2532-2534 Durant Ave Retail Berkeley Berkeley, CA 94704	4,678 SF 2,339 SF Retail/Storefront Retail/Office -	963 SF 10/29/2010 10/29/2010 10/28/2012	$1.55/mg(est) Office/Direct - 1	Commercial Lessors, Inc. / 510-548-3900 Dave Carlson - -	- Move In
2431-2437 Durant Ave Sather Lane Shops Berkeley Berkeley, CA 94704	18,680 SF 9,340 SF Retail/Storefront -	557 SF 10/29/2010 10/29/2010 -	$4.22/nnn(est) Retail/Direct - 1	Commercial Lessors, Inc. / 510-548-3900 Dave Carlson - -	- Move In
2400 Telegraph Ave - Berkeley Berkeley, CA 94704	25,787 SF 5,157 SF Retail/Storefront Retail/Residential -	1,186 SF 11/12/2010 12/12/2010 -	$5.00/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
3264-3268 Adeline St - Berkeley Berkeley, CA 94703	4,500 SF 1,604 SF Retail/Storefront Retail/Office -	2,723 SF 11/12/2010 12/12/2010 -	$0.91/mg(est) Off/Ret/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
1600 Shattuck Ave - Berkeley Berkeley, CA 94709	27,954 SF 39,615 SF Retail/Storefront Retail/Office -	1,425 SF 11/17/2010 12/17/2010 12/16/2013	$2.25/+util(est) Office/Direct - 2	The Shamszad Group / 510-704-1240 David Shamszad - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
2500 Martin Luther King Jr Way - Berkeley Berkeley, CA 94703	14,348 SF 4,568 SF Retail/Storefront Retail/Residential -	1,022 SF 11/20/2010 12/20/2010 12/19/2011	$1.57/fs Office/Direct - 1	Dudum Real Estate Group / 925-937-4000 Mike McCutcheon - -	EduArts Move In
1572 Capistrano Ave - Berkeley Berkeley, CA 94707	3,201 SF 1,872 SF Retail/Freestanding -	3,200 SF 12/01/2010 12/01/2010 11/30/2013	$1.90/ig Retail/Direct - 1,2	Colliers International / 510-986-6770 Aileen Dolby Colliers International / 510-986-6770 Aileen Dolby	Ped Shoes Move In
2136-2140 University Ave - Berkeley Berkeley, CA 94704	5,514 SF 2,757 SF Retail/Storefront -	1,600 SF 12/02/2010 01/01/2011 12/31/2015	$1.94/mg(est) Off/Ret/Direct - 1,2	Cassidy Turley BT Commercial / 415-781-8100 Thomas Niu - -	- Move In
1610-1640 University Ave - Berkeley Berkeley, CA 94703	45,822 SF 10,000 SF Retail/Storefront Retail/Residential -	1,500 SF 12/02/2010 01/01/2011 -	$0.95/+util(est) Off/Ret/Direct - 1	MRE Commercial Real Estate / 510-450-1400 Roger Mills - -	- Move In
811 University Ave Retail Berkeley Berkeley, CA 94710	29,000 SF 26,539 SF Retail/Freestanding -	4,110 SF 12/08/2010 01/07/2011 -	$1.24/nnn(est) Retail/Direct - 2	Commercial Lessors, Inc. / 510-548-3900 Dave Carlson - -	CorePower Yoga Move In
1581-1589 University Ave - Berkeley Berkeley, CA 94703	15,242 SF 7,621 SF Retail/Storefront Retail/Office -	2,750 SF 12/13/2010 01/12/2011 -	$1.85/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
2560-2580 Bancroft Way - Berkeley Berkeley, CA 94704	26,082 SF 26,082 SF Retail/Freestanding -	3,481 SF 12/13/2010 01/12/2011 -	$3.00/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
1610-1640 University Ave - Berkeley Berkeley, CA 94703	45,822 SF 10,000 SF Retail/Storefront Retail/Residential -	2,400 SF 12/22/2010 01/21/2011 01/20/2014	$1.50/+util(est) Off/Ret/Direct - 1	- - - -	- Move In
841-843 Gilman St - Berkeley Berkeley, CA 94710	12,000 SF 12,000 SF Retail/Storefront -	1,776 SF 01/01/2011 01/01/2011 12/31/2012	$1.06/nnn Retail/Direct - 1	Robinson Real Estate / 510-914-8785 Scott Robinson Robinson Real Estate / 510-914-8785 Scott Robinson	Berkeley Office Interiors Move In
64 Shattuck Sq - Berkeley Berkeley, CA 94704	19,511 SF 9,755 SF Retail/Storefront Retail/Residential -	500 SF 01/19/2011 01/19/2011 -	$1.59/+char(est) Retail/Direct - 1	The Shamszad Group / 510-704-1240 David Shamszad - -	- Move In
1639-1659 San Pablo Ave - Berkeley Berkeley, CA 94702	8,173 SF 4,086 SF Retail/Storefront Retail/Residential -	700 SF 01/21/2011 01/21/2011 -	$0.50/fs Retail/Direct - 1	Pacific Basin Building / 510-847-4745 Kim Anno - -	- Move In
1401-1415 Martin Luther King Jr Way - Berkeley Berkeley, CA 94709	4,200 SF 4,200 SF Retail/Storefront -	1,135 SF 02/01/2011 03/01/2011 02/29/2016	$1.23/nn Retail/Direct - 1	K & S Co. Inc. / 510-528-1900 Al Satake K & S Co. Inc. / 510-528-1900 Al Satake	Festoon Full Service Salon Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3225 Adeline St - Berkeley Berkeley, CA 94703	6,084 SF 2,028 SF Retail/Storefront Retail/Office -	3,684 SF 02/04/2011 03/06/2011 -	$1.30/mg(est) Retail/Direct - 1,2	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
2048 Lincoln Ave - Berkeley Berkeley, CA 94709	5,492 SF 2,746 SF Retail/Storefront Retail/Office -	275 SF 02/16/2011 02/16/2011 -	$2.91/fs(est) Office/Direct - 2	The Shamszad Group / 510-704-1240 David Shamszad - -	- Move In
2165-2175 Kittredge St Oxford Plaza Berkeley Berkeley, CA 94704	8,434 SF 7,063 SF Retail/Storefront Retail/Residential -	1,243 SF 02/22/2011 03/24/2011 -	$2.35/nnn(est) Retail/New - 1	Ventura Partners / 415-409-2904 Kim Frentz - -	- Move In
1075 Dwight Way - Berkeley Berkeley, CA 94702	3,420 SF 3,420 SF Retail/Auto Repair -	3,420 SF 02/24/2011 03/26/2011 -	$0.75/ig(est) Warehse/Direct - 1	MRE Commercial Real Estate / 510-450-1400 Richard Odenheimer, Toby Parks - -	- Move In
1475-1479 San Pablo Ave - Berkeley Berkeley, CA 94702	2,780 SF 2,780 SF Retail/Storefront -	543 SF 03/09/2011 03/09/2011 -	$1.66/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In
2629-2635 Ashby Ave - Berkeley Berkeley, CA 94705	15,275 SF 13,309 SF Retail/Storefront -	925 SF 03/09/2011 03/09/2011 -	$3.25/nnn(est) Retail/New - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
1749-1757 Solano Ave - Berkeley Berkeley, CA 94707	3,681 SF 3,681 SF Retail/Storefront -	750 SF 03/17/2011 04/01/2011 03/31/2014	$2.42/nnn Retail/Direct - 1	Todd Conversano / 310-273-6993 Todd Conversano - -	- Move In
2576-2578 Shattuck Ave - Berkeley Berkeley, CA 94704	3,000 SF 1,500 SF Retail/Freestanding -	113 SF 04/13/2011 04/13/2011 04/12/2012	$3.05/fs Office/Direct - 1	Cedar Properties / 510-834-0782 Benny Tsui - -	- Move In
1749-1757 Solano Ave - Berkeley Berkeley, CA 94707	3,681 SF 3,681 SF Retail/Storefront -	750 SF 04/15/2011 04/15/2011 04/14/2014	$2.38/nnn Retail/Direct - 1	Todd Conversano / 310-273-6993 Todd Conversano - -	- Move In
64 Shattuck Sq - Berkeley Berkeley, CA 94704	19,511 SF 9,755 SF Retail/Storefront Retail/Residential -	500 SF 04/25/2011 05/01/2011 04/30/2013	$1.83/fs Off/Med/Direct - 2	The Shamszad Group / 510-704-1240 David Shamszad - -	Adrienne Saltzberg - CMT Move In
2024-2026 Shattuck Ave - Berkeley Berkeley, CA 94704	10,749 SF 5,374 SF Retail/Storefront -	2,650 SF 04/28/2011 05/28/2011 -	$2.50/nnn(est) Retail/Direct - 2	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
3200-3206 College Ave Rockridge Retail Oakland-North Berkeley, CA 94705	10,146 SF 5,073 SF Retail/Storefront Retail/Residential -	2,020 SF 04/28/2011 05/28/2011 -	$4.00/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
64 Shattuck Sq - Berkeley Berkeley, CA 94704	19,511 SF 9,755 SF Retail/Storefront Retail/Residential -	800 SF 05/01/2011 05/01/2011 04/30/2012	$1.50/n Office/Direct - 2	The Shamszad Group / 510-704-1240 David Shamszad - -	Fund for the Public Interest Move In
1600 Shattuck Ave - Berkeley Berkeley, CA 94709	27,954 SF 39,615 SF Retail/Storefront Retail/Office -	430 SF 05/01/2011 05/01/2011 04/30/2012	$2.77/ig Office/Direct - 2	The Shamszad Group / 510-704-1240 David Shamszad - -	Madera Group Move In
2130 Center St - Berkeley Berkeley, CA 94704	21,643 SF 10,821 SF Retail/Storefront Retail/Office -	1,200 SF 05/25/2011 06/24/2011 06/23/2015	$2.75/nnn Off/Ret/Direct - 3	Panoramic Interests / 510-883-1000 Patrick Kennedy, Cara Houser - -	Center for Investigative Reporting Move In
2369 Telegraph Ave - Berkeley Berkeley, CA 94704	4,350 SF 2,175 SF Retail/Convenience Store -	4,350 SF 06/03/2011 07/03/2011 -	- Retail/Direct - 1,MEZZ	Colliers International / 510-986-6770 Reesa Tansey - -	- Move In
1025-1099 Ashby Ave Ashby Plaza Berkeley Berkeley, CA 94710	45,000 SF 45,000 SF Retail/Freestanding -	8,000 SF 06/03/2011 08/02/2011 -	- Retail/Direct - 1	Colliers International / 510-986-6770 Reesa Tansey - -	- Move In
2560-2580 Bancroft Way - Berkeley Berkeley, CA 94704	26,082 SF 26,082 SF Retail/Freestanding -	2,847 SF 06/10/2011 07/10/2011 -	$2.50/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3264-3268 Adeline St - Berkeley Berkeley, CA 94703	4,500 SF 1,604 SF Retail/Storefront Retail/Office -	2,723 SF 06/10/2011 07/10/2011 -	$1.10/mg(est) Off/Ret/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In
80-92 Shattuck Ave - Berkeley Berkeley, CA 94704	2,700 SF 2,700 SF Retail/Storefront Retail/Office -	800 SF 07/19/2011 07/19/2011 -	$1.88/mg(est) Retail/Direct - 1	MRE Commercial Real Estate / 510-450-1400 Richard Odenheimer, Toby Parks - -	- Move In
1401-1415 Martin Luther King Jr Way - Berkeley Berkeley, CA 94709	4,200 SF 4,200 SF Retail/Storefront -	1,363 SF 07/26/2011 08/25/2011 -	$1.50/nn(est) Retail/Direct - 1	K & S Co. Inc. / 510-528-1900 Al Satake - -	- Move In
2103-2107 Woolsey St - Berkeley Berkeley, CA 94705	7,600 SF 3,800 SF Retail/Storefront Retail/Residential -	1,550 SF 08/02/2011 09/01/2011 08/31/2012	$0.94/mg Office/Direct - 1	America Asia Investment Inc. / 415-386-6668 Yvonne Lee - -	- Move In
1639-1659 San Pablo Ave - Berkeley Berkeley, CA 94702	8,173 SF 4,086 SF Retail/Storefront Retail/Residential -	1,500 SF 08/02/2011 09/01/2011 -	$1.38/fs(est) Retail/Direct - 1	Pacific Basin Building / 510-847-4745 Kim Anno - -	- Move In
2629-2635 Ashby Ave - Berkeley Berkeley, CA 94705	15,275 SF 13,309 SF Retail/Storefront -	950 SF 08/04/2011 08/04/2011 -	$3.25/nnn(est) Retail/New - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
1680-1684 University Ave - Berkeley Berkeley, CA 94703	5,000 SF 2,500 SF Retail/Storefront -	1,000 SF 08/10/2011 08/10/2011 -	$2.60/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
2460-2470 Telegraph Ave - Berkeley Berkeley, CA 94704	15,100 SF 5,033 SF Retail/Storefront -	4,200 SF 08/10/2011 09/09/2011 -	$2.55/mg(est) Office/Direct - 2	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
2018-2020 Shattuck Ave - Berkeley Berkeley, CA 94704	2,850 SF 2,850 SF Retail/Storefront -	2,850 SF 08/10/2011 09/09/2011 -	$3.51/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In
3140 Martin Luther King Jr. Way Bldg A Berkeley Berkeley, CA 94710	2,300 SF 2,300 SF Retail/Storefront Retail/Office -	2,300 SF 08/10/2011 09/09/2011 -	$1.21 Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In
1916-1922 Martin Luther King Jr Way - Berkeley Berkeley, CA 94704	12,320 SF 6,160 SF Retail/Storefront Retail/Office -	560 SF 08/10/2011 08/10/2011 -	$2.32/mg(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 Kevin Gordon - -	- Move In
1300-1328 Gilman St Gilman Village Berkeley Berkeley, CA 94710	36,413 SF 36,413 SF Retail/Storefront -	3,523 SF 08/10/2011 09/09/2011 -	- Retail/Direct - 1	Main Street Property Services, Inc. / 925-299-8170 Craig Semmelmeyer, Michael Semmelmeyer - -	Firehouse Art Collective Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
1664-1666 Shattuck Ave - Berkeley Berkeley, CA 94709	2,600 SF 1,300 SF Retail/Storefront Retail/Office -	1,300 SF 09/06/2011 10/06/2011 10/05/2014	$2.20/nnn(est) Office/Direct - 2	MRE Commercial Real Estate / 510-450-1400 Matt Gondak - -	- Move In
1300-1328 Gilman St Gilman Village Berkeley Berkeley, CA 94710	36,413 SF 36,413 SF Retail/Storefront -	4,400 SF 09/15/2011 10/15/2011 -	- Retail/Direct - 1	Main Street Property Services, Inc. / 925-299-8170 Craig Semmelmeyer, Michael Semmelmeyer - -	Eastern Classics Move In
1779 Solano Ave - Berkeley Berkeley, CA 94707	3,754 SF 3,754 SF Retail/Storefront -	3,754 SF 09/20/2011 10/20/2011 -	- Retail/Direct - 1	Main Street Property Services, Inc. / 925-299-8170 Craig Semmelmeyer - -	- Move In
1581-1589 University Ave - Berkeley Berkeley, CA 94703	15,242 SF 7,621 SF Retail/Storefront Retail/Office -	9,500 SF 09/21/2011 11/20/2011 -	$1.65/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
2460-2470 Telegraph Ave - Berkeley Berkeley, CA 94704	15,100 SF 5,033 SF Retail/Storefront -	3,000 SF 09/21/2011 10/21/2011 -	$3.25/nnn(est) Retail/Direct - 1,2	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In
2948-2956 College Ave - Berkeley Berkeley, CA 94705	7,500 SF 3,750 SF Retail/Freestanding -	900 SF 09/21/2011 09/21/2011 -	$3.89/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In

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Building Address	RBA	SF Leased	Rent Paid/mo	Leasing Company / Phone	Tenant Name
Building/Park Name	Typical Floor	Sign Date	Space Use/Type	Leasing Company Brokers	Transaction Type
Submarket	Building Type	Move Date	Mailing Suite	Tenant Rep / Phone	
City	Class	Expiration Date	Leased Floor #s	Tenant Rep Brokers	
2546-2554 Bancroft Ext	7,955 SF	2,729 SF	$2.50/nnn(est)	Gordon Commercial Real Estate Services / 510-704-1800	-
-	7,955 SF	09/21/2011	Retail/Direct	John Gordon, Ito Ripsteen	Move In
Berkeley	Retail/Storefront	10/21/2011	-	-	
Berkeley, CA 94704	-	-	1	-	

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Exhibit 22
College & Claremont Safeway Store
Recent Lease Transactions
City of Oakland
October 2010 to October 2011

Retail Leasing Activity Report - Oakland

10/03/2010 to 10/03/2011

Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
1415 Webster St - Oakland-Downtown Oakland, CA 94612	9,760 SF 4,880 SF Retail/Storefront Retail/Office -	700 SF 10/04/2010 10/04/2010 10/03/2013	$1.17/+util Retail/Direct - 1	Daniel Park / 510-893-1004 Daniel Park - -	Xpress Travel Move In
3265 Grand Ave - Oakland-North Oakland, CA 94610	4,380 SF 2,190 SF Retail/Bank -	4,380 SF 10/04/2010 10/04/2010 -	- Retail/Direct - 1,2	- - - -	Monkey Forest Road Move In
2201 14th Ave - Oakland-South Oakland, CA 94606	3,771 SF 1,885 SF Retail/Storefront Retail/Office -	950 SF 10/05/2010 10/05/2010 10/04/2011	$0.97/fs(est) Off/Ret/Direct - 1	Ian Teng / 510-547-1265 Ian Teng - -	- Move In
2201 14th Ave - Oakland-South Oakland, CA 94606	3,771 SF 1,885 SF Retail/Storefront Retail/Office -	600 SF 10/05/2010 10/05/2010 10/04/2011	$0.97/fs(est) Off/Ret/Direct - 2	Ian Teng / 510-547-1265 Ian Teng - -	- Move In
4021-4029 International Blvd Bldg B,Melrose Fruitvale Center Oakland-South Oakland, CA 94601	3,596 SF 3,596 SF Retail/Storefront Retail/Office -	2,000 SF 10/08/2010 11/07/2010 -	$2.38/nnn(est) Retail/Direct - 1	Jay-Phares Corp. / 510-562-9500 John Jay - -	- Move In
5900-5902 College Ave - Oakland-North Oakland, CA 94618	3,000 SF 3,000 SF Retail/Freestanding -	1,400 SF 10/15/2010 11/14/2010 -	$3.50/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon - -	- Move In

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Retail Leasing Activity Report - Oakland

10/03/2010 to 10/03/2011

Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
14 Glen Ave - Oakland-North Oakland, CA 94611	600 SF 521 SF Retail/Storefront -	600 SF 10/26/2010 10/29/2010 10/28/2013	$3.33/mg(est) Retail/Direct - 1	Retail Pacific, Inc. / 925-200-0888 Greg Labarthe - -	- Move In
347 14th St - Oakland-Downtown Oakland, CA 94612	4,642 SF 4,642 SF Retail -	2,841 SF 10/29/2010 11/28/2010 -	$1.60/nnn(est) Retail/Direct - 1	Commercial Lessors, Inc. / 510-548-3900 Dave Carlson - -	- Move In
2006-2010 Macarthur Blvd - Oakland-South Oakland, CA 94602	2,180 SF 2,180 SF Retail/Storefront -	650 SF 11/11/2010 12/01/2010 11/30/2011	$1.38/+util Retail/Direct - 1	Community Realty Property Management Inc / 510-530-1005 Tony Torres - -	1 Nails Move In
7000-7200 Bancroft Ave Eastmont Town Center Oakland-South Oakland, CA 94605	85,958 SF 35,658 SF Retail -	14,000 SF 11/30/2010 11/30/2010 11/29/2025	- Retail/Direct - 1	Cornish & Carey Commercial Newmark Knight Frank / 415-445-8888 Julie Taylor, Tom Neuburger Grubb & Ellis / 925-939-3500 Deborah Perry	CVS Move In
3333 Telegraph Ave - Oakland-North Oakland, CA 94609	5,000 SF 2,500 SF Retail/Storefront Retail/Office -	5,000 SF 12/01/2010 01/21/2011 01/31/2014	$1.15/nnn Office/Direct - 1,2	KK&C Realty / 510-663-8818 Alan Siu - -	Center Point, Inc. Move In
3906 Macarthur Blvd - Oakland-South Oakland, CA 94619	750 SF 750 SF Retail -	750 SF 12/01/2010 12/01/2010 01/31/2021	$3.11/mg Retail/Direct - 1	Weinstein Commercial / 510-763-3066 Richard Weinstein - -	Clips N Snips Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3217-3237 Grand Ave - Oakland-North Oakland, CA 94610	16,584 SF 5,528 SF Retail/Storefront Retail/Residential -	800 SF 12/01/2010 12/01/2010 -	$1.50/mg(est) Retail/Direct - 1	Lycette Company / 650-591-3400 Robert Lycette, Dawn Fehr - -	- Move In
1440-1446 Franklin St - Oakland-Downtown Oakland, CA 94612	9,534 SF 10,835 SF Retail -	1,090 SF 12/02/2010 01/01/2011 -	$1.25/nnn(est) Retail/Direct - 1	Ivy Lo & Mrs Chan / 650-756-1628 Lin (Ivy) Chan - -	- Move In
1300-1430 7th St - Oakland-West Oakland, CA 94607	4,807 SF 1,602 SF Retail/Storefront Retail/Residential -	1,272 SF 12/02/2010 01/01/2011 -	$1.25/nnn(est) Retail/Direct - GRND	Blatteis Realty Co. Inc. / 415-981-2844 Jonathan Blatteis, Jeremy Blatteis - -	- Move In
2928-2930 Telegraph Ave - Oakland-North Oakland, CA 94609	13,019 SF 1,412 SF Retail/Storefront Retail/Residential -	1,500 SF 12/15/2010 01/01/2011 12/31/2012	$1.00/mg Retail/Direct - 1	D & J Company LLC / 510-282-7219 Michael Jones, Iris Davis - -	- Move In
1156 Mckinley Ave - Oakland-North Oakland, CA 94610	724 SF 724 SF Retail -	724 SF 12/15/2010 01/01/2011 12/31/2011	$0.81/mg Retail/Direct - 1	Coldwell Banker Commercial NRT / 510-583-5400 Phillip Hunt - -	The Famous "Oh My Nappy Hair" Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
461-471 9th St Gladstone Building,Old Oakland Oakland-Downtown Oakland, CA 94607	23,089 SF 18,423 SF Retail/Storefront Retail/Office -	1,025 SF 12/27/2010 02/01/2011 -	$1.50/nnn(est) Retail/Direct - 1	Cornish & Carey Commercial Newmark Knight Frank / 925-974-0100 Erika Elliott, Stephen Rusher - -	- Move In
411 26th St - Oakland-North Oakland, CA 94612	9,800 SF 9,800 SF Retail/Auto Repair -	9,800 SF 12/31/2010 01/01/2011 12/31/2015	$0.63/nnn Warehse/Direct - 1,MEZZ	Hanford-Freund & Company / 925-283-2010 Jan Yale - -	Classic Cars West Move In
4179-4183 Piedmont Ave - Oakland-North Oakland, CA 94611	4,179 SF 2,089 SF Retail/Storefront Retail/Residential -	900 SF 01/01/2011 01/01/2011 12/31/2011	$2.77/mg Office/Direct - 2	Ellwood Commercial Real Estate / 510-238-9111 Barbara Kami - -	- Move In
6200-6204 Antioch St - Oakland-North Oakland, CA 94611	14,660 SF 4,887 SF Retail/Storefront Retail/Office -	1,500 SF 01/01/2011 01/01/2011 12/31/2013	$2.50/ig Office/Direct - 2	Ellwood Commercial Real Estate / 510-238-9111 Patrick Ellwood, Barbara Kami LOH Realty & Investment / 510-339-9825 -	International City Mortgage Move In
444 23rd St - Oakland-North Oakland, CA 94612	11,400 SF 11,400 SF Retail/Auto Repair -	11,400 SF 01/01/2011 02/01/2011 01/31/2012	$0.70/mg(est) Warehse/Direct - 1	Signature Properties / 925-463-1122 Shelly Sheehan - -	Bauer Porsche Repair Move In
4925-4931 Shattuck Ave - Oakland-North Oakland, CA 94609	2,264 SF 2,194 SF Retail/Storefront -	2,264 SF 01/02/2011 02/01/2011 -	$2.35/nnn(est) Retail/Direct - 1	Gloria S Gee / 510-527-7816 Gloria Gee - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
1955-1959 Mountain Blvd - Oakland-North Oakland, CA 94611	12,237 SF 6,118 SF Retail/Storefront Retail/Office -	450 SF 01/11/2011 01/11/2011 -	$2.00/fs(est) Office/Direct - 2	Sturtevant / 925-283-6795 Patty Evans - -	- Move In
2001-2009 International Blvd - Oakland-South Oakland, CA 94606	2,456 SF 2,456 SF Retail/Restaurant -	1,588 SF 01/11/2011 02/10/2011 -	$0.49/nnn(est) Retail/Direct - 1	JW Silveira Co. / 510-834-9812 Desiree Silveira - -	- Move In
8135 Bancroft Ave - Oakland-South Oakland, CA 94605	2,874 SF 2,874 SF Retail/Convenience Store -	2,160 SF 01/12/2011 02/11/2011 -	$1.62/nnn(est) Retail/Direct - 1	Bay Area Property Managers / 510-667-6471 Wonda Kidd - -	- Move In
1407 Foothill Blvd - Oakland-South Oakland, CA 94606	6,040 SF 6,040 SF Retail/Freestanding -	2,500 SF 01/13/2011 02/12/2011 -	$1.00/mg(est) Retail/Direct - 1	Yi S & Ching C Teng / 510-388-1949 Yi Teng - -	- Move In
200 Frank H Ogawa Plz - Oakland-Downtown Oakland, CA 94612	11,571 SF 1,284 SF Retail/Storefront Retail/Office -	2,000 SF 01/18/2011 02/17/2011 -	$2.00/fs(est) Office/Direct - 7	Colliers International / 510-986-6770 Mike Corbett - -	- Move In
1121-1129 Webster St - Oakland-Downtown Oakland, CA 94607	18,644 SF 9,322 SF Retail/Storefront Retail/Office -	900 SF 01/25/2011 01/25/2011 -	$0.94/nnn(est) Office/Direct - 2	Webster Group, LLC / 510-836-3138 Timothy Chen - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
2087 Mountain Blvd Montclair Plaza Oakland-North Oakland, CA 94611	12,281 SF 6,978 SF Retail/Storefront Retail/Office -	984 SF 01/26/2011 04/01/2011 03/31/2021	$3.38/nnn Retail/Direct - 1	Starboard TCN Worldwide Real Estate / 415-765-6900 Jane Woolley - -	Subway Move In
1013 Harrison St - Oakland-Downtown Oakland, CA 94607	6,969 SF 3,484 SF Retail -	300 SF 01/27/2011 01/27/2011 01/26/2012	$2.00/mg(est) Office/Direct - 2	Sum Wu / 510-504-2266 Sum Wu - -	- Move In
1013 Harrison St - Oakland-Downtown Oakland, CA 94607	6,969 SF 3,484 SF Retail -	130 SF 01/27/2011 01/27/2011 01/26/2012	$2.00/mg(est) Office/Direct - 2	Sum Wu / 510-504-2266 Sum Wu - -	- Move In
1013 Harrison St - Oakland-Downtown Oakland, CA 94607	6,969 SF 3,484 SF Retail -	360 SF 01/27/2011 01/27/2011 01/26/2012	$1.80/mg(est) Office/Direct - 2	Sum Wu / 510-504-2266 Sum Wu - -	- Move In
3312-3318 Lakeshore Ave - Oakland-North Oakland, CA 94610	3,300 SF 3,300 SF Retail/Freestanding -	950 SF 01/28/2011 02/27/2011 02/26/2014	$3.16/mg(est) Retail/Direct - 1	MRE Commercial Real Estate / 510-450-1400 Erik Housh - -	- Move In
474 7th St - Oakland-Downtown Oakland, CA 94607	11,487 SF 11,487 SF Retail/Freestanding -	1,067 SF 01/28/2011 02/27/2011 -	$1.68/mg(est) Off/Ret/Direct - 1	- - - -	- Move In
5941-5947 Macarthur Blvd - Oakland-South Oakland, CA 94613	2,500 SF 2,500 SF Retail -	1,700 SF 01/30/2011 03/01/2011 02/29/2012	$0.45/+util Off/Ret/Direct - 1	George Zeidan / 510-658-2634 George Zeidan - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3436 Dimond Ave - Oakland-South Oakland, CA 94602	2,000 SF 2,000 SF Retail/Freestanding -	2,000 SF 01/30/2011 03/01/2011 02/29/2016	$0.83/mg Retail/Direct - 1	Moyer Realty Company / 510-769-0300 John Moyer Moyer Realty Company / 510-769-0300 John Moyer	Paw & Claws Natural Pet Food Store Move In
2706-2712 Macarthur Blvd - Oakland-South Oakland, CA 94602	900 SF 450 SF Retail/Freestanding -	450 SF 01/31/2011 01/31/2011 -	$1.44/mg(est) Retail/Direct - 1	Ruth C Carano / 510-262-9511 Ruth Carano - -	- Move In
300-320 17th St - Oakland-Downtown Oakland, CA 94612	5,138 SF 2,569 SF Retail/Freestanding -	598 SF 02/01/2011 02/01/2011 01/31/2012	$1.34/ig Office/Direct - 1	LCB Associates / 510-763-7016 Daniel Fichte - -	James E. Roberts-Obayashi Corp. Move In
4471-4473 International Blvd - Oakland-South Oakland, CA 94601	3,199 SF 1,599 SF Retail/Storefront Retail/Office -	1,599 SF 02/04/2011 03/06/2011 -	$0.68/+util(est) Off/Ret/Direct - 1	Kebede S & Mamo A Living Trust / 510-763-1281 Joe Kebede - -	- Move In
6239 College Ave - Oakland-North Oakland, CA 94618	9,608 SF 3,203 SF Retail/Storefront Retail/Office -	1,125 SF 02/07/2011 02/14/2011 02/13/2014	$2.14/mg Office/Direct - 3	Ellwood Commercial Real Estate / 510-238-9111 Barbara Kami - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
2014 Park Blvd - Oakland-South Oakland, CA 94606	3,843 SF 3,624 SF Retail/Storefront Retail/Residential -	700 SF 02/11/2011 02/11/2011 02/10/2014	$1.07/mg Retail/Direct - 1	Goodman Trust / 510-469-5495 Joanne Lampke Goodman Trust / 510-469-5495 Joanne Lampke	- Move In
4138-4144 Macarthur Blvd - Oakland-South Oakland, CA 94619	4,200 SF 4,200 SF Retail -	1,000 SF 02/18/2011 03/01/2011 03/31/2016	$1.40/mg Retail/Direct - 1	Weinstein Commercial / 510-763-3066 Richard Weinstein Wells & Bennett Realtors / 510-531-7000 Carol Robbiano	Dr. Hai Nguyen Move In
3199 Lakeshore Ave - Oakland-North Oakland, CA 94610	4,040 SF 4,040 SF Retail/Storefront -	2,706 SF 02/25/2011 03/27/2011 03/26/2016	$3.00/nnn(est) Retail/Direct - 1	Friedkin Investment Company / 510-452-3000 Becky Gimbel - -	- Move In
600 98th Ave - Oakland-Airport Oakland, CA 94603	3,403 SF 3,403 SF Retail/Freestanding -	2,300 SF 02/28/2011 03/30/2011 -	$1.00/nnn(est) Retail/Direct - 1	Kim Han Do & Charlie Han Do Kim - -	- Move In
3800-3816 Piedmont Ave - Oakland-North Oakland, CA 94611	4,575 SF 2,287 SF Retail/Storefront -	830 SF 03/01/2011 03/01/2011 -	$1.75/mg(est) Off/Ret/Direct - 1	LOH Realty & Investment / 510-339-9825 Kevin Nakahara - -	J.A. Health Care Move In
201 4th St New Market Lofts Oakland-Port/Jack London Oakland, CA 94607	6,000 SF 1,200 SF Retail/Storefront Retail/Residential -	922 SF 03/01/2011 03/01/2011 02/28/2014	$1.25/mg Office/Direct - 1	Ellwood Commercial Real Estate / 510-238-9111 Barbara Kami - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
701-723 E 12th St - Oakland-South Oakland, CA 94606	10,000 SF 10,000 SF Retail/Storefront -	800 SF 03/14/2011 03/14/2011 -	$1.50/mg(est) Retail/Direct - 1	David Wong / 510-689-8328 David Wong - -	- Move In
436 E 12th St - Oakland-Downtown Oakland, CA 94606	3,600 SF 3,600 SF Retail/Freestanding -	3,600 SF 03/14/2011 04/13/2011 -	$1.00/mg(est) Retail/Direct - 1	David Wong / 510-689-8328 David Wong - -	- Move In
3010 Foothill Blvd - Oakland-South Oakland, CA 94601	1,500 SF 1,500 SF Retail/Restaurant -	1,500 SF 03/20/2011 04/01/2011 03/31/2013	$1.67/fs Retail/Direct - 1	Community Realty Property Management Inc / 510-530-1005 Tony Torres - -	- Move In
440-464 Santa Clara Ave - Oakland-North Oakland, CA 94610	20,514 SF 10,257 SF Retail/Storefront -	1,300 SF 04/11/2011 05/11/2011 -	$1.25/mg(est) Retail/Direct - 1	Lycette Company / 650-591-3400 Robert Lycette, Dawn Fehr - -	- Move In
3900 Foothill Blvd - Oakland-South Oakland, CA 94601	6,300 SF 6,300 SF Retail/Auto Repair -	6,300 SF 04/14/2011 04/14/2011 04/13/2014	$0.52/+util Retail/Direct - 1	Wells & Bennett Realtors / 510-531-7000 Catherine Vallee Funding One Mortgage Corp. / 510-430-1999 Kiran Karnad	Quron Reaves Enterprises Move In
4270 Broadway - Oakland-North Oakland, CA 94611	5,658 SF 5,658 SF Retail/Freestanding -	5,658 SF 04/22/2011 04/22/2011 -	- Retail/Direct - 1	- - - -	Jeremys Department Store Move In
461-471 9th St Gladstone Building,Old Oakland Oakland-Downtown Oakland, CA 94607	23,089 SF 18,423 SF Retail/Storefront Retail/Office -	1,511 SF 04/22/2011 05/22/2011 -	$2.25/fs(est) Office/Direct - 2	Cushman & Wakefield, Inc. / 510-763-4900 Charlie Allen, Anthony Shell - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
461-471 9th St Gladstone Building,Old Oakland Oakland-Downtown Oakland, CA 94607	23,089 SF 18,423 SF Retail/Storefront Retail/Office -	1,552 SF 04/27/2011 - -	- Office/Direct - 2	Cushman & Wakefield, Inc. / 510-763-4900 Anthony Shell - -	Youth Business America Renewal
5825 Telegraph Ave - Oakland-North Oakland, CA 94609	2,469 SF 2,469 SF Retail/Storefront -	2,469 SF 04/28/2011 05/28/2011 -	$1.50/nnn(est) Retail/Direct - 1	Gordon Commercial Real Estate Services / 510-704-1800 John Gordon, Ito Ripsteen - -	- Move In
3823-3825 Macarthur Blvd - Oakland-South Oakland, CA 94619	3,582 SF 3,581 SF Retail/Storefront -	1,900 SF 05/02/2011 06/01/2011 05/31/2013	$1.03/nnn Retail/Direct - 1	Young Tommie L Tommie Young - -	Miracle Toes Dance Studio Move In
2232-2236 Martin Luther King Jr Way - Oakland-Downtown Oakland, CA 94612	8,520 SF 2,840 SF Retail/Storefront Retail/Residential -	8,520 SF 05/06/2011 07/05/2011 -	$0.82/nnn(est) Retail/Direct - 1-3	CB Richard Ellis / 510-874-1900 Ken Morris CB Richard Ellis / 510-874-1900 Ken Morris	Starline Social Club Move In
700 Clay St - Oakland-Downtown Oakland, CA 94607	2,443 SF 3,180 SF Retail/Storefront Retail/Residential -	2,443 SF 05/06/2011 03/01/2013 -	- Retail/New - GRND	Doherty Painting and Construction, Inc. / 415-695-1494 Patrick Doherty - -	- Move In
2060-2070 Mountain Blvd - Oakland-North Oakland, CA 94611	6,475 SF 2,453 SF Retail/Storefront Retail/Office -	144 SF 05/10/2011 06/01/2011 -	$3.13/fs Office/Direct - 2	Fae Bidgoli / 510-526-0900 Fae Bidgoli - -	- Move In

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Retail Leasing Activity Report - Oakland

10/03/2010 to 10/03/2011

Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3417 Lakeshore Ave - Oakland-North Oakland, CA 94610	3,850 SF 3,850 SF Retail -	1,900 SF 05/11/2011 06/10/2011 -	$2.40/nnn(est) Retail/Direct - 1	LCB Associates / 510-763-7016 Steven Banker, Ryan Dalton - -	- Move In
2334 Park Blvd - Oakland-South Oakland, CA 94606	6,330 SF 2,110 SF Retail/Storefront Retail/Residential -	650 SF 05/16/2011 06/01/2011 05/31/2012	$1.23/+util Retail/Direct - 1	Community Realty Property Management Inc / 510-530-1005 Tony Torres, Daniela Ruiz - -	- Move In
6529 Telegraph Ave - Oakland-North Oakland, CA 94609	1,609 SF 804 SF Retail/Freestanding -	1,609 SF 05/18/2011 06/17/2011 -	$1.57/nnn(est) Off/Ret/Direct - 1,2	- - - -	Bay Area Vital Link Move In
5795 Foothill Blvd - Oakland-South Oakland, CA 94605	2,400 SF 2,400 SF Retail/Freestanding -	2,400 SF 05/19/2011 06/18/2011 06/17/2016	$1.04/mg(est) Retail/Direct - 1	Sam Chin / 415-572-5312 Sam Chin - -	- Move In
3935-3953 Piedmont Ave - Oakland-North Oakland, CA 94611	13,135 SF 9,275 SF Retail/Storefront -	1,140 SF 05/30/2011 06/01/2011 05/31/2014	$2.63/mg Retail/Direct - 1	Brigantine Sales / 510-653-8998 Jim Diamantine - -	- Move In
3639 Grand Ave - Oakland-North Oakland, CA 94610	2,803 SF 1,593 SF Retail/Storefront Retail/Office -	600 SF 05/31/2011 05/31/2011 -	$2.50/+util(est) Retail/Direct - 1	Fae Bidgoli / 510-526-0900 Fae Bidgoli - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
1701-1711 Telegraph Ave - Oakland-Downtown Oakland, CA 94612	5,104 SF 5,800 SF Retail/Storefront -	2,200 SF 06/01/2011 07/01/2011 06/30/2016	$1.00/+util Retail/Direct - 1	- - - -	- Move In
102-106 International Blvd - Oakland-Downtown Oakland, CA 94606	7,096 SF 3,548 SF Retail/Storefront Retail/Residential -	2,330 SF 06/01/2011 07/01/2011 -	$0.94/nnn(est) Off/Ret/Direct - 1	Realty World Joe Tran - -	- Move In
1418-1424 Fruitvale Ave - Oakland-South Oakland, CA 94601	2,100 SF 2,100 SF Retail -	1,400 SF 06/01/2011 07/01/2011 06/30/2013	$1.07/mg Retail/Direct - 1	- - - -	- Move In
2877 Chapman St Chapman Lofts Oakland-South Oakland, CA 94601	9,107 SF 5,266 SF Retail/Storefront Retail/Residential -	1,350 SF 06/01/2011 07/01/2011 -	$1.30/mg(est) Off/Ret/Direct - 2	Ayanian Realty Inc. / 415-661-4265 Zaven Ayanian - -	- Move In
2071 Mountain Blvd - Oakland-North Oakland, CA 94611	6,156 SF 3,078 SF Retail/Storefront Retail/Office -	671 SF 06/03/2011 07/01/2011 06/30/2012	$2.08/mg Office/Direct - 2	Broadway Management / 510-865-8250 Edward Hirshberg - -	- Move In
201 4th St New Market Lofts Oakland-Port/Jack London Oakland, CA 94607	6,000 SF 1,200 SF Retail/Storefront Retail/Residential -	1,590 SF 06/10/2011 06/10/2011 -	- Retail/Direct - 2	- - - -	James P Ryugo Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3201-3209 Lakeshore Ave - Oakland-North Oakland, CA 94610	10,479 SF 5,239 SF Retail/Storefront -	1,380 SF 06/14/2011 07/14/2011 -	$2.00/mg(est) Retail/Direct - 1	Stephens Property Management / 925-930-7760 Paul Chahin - -	- Move In
6529 Telegraph Ave - Oakland-North Oakland, CA 94609	450 SF 450 SF Retail/Freestanding -	450 SF 06/17/2011 06/17/2011 -	$3.86/nnn(est) Off/Ret/Direct - 1	- - - -	Bay Area Vital Link Move In
8460 Edgewater Dr Hegenberger Gateway Retail Center Oakland-Airport Oakland, CA 94621	9,888 SF 9,888 SF Retail -	2,723 SF 06/24/2011 - -	- Retail/Direct - 1	Cushman & Wakefield of California / 415-397-1700 Grant Guidinger Cushman & Wakefield of California / 415-397-1700 Grant Guidinger	Payless ShoeSource Renewal
3600-3606 Grand Ave - Oakland-North Oakland, CA 94610	6,590 SF 3,295 SF Retail/Storefront Retail/Residential -	700 SF 06/27/2011 06/27/2011 -	$2.24/+elec(est) Off/Ret/Direct - 1	Research in Progress / 800-821-1573 - - -	Aebra Adams Hair & Fashion Move In
3600-3606 Grand Ave - Oakland-North Oakland, CA 94610	6,590 SF 3,295 SF Retail/Storefront Retail/Residential -	900 SF 06/27/2011 06/27/2011 -	$2.03/+elec(est) Off/Ret/Direct - 1	Research in Progress / 800-821-1573 - - -	California Competition Team Move In
1940-1950 Fruitvale Ave - Oakland-South Oakland, CA 94601	5,000 SF 2,500 SF Retail/Storefront Retail/Office -	250 SF 07/01/2011 07/01/2011 -	$2.00/nnn Office/Direct - 2	- - - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
327-331 19th St - Oakland-Downtown Oakland, CA 94612	3,401 SF 1,700 SF Retail -	2,001 SF 07/06/2011 09/01/2011 -	$1.25/mg(est) Office/Direct - 2	Grubb & Ellis / 415-433-1050 Shaun Bloomquist - -	- Move In
3000-3100 E 9th St The Fruitvale Station Oakland-South Oakland, CA 94601	70,000 SF 70,000 SF Retail/Freestanding -	3,990 SF 07/08/2011 09/15/2011 09/14/2016	$2.29/nnn Retail/Direct - 1	Keegan & Coppin - ONCOR International / 415-461-1010 Vesa Becam Cushman & Wakefield of California / 415-397-1700 Edward Grammens	Comcast Move In
481-485 9th St Ross House,Old Oakland Oakland-Downtown Oakland, CA 94607	14,757 SF 4,919 SF Retail/Storefront Retail/Office -	10,237 SF 07/08/2011 10/06/2011 10/05/2018	$2.25/fs(est) Office/Direct - 2,3	Cushman & Wakefield, Inc. / 510-763-4900 Charlie Allen, Anthony Shell Aegis Realty Partners / 510-273-2000 Scott Stone	Beeson Tayer Move In
3540 Grand Ave - Oakland-North Oakland, CA 94610	3,000 SF 1,500 SF Retail/Storefront Retail/Office -	1,400 SF 07/15/2011 08/01/2011 -	$1.64 Office/Direct - 1	Cornish & Carey Commercial Newmark Knight Frank / 510-923-6200 Thomas Southern - -	- Move In
3901-3911 Piedmont Ave - Oakland-North Oakland, CA 94611	18,202 SF 6,067 SF Retail/Storefront Retail/Residential -	2,900 SF 07/18/2011 08/17/2011 -	$1.72/+u&ch(est) Off/Ret/Direct - 1	Rose Henry S & Michael W & James A & R H / 209-293-7149 Sue Rose - -	- Move In
1950-1954 Mountain Blvd - Oakland-North Oakland, CA 94611	4,938 SF 2,469 SF Retail/Storefront Retail/Office -	480 SF 07/18/2011 08/01/2011 07/31/2012	$1.75/fs Office/Direct - 2	LOH Realty & Investment / 510-339-9825 Paul Loh, Jillian Loh - -	Blue Point Planning Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
9750 Golf Links Rd Shell Oakland-South Oakland, CA 94605	1,624 SF 1,624 SF Retail/Service Station -	1,624 SF 07/18/2011 07/18/2011 -	- Retail/Direct - 1	- - - -	SC Fuels Move In
3924-3928 Macarthur Blvd - Oakland-South Oakland, CA 94619	876 SF 875 SF Retail/Storefront Retail/Residential -	875 SF 07/25/2011 08/01/2011 07/31/2012	$0.75/nnn Retail/Direct - 1	Property Investment Services / 510-523-1115 Victor Jin - -	- Move In
5831-5833 Bancroft Ave - Oakland-South Oakland, CA 94605	2,178 SF 2,178 SF Retail/Storefront -	1,089 SF 07/25/2011 08/24/2011 08/23/2016	$0.96/nnn Retail/Direct - 1	Premier Properties Rashid Kaddoura - -	- Move In
5831-5833 Bancroft Ave - Oakland-South Oakland, CA 94605	2,178 SF 2,178 SF Retail/Storefront -	1,089 SF 07/25/2011 08/24/2011 08/23/2016	$0.96/nnn Retail/Direct - 1	Premier Properties Rashid Kaddoura - -	- Move In
3869-3883 Piedmont Ave - Oakland-North Oakland, CA 94611	8,411 SF 4,205 SF Retail/Storefront Retail/Residential -	144 SF 07/26/2011 08/25/2011 -	- Office/Sublet - 2	Bonney Lynch / 510-655-0903 Bonney Lynch - -	- Move In
888 98th St - Oakland-South Oakland, CA 94603	10,000 SF 4,745 SF Retail/Storefront Retail/Office -	600 SF 07/28/2011 08/27/2011 -	$1.00/nnn(est) Office/Direct - 2	Nguyet Tammy Vu / 408-416-1512 Tammy Vu - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3211-3219 Lakeshore Ave Retail Oakland-North Oakland, CA 94610	7,000 SF 2,820 SF Retail -	3,000 SF 08/02/2011 09/01/2011 08/31/2016	$1.75/nnn Retail/Direct - 1	Padco Properties / 510-590-6070 Terry Gardner - -	- Move In
1585-1593 Madison St - Oakland-Downtown Oakland, CA 94612	4,551 SF 4,551 SF Retail/Storefront -	640 SF 08/03/2011 08/03/2011 -	$1.25/mg(est) Retail/Direct - 1	- - - -	- Move In
3650-3654 Grand Ave - Oakland-North Oakland, CA 94610	5,776 SF 1,925 SF Retail/Storefront Retail/Residential -	1,240 SF 08/22/2011 09/21/2011 09/20/2014	$0.62/+elec Retail/Direct - 1	Wells & Bennett Realtors / 510-531-7000 Kelly Klingler - -	- Move In
3700-3706 Telegraph Ave - Oakland-North Oakland, CA 94609	3,138 SF 3,138 SF Retail/Freestanding -	900 SF 08/31/2011 08/31/2011 -	$1.22/mg Retail/Direct - 1	Kevin & Yuenhan Suen / 510-742-1387 Kevin Suen - -	- Move In
2011-2017 Mountain Blvd - Oakland-North Oakland, CA 94611	2,025 SF 2,025 SF Retail/Freestanding -	2,025 SF 08/31/2011 09/30/2011 09/29/2014	$2.52/mg Retail/Direct - 1	Ellwood Commercial Real Estate / 510-238-9111 Patrick Ellwood, Barbara Kami Cornish & Carey Commercial Newmark Knight Frank / 510-923-6200 Andrew Schmieder	Golden State Fitness & Performance Move In
3217-3237 Grand Ave - Oakland-North Oakland, CA 94610	16,584 SF 5,528 SF Retail/Storefront Retail/Residential -	900 SF 09/01/2011 11/01/2011 08/31/2013	$1.50/mg(est) Retail/Direct - 3	Lycette Company / 650-591-3400 Robert Lycette, Dawn Fehr Lycette Company / 650-591-3400 Robert Lycette	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
3931 Telegraph Ave - Oakland-North Oakland, CA 94609	13,080 SF 4,360 SF Retail/Storefront Retail/Residential -	1,200 SF 09/13/2011 10/13/2011 -	$2.00/nnn(est) Retail/Direct - 1	Ruthie's Cafe Ruth Treisman - -	Ruthie's Cafe Move In
1955-1959 Mountain Blvd - Oakland-North Oakland, CA 94611	12,237 SF 6,118 SF Retail/Storefront Retail/Office -	316 SF 09/13/2011 09/13/2011 -	$2.00/fs(est) Office/Direct - 2	Sturtevant / 925-283-6795 Patty Evans - -	- Move In
1955-1959 Mountain Blvd - Oakland-North Oakland, CA 94611	12,237 SF 6,118 SF Retail/Storefront Retail/Office -	1,700 SF 09/13/2011 10/13/2011 -	$2.25/mg(est) Off/Ret/Direct - LL	Sturtevant / 925-283-6795 Patty Evans - -	- Move In
1955-1959 Mountain Blvd - Oakland-North Oakland, CA 94611	12,237 SF 6,118 SF Retail/Storefront Retail/Office -	337 SF 09/13/2011 09/13/2011 -	$2.00/fs(est) Office/Direct - 2	Sturtevant / 925-283-6795 Patty Evans - -	- Move In
730-736 Washington St - Oakland-Downtown Oakland, CA 94607	2,874 SF 2,874 SF Retail/Storefront -	510 SF 09/16/2011 09/16/2011 -	$2.33/fs(est) Retail/Direct - 1	Commonwealth Companies Real Estate / 510-832-5195 Ted Dang - -	- Move In
811-815 Broadway Studio Bldg,Old Oakland Oakland-Downtown Oakland, CA 94607	7,500 SF 3,750 SF Retail/Storefront -	1,229 SF 09/21/2011 10/21/2011 -	$1.50/nnn(est) Retail/Direct - 1	Cornish & Carey Commercial Newmark Knight Frank / 925-974-0100 Erika Elliott, Stephen Rusher - -	- Move In

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Building Address Building/Park Name Submarket City	RBA Typical Floor Building Type Class	SF Leased Sign Date Move Date Expiration Date	Rent Paid/mo Space Use/Type Mailing Suite Leased Floor #s	Leasing Company / Phone Leasing Company Brokers Tenant Rep / Phone Tenant Rep Brokers	Tenant Name Transaction Type
461-471 9th St Gladstone Building,Old Oakland Oakland-Downtown Oakland, CA 94607	23,089 SF 18,423 SF Retail/Storefront Retail/Office -	173 SF 09/21/2011 10/21/2011 -	$2.25/fs(est) Office/Direct - 2	Cushman & Wakefield, Inc. / 510-763-4900 Charlie Allen, Anthony Shell - -	- Move In
5666 Telegraph Ave Veterinary Hospital Oakland-North Oakland, CA 94609	1,600 SF 1,600 SF Retail/Veterinarian/Kennel -	250 SF 09/27/2011 09/27/2011 -	$3.50/fs(est) Retail/Direct - 1	Thomas S Anthony / 510-653-6000 Tom Anthony - -	- Move In

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Exhibit 23
College & Claremont Safeway Store
Existing Berkeley Retail Vacancies
October 2011

1



1931 Addison St

Berkeley, CA 94704

Alameda County

Building Type: Retail/Auto Repair
Status: Built 1935
Building Size: 3,600 SF
Land Area: 0.08 AC
Stories: 1
Expenses: 2008 Tax @ $1.67/sf
For Sale: For Sale at $2,500,000 as part of a portfolio of 3 properties - Pending

Space Avail: 3,600 SF
Max Contig: 3,600 SF
Smallest Space: 3,600 SF
Rent/SF/Mo: $1.00
% Leased: 0%

Sales Company: Korman & Ng: Michael Korman (510) 525-2562 x11
Landlord Rep: Korman & Ng / Michael Korman 510-525-2562x11 -- 3,600 SF (3,600 SF)

2



2002 Addison St

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 2003
Building Size: 12,347 SF
Land Area: 0.15 AC
Stories: 5
Expenses: 2009 Tax @ $12.18/sf
Parking: 20 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 5,000 SF
Max Contig: 4,000 SF
Smallest Space: 1,000 SF
Rent/SF/Mo: $1.50
% Leased: 59.5%

Landlord Rep: MRE Commercial Real Estate / Roger Mills 510-450-1424 -- 4,000 SF (2,200-4,000 SF)

3



1850 Alcatraz Ave

Berkeley, CA 94703

Alameda County

Building Type: Retail/Storefront
Status: Built 1925
Building Size: 3,360 SF
Land Area: 0.12 AC
Stories: 1
Expenses: 2008 Tax @ $1.83/sf
For Sale: For Sale at $265,000 ($78.87/SF) - Active

Space Avail: 3,360 SF
Max Contig: 3,360 SF
Smallest Space: 3,360 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Better Homes & Gardens Mason-McDuffie: Keith Tower (510) 868-1400
Landlord Rep: Company information unavailable at this time

4



1854 Alcatraz Ave

Berkeley, CA 94703

Alameda County

Building Type: Retail
Status: Built 1924
Building Size: 2,940 SF
Land Area: 0.11 AC
Stories: 1
Expenses: 2009 Tax @ $2.07/sf
For Sale: For Sale at $275,000 ($93.54/SF) - Active

Space Avail: 2,940 SF
Max Contig: 2,940 SF
Smallest Space: 2,940 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Better Homes & Gardens Mason-McDuffie: Keith Tower (510) 868-1400
Landlord Rep: Company information unavailable at this time

Property Description: Strip Center

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5



915 Ashby Ave

Berkeley, CA 94710

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 5,635 SF
Land Area: 0.16 AC
Stories: 1
Expenses: 2008 Tax @ $1.87/sf
For Sale: Not For Sale

Space Avail: 5,635 SF
Max Contig: 5,635 SF
Smallest Space: 5,635 SF
Rent/SF/Mo: $1.20
% Leased: 0%

Landlord Rep: Hanford-Freund & Company / Jan Yale 925-283-2014x2 -- 5,635 SF (5,635 SF)

6



1025-1099 Ashby Ave

Berkeley, CA 94710

Alameda County

Building Type: Retail/Freestanding
Status: Built 2008
Building Size: 45,000 SF
Land Area: 10.32 AC
Stories: 1
Expenses: 2008 Tax @ $8.17/sf
Parking: 40 free Surface Spaces are available; Ratio of 0.88/1,000 SF
For Sale: Not For Sale

Space Avail: 8,000 SF
Max Contig: 8,000 SF
Smallest Space: 2,000 SF
Rent/SF/Mo: Negotiable
% Leased: 82.2%

Landlord Rep: Colliers International / Reesa Tansey 510-433-5808 -- 8,000 SF (2,000-8,000 SF)

Ashby Plaza. Retail, Office, and light industrial spaces.

7



2047-2049 Ashby Ave

Berkeley, CA 94703

Alameda County

Building Type: Retail/Storefront Retail/Residential
Status: Built 1927
Building Size: 2,722 SF
Land Area: 0.09 AC
Stories: -
Expenses: 2009 Tax @ $4.66/sf
Parking: 4 Surface Spaces are available; 4 One-Car Garage Spaces are available; Ratio of 2.94/1,000 SF
For Sale: For Sale at $675,000 ($247.98/SF) - Active

Space Avail: 2,722 SF
Max Contig: 2,722 SF
Smallest Space: 2,722 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Century Properties: Ninous Ashour (415) 948-6565
Landlord Rep: Company information unavailable at this time

Property Description: RETAIL/APARTMENT BUILDING

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8



2629-2635 Ashby Ave

Berkeley, CA 94705

Alameda County

Building Type: Retail/Storefront
Status: Built 1918, Renov Nov 2009
Building Size: 15,275 SF
Land Area: 0.31 AC
Stories: 1
Expenses: 2008 Tax @ $0.62/sf
For Sale: Not For Sale

Space Avail: 8,417 SF
Max Contig: 3,461 SF
Smallest Space: 1,235 SF
Rent/SF/Mo: $2.50-$3.00
% Leased: 44.9%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 -- 3,461 SF (3,461 SF)

Property Description: Storefront

9



2426-2590 Bancroft Way

Bancroft Commons

Berkeley, CA 94704

Alameda County

Building Type: Retail/(Strip Ctr)
Status: Built 1958
Building Size: 26,082 SF
Land Area: 0.61 AC
Stories: 1
Parking: Free Surface Spaces; Free Covered Spaces
For Sale: Not For Sale

Space Avail: 5,492 SF
Max Contig: 4,892 SF
Smallest Space: 600 SF
Rent/SF/Mo: $3.00
% Leased: 78.9%

Landlord Rep: Commercial Lessors, Inc. / Jason Tobin 510-548-3900 -- 4,892 SF (4,892 SF)

Located in Bancroft Commons Retail Strip Center directly across from UC Berkeley Campus; over 44,00 students, faculty and staff. On-site parking. Surrounding retailers include the Gap, Urban Outfitters, Bancroft Clothing, Express, Jamba Juice, Noah's Bagels, Blockbuster, Bath & Body Works, Sunglass Hut, EB Games.

10



2460-2462 Bancroft Way

Bancroft Commons

Berkeley, CA 94704

Alameda County

Building Type: Retail/Bank
Status: Built 1963
Building Size: 6,040 SF
Land Area: 0.15 AC
Stories: 1
Expenses: 2008 Tax @ $3.71/sf
For Sale: For Sale at $3,025,000 ($500.83/SF) - Active

Space Avail: 4,329 SF
Max Contig: 4,329 SF
Smallest Space: 740 SF
Rent/SF/Mo: $2.00
% Leased: 100%

Sales Company: TRI Commercial/CORFAC International: Dick W. Sullivan (925) 296-3319
Landlord Rep: TRI Commercial/CORFAC International / Dick W. Sullivan 925-296-3319 -- 3,589 SF (3,589 SF)

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1001-1003 Camelia St

Camelia Outlet Center

Berkeley, CA 94710

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1943
Building Size: 76,156 SF
Land Area: 1.93 AC
Stories: 1
Expenses: 2008 Tax @ $1.31/sf
Parking: 20 free Surface Spaces are available
For Sale: Not For Sale

Space Avail: 34,563 SF
Max Contig: 11,200 SF
Smallest Space: 3,600 SF
Rent/SF/Mo: $1.25-$1.50
% Leased: 90.3%

Landlord Rep: Cornish & Carey Commercial Newmark Knight Frank / Jeff Lahr 510-923-6208 / James B. Clark 510-923-6247 / Andrew Schmieder 510-923-6206 -- 23,450 SF (3,600-11,200 SF)

Sublet Contact: DJM Realty Services, LLC / Emilio Amendola 631-752-1100x223 -- 11,113 SF (11,113 SF)

12



2510 Durant Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Status: Built 1914
Building Size: 8,272 SF
Land Area: 0.17 AC
Stories: 2
Expenses: 2009 Tax @ $2.38/sf
For Sale: Not For Sale

Space Avail: 5,000 SF
Max Contig: 5,000 SF
Smallest Space: 1,000 SF
Rent/SF/Mo: $1.00-$2.00
% Leased: 39.6%

Landlord Rep: Eid Abdallah / Eid Abdallah 510-848-5000 -- 3,000 SF (1,000-3,000 SF)

Property Description: STOREFRONT

13



2516-2518 Durant Ave

Retail

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Status: Built 1970
Building Size: 27,372 SF
Land Area: 0.63 AC
Stories: 3
Expenses: 2008 Tax @ $1.40/sf
Parking: 5 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 4,892 SF
Max Contig: 4,892 SF
Smallest Space: 4,892 SF
Rent/SF/Mo: Negotiable
% Leased: 82.1%

Landlord Rep: Commercial Lessors, Inc. / Jason Leung 510-548-3900 -- 4,892 SF (4,892 SF)

1 Block From UC Campus, 3 Floor Retail Plus Mezzanine Office, Elevator

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1300-1328 Gilman St

Berkeley, CA 94710

Alameda County

Building Type:	Retail/Storefront (Strip Ctr)	Space Avail:	15,095 SF
Status:	Built 1965	Max Contig:	6,368 SF
Building Size:	36,413 SF	Smallest Space:	554 SF
Land Area:	1.56 AC	Rent/SF/Mo:	Negotiable
Stories:	1	% Leased:	100%
Expenses:	2008 Tax @ $1.83/sf		
Parking:	85 free Surface Spaces are available; Ratio of 2.33/1,000 SF		
For Sale:	Not For Sale		

Landlord Rep: Main Street Property Services, Inc. / Craig Semmelmeyer 925-299-8170x204 / Michael Semmelmeyer 925-299-8170 -- 8,968 SF (2,600-6,368 SF)

Gilman Village is a collection of cutting edge retailers and artisans in one of Berkeley's most dynamic shopping district. Gilman Village is a great show case for local Artisans and Manufacturers who are looking for a retail presence in West Berkeley market-nestled between I-80 and San Pablo Avenue.

The Gilman Street corridor is an East Bay shopping destination, with its collection of chic, eclectic artisans, retailers and restaurateurs. The area offers the unique retailer an opportunity to tap into this desirable marketplace. Gilman Street offers individuality and quality to its more sophisticated consumer.

Gilman Village features Ethnic Arts which has been a Berkeley institution for many years and T-Rex which has become a BBQ destination for the East Bay food culture.

Nearby co-tenants include REI, The North Face Outlet, Pyramid Brewery and Ale House, as well as many other retailers and restaurants.

Average Household income in the immediate trade area is over $100,000.

The daytime population within three miles is 111,167.

15



1448-1452 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	8,674 SF
Status:	Built 1968	Max Contig:	8,674 SF
Building Size:	24,507 SF	Smallest Space:	8,674 SF
Land Area:	0.69 AC	Rent/SF/Mo:	Negotiable
Stories:	2	% Leased:	100%
Expenses:	2008 Tax @ $1.45/sf		
Parking:	12 free Surface Spaces are available		
For Sale:	Not For Sale		

Landlord Rep: Main Street Property Services, Inc. / Craig Semmelmeyer 925-299-8170x204 -- 8,674 SF (8,674 SF)

The building features high, open timber ceiling, plenty of natural lighting, great visability and street front view, ample building signage with monument on San Pablo Avenue, a roll-up door, on-site parking and easy access from I-80.

16



1469 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type:	Retail/Storefront	Space Avail:	4,425 SF
Status:	Built 1955	Max Contig:	4,425 SF
Building Size:	4,425 SF	Smallest Space:	4,425 SF
Land Area:	0.11 AC	Rent/SF/Mo:	For Sale Only
Stories:	-	% Leased:	100%
Expenses:	2008 Tax @ $0.08/sf		
For Sale:	For Sale at $650,000 ($146.89/SF) - Active		

Sales Company: Alliance Bay Realty: David Browning (510) 742-6600

Landlord Rep: Company information unavailable at this time

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1507-1511 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type: Retail/Storefront
Status: Built 1951
Building Size: 7,624 SF
Land Area: 0.17 AC
Stories: 2
Expenses: 2008 Tax @ $2.05/sf
Parking: 4 free Surface Spaces are available
For Sale: For Sale at $650,000 ($85.26/SF) - Active

Space Avail: 7,624 SF
Max Contig: 7,624 SF
Smallest Space: 7,624 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Touchstone Commercial Partners, Inc.: Jamie Harrison (415) 989-1200 x106, Zach Haupert (415) 989-1200 x121

Landlord Rep: Company information unavailable at this time

Property Description: Storefront

18



1513 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type: Retail/Auto Repair
Status: Existing
Building Size: 2,500 SF
Land Area: 0.06 AC
Stories: 1
Expenses: 2008 Tax @ $1.21/sf
For Sale: Not For Sale

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $1.20
% Leased: 0%

Landlord Rep: Marchetti Rose E / Ray Marchetti 925-457-1911 -- 2,500 SF (2,500 SF)

19



2025-2043 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type: Retail/Storefront
Status: Built 1942
Building Size: 6,973 SF
Land Area: 0.20 AC
Stories: 1
For Sale: Not For Sale

Space Avail: 3,400 SF
Max Contig: 3,400 SF
Smallest Space: 3,400 SF
Rent/SF/Mo: $0.99
% Leased: 51.2%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 -- 3,400 SF (3,400 SF)

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2113-2117 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type: Retail/Freestanding (Strip Ctr)
Status: Proposed
Building Size: 3,127 SF
Land Area: 0.11 AC
Stories: 2
For Sale: Not For Sale

Space Avail: 3,127 SF
Max Contig: 3,127 SF
Smallest Space: 627 SF
Rent/SF/Mo: $1.75
% Leased: 0%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 / Ito Ripsteen 510-524-4410 -- 2,500 SF (2,500 SF)

* Dramatic 24’ high ceilings on the ground floor. 12’ ceilings in the mezzanine

* 18’ exposed brick wall

* Mezzanine opens to rear patio/deck with clerestory windows on the south facing side

* Perfect for galleries, showrooms, designer spaces, home décor establishments

* Join neighbors Baldwin Brass and Metro Lighting

* Join a 2 mile stretch of home furnishings, accessories and fix-up stores include Fenton MacLaren, Earthly Basics, Berkeley Lighting, Ohmega Salvage, and others

* Adjacent to Berkeley’s growing international food district

* Easy street parking

*

21



2234-2236 San Pablo Ave

Berkeley, CA 94702

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 5,000 SF
Land Area: 0.31 AC
Stories: 1
Expenses: 2008 Tax @ $1.90/sf
For Sale: Not For Sale

Space Avail: 4,000 SF
Max Contig: 4,000 SF
Smallest Space: 4,000 SF
Rent/SF/Mo: $1.60
% Leased: 20.0%

Landlord Rep: Norheim & Yost / John Norheim 510-527-3400x10 -- 4,000 SF (4,000 SF)

22



1491-1495 Shattuck Ave

Berkeley, CA 94709

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 5,666 SF
Land Area: 0.16 AC
Stories: 1
Expenses: 2008 Tax @ $4.19/sf, 2009 Est Tax @ $4.40/sf; 2009 Est Ops @ $3.60/sf
For Sale: Not For Sale

Space Avail: 5,666 SF
Max Contig: 5,666 SF
Smallest Space: 1,966 SF
Rent/SF/Mo: $3.71
% Leased: 0%

Landlord Rep: Commercial Lessors, Inc.Jason Tobin 510-548-3900 -- 3,700 SF (3,700 SF)

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23



1974 Shattuck Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Restaurant
Status: Built 1921
Building Size: 5,750 SF
Land Area: 0.12 AC
Stories: 1
Expenses: 2010 Tax @ $6.43/sf; 2010 Ops @ $2.14/sf
For Sale: For Sale at $1,750,000 ($304.35/SF) - Active

Space Avail: 5,750 SF
Max Contig: 5,750 SF
Smallest Space: 5,750 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: Red Oak Realty: Scott J. Bovard (510) 292-2000
Landlord Rep: Red Oak Realty / Scott J. Bovard 510-292-2000 -- 5,750 SF (5,750 SF)

Restaurant & liquor license included

* One block from UC Campus

* Located in the heart of downtown Berkeley

* Building has 3 lounges, full bar & banquet room

* Lower floor & upper level mezzanine

24



2278-2286 Shattuck Ave

Pasand Courtyard

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1972
Building Size: 25,662 SF
Land Area: 0.25 AC
Stories: 3
Expenses: 2008 Tax @ $2.40/sf
For Sale: Not For Sale

Space Avail: 8,400 SF
Max Contig: 6,800 SF
Smallest Space: 1,600 SF
Rent/SF/Mo: $1.75-$2.06
% Leased: 67.3%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 / Ito Ripsteen 510-524-4410 -- 6,800 SF (6,800 SF)

Office building with restaurant space on the bottom floor.

25



2428-2430 Shattuck Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Status: Built 1930, Renov Oct 2009
Building Size: 4,000 SF
Land Area: 0.10 AC
Stories: 1
Expenses: 1999 Combined Tax/Ops @ $0.75/sf
For Sale: Not For Sale

Space Avail: 3,999 SF
Max Contig: 3,999 SF
Smallest Space: 3,999 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Landlord Rep: Michael Giotinis / Ernie Giotinis 650-430-1244 -- 3,999 SF (3,999 SF)

Short walk to downtown BART station with 22,000 daily riders. Just blocks for UC Berkeley campus with 44,000 daily population.

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2451-2461 Shattuck Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 2004
Building Size: 18,570 SF
Land Area: 0.60 AC
Stories: 2
Expenses: 2008 Tax @ $26.80/sf
Parking: 26 Surface Spaces are available; Ratio of 1.92/1,000 SF
For Sale: Not For Sale

Space Avail: 4,650 SF
Max Contig: 4,650 SF
Smallest Space: 4,650 SF
Rent/SF/Mo: $1.75
% Leased: 75.0%

Landlord Rep: MRE Commercial Real Estate / Roger Mills 510-450-1424 -- 4,650 SF (4,650 SF)

The property is the former location of historic Fine Arts Cinema, just on the edge of downtown Berkeley. It is a short walk to Downtown Berkeley BART station and close to UC Berkeley with 44,000 daily population.

27



2600 Shattuck Ave

Parker Place

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Proposed, breaks ground Sep 2012
Building Size: 19,600 SF
Land Area: -
Stories: 5
Parking: 188 Covered Spaces are available
For Sale: Not For Sale

Space Avail: 19,600 SF
Max Contig: 19,600 SF
Smallest Space: 19,600 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: CityCentric / Ali Kashani 510-420-6900x301 / Mark Rhoades 510-420-6900x306 -- 19,600 SF (19,600 SF)

28



2655 Shattuck Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Freestanding
Status: Built 1998
Building Size: 8,051 SF
Land Area: 0.22 AC
Stories: 1
Expenses: 1997 Combined Tax/Ops @ $0.75/sf
Parking: 28 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 8,051 SF
Max Contig: 8,051 SF
Smallest Space: 8,051 SF
Rent/SF/Mo: $1.75
% Leased: 0%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 -- 8,051 SF (8,051 SF)

29



1495 Solano Ave

Berkeley, CA 94707

Alameda County

Building Type: Retail/Storefront
Status: Built 1995
Building Size: 11,531 SF
Land Area: 0.19 AC
Stories: 2
Expenses: 2009 Tax @ $3.52/sf
For Sale: Not For Sale

Space Avail: 3,152 SF
Max Contig: 3,152 SF
Smallest Space: 3,152 SF
Rent/SF/Mo: $2.40
% Leased: 72.7%

Landlord Rep: MRE Commercial Real Estate / Erik Housh 510-450-1410 -- 3,152 SF (3,152 SF)

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30



1779 Solano Ave

Berkeley, CA 94707

Alameda County

Building Type: Retail/Storefront
Status: Built 1948
Building Size: 3,754 SF
Land Area: 0.09 AC
Stories: 1
Expenses: 2008 Tax @ $3.22/sf
For Sale: Not For Sale

Space Avail: 3,754 SF
Max Contig: 3,754 SF
Smallest Space: 3,754 SF
Rent/SF/Mo: $2.00
% Leased: 100%

Landlord Rep: Gordon Commercial Real Estate Services / Kevin Gordon 510-704-1800 -- 3,754 SF (3,754 SF)

31



1831 Solano Ave

Berkeley, CA 94707

Alameda County

Building Type: Retail/Storefront
Status: Built 1928
Building Size: 8,100 SF
Land Area: 0.21 AC
Stories: 1
Expenses: 2008 Tax @ $5.79/sf
Parking: 10 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 5,500 SF
Max Contig: 2,800 SF
Smallest Space: 2,700 SF
Rent/SF/Mo: $1.79-$1.85
% Leased: 66.7%

Landlord Rep: Ritchie Commercial / Linda Martin 925-935-7050x107 -- 5,500 SF (2,700-2,800 SF)

Great Solano Location!
Across street from Adronico's, La Farine, and other Solano Ave hot spots.

32



1861-1877 Solano Ave

Berkeley, CA 94707

Alameda County

Building Type: Retail/Movie Theatre
Status: Built 1925
Building Size: 16,000 SF
Land Area: 0.37 AC
Stories: 2
Expenses: 2008 Tax @ $3.22/sf
For Sale: Not For Sale

Space Avail: 16,000 SF
Max Contig: 16,000 SF
Smallest Space: 8,000 SF
Rent/SF/Mo: $0.65
% Leased: 100%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 -- 16,000 SF (8,000 SF)

6 retail stores, second floor offices & a 2-screen movie theater. ±21,324 total square feet. Building is designated as an historic landmark.

33



1882 Solano Ave

Berkeley, CA 94707

Alameda County

Building Type: Retail/Freestanding
Status: Built 1978
Building Size: 2,900 SF
Land Area: 0.16 AC
Stories: 1
Expenses: 2008 Tax @ $2.94/sf
For Sale: Not For Sale

Space Avail: 2,900 SF
Max Contig: 2,900 SF
Smallest Space: 2,900 SF
Rent/SF/Mo: $2.41
% Leased: 0%

Landlord Rep: Joseph Fahmie Properties LLC / Darlene Fahmie 510-526-6083 -- 2,900 SF (2,900 SF)

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2431-2433 Telegraph Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 3,500 SF
Land Area: 0.16 AC
Stories: 1
Expenses: 2008 Tax @ $9.28/sf
For Sale: Not For Sale

Space Avail: 3,500 SF
Max Contig: 3,500 SF
Smallest Space: 500 SF
Rent/SF/Mo: $1.71
% Leased: 0%

Landlord Rep: Kenneth & Brown Lauri Sarachan / Ken Sarachan 510-848-9018 -- 3,000 SF (3,000 SF)

35



2460-2470 Telegraph Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 15,100 SF
Land Area: 0.20 AC
Stories: 3
For Sale: Not For Sale

Space Avail: 8,575 SF
Max Contig: 4,200 SF
Smallest Space: 900 SF
Rent/SF/Mo: $2.50-$5.25
% Leased: 43.2%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 / Ito Ripsteen 510-524-4410 -- 7,675 SF (1,300-4,200 SF)

Just 3 blocks from UC Berkeley campus with 44,000 daily population. In the heart of the Telegraph Avenue shopping district. Close to downtown amenities, BART, AC Bus Lines. Building meets U.C. Seismic requirements.

36



811 University Ave

Retail

Berkeley, CA 94710

Alameda County

Building Type: Retail/Freestanding
Status: Built 1952
Building Size: 29,000 SF
Land Area: 0.86 AC
Stories: 2
Expenses: 2008 Tax @ $2.17/sf, 2009 Est Tax @ $2.31/sf; 2009 Est Ops @ $3.96/sf
Parking: 30 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 6,127 SF
Max Contig: 4,100 SF
Smallest Space: 2,027 SF
Rent/SF/Mo: $1.40
% Leased: 78.9%

Landlord Rep: Commercial Lessors, Inc. / Jason Leung 510-548-3900 / Jason Tobin 510-548-3900 -- 4,100 SF (4,100 SF)

First Floor Approximately 15,700 Square Feet, Second Floor Approximately 13,300 Square Feet

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37



1074-1084 University Ave

Berkeley, CA 94710

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 11,200 SF
Land Area: 0.33 AC
Stories: 1
Parking: 14 Surface Spaces are available; Ratio of 1.25/1,000 SF
For Sale: For Sale at $2,400,000 ($214.29/SF) - Active

Space Avail: 11,200 SF
Max Contig: 11,200 SF
Smallest Space: 11,200 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Marcus & Millichap: Taylor Flynn (510) 379-1200 x1267
Landlord Rep: Company information unavailable at this time

Location Corner: SW

Property Description: Storefront

38



1824 University Ave

Berkeley, CA 94703

Alameda County

Building Type: Retail/Freestanding
Status: Built 1987
Building Size: 6,964 SF
Land Area: 0.32 AC
Stories: 1
Expenses: 2009 Tax @ $3.96/sf
For Sale: Not For Sale

Space Avail: 6,964 SF
Max Contig: 6,964 SF
Smallest Space: 6,964 SF
Rent/SF/Mo: $1.95
% Leased: 100%

Landlord Rep: Norheim & Yost / John Norheim 510-527-3400x10 -- 6,964 SF (6,964 SF)

39



2029-2035 University Ave

Berkeley, CA 94704

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1952
Building Size: 11,200 SF
Land Area: 0.28 AC
Stories: 2
Expenses: 1994 Tax @ $0.63/sf
Parking: 20 free Surface Spaces are available
For Sale: Not For Sale

Space Avail: 4,600 SF
Max Contig: 4,600 SF
Smallest Space: 2,300 SF
Rent/SF/Mo: $1.75
% Leased: 100%

Landlord Rep: Kidder Mathews / Dave Berry 415-229-8915 -- 4,600 SF (2,300-4,600 SF)

Property Description: RETAIL/RESIDENTIAL BUILDING

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40



2036 University Ave

Berkeley, CA 94704

Alameda County

Building Type:	Retail/Movie Theatre
Status:	Existing
Building Size:	15,216 SF
Land Area:	0.18 AC
Stories:	2
Expenses:	2008 Tax @ $0.67/sf
For Sale:	Not For Sale

Space Avail:	15,216 SF
Max Contig:	15,216 SF
Smallest Space:	7,608 SF
Rent/SF/Mo:	$1.15
% Leased:	0%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 / Ito Ripsteen 510-524-4410 -- 15,216 SF (7,608 SF)

This is a +/- 1,000 seat movie theater. Just 2 blocks to Downtown Berkeley BART station and just 2/10 of a mile from UC Berkeley campus. There is heavy foot traffic and car counts 7 days a week. This property backs onto Downtown Arts District Close to site of UC's newly proposed 12 story Hotel, Musem and Conference Center. It is nearby to new 160,000 sq. ft. permanent home of Vista College and close to 2,000 new residential units in the works for Downtown Berkeley.

41



2076-2086 University Ave

Berkeley, CA 94704

Alameda County

Building Type:	Retail/Storefront Retail/Office
Status:	Built 1917
Building Size:	20,000 SF
Land Area:	0.29 AC
Stories:	3
Expenses:	2008 Tax @ $4.09/sf
For Sale:	Not For Sale

Space Avail:	7,953 SF
Max Contig:	4,503 SF
Smallest Space:	1,250 SF
Rent/SF/Mo:	$1.75-$1.98
% Leased:	60.2%

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 -- 4,503 SF (4,503 SF)

This building is located in the heart of downtown Berkeley.

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Exhibit 24
College & Claremont Safeway Store
Existing Oakland Retail Vacancies
October 2011

1



255 2nd St

Oakland, CA 94607

Alameda County

Building Type:	Retail/Freestanding
Status:	Built Sep 2009
Building Size:	30,430 SF
Land Area:	0.92 AC
Stories:	1
Parking:	100 Covered Spaces are available
For Sale:	Not For Sale

Space Avail:	30,081 SF
Max Contig:	30,081 SF
Smallest Space:	4,942 SF
Rent/SF/Mo:	Negotiable
% Leased:	1.2%

Landlord Rep: Ellis Partners LLC / Will Miller 510-645-9292x232 -- 30,081 SF (4,942-30,081 SF)

• Prime Jack London Square neighborhood serving retail space

• Connected to Jack London Market via sky-bridge

• Ground floor of 1000+ stall parking structure

• Easy access to AC Transit, Alameda/San Francisco ferry service, upcoming BART shuttle and Amtrak

• On-site property management

• Brand new construction

• 17' clear height

• Prominent signage available

• Short term street front parking

• Significant Enterprise Zone Tax incentives available

2



721-745 5th St

Oakland, CA 94607

Alameda County

Building Type:	Retail/Storefront Retail/Residential
Status:	Built 1957
Building Size:	3,389 SF
Land Area:	0.14 AC
Stories:	2
For Sale:	For Sale at $375,000 ($110.65/SF) - Active

Space Avail:	3,389 SF
Max Contig:	3,389 SF
Smallest Space:	2,159 SF
Rent/SF/Mo:	$3.25
% Leased:	36.3%

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33

Landlord Rep: California Commercial Investments / Gary M. Bettencourt 510-268-8500x33 -- 3,389 SF (3,389 SF)

C-40, Community Thoroughfare Commercial, which allows for a wide range of uses (including retail, wholesale, administrative & commercial); typically appropriate along major thoroughfares; permitted uses include residential, retail, general wholesale, automotive services/repair & manufacturing activities

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3



410 7th St

Oakland, CA 94607

Alameda County

Building Type: Retail/Supermarket
Status: Built 1997
Building Size: 18,367 SF
Land Area: 0.26 AC
Stories: 2
Parking: 120 Covered Spaces are available; Ratio of 6.53/1,000 SF
For Sale: Not For Sale

Space Avail: 3,000 SF
Max Contig: 3,000 SF
Smallest Space: 3,000 SF
Rent/SF/Mo: $1.00
% Leased: 83.7%

Landlord Rep: Joyce Kung / Joyce Kung 510-708-7785 -- 3,000 SF (3,000 SF)

4



423 7th St

Oakland, CA 94607

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built Sep 2007
Building Size: 6,318 SF
Land Area: 0.82 AC
Stories: 7
Expenses: 2006 Tax @ $5.54/sf
Parking: 45 Covered Spaces are available
For Sale: This property has one 3,108 condo for sale.

Space Avail: 6,318 SF
Max Contig: 3,210 SF
Smallest Space: 3,108 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: Colusa Pacific Capital / Tom Tsukiyama 510-318-6388 -- 6,318 SF (3,108-3,210 SF)

Prominent high-visibility ground floor retail suites located at the intersection of Broadway & 7th St.
Dramatic space in an architecturally significant luxury high-rise building.
Situated at the gateway to Oakland's Chinatown, Jack London Waterfront, Old Oakland & City Center/Central Business Districts.
Convenient location with easy access to major freeways (580 & 880) and public transportation (AC Transit, BART, Ferry).

5



1632-1642 7th St

Oakland, CA 94607

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1900
Building Size: 17,600 SF
Land Area: 0.13 AC
Stories: 2
Expenses: 2009 Tax @ $0.13/sf
For Sale: Not For Sale

Space Avail: 4,900 SF
Max Contig: 2,600 SF
Smallest Space: 115 SF
Rent/SF/Mo: $1.00
% Leased: 72.2%

Landlord Rep: SLPM Property Management / Joel Rotario 510-343-4852 -- 2,600 SF (115-2,600 SF)

Property Description: RETAIL/RESIDENTIAL BLDGS

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6



401-409 8th St

Phoenix Plaza

Oakland, CA 94607

Alameda County

Building Type: Retail/Storefront Retail/Residential
Status: Built 1989
Building Size: 43,468 SF
Land Area: -
Stories: 4
Expenses: 2011 Tax @ $0.58/sf; 2011 Est Ops @ $6.60/sf
Parking: 50 free Covered Spaces are available
For Sale: Not For Sale

Space Avail: 7,446 SF
Max Contig: 2,615 SF
Smallest Space: 948 SF
Rent/SF/Mo: $1.40-$4.00
% Leased: 82.9%

Landlord Rep: LOH Realty & Investment / Jillian Loh 510-339-9825x111 / Ricardo J. da Silva 510-339-9825x103 / Paul M. Loh 510-339-9825x101 -- 2,615 SF (2,615 SF)

Retail building on 8th St. Storefront space with signage.

Located in the Chinatown sub-market within easy walking distance to City Center and the Jack London Waterfront District.

Convenient access to major freeways (580, 980 & 24)and public transportation (AC Transit, BART)

7



388 9th St

Pacific Renaissance Plaza

Oakland, CA 94607

Alameda County

Building Type: Retail/Storefront Retail/Office (Neighborhood Ctr)
Status: Built 1993
Building Size: 88,000 SF
Land Area: 2.24 AC
Stories: 2
Parking: Free Surface Spaces
For Sale: Not For Sale

Space Avail: 22,657 SF
Max Contig: 6,117 SF
Smallest Space: 380 SF
Rent/SF/Mo: $3.00
% Leased: 74.3%

Landlord Rep: LOH Realty & Investment / Ricardo J. da Silva 510-339-9825x103 -- 15,163 SF (3,859-6,117 SF)

Property consists of retail/office portion of the "Pacific Renaissance Plaza", comprising approximately 88,000 SF on the first and second floors of the mixed use development, which has residential components above the subject property.

8



628-636 9th St

Oakland, CA 94607

Alameda County

Building Type: Retail/Freestanding
Status: Built 1965
Building Size: 6,900 SF
Land Area: 0.17 AC
Stories: 1
Parking: 10 Surface Spaces are available; Ratio of 1.45/1,000 SF
For Sale: For Sale - Active

Space Avail: 6,900 SF
Max Contig: 6,900 SF
Smallest Space: 6,900 SF
Rent/SF/Mo: $0.95
% Leased: 0%

Sales Company: Colliers International: Benjamin F. Harrison (510) 433-5852
Landlord Rep: Colliers International / Benjamin F. Harrison 510-433-5852 -- 6,900 SF (6,900 SF)

+/- 6,900 sf free-standing building with secure adjacent parking lot.
3,600sf on the ground floor.
3,300sf on mezzanine space.
Roll up door in back.
Exclusive parking lot with 10 spaces.
2 blocks from Old Oakland and the Farmer's Market.
Situated around several new housing development projects.
Short walk to BART.

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9



3000-3100 E 9th St

Oakland, CA 94601

Alameda County

Building Type: Retail/Freestanding (Community Ctr)
Status: Built 1996
Building Size: 70,000 SF
Land Area: 13 AC
Stories: 1
Expenses: 2008 Tax @ $8.61/sf, 2011 Est Tax @ $4.83/sf; 2011 Est Ops @ $5.28/sf
Parking: 321 free Surface Spaces are available; Ratio of 4.58/1,000 SF
For Sale: Not For Sale

Space Avail: 10,489 SF
Max Contig: 10,489 SF
Smallest Space: 5,234 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Landlord Rep: Colliers International / Solomon Ets-Hokin 510-433-5840
Leasing Company: Colliers International / Solomon Ets-Hokin 510-433-5840 -- 10,489 SF (5,234-5,255 SF)

Directly fronting the I-880 Freeway (477,000 ADT) and accessible via both Fruitvale Ave and 29th Ave. The site serves a population of over 470,000 in a 5 mile radius and over 270,000 in a 3 mile radius.

10



1658 12th St

Oakland, CA 94607

Alameda County

Building Type: Retail/Bar
Status: Existing
Building Size: 8,500 SF
Land Area: 0.20 AC
Stories: 1
Expenses: 2008 Tax @ $1.37/sf
For Sale: For Sale at $599,000 ($70.47/SF) - Active

Space Avail: 8,500 SF
Max Contig: 8,500 SF
Smallest Space: 8,500 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: LOH Realty & Investment: Martin Chan (510) 339-9825 x105, Kevin O. Nakahara (510) 339-9825 x107
Landlord Rep: LOH Realty & InvestmentMartin Chan 510-339-9825x105 Kevin O. Nakahara 510-339-9825x107 -- 8,500 SF (8,500 SF)

Building features include stage, large wood dance floor, tiered balcony, three bars, two commercial kitchens, brick BBQ, ticket booth, DJ room, office space and additional storage.

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11



3700 E 12th St

Oakland, CA 94601

Alameda County

Building Type:	Retail/Storefront Retail/Office	Space Avail:	7,400 SF
Status:	Built 1964, Renov 2005	Max Contig:	7,400 SF
Building Size:	10,500 SF	Smallest Space:	250 SF
Land Area:	0.10 AC	Rent/SF/Mo:	$1.75
Stories:	3	% Leased:	29.5%
Expenses:	2008 Tax @ $1.55/sf		
For Sale:	Not For Sale		

Landlord Rep: Amigo Realty / Robert Hernandez 510-533-6333 -- 7,400 SF (250-3,700 SF)

Complete renovation (exterior & interior) in progress including HVAC and electrical. The property offers great visibility/access.

12



327-329 14th St

Oakland, CA 94612

Alameda County

Building Type:	Retail/Storefront Retail/Office	Space Avail:	4,000 SF
Status:	Built 1920	Max Contig:	4,000 SF
Building Size:	4,000 SF	Smallest Space:	4,000 SF
Land Area:	0.06 AC	Rent/SF/Mo:	For Sale Only
Stories:	2	% Leased:	0%
Expenses:	2008 Tax @ $0.53/sf		
Parking:	4 Surface Spaces are available		
For Sale:	For Sale at $489,000 ($122.25/SF) - Active		

Sales Company: Coldwell Banker Residential Brokerage: Gary A. Robinson (510) 339-4700

Landlord Rep: Anna Chan / Anna N. Chan 510-537-6795

Leasing Company: Coldwell Banker Residential Brokerage / Gary A. Robinson 510-339-4700 -- 4,000 SF (4,000 SF)

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13



600-606 14th St

Oakland, CA 94612

Alameda County

Building Type: Retail/Convenience Store
Status: Built 1982
Building Size: 5,200 SF
Land Area: 0.12 AC
Stories: 1
Expenses: 2008 Tax @ $1.48/sf
Parking: 5 free Surface Spaces are available
For Sale: For Sale at $3,000,000 ($576.92/SF) - Active

Space Avail: 5,200 SF
Max Contig: 5,200 SF
Smallest Space: 200 SF
Rent/SF/Mo: $2.70
% Leased: 100%

Sales Company: Blatteis Realty Co. Inc.: David Blatteis (415) 981-2844 x307
Landlord Rep: Blatteis Realty Co. Inc.David Blatteis 415-981-2844x307 -- 5,000 SF (5,000 SF)

14



10401 E 14th St

Oakland, CA 94603

Alameda County

Building Type: Retail
Status: Built 1946
Building Size: 4,400 SF
Land Area: 0.46 AC
Stories: 1
Expenses: 2008 Tax @ $0.42/sf
Parking: 6 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 4,400 SF
Max Contig: 4,400 SF
Smallest Space: 4,400 SF
Rent/SF/Mo: $1.25
% Leased: 0%

Landlord Rep: Canela Property Management / Vanessa Orozco 510-536-7832x12 -- 4,400 SF (4,400 SF)

Property Description: RESTAURANT BUILDING

15



799 17th St

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1895
Building Size: 2,539 SF
Land Area: 0.10 AC
Stories: 2
Expenses: 2008 Tax @ $0.65/sf
For Sale: For Sale at $400,000 ($157.54/SF) - Active

Space Avail: 2,539 SF
Max Contig: 2,539 SF
Smallest Space: 2,539 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Nationwide Realty: Oral L. Brown (510) 638-0981
Landlord Rep: Nationwide Realty / Oral L. Brown 510-638-0981 -- 2,539 SF (2,539 SF)

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16 

435-515 23rd Ave

Oakland, CA 94606

Alameda County

Building Type: Retail/Auto Repair
Status: Built 1967
Building Size: 20,000 SF
Land Area: 0.88 AC
Stories: 1
Expenses: 2009 Tax @ $0.33/sf
Parking: 5 Surface Spaces are available; Ratio of 0.25/1,000 SF
For Sale: Not For Sale

Space Avail: 2,682 SF
Max Contig: 2,682 SF
Smallest Space: 2,682 SF
Rent/SF/Mo: $1.21
% Leased: 86.6%

Landlord Rep: Cushman & Wakefield, Inc. / Ted Anderson 510-891-5833 -- 2,682 SF (2,682 SF)

Three grade-level doors; ceiling height is 15' - 17'.

17 

1217-1229 23rd Ave

Oakland, CA 94606

Alameda County

Building Type: Retail/Storefront Retail/Residential
Status: Built 1932
Building Size: 6,308 SF
Land Area: 0.17 AC
Stories: 2
Expenses: 1994 Tax @ $0.54/sf
Parking: 2 Surface Spaces are available
For Sale: For Sale at $460,000 ($230,000.00/Unit) - Active

Space Avail: 6,308 SF
Max Contig: 6,308 SF
Smallest Space: 6,308 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Voit Real Estate Services: Peter Beauchamp (949) 851-5100 x356

Voit Real Estate Services: Tyler T. Sheldon (916) 772-8648

Landlord Rep: Company information unavailable at this time

Property Description: Storefront Retail/Residential

18 

421 24th St

Oakland, CA 94612

Alameda County

Building Type: Retail/Auto Repair
Status: Built 1920
Building Size: 16,648 SF
Land Area: 0.65 AC
Stories: 1
Expenses: 2008 Tax @ $0.72/sf
Parking: 10 free Surface Spaces are available; Ratio of 3.27/1,000 SF
For Sale: For Sale at $7,150,000 as part of a portfolio of 3 properties - Active

Space Avail: 16,500 SF
Max Contig: 16,500 SF
Smallest Space: 5,000 SF
Rent/SF/Mo: $0.75-$1.00
% Leased: 0.9%

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33, Damian Fink (510) 268-8500 x35

Landlord Rep: California Commercial Investments / Gary M. Bettencourt 510-268-8500x33 -- 16,500 SF (5,000-10,000 SF)

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19



450 24th St

Oakland, CA 94612

Alameda County

Building Type:	Retail/Auto Repair	Space Avail:	7,000 SF
Status:	Built 1922	Max Contig:	7,000 SF
Building Size:	7,000 SF	Smallest Space:	7,000 SF
Land Area:	0.14 AC	Rent/SF/Mo:	For Sale Only
Stories:	2	% Leased:	0%
Expenses:	2008 Tax @ $1.07/sf		
Parking:	20 free Surface Spaces are available; Ratio of 4.29/1,000 SF		
For Sale:	For Sale - Active		

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33

Landlord Rep: Company information unavailable at this time

400 amps, 3 phase 240 volts, skylights, office. Bathroom. Compressed air lines. Second floor is separately metered for PG&E and has separate entrance. Good for work/studio space.

20



1111 29th Ave

Oakland, CA 94601

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	7,200 SF
Status:	Built 1960	Max Contig:	7,200 SF
Building Size:	7,200 SF	Smallest Space:	7,200 SF
Land Area:	0.74 AC	Rent/SF/Mo:	$1.75
Stories:	1	% Leased:	0%
Expenses:	2008 Tax @ $1.66/sf		
Parking:	15 Surface Spaces are available; Ratio of 2.07/1,000 SF		
For Sale:	Not For Sale		

Landlord Rep: Pacific Thomas Corporation / Leslie Whitney 925-988-0804x2

Leasing Company: Grubb & Ellis / Sonny O'Drobinak 925-274-2458 Ed F. Del Beccaro 925-274-2409 -- 7,200 SF (7,200 SF)

Large parking lot with lots of parking. Gated fence with 24 hour security surveillance.

Across the street from Fruitvale Shopping Center. Two blocks from the Fruitvale Bart Station and I-880. Landscaped lot. Busy corner with 11,000 vehicles per day.

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151 40th St

Oakland, CA 94611

Alameda County

Building Type: Retail
Status: Built 1971
Building Size: 7,136 SF
Land Area: 0.31 AC
Stories: 1
Expenses: 2011 Tax @ $2.44/sf; 2011 Est Ops @ $1.80/sf
For Sale: Not For Sale

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $2.50
% Leased: 65.0%

Landlord Rep: Retail Pacific, Inc. / Greg Labarthe 925-743-9888 -- 2,500 SF (2,500 SF)

22



675 98th Ave

Oakland, CA 94603

Alameda County

Building Type: Retail/Convenience Store
Status: Built 1956
Building Size: 10,000 SF
Land Area: 0.51 AC
Stories: 1
Parking: 30 free Surface Spaces are available
For Sale: For Sale - Active

Space Avail: 10,000 SF
Max Contig: 10,000 SF
Smallest Space: 10,000 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Ong's Realty: Yulanda Y. Ong (408) 737-1898
Landlord Rep: Ong's Realty / Yulanda Y. Ong 408-737-1898 -- 10,000 SF (10,000 SF)

Commercial Property with frontage and apartment units in back.

23



6651-6665 Bancroft Ave

Oakland, CA 94605

Alameda County

Building Type: Retail/Freestanding
Status: Under Renovation, delivers Jan 2012
Building Size: 3,168 SF
Land Area: 0.07 AC
Stories: 1
For Sale: For Sale at $499,000 ($157.51/SF) - Active

Space Avail: 3,168 SF
Max Contig: 3,168 SF
Smallest Space: 3,168 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Premier Properties: Rashid S. Kaddoura (408) 509-2604
Landlord Rep: JEDCO, Inc. / Ameena Jandali 510-649-0241
Leasing Company: Premier Properties / Rashid S. Kaddoura 408-509-2604 -- 3,168 SF (3,168 SF)

Property Description: RETAIL BUILDING

Property Use Description: Free Standing Retail Building

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Broadway

Pavilion

Oakland, CA 94607

Alameda County

Jack London Square

Building Type: Retail/Freestanding
Status: Existing
Building Size: 33,500 SF
Land Area: 1.38 AC
Stories: 1
For Sale: Not For Sale

Space Avail: 33,500 SF
Max Contig: 33,500 SF
Smallest Space: 33,500 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Landlord Rep: Ellis Partners LLC / Will Miller 510-645-9292x232 -- 33,500 SF (33,500 SF)

• Prime Jack London Square waterfront retail space

• Excellent restaurant location – outdoor seating available

• Off-street and valet parking available

• Easy access to AC Transit, Alameda/San Francisco ferry service, upcoming BART shuttle and Amtrak

• On-site property management

• Adjacent to newly renovated Waterfront Hotel, managed by Joie de Vivre

• Significant Enterprise Zone Tax incentives available

25



1540-1544 Broadway

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Existing
Building Size: 16,370 SF
Land Area: 0.26 AC
Stories: 2
Expenses: 2008 Tax @ $1.93/sf
For Sale: Not For Sale

Space Avail: 13,553 SF
Max Contig: 4,452 SF
Smallest Space: 637 SF
Rent/SF/Mo: $1.50-$2.00
% Leased: 17.2%

Landlord Rep: LCB Associates / Ryan Dalton 510-763-7016 / Steven Banker 510-763-7090x206 -- 8,575 SF (4, 123-4,452 SF)

This building is registered with the U.S. Green Building Council and is seeking LEED certification.

The property has 11,370 SF on the ground floor, 2,500 SF on the 2nd floor and a 2,500 SF basement.

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1921-1933 Broadway

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Status: Built 1922
Building Size: 22,700 SF
Land Area: 0.27 AC
Stories: 2
Expenses: 2009 Tax @ $2.55/sf, 2011 Est Tax @ $2.55/sf; 2009 Ops @ $1.44/sf, 2011 Est Ops @ $1.32/sf
For Sale: Not For Sale

Space Avail: 12,400 SF
Max Contig: 12,400 SF
Smallest Space: 12,400 SF
Rent/SF/Mo: $1.75
% Leased: 45.4%

Landlord Rep: Mahmoud El-Miari & Mohammad El-Miari / Mark El-miaari 650-291-3316 / Mike El-miari 650-291-3315 -- 12,400 SF (12,400 SF)

Property Description: Storefront

27



2021 Broadway

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Status: Built 1955
Building Size: 9,200 SF
Land Area: 0.09 AC
Stories: 2
Expenses: 2008 Tax @ $1.14/sf
Parking: 2 Surface Spaces are available
For Sale: For Sale at $1,325,000 ($144.02/SF) - Active

Space Avail: 8,000 SF
Max Contig: 8,000 SF
Smallest Space: 8,000 SF
Rent/SF/Mo: For Sale Only
% Leased: 13.0%

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33
Landlord Rep: Company information unavailable at this time

Property Description: STRIP RETAIL BUILDING

28



2315-2323 Broadway

Oakland, CA 94612

Alameda County

Building Type: Retail/Auto Dealership
Status: Built 1920
Building Size: 20,425 SF
Land Area: 0.49 AC
Stories: 1
Expenses: 2008 Tax @ $1.31/sf
Parking: 50 free Surface Spaces are available; Ratio of 6.08/1,000 SF
For Sale: For Sale individually at $2,805,000 - Active; also for sale at $7,150,000 ($132.31/SF) as part of a portfolio of 3 properties - Active

Space Avail: 10,000 SF
Max Contig: 10,000 SF
Smallest Space: 10,000 SF
Rent/SF/Mo: $1.25
% Leased: 51.0%

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33, Damian Fink (510) 268-8500 x35
Landlord Rep: California Commercial Investments / Gary M. Bettencourt 510-268-8500x33 / Damian Fink 510-268-8500x35 -- 10,000 SF (10,000 SF)

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2337-2345 Broadway

Oakland, CA 94612

Alameda County

Building Type: Retail/Auto Dealership
Status: Built 1918
Building Size: 16,968 SF
Land Area: 0.42 AC
Stories: 1
Expenses: 2008 Tax @ $0.71/sf
Parking: 20 Surface Spaces are available
For Sale: For Sale at $7,150,000 as part of a portfolio of 3 properties - Active

Space Avail: 15,032 SF
Max Contig: 5,700 SF
Smallest Space: 3,732 SF
Rent/SF/Mo: $1.25
% Leased: 11.4%

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33, Damian Fink (510) 268-8500 x35

Landlord Rep: California Commercial Investments / Damian Fink 510-268-8500x35 / Gary M. Bettencourt 510-268-8500x33 -- 15,032 SF (3,732-5,700 SF)

30



2600-2630 Broadway

Oakland, CA 94612

Alameda County

Building Type: Retail/Auto Dealership
Status: Built 1964
Building Size: 4,899 SF
Land Area: 1.04 AC
Stories: 1
Expenses: 2009 Tax @ $11.74/sf
Parking: 40 free Surface Spaces are available; Ratio of 6.93/1,000 SF
For Sale: For Sale - Active

Space Avail: 4,899 SF
Max Contig: 4,899 SF
Smallest Space: 4,899 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: CBRE: Katherine J. Kelleher (510) 874-1909, Sid P. Ewing (510) 874-1982

Landlord Rep: CBRE / Katherine J. Kelleher 510-874-1909 / Sid P. Ewing 510-874-1982 -- 4,899 SF (4,899 SF)

31



2735 Broadway

Bay Bridge Auto Group

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1925, Renov 2000
Building Size: 56,522 SF
Land Area: 0.96 AC
Stories: 2
Parking: 90 free Surface Spaces are available; Ratio of 2.09/1,000 SF
For Sale: For Sale - Active

Space Avail: 52,647 SF
Max Contig: 52,647 SF
Smallest Space: 24,135 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Sales Company: CBRE: Katherine J. Kelleher (510) 874-1909, Sid P. Ewing (510) 874-1982

Landlord Rep: CBRE / Sid P. Ewing 510-874-1982 / Katherine J. Kelleher 510-874-1909 -- 52,647 SF (24,135-28,512 SF)

Located at the intersection of 27th and Broadway in the Broadway-Valdez Retail Corridor of Oakland. Walking distance from BART and AC Transit bus stop. Property was built by Charles Howard (owner of the famous race horse Seabiscuit). Property consists of a second story including 17,568 square feet of surface parking.

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2800 Broadway

Oakland, CA 94611

Alameda County

Building Type: Retail/Auto Repair
Status: Existing
Building Size: 13,200 SF
Land Area: 0.30 AC
Stories: 1
Expenses: 2008 Tax @ $0.43/sf
Parking: 4 Surface Spaces are available
For Sale: For Sale at $2,000,000 ($151.52/SF) - Active

Space Avail: 13,200 SF
Max Contig: 13,200 SF
Smallest Space: 13,200 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: Hamilton, Cohn, Thatcher & Assoc.: Thomas C. Thatcher (510) 562-4490 x223

Landlord Rep: Hamilton, Cohn, Thatcher & Assoc. / Robert L. Hamilton 510-562-4490x222 / Thomas C. Thatcher 510-562-4490x223 -- 13,200 SF (13,200 SF)

33



2801-2825 Broadway

Oakland, CA 94611

Alameda County

Building Type: Retail/Auto Dealership
Status: Existing
Building Size: 8,025 SF
Land Area: 0.17 AC
Stories: 1
Expenses: 2008 Tax @ $1.39/sf
Parking: 10 free Surface Spaces are available; Ratio of 1.38/1,000 SF
For Sale: For Sale - Active

Space Avail: 8,025 SF
Max Contig: 8,025 SF
Smallest Space: 3,905 SF
Rent/SF/Mo: $1.25
% Leased: 0%

Sales Company: CBRE: Katherine J. Kelleher (510) 874-1909, Sid P. Ewing (510) 874-1982

Landlord Rep: CBRE / Katherine J. Kelleher 510-874-1909 / Sid P. Ewing 510-874-1982 -- 8,025 SF (3,905-8,025 SF)

34



3000-3010 Broadway

Oakland, CA 94611

Alameda County

Building Type: Retail/Auto Dealership
Status: Built 1917, Renov 1989
Building Size: 11,240 SF
Land Area: 0.22 AC
Stories: 1
Expenses: 2008 Combined Tax/Ops @ $3.86/sf
Parking: 15 Surface Spaces are available
For Sale: For Sale at $1,850,000 ($164.59/SF) - Active

Space Avail: 7,950 SF
Max Contig: 7,950 SF
Smallest Space: 7,950 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: California Commercial Investments: Damian Fink (510) 268-8500 x35

Landlord Rep: California Commercial Investments / Damian Fink 510-268-8500x35 -- 7,950 SF (7,950 SF)

3000 Broadway is located in the center of "Auto Row" in Oakland and is within walking distance of Summitt Medical Center and Kaiser Permanente. Potential redevelopment available. Very accessible to the 980 and 580 Freeways and BART.

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4101 Broadway

Oakland, CA 94609

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 5,900 SF
Land Area: 0.14 AC
Stories: 1
Expenses: 2009 Tax @ $1.15/sf
For Sale: For Sale at $995,000 ($168.64/SF) - Active

Space Avail: 5,900 SF
Max Contig: 5,900 SF
Smallest Space: 5,900 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Cassidy Turley BT Commercial: Brian Collins (510) 267-6036, Gary Fracchia (510) 267-6042
Landlord Rep: Company information unavailable at this time

Building features include open showroom with retail counter, rear warehouse, two GL doors, bonus mezzanine offices, three restrooms, and glass window line with high ceilings.

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4220 Broadway

Oakland, CA 94611

Alameda County

Building Type: Retail/Freestanding
Status: Built 1962
Building Size: 9,000 SF
Land Area: 0.20 AC
Stories: 1
Expenses: 2009 Tax @ $1.09/sf
Parking: 8 Surface Spaces are available
For Sale: For Sale at $3,250,000 ($361.11/SF) - Active

Space Avail: 9,000 SF
Max Contig: 9,000 SF
Smallest Space: 530 SF
Rent/SF/Mo: $1.25
% Leased: 0%

Sales Company: Choe 2008 Family Trust: Dae Choe (510) 908-0550
Landlord Rep: Choe 2008 Family Trust / Dae Choe 510-908-0550 -- 8,470 SF (8,470 SF)

37



4242-4266 Broadway

Oakland, CA 94611

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 16,553 SF
Land Area: 0.45 AC
Stories: -
Parking: 6 Surface Spaces are available
For Sale: For Sale - Under Contract

Space Avail: 16,553 SF
Max Contig: 16,553 SF
Smallest Space: 16,553 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Prudential Real Estate: Amy Hayashida (510) 457-2100
Landlord Rep: Prudential Real Estate / Amy Hayashida 510-457-2100 -- 16,553 SF (16,553 SF)

4242, 4244, 4252, 4260 & 4266 Broadway. Warehouse space appx. /- 7,453 sq.ft.; gym appx. /-4,400; Retail/offices appx. /-4,700 sq.ft. Private parking, min. 6 spaces. Separately metered, 3 separate HVAC units. Lot appx. 19,600 sq.ft.

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5151 Broadway

Oakland, CA 94618

Alameda County

Building Type: Retail/Freestanding
Status: Built 1949
Building Size: 11,185 SF
Land Area: 0.40 AC
Stories: 2
Expenses: 2008 Tax @ $1.38/sf
Parking: 25 free Surface Spaces are available; Ratio of 2.23/1,000 SF
For Sale: For Sale - Active

Space Avail: 11,000 SF
Max Contig: 22,185 SF
Smallest Space: 2,490 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Sales Company: Colliers International: Reesa Tansey (510) 433-5808
Colliers International: Sandra Weck (925) 227-6230

Landlord Rep: Colliers International / Reesa Tansey 510-433-5808 -- 8,510 SF (8,510 SF)

Approximately 11,185sf : 6,000sf retail showroom, 1,350sf improved mezzanine office, 3,385sf warehouse/mezzanine storage.

5151 Broadway is extremely well-positioned on a major thoroughfare at the high-traffic/high-visibility intersection of Broadway and 51st Street, in North Oakland. The subject property's exclusive Rockridge District location offers convenient access to Interstate 580, Highway 24 and Highway 13.

39



3300 Broadway St

Oakland, CA 94611

Alameda County

Building Type: Retail/Freestanding
Status: Built 1920
Building Size: 16,839 SF
Land Area: 0.39 AC
Stories: 1
Expenses: 2009 Tax @ $1.40/sf
Parking: Free Surface Spaces
For Sale: For Sale at $2,400,000 ($142.53/SF) - Active

Space Avail: 11,280 SF
Max Contig: 5,640 SF
Smallest Space: 5,640 SF
Rent/SF/Mo: $1.25
% Leased: 33.0%

Sales Company: California Commercial Investments: Damian Fink (510) 268-8500 x35

Landlord Rep: California Commercial Investments / Len Epstein 510-268-8500 / Damian Fink 510-268-8500x35 -- 11,280 SF (5,640 SF)

The building is a former Lloyd Wise Oldsmobile dealership and auto shop.

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3475 Champion St

Oakland, CA 94602

Alameda County

Building Type: Retail/Auto Repair
Status: Built 1921
Building Size: 7,875 SF
Land Area: 0.19 AC
Stories: 1
Expenses: 2009 Tax @ $0.82/sf
Parking: 5 Surface Spaces are available; Ratio of 0.63/1,000 SF
For Sale: For Sale at $999,000 ($126.86/SF) - Active

Space Avail: 7,875 SF
Max Contig: 7,875 SF
Smallest Space: 7,875 SF
Rent/SF/Mo: $0.63
% Leased: 0%

Sales Company: Century 21 Mission-Bishop: Ahmad Rismanchi (510) 796-2100

Landlord Rep: Century 21 Mission-Bishop / Ahmad Rismanchi 510-796-2100 -- 7,875 SF (7,875 SF)

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8475 Edes Ave

Celestine's Fine Dining

Oakland, CA 94621

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	6,527 SF
Status:	Built 1978	Max Contig:	6,527 SF
Building Size:	6,527 SF	Smallest Space:	6,527 SF
Land Area:	1.27 AC	Rent/SF/Mo:	For Sale Only
Stories:	1	% Leased:	0%
Expenses:	2009 Tax @ $5.18/sf		
Parking:	66 Surface Spaces are available; Ratio of 9.98/1,000 SF		
For Sale:	For Sale at $1,395,000 ($213.73/SF) - Active		

Sales Company: Acquire Properties: Dan Dianda (925) 570-4331, Ben Dianda (925) 570-4331

Landlord Rep: Company information unavailable at this time

42



5318-5332 Fairfax Ave

Oakland, CA 94601

Alameda County

Building Type:	Retail/Storefront Retail/Residential	Space Avail:	9,733 SF
Status:	Built 1925	Max Contig:	9,733 SF
Building Size:	9,733 SF	Smallest Space:	9,733 SF
Land Area:	0.14 AC	Rent/SF/Mo:	For Sale Only
Stories:	2	% Leased:	100%
Expenses:	2009 Tax @ $0.64/sf		
Parking:	16 Covered Spaces are available		
For Sale:	For Sale at $825,000 ($84.76/SF) - Active		

Sales Company: Valva Realty: Paul Valva (510) 451-7317

Landlord Rep: Company information unavailable at this time

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Foothill Blvd @ Seminary ave

Oakland, CA 94605

Alameda County

Foothill Blvd, Seminary Ave & Bancroft Ave

Building Type: Retail/Freestanding
Status: Proposed, breaks ground Oct 2011
Building Size: 17,000 SF
Land Area: 0.17 AC
Stories: 1
Expenses: 2008 Tax @ $0.29/sf
Parking: 35 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 17,000 SF
Max Contig: 17,000 SF
Smallest Space: 1,200 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: Colliers International / Sandra Weck 925-227-6230 -- 17,000 SF (1,200-17,000 SF)

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Foothill Blvd

Oakland, CA 94605

Alameda County

Foothill Blvd, Seminary Ave & Bancroft Ave

Building Type: Retail/Freestanding
Status: Proposed, breaks ground Oct 2011
Building Size: 14,500 SF
Land Area: 0.56 AC
Stories: 1
Expenses: 2008 Tax @ $0.34/sf
Parking: 31 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 14,500 SF
Max Contig: 14,500 SF
Smallest Space: 1,200 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: Colliers International / Reesa Tansey 510-433-5808 -- 14,500 SF (1,200-14,500 SF)

45



Foothill Blvd

Seminary Point

Oakland, CA 94605

Alameda County

Foothill Blvd, Seminary Ave & Bancroft Ave

Building Type: Retail/Freestanding
Status: Proposed, breaks ground Oct 2011
Building Size: 3,000 SF
Land Area: 0.36 AC
Stories: 1
Expenses: 2007 Tax @ $0.53/sf
Parking: 6 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 3,000 SF
Max Contig: 3,000 SF
Smallest Space: 1,200 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: Colliers International / Reesa Tansey 510-433-5808 -- 3,000 SF (1,200-3,000 SF)

46



2926 Foothill Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront
Status: Built 1910
Building Size: 4,480 SF
Land Area: 0.10 AC
Stories: 1
Expenses: 2009 Tax @ $1.52/sf
For Sale: Not For Sale

Space Avail: 4,480 SF
Max Contig: 4,480 SF
Smallest Space: 4,480 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: ManEdge Properties / Simone Thelemaque -- 4,480 SF (4,480 SF)

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3553-3561 Foothill Blvd

Foothill Pet Hospital

Oakland, CA 94601

Alameda County

Building Type: Retail/Veterinarian/Kennel
Status: Built 1924
Building Size: 3,450 SF
Land Area: 0.19 AC
Stories: 1
Expenses: 2008 Tax @ $0.46/sf
Parking: 7 free Surface Spaces are available; Ratio of 2.84/1,000 SF
For Sale: For Sale at $478,000 ($138.55/SF) - Active

Space Avail: 3,450 SF
Max Contig: 3,450 SF
Smallest Space: 3,450 SF
Rent/SF/Mo: For Sale Only
% Leased: 0%

Sales Company: CBRE: Ben Marcus (510) 874-1977, Eric Stokes (510) 874-1986
Landlord Rep: Company information unavailable at this time

Property Description: VETERINARY HOSPITAL

Property Use Description: Veterinary Hospital/Clinic

48



3651-3655 Foothill Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront
Status: Built 1946
Building Size: 3,639 SF
Land Area: 0.08 AC
Stories: 1
Expenses: 2008 Tax @ $1.62/sf
For Sale: For Sale at $529,000 ($145.37/SF) - Active

Space Avail: 3,639 SF
Max Contig: 3,639 SF
Smallest Space: 3,639 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Progress Investment: Sarah Chin (510) 501-2178
Landlord Rep: Company information unavailable at this time

49



3744 Foothill Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail
Status: Built 1930
Building Size: 3,525 SF
Land Area: 0.09 AC
Stories: 1
Expenses: 2008 Tax @ $0.47/sf
Parking: 2 free Surface Spaces are available
For Sale: For Sale at $288,000 ($81.70/SF) - Active

Space Avail: 3,525 SF
Max Contig: 3,525 SF
Smallest Space: 3,525 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: BC Realty: Bonnie H. Chui (510) 835-8888
Landlord Rep: BC Realty / Bonnie H. Chui 510-835-8888 -- 3,525 SF (3,525 SF)

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5219-5221 Foothill Blvd

Oakland, CA 94601

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	3,100 SF
Status:	Built 1947	Max Contig:	3,100 SF
Building Size:	3,100 SF	Smallest Space:	3,100 SF
Land Area:	0.11 AC	Rent/SF/Mo:	$0.74
Stories:	1	% Leased:	100%
Expenses:	2008 Tax @ $1.88/sf		
For Sale:	For Sale at $400,000 ($129.03/SF) - Active		

Sales Company: Hancock Properties: Annie Kim (415) 962-0174

Landlord Rep: Hancock Properties / Annie Kim 415-962-0174 -- 3,100 SF (3,100 SF)

51



6821 Foothill Blvd

Oakland, CA 94605

Alameda County

Building Type:	Retail/Auto Repair	Space Avail:	7,891 SF
Status:	Built 1970	Max Contig:	7,891 SF
Building Size:	7,891 SF	Smallest Space:	7,891 SF
Land Area:	0.50 AC	Rent/SF/Mo:	Negotiable
Stories:	1	% Leased:	0%
Expenses:	2009 Tax @ $3.88/sf		
Parking:	8 free Surface Spaces are available		
For Sale:	Not For Sale		

Landlord Rep: Private Funding Solutions / Don S. Herbert 925-484-2211x211 -- 7,891 SF (7,891 SF)

Property Description: Auto Repair/Service

52



143-327 Franklin St

Oakland Produce Market

Oakland, CA 94607

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	4,000 SF
Status:	Built 1916	Max Contig:	4,000 SF
Building Size:	68,692 SF	Smallest Space:	4,000 SF
Land Area:	1.53 AC	Rent/SF/Mo:	$0.90
Stories:	2	% Leased:	94.2%
Expenses:	1992 Tax @ $0.45/sf		
Parking:	12 free Surface Spaces are available		
For Sale:	Not For Sale		

Landlord Rep: Goldenland Investment / Judy Chu 510-836-6666 -- 4,000 SF (4,000 SF)

Property Description: FOUR RETAIL WAREHOUSE BUILDINGS

Property Use Description: Retail Warehouse

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1616-1618 Franklin St

Oakland, CA 94612

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	8,800 SF
Status:	Built 1940	Max Contig:	8,800 SF
Building Size:	11,969 SF	Smallest Space:	3,300 SF
Land Area:	0.24 AC	Rent/SF/Mo:	$0.50
Stories:	2	% Leased:	100%
Expenses:	2008 Tax @ $0.53/sf		
For Sale:	Not For Sale		

Landlord Rep: Advent Properties, Inc / Benjamin Scott 510-250-7918 / Trimaine Eley 510-967-7896 -- 8,800 SF (3,300-5,500 SF)

Ideal for office/retail use. Excellent frontage on Franklin.

54



1714-1720 Franklin St

Oakland, CA 94612

Alameda County

Between Lake Merritt & 14th

Building Type:	Retail/Storefront Retail/Office	Space Avail:	7,347 SF
Status:	Built 1926, Renov 1988	Max Contig:	3,206 SF
Building Size:	24,318 SF	Smallest Space:	1,900 SF
Land Area:	0.29 AC	Rent/SF/Mo:	$1.50-$1.70
Stories:	3	% Leased:	77.6%
Expenses:	2008 Tax @ $2.01/sf		
Parking:	12 Surface Spaces are available; Ratio of 0.49/1,000 SF		
For Sale:	Not For Sale		

Landlord Rep: Brown Commercial / Kevin Brown 510-844-0070 -- 3,206 SF (3,206 SF)

Well maintained office building with attractive lobby and common areas, central East Bay location with great freeway access; close proximity to City Center, the Kaiser Center, Lake Merritt, and 1-block to the Nineteenth Street BART station. Excellent space for nonprofits, engineers, architects, attorneys or general office. Additional monthly parking is available directly across the street.

This building includes a remodeled lobby, a modernized elevator, on-site storage, air conditioning and limited on-site parking. It includes a 7,242-SF basement.

The property is near BART & AC transit lines.

55



1014 Fruitvale Ave

Oakland, CA 94601

Alameda County

Building Type:	Retail/Auto Repair	Space Avail:	2,659 SF
Status:	Existing	Max Contig:	2,659 SF
Building Size:	2,659 SF	Smallest Space:	2,659 SF
Land Area:	0.15 AC	Rent/SF/Mo:	Negotiable
Stories:	1	% Leased:	0%
Expenses:	2008 Tax @ $0.58/sf		
For Sale:	For Sale at $700,000 ($263.26/SF) - Active		

Sales Company: MCC Realty Group, Inc: Zachary Anderson (925) 287-8747

Landlord Rep: MCC Realty Group, Inc / Dan Moylan 925-287-8747 -- 2,659 SF (2,659 SF)

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3166 Fruitvale Ave

Oakland, CA 94602

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Existing
Building Size: 5,855 SF
Land Area: 0.14 AC
Stories: 2
Expenses: 2008 Tax @ $0.55/sf
For Sale: Not For Sale

Space Avail: 3,000 SF
Max Contig: 3,000 SF
Smallest Space: 3,000 SF
Rent/SF/Mo: $1.20
% Leased: 48.8%

Landlord Rep: John Busk / John Busk 510-535-0355 -- 3,000 SF (3,000 SF)

This property is a single-story, general retail building totaling approximately 5,855sf. The building features street-parking only and is able to accomodate multiple tenants. This property features great visibility and high pedestrian traffic.

57



25-41 Grand Ave

Oakland, CA 94612

Alameda County

22nd Ave

Building Type: Retail/Storefront
Status: Built 1920
Building Size: 26,615 SF
Land Area: 0.17 AC
Stories: 1
Expenses: 2009 Tax @ $0.42/sf
Parking: 5 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 7,400 SF
Max Contig: 4,000 SF
Smallest Space: 1,000 SF
Rent/SF/Mo: $2.50
% Leased: 72.2%

Landlord Rep: Shahal Davoudi / Shala Davoudi 415-453-2125 -- 4,000 SF (4,000 SF)

58



925-949 W Grand Ave

Grand Food Store

Oakland, CA 94607

Alameda County

Building Type: Retail/Freestanding
Status: Built 1940
Building Size: 20,600 SF
Land Area: 1.53 AC
Stories: 1
Expenses: 2009 Tax @ $1.79/sf, 2011 Est Tax @ $1.80/sf; 2011 Est Ops @ $2.40/sf
Parking: 200 free Surface Spaces are available; Ratio of 9.59/1,000 SF
For Sale: Not For Sale

Space Avail: 6,000 SF
Max Contig: 4,000 SF
Smallest Space: 1,000 SF
Rent/SF/Mo: $1.25
% Leased: 100%

Landlord Rep: Kim Myung S / Kim Myung 510-763-9805 -- 4,000 SF (4,000 SF)

Unique building for sale. part retail, part warehouse. Multiple tenancy. Building is retail in front and wharehouse in back.

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1025 Harrison St

Oakland, CA 94607

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 5,380 SF
Land Area: 0.06 AC
Stories: 1
Expenses: 2008 Tax @ $0.40/sf
For Sale: Not For Sale

Space Avail: 5,380 SF
Max Contig: 5,380 SF
Smallest Space: 780 SF
Rent/SF/Mo: $0.85
% Leased: 0%

Landlord Rep: Norheim & Yost / John Norheim 510-527-3400x10 -- 4,600 SF (4,600 SF)

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2344 Harrison St

Oakland, CA 94612

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 5,000 SF
Land Area: 0.16 AC
Stories: 1
Expenses: 2008 Tax @ $1.15/sf
Parking: 8 free Surface Spaces are available; Ratio of 0.84/1,000 SF
For Sale: Not For Sale

Space Avail: 5,000 SF
Max Contig: 5,000 SF
Smallest Space: 5,000 SF
Rent/SF/Mo: $3.00
% Leased: 0%

Landlord Rep: Cushman & Wakefield of California / Grant S. Guidinger 415-773-3551 / David Scanlon 415-658-3612 -- 5,000 SF (5,000 SF)

61



110 Hegenberger Rd

Oakland, CA 94621

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 3,087 SF
Land Area: 1.17 AC
Stories: 1
Expenses: 2008 Tax @ $3.02/sf
Parking: 4 free Surface Spaces are available; Ratio of 3.09/1,000 SF
For Sale: Not For Sale

Space Avail: 3,087 SF
Max Contig: 3,087 SF
Smallest Space: 3,087 SF
Rent/SF/Mo: $3.08
% Leased: 0%

Landlord Rep: CBRE / Michael Barry 510-874-1926 -- 3,087 SF (3,087 SF)

62



1448-1470 High St

Highland Square

Oakland, CA 94605

Alameda County

Building Type: Retail/(Neighborhood Ctr)
Status: Built 1960
Building Size: 29,582 SF
Land Area: 1.56 AC
Stories: 1
Expenses: 2008 Tax @ $1.16/sf
Parking: 76 free Surface Spaces are available; Ratio of 2.26/1,000 SF
For Sale: Not For Sale

Space Avail: 8,791 SF
Max Contig: 5,614 SF
Smallest Space: 1,497 SF
Rent/SF/Mo: $1.43-$2.00
% Leased: 70.3%

Landlord Rep: LCB Associates / Steven Banker 510-763-7090x206 -- 5,614 SF (5,614 SF)

63



1527 International Blvd

Oakland, CA 94606

Alameda County

Building Type: Retail/Storefront
Status: Built 1955
Building Size: 6,762 SF
Land Area: 0.16 AC
Stories: 2
Expenses: 2008 Tax @ $1.83/sf
Parking: 3 free Surface Spaces are available
For Sale: For Sale at $1,000,000 ($147.89/SF) - Active

Space Avail: 6,762 SF
Max Contig: 6,762 SF
Smallest Space: 6,762 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Insignia Real Estate Services: Sunny Sidhu (866) 910-6565
Landlord Rep: Company information unavailable at this time

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1632 International Blvd

Oakland, CA 94606

Alameda County

Building Type: Retail/Auto Repair
Status: Built 1931
Building Size: 4,000 SF
Land Area: 0.24 AC
Stories: 1
Expenses: 1994 Tax @ $0.39/sf
Parking: 3 Surface Spaces are available
For Sale: For Sale at $720,000 ($180.00/SF) - Active

Space Avail: 4,000 SF
Max Contig: 4,000 SF
Smallest Space: 4,000 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Colliers International: Mark D. Maguire (510) 433-5835, Kevin Hatcher (510) 433-5818
Landlord Rep: Company information unavailable at this time

4,000 square foot building on a parcel of ±10,500 square feet
±350 square feet of office area
Three (3) drive-in doors
Drive through capability
Fenced yard area
Retail type exposure on International Boulevard
Access from two streets
Great natural light
Easy access to I-880

65



2276-2284 International Blvd

Oakland, CA 94606

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Existing
Building Size: 10,692 SF
Land Area: 0.10 AC
Stories: 2
Expenses: 2008 Tax @ $0.33/sf; 2007 Ops @ $3.67/sf
For Sale: For Sale at $998,888 ($93.42/SF) - Active

Space Avail: 10,246 SF
Max Contig: 7,346 SF
Smallest Space: 1,100 SF
Rent/SF/Mo: $0.83-$1.10
% Leased: 72.9%

Sales Company: US Homes & Loan: Son M. Luu (510) 742-6301

A. Vasquez, Real Estate Broker: A Vasquez (408) 938-0876
Landlord Rep: US Homes & Loan / Son M. Luu 510-742-6301 -- 7,346 SF (7,346 SF)

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2816 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1950
Building Size: 5,502 SF
Land Area: 0.08 AC
Stories: 2
Expenses: 2009 Tax @ $3.89/sf
Parking: 6 Surface Spaces are available; Ratio of 1.09/1,000 SF
For Sale: For Sale at $850,000 ($212,500.00/Unit) - Active

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Tyche & Thalia Realty Group: Monica Galli (925) 465-0408
Landlord Rep: Company information unavailable at this time

Property Description: Storefront Retail/Residential

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2920 International Blvd

Oakland, CA 94502

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 11,400 SF
Land Area: 0.09 AC
Stories: 3
Expenses: 2008 Tax @ $0.62/sf, 2011 Est Tax @ $0.66/sf; 2011 Est Ops @ $3.53/sf
Parking: 24 Surface Spaces are available; Ratio of 2.00/1,000 SF
For Sale: For Sale at $999,000 ($87.63/SF) - Active

Space Avail: 11,400 SF
Max Contig: 11,400 SF
Smallest Space: 3,800 SF
Rent/SF/Mo: $0.75
% Leased: 100%

Sales Company: Vanguard Properties: Alex Kolovyansky (415) 255-6674
Landlord Rep: Vanguard Properties / Alex Kolovyansky 415-255-6674 -- 11,400 SF (3,800 SF)

Location Corner: NE

Property Description: Free Standing Retail Building

68



3439-3445 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1934
Building Size: 3,810 SF
Land Area: 0.06 AC
Stories: 2
Expenses: 2008 Tax @ $2.80/sf
For Sale: For Sale at $1,100,000 ($288.71/SF) - Active

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $2.00
% Leased: 100%

Sales Company: Amigo Realty: Robert Hernandez (510) 533-6333
Landlord Rep: Amigo Realty / Robert Hernandez 510-533-6333 -- 2,500 SF (2,500 SF)

APN: 033-2196-006

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3501 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1946
Building Size: 9,152 SF
Land Area: 0.12 AC
Stories: 2
Expenses: 2009 Tax @ $0.87/sf
For Sale: Not For Sale

Space Avail: 5,400 SF
Max Contig: 5,400 SF
Smallest Space: 1,430 SF
Rent/SF/Mo: $0.69
% Leased: 41.0%

Landlord Rep: Valva Realty / Paul Valva 510-451-7317 -- 3,970 SF (3,970 SF)

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3751-3759 International Blvd

International Plaza

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1930
Building Size: 15,000 SF
Land Area: 0.36 AC
Stories: 2
Expenses: 2007 Tax @ $3.15/sf; 2007 Ops @ $1.85/sf
Parking: 6 free Surface Spaces are available
For Sale: Not For Sale

Space Avail: 15,000 SF
Max Contig: 15,000 SF
Smallest Space: 15,000 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Landlord Rep: Realty Professionals / Jane Yoon 510-410-7736 -- 15,000 SF (15,000 SF)

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3934 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 7,553 SF
Land Area: 0.20 AC
Stories: 1
Expenses: 2008 Tax @ $1.95/sf
For Sale: Not For Sale

Space Avail: 4,500 SF
Max Contig: 4,500 SF
Smallest Space: 2,000 SF
Rent/SF/Mo: $1.00
% Leased: 100%

Landlord Rep: Jim Wong / Jim Wong 510-261-2338 -- 4,500 SF (2,000-4,500 SF)

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3958 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 4,823 SF
Land Area: 0.13 AC
Stories: 1
Expenses: 2009 Tax @ $1.76/sf
Parking: 4 free Surface Spaces are available
For Sale: For Sale - Active

Space Avail: 4,823 SF
Max Contig: 4,823 SF
Smallest Space: 4,823 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: BellaVista Capital, Inc.: Daniel J. Shaw (408) 354-8424
Landlord Rep: Company information unavailable at this time

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4030-4064 International Blvd

Plaza del Sol

Oakland, CA 94601

Alameda County

Building Type: Retail/Freestanding
Status: Built 1933
Building Size: 28,000 SF
Land Area: 0.77 AC
Stories: 1
Expenses: 2004 Tax @ $1.91/sf
Parking: 14 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 27,682 SF
Max Contig: 16,890 SF
Smallest Space: 4,549 SF
Rent/SF/Mo: $1.19
% Leased: 1.1%

Landlord Rep: BC Realty / Bonnie H. Chui 510-835-8888 -- 27,682 SF (4,549-16,890 SF)

April/2004: Mason Au purchased the building from Achim & Koharig Ehrhardt. B.C. Realty represented both sides of the transaction.

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4108 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built Jun 2010
Building Size: 14,740 SF
Land Area: 0.59 AC
Stories: 2
Parking: Free Surface Spaces; Ratio of 3.26/1,000 SF
For Sale: Not For Sale

Space Avail: 8,740 SF
Max Contig: 4,740 SF
Smallest Space: 900 SF
Rent/SF/Mo: $1.00-$2.00
% Leased: 40.7%

Landlord Rep: Steven Zheng / Steven Zheng 510-396-9863 -- 4,740 SF (900-4,740 SF)

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4240 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Freestanding
Status: Built 1965
Building Size: 14,168 SF
Land Area: -
Stories: 1
Expenses: 2008 Tax @ $0.78/sf
Parking: 70 free Surface Spaces are available
For Sale: Not For Sale

Space Avail: 6,366 SF
Max Contig: 6,366 SF
Smallest Space: 6,366 SF
Rent/SF/Mo: Negotiable
% Leased: 100%

Landlord Rep: Colliers International / Rene Brochier 925-227-6242
Sublet Contact: CBRE / Eric Stokes 510-874-1986 -- 6,366 SF (6,366 SF)

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4559 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Storefront Retail/Residential
Status: Built 1900
Building Size: 13,006 SF
Land Area: 0.32 AC
Stories: 2
Expenses: 2008 Tax @ $0.52/sf
Parking: 3 One-Car Garage Spaces are available; 3 Surface Spaces are available; Ratio of 0.18/1,000 SF
For Sale: Not For Sale

Space Avail: 4,500 SF
Max Contig: 4,500 SF
Smallest Space: 4,500 SF
Rent/SF/Mo: $0.55
% Leased: 65.4%

Landlord Rep: ManEdge Properties / Simone Thelemaque -- 4,500 SF (4,500 SF)

Property Description: Storefront Retail/Residential

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4778 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Freestanding
Status: Built 1933
Building Size: 4,536 SF
Land Area: 0.13 AC
Stories: 1
Expenses: 2008 Tax @ $1.18/sf
Parking: 2 Surface Spaces are available; 2 Reserved Spaces are available; Ratio of 0.47/1,000 SF
For Sale: For Sale - Active

Space Avail: 4,536 SF
Max Contig: 4,536 SF
Smallest Space: 4,536 SF
Rent/SF/Mo: $0.77
% Leased: 0%

Sales Company: Chang Real Estate: Guadalupe Chang (415) 668-3125
Landlord Rep: Chang Real Estate / Guadalupe Chang 415-668-3125 -- 4,536 SF (4,536 SF)

Property Description: RETAIL BUILDING

Property Use Description: Free Standing Retail Building

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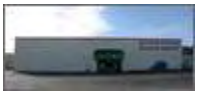

5424 International Blvd

Oakland, CA 94601

Alameda County

Building Type: Retail/Supermarket
Status: Existing
Building Size: 27,644 SF
Land Area: 0.81 AC
Stories: 2
Expenses: 2008 Tax @ $0.51/sf
Parking: 22 free Surface Spaces are available; Ratio of 3.98/1,000 SF
For Sale: For Sale at $450,000 ($16.28/SF) - Active

Space Avail: 27,644 SF
Max Contig: 13,822 SF
Smallest Space: 13,822 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: Tony N Tieu & Lynn T Truong: Lynn Troung
Landlord Rep: Tony N Tieu & Lynn T Truong / Lynn Troung -- 27,644 SF (13,822 SF)

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6708-6710 International Blvd

Oakland, CA 94621

Alameda County

Building Type: Retail/Storefront Retail/Residential
Status: Existing
Building Size: 4,266 SF
Land Area: 0.05 AC
Stories: 2
Expenses: 2008 Tax @ $0.31/sf
Parking: 2 Surface Spaces are available
For Sale: For Sale at $550,000 ($128.93/SF) - Active

Space Avail: 4,266 SF
Max Contig: 4,266 SF
Smallest Space: 4,266 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: RE/MAX Accord: Lucille Evans (925) 242-9000
Landlord Rep: Company information unavailable at this time

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7200-7210 International Blvd

Oakland, CA 94621

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1930
Building Size: 9,375 SF
Land Area: 0.22 AC
Stories: 2
For Sale: For Sale at $595,900 ($63.56/SF) - Active

Space Avail: 4,688 SF
Max Contig: 4,688 SF
Smallest Space: 4,688 SF
Rent/SF/Mo: For Sale Only
% Leased: 50.0%

Sales Company: Valva Realty: Cecil Reeves (510) 451-7317
Landlord Rep: Valva Realty / Cecil Reeves 510-451-7317 -- 4,688 SF (4,688 SF)

Mixed-use building currently consists of commercial on ground level and upper floor residential. Plans approved for 4 commercial units on ground floor and 4-bed/2-bath and 3-bed/2-bath units on the second floor.

81



7514 International Blvd

Oakland, CA 94621

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 4,500 SF
Land Area: 0.14 AC
Stories: 1
Expenses: 2008 Tax @ $0.85/sf
Parking: 2 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 4,500 SF
Max Contig: 4,500 SF
Smallest Space: 4,500 SF
Rent/SF/Mo: $0.77
% Leased: 0%

Landlord Rep: Ulises Jimenez / Tinya Nguyen 925-827-3183 -- 4,500 SF (4,500 SF)

82



7820 International Blvd

Oakland, CA 94621

Alameda County

Building Type: Retail/Auto Dealership
Status: Built 1925
Building Size: 2,684 SF
Land Area: 0.14 AC
Stories: 1
Expenses: 2009 Tax @ $1.81/sf
Parking: 6 Surface Spaces are available
For Sale: For Sale at $399,000 ($148.66/SF) - Active

Space Avail: 2,684 SF
Max Contig: 2,684 SF
Smallest Space: 2,684 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Cerda Zein: Vivian Hung (510) 522-5888
Landlord Rep: Company information unavailable at this time

The property is a small auto dealership that consists of two small buildings on two lots. Bldg 1 is 1,100 square feet of office space and bldg 2 is 1,584 square feet and composed of metal. The metal building has 3 roll-up doors.

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83



7933 International Blvd

Oakland, CA 94621

Alameda County

Building Type: Retail/Auto Repair
Status: Existing
Building Size: 4,500 SF
Land Area: 0.23 AC
Stories: 1
Expenses: 2008 Tax @ $0.91/sf
Parking: 8 Surface Spaces are available
For Sale: For Sale at $700,000 ($155.56/SF) - Active

Space Avail: 4,500 SF
Max Contig: 4,500 SF
Smallest Space: 4,500 SF
Rent/SF/Mo: $1.11
% Leased: 100%

Sales Company: Independent Real Estate Brokers: Archie Azizian (510) 276-7900
Landlord Rep: Independent Real Estate Brokers / Archie Azizian 510-276-7900 -- 4,500 SF (4,500 SF)

84



8431 International Blvd

Oakland, CA 94621

Alameda County

Building Type: Retail/Convenience Store
Status: Existing
Building Size: 3,800 SF
Land Area: 0.13 AC
Stories: 1
Expenses: 2009 Tax @ $0.81/sf
Parking: 3 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 3,800 SF
Max Contig: 3,800 SF
Smallest Space: 3,800 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: KW Commercial / Aziz Khatri 510-368-8347 -- 3,800 SF (3,800 SF)

85



1417-1431 Jefferson St

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Proposed, breaks ground Jul 2012
Building Size: 3,000 SF
Land Area: 0.21 AC
Stories: 6
Parking: 26 Surface Spaces are available
For Sale: Not For Sale

Space Avail: 3,000 SF
Max Contig: 3,000 SF
Smallest Space: 3,000 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: Menlo Capital Group / Karan Suri 415-762-8200 -- 3,000 SF (3,000 SF)

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86



3014 Lakeshore Ave

Oakland, CA 94610

Alameda County

Building Type:	Retail/Storefront Retail/Office	Space Avail:	9,700 SF
Status:	Built 1960	Max Contig:	9,700 SF
Building Size:	9,700 SF	Smallest Space:	9,700 SF
Land Area:	0.11 AC	Rent/SF/Mo:	For Sale Only
Stories:	2	% Leased:	100%
Expenses:	2009 Tax @ $1.53/sf		
For Sale:	For Sale at $1,550,000 ($159.79/SF) - Active		

Sales Company: TRI Commercial/CORFAC International: Bill Karr (925) 296-3334, Frank Arthur (925) 296-3300

Landlord Rep: Company information unavailable at this time

9,700sf office building located across from Oakland's Lake Merritt.
Walk to the many shops, banks and restaurants of Lakeshore and Grand Lake Shopping districts.
Direct access to Interstate 580 (MacArthur Freeway) via "Laksehore/Grand Avenue" ramps.
19th Street BART Station serviced via AC Transit Line 12 for employees and visitors.
Two-story (plus basement and mezzanine) air-conditioned office building with 400 Amps of power.
Sited on a 4,900sf parcel within C-30 ("District Thoroughfare") zoning and completed in 1960.
Month-to-month and on-street parking nearby.

87



3233 Lakeshore Ave

Oakland, CA 94610

Alameda County

Building Type:	Retail/Storefront	Space Avail:	4,895 SF
Status:	Built 1946	Max Contig:	4,895 SF
Building Size:	4,895 SF	Smallest Space:	2,450 SF
Land Area:	0.13 AC	Rent/SF/Mo:	$2.45-$2.60
Stories:	1	% Leased:	0%
Expenses:	2010 Est Tax @ $3.55/sf; 2010 Est Ops @ $3.60/sf		
Parking:	4 Surface Spaces are available		
For Sale:	Not For Sale		

Landlord Rep: LCB Associates / Steven Banker 510-763-7090x206 / Ryan Dalton 510-763-7016 -- 4,895 SF (2, 450-4,895 SF)

This is ground floor space located in one of Oakland's premier retail districts. Property is located across the street from a new Trader Joe's and Walgreens. There is metered parking in front of the building and free two-hour parking for patrons in the two-story City of Oakland parking structure.

88



3525-3533 MacArthur Blvd

Oakland, CA 94619

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	7,100 SF
Status:	Built 1945	Max Contig:	7,100 SF
Building Size:	15,012 SF	Smallest Space:	3,100 SF
Land Area:	1.03 AC	Rent/SF/Mo:	$2.00
Stories:	1	% Leased:	52.7%
Expenses:	2011 Tax @ $2.15/sf; 2010 Ops @ $2.02/sf, 2011 Est Ops @ $2.04/sf		
Parking:	67 free Surface Spaces are available; Ratio of 3.93/1,000 SF		
For Sale:	Not For Sale		

Landlord Rep: Retail Pacific, Inc. / Greg Labarthe 925-743-9888 -- 7,100 SF (3,100-7,100 SF)

The property is a general retail building with a great mix of tenants. Generous parking.

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89



3731 MacArthur Blvd

Oakland, CA 94619

Alameda County

Building Type: Retail/Storefront
Status: Built 1932
Building Size: 3,062 SF
Land Area: 0.08 AC
Stories: 1
Expenses: 2008 Tax @ $3.04/sf
For Sale: For Sale at $600,000 ($195.95/SF) - Active

Space Avail: 3,062 SF
Max Contig: 3,062 SF
Smallest Space: 3,062 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Quang C and Teresa Van: Quang C. Van (510) 533-1455, Teresa Van (510) 533-1455, Jackie Chan (510) 533-1455

Landlord Rep: Company information unavailable at this time

Property Description: STRIP RETAIL BUILDING

90



3830-3838 Macarthur Blvd

Oakland, CA 94619

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1931
Building Size: 5,500 SF
Land Area: 0.07 AC
Stories: 2
Expenses: 2008 Tax @ $1.94/sf
For Sale: Not For Sale

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $0.80
% Leased: 54.6%

Landlord Rep: Louis R & Maritz Rivera / Louis Rivera 510-530-2769 -- 2,500 SF (2,500 SF)

Two story bldg with retail on ground floor and two apartments above.

3,000sf parcel with small yard at rear of bldg.
2,750sf on each floor.

1st floor : entitled for restaurant use.
2nd floor : two recently refurbished apartments, two bedroom, one bath, good lighting, skylights, serviced by seperate entrace.
One apartment currently rented short term.
Retail open floor plan, some retrofiting has been done.

91



3835-3841 Macarthur Blvd

Oakland, CA 94619

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Existing
Building Size: 8,752 SF
Land Area: 0.16 AC
Stories: 2
Expenses: 2008 Tax @ $0.52/sf
For Sale: Not For Sale

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $1.00
% Leased: 71.4%

Landlord Rep: Selective Cuts / Rell Greffen 510-530-1314 -- 2,500 SF (2,500 SF)

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92



4005 Macarthur Blvd

Oakland, CA 94619

Alameda County

Building Type: Retail/Convenience Store
Status: Existing
Building Size: 3,417 SF
Land Area: 0.11 AC
Stories: 1
Expenses: 2008 Tax @ $2.13/sf
Parking: 20 free Surface Spaces are available
For Sale: For Sale at $395,000 ($115.60/SF) - Active

Space Avail: 3,417 SF
Max Contig: 3,417 SF
Smallest Space: 3,417 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: MB Realty & Investment: Mickey Huey (510) 693-6088
Landlord Rep: Company information unavailable at this time

93



6341 Macarthur Blvd

Oakland, CA 94605

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Existing
Building Size: 3,885 SF
Land Area: 0.12 AC
Stories: 2
Expenses: 2009 Tax @ $3.71/sf
For Sale: For Sale at $320,000 ($82.37/SF) - Pending

Space Avail: 3,885 SF
Max Contig: 3,885 SF
Smallest Space: 3,885 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Valva Realty: Paul Valva (510) 451-7317, Mike Bresso (510) 451-7317
Landlord Rep: Company information unavailable at this time

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94



7954-7956 Macarthur Blvd

Oakland, CA 94605

Alameda County

Building Type: Retail/Storefront
Status: Existing
Building Size: 4,202 SF
Land Area: 0.20 AC
Stories: 2
Expenses: 2008 Tax @ $0.48/sf
For Sale: Not For Sale

Space Avail: 4,202 SF
Max Contig: 4,202 SF
Smallest Space: 4,202 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Landlord Rep: Helmut E & Brigitte Jacobi / Helmut Jacobi -- 4,202 SF (4,202 SF)

4,202 SF of showroom/shop/storage space. Possible redevelopment site w/corner location, close to Highway 13.

95



10700 MacArthur Blvd

Bldg 1

Oakland, CA 94605

Alameda County

Building Type: Retail/Freestanding (Community Ctr)
Status: Proposed
Building Size: 6,000 SF
Land Area: -
Stories: 1
For Sale: Not For Sale

Space Avail: 6,000 SF
Max Contig: 6,000 SF
Smallest Space: 6,000 SF
Rent/SF/Mo: $2.25
% Leased: 0%

Landlord Rep: Jay-Phares Corp. / John Jay 510-562-9500 -- 6,000 SF (6,000 SF)

Build to suit

96



10700 MacArthur Blvd

Bldg 9

Oakland, CA 94605

Alameda County

Building Type: Retail/Freestanding (Community Ctr)
Status: Proposed
Building Size: 4,980 SF
Land Area: -
Stories: 1
For Sale: Not For Sale

Space Avail: 4,980 SF
Max Contig: 4,980 SF
Smallest Space: 600 SF
Rent/SF/Mo: $2.25
% Leased: 0%

Landlord Rep: Jay-Phares Corp. / John Jay 510-562-9500 -- 4,980 SF (600-4,980 SF)

Build to suit

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97



10715-10739 Macarthur Blvd

Oakland, CA 94605

Alameda County

Building Type: Retail
Status: Built 1994
Building Size: 21,500 SF
Land Area: 0.80 AC
Stories: 1
Expenses: 2008 Tax @ $1.67/sf
Parking: 32 free Surface Spaces are available; Ratio of 1.49/1,000 SF
For Sale: For Sale at $2,495,000 ($116.05/SF) - Active

Space Avail: 17,459 SF
Max Contig: 14,759 SF
Smallest Space: 2,700 SF
Rent/SF/Mo: $0.95
% Leased: 18.8%

Sales Company: Prudential California Realty: Jerry Morks (650) 871-3654
Landlord Rep: Prudential California Realty / Jerry Morks 650-871-3654 -- 17,459 SF (2,700-14,759 SF)

The property is a mutitenant storefront retail building with several units. One unit is approved for restaurant use. Excellent exposure and corner location.

98



900 Market St

Jack London Gateway

Oakland, CA 94607

Alameda County

Building Type: Retail/Freestanding (Neighborhood Ctr)
Status: Built 1983
Building Size: 64,400 SF
Land Area: 7 AC
Stories: 1
Expenses: 2009 Est Ops @ $3.60/sf
Parking: 354 Surface Spaces are available; Ratio of 5.50/1,000 SF
For Sale: Not For Sale

Space Avail: 20,876 SF
Max Contig: 15,956 SF
Smallest Space: 1,200 SF
Rent/SF/Mo: $1.65
% Leased: 67.6%

Landlord Rep: Colliers International / Reesa Tansey 510-433-5808 -- 15,956 SF (15,956 SF)

99



900 Market St

Restaurant Pad

Oakland, CA 94607

Alameda County

Building Type: Retail/Restaurant
Status: Proposed
Building Size: 14,000 SF
Land Area: 1.02 AC
Stories: 1
Parking: 77 Surface Spaces are available; Ratio of 5.50/1,000 SF
For Sale: For Sale - Active

Space Avail: 14,000 SF
Max Contig: 14,000 SF
Smallest Space: 4,000 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: Colliers International: Reesa Tansey (510) 433-5808
Colliers International: Sandra Weck (925) 227-6230
Landlord Rep: Colliers International / Sandra Weck 925-227-6230
Leasing Company: Colliers International / Reesa Tansey 510-433-5808 -- 14,000 SF (4,000-10,000 SF)

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100



2110-2126 Market St

Oakland, CA 94607

Alameda County

Building Type:	Retail/Auto Repair	Space Avail:	6,141 SF
Status:	Built 1950	Max Contig:	6,141 SF
Building Size:	6,141 SF	Smallest Space:	6,141 SF
Land Area:	0.45 AC	Rent/SF/Mo:	$1.30
Stories:	1	% Leased:	100%
Expenses:	2009 Tax @ $1.33/sf		
Parking:	10 Surface Spaces are available		
For Sale:	For Sale at $1,650,000 ($268.69/SF) - Active		

Sales Company: New Star Realty Inc: John So (650) 652-2406

Landlord Rep: New Star Realty Inc / John So 650-652-2406 -- 6,141 SF (6,141 SF)

An approx. 6,141 square foot building w/a 3br house on 19,487 square foot lot. Currewntly an auto body shop.

101



2605 Market St

Oakland, CA 94607

Alameda County

Building Type:	Retail/Auto Repair	Space Avail:	6,000 SF
Status:	Built 1957	Max Contig:	6,000 SF
Building Size:	6,000 SF	Smallest Space:	6,000 SF
Land Area:	0.17 AC	Rent/SF/Mo:	For Sale Only
Stories:	1	% Leased:	100%
Expenses:	2009 Tax @ $1.24/sf		
Parking:	12 Surface Spaces are available; Ratio of 2.27/1,000 SF		
For Sale:	For Sale at $850,000 ($141.67/SF) - Active		

Sales Company: Coldwell Banker Commercial NRT: Phillip Hunt (510) 583-5400

Landlord Rep: Best Auto Repair / 510-268-9366

Leasing Company: Coldwell Banker Commercial NRT / Phillip Hunt 510-583-5400 -- 6,000 SF (6,000 SF)

Property Description: AUTO REPAIR BUILDING

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102



7201 Oakport St

Oakland, CA 94621

Alameda County

Building Type: Retail/Auto Dealership
Status: Built 2005
Building Size: 21,225 SF
Land Area: 4.35 AC
Stories: 1
Expenses: 2009 Tax @ $7.61/sf
Parking: 120 free Surface Spaces are available; Ratio of 6.45/1,000 SF
For Sale: For Sale - Active

Space Avail: 21,225 SF
Max Contig: 21,225 SF
Smallest Space: 21,225 SF
Rent/SF/Mo: Negotiable
% Leased: 0%

Sales Company: Jones Lang LaSalle: Sam Swan (510) 465-9401
Jones Lang LaSalle: Jason Ovadia (925) 944-2168, Kevin R. Ahaesy (925) 944-2140

Landlord Rep: Jones Lang LaSalle / Sam Swan 510-465-9401 -- 21,225 SF (21,225 SF)

Office Area:
• 2,220 s.f. parts storage room with 20'clear height, HVAC and roll up grade level door
• Manager's office
• Kitchen/Lunch room for general staff
• Separate men's and women's bathrooms

Warehouse Area:
• Concrete block construction
• 2005 Construction
• Fully insulated
• 6,600 s.f. auto repair shop with18' clear height
Fully equipped former auto dealership - Can be acquired with or without automotive contents.
• Four (4) grade level roll up doors with drive through access
• Alignment rack and Quick Lift
• Skylights throughout
• Eye-On alarm system with video surveillance
• Sprinkler Density: .20/1,500
• Power: 800 AMPS 3phase 4 wire 480/277 Volts
• 22 inch slab thickness
• Floor drains to sanitary sewer with interceptor for oil and gas
• Exhaust system
• Fully secured, paved and fenced yard with lights
• Covered Wash Bay
• Roof is TPO Construction
• Men's and women's restroom with lockers for the warehouse and separate break room/dining area for warehouse
• Zoning:IO (Industrial Office)

103



4382 Piedmont Ave

Oakland, CA 94611

Alameda County

Building Type: Retail/Freestanding
Status: Existing
Building Size: 4,500 SF
Land Area: 0.15 AC
Stories: 1
Expenses: 2008 Tax @ $3.71/sf
Parking: 5 free Surface Spaces are available
For Sale: Not For Sale

Space Avail: 4,500 SF
Max Contig: 4,500 SF
Smallest Space: 4,500 SF
Rent/SF/Mo: $1.60
% Leased: 0%

Landlord Rep: LCB Associates / Steven Banker 510-763-7090x206 -- 4,500 SF (4,500 SF)

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104



8024 Rudsdale St

Oakland, CA 94621

Alameda County

Building Type:	Retail/Storefront Retail/Office	Space Avail:	18,022 SF
Status:	Built 1912	Max Contig:	18,022 SF
Building Size:	18,022 SF	Smallest Space:	6,007 SF
Land Area:	0.40 AC	Rent/SF/Mo:	$1.10
Stories:	3	% Leased:	0%
Expenses:	2009 Tax @ $2.68/sf		
For Sale:	For Sale at $3,500,000 ($194.21/SF) - Active		

Sales Company: Gordon Commercial Real Estate Services: John Gordon (510) 704-1800, Ito Ripsteen (510) 524-4410

Landlord Rep: Gordon Commercial Real Estate Services / John Gordon 510-704-1800 -- 18,022 SF (6,007-6,008 SF)

105



1608 San Pablo Ave

Oakland, CA 94612

Alameda County

Building Type:	Retail/Restaurant	Space Avail:	3,200 SF
Status:	Proposed	Max Contig:	3,200 SF
Building Size:	3,200 SF	Smallest Space:	1,800 SF
Land Area:	0.07 AC	Rent/SF/Mo:	$0.50
Stories:	1	% Leased:	0%
For Sale:	For Sale at $115,000 ($35.94/SF) - Active		

Sales Company: California Commercial Investments: Mike McGuire (510) 268-8500 x15

Landlord Rep: California Commercial Investments / Mike McGuire 510-268-8500x15 -- 3,200 SF (1,800-3,200 SF)

HIGHLIGHTS
Adjacent to new 320 stall garage
Close proximity to BART/AC Transit
Easy access to all major freeways
Heavy foot traffic
Prime location
Broadway Avenue frontage

COMMENTS
With over 13 million SF of office space and 70,000 daytime downtown office workers within half of a mile, this piece of land has the potential to be a bustling new restaurant or retail location. Neighboring businesses include the Fox Theatre and various City Center restaurants and shops.

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106 

1800 San Pablo Ave

The Fox Uptown

Oakland, CA 94601

Alameda County

Building Type: Retail
Status: Proposed, breaks ground Oct 2011
Building Size: 113,000 SF
Land Area: -
Stories: 3
For Sale: Not For Sale

Space Avail: 96,100 SF
Max Contig: 39,000 SF
Smallest Space: 2,200 SF
Rent/SF/Mo: Negotiable
% Leased: 15.0%

Landlord Rep: CBRE / Ben Lazzareschi 415-772-0335 / Laura Sagues 415-772-0122 -- 93,900 SF (2,600-39,000 SF)

Three levels of retail space. Up to approximately 113,000 Square feet of available space with 309 to 515 car parking garage. Dominant ground floor presence with extensive window line.
The Bay Area's hottest emerging area for new dining and entertainment venues. The "Fox Block" is located opposite the Fox Court Plaza, on the same black as the Fox Theater, and south of the Oakland Ice Center.

107 

2000 San Pablo Ave

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 2007
Building Size: 110,000 SF
Land Area: 1.56 AC
Stories: 4
For Sale: Not For Sale

Space Avail: 5,000 SF
Max Contig: 5,000 SF
Smallest Space: 5,000 SF
Rent/SF/Mo: Negotiable
% Leased: 95.5%

Landlord Rep: Northridge Group / John Guillory 510-847-6939 -- 5,000 SF (5,000 SF)

This is a 242,000 square foot mixed-use develoopment on 1.56 acres of land in downtown Oakland's Redevelopment area.

108 

3420 San Pablo Ave

Oakland, CA 94608

Alameda County

Building Type: Retail/Service Station
Status: Built 1999
Building Size: 6,110 SF
Land Area: 0.47 AC
Stories: 1
Parking: Ratio of 4.09/1,000 SF
For Sale: Not For Sale

Space Avail: 5,610 SF
Max Contig: 5,610 SF
Smallest Space: 5,610 SF
Rent/SF/Mo: $1.99
% Leased: 8.2%

Landlord Rep: Business Team Monterey / Flora F. Chong 831-372-5888 -- 5,610 SF (5,610 SF)

Space suitable for retail, office or as previous used- a classroom training facility. It is located adjacent to 580 freewayin Oakland, bordoring Emeryville. The suite shares the same building as a gas station convenience store. The premises has 2 large classrooms, 2 conference rooms, kitchen, 2 restrooms, 5-6 offices, security system, computer-ready hook-ups, separate meter. Lease could be long term. Tenant is responsible for interior. Landlord is responsible for exterior.

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109



1635 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1922
Building Size: 8,300 SF
Land Area: 0.06 AC
Stories: -
Expenses: 2009 Tax @ $0.59/sf
Parking: 2 Surface Spaces are available
For Sale: For Sale at $800,000 ($96.39/SF) - Active

Space Avail: 8,300 SF
Max Contig: 8,300 SF
Smallest Space: 8,300 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Hamilton, Cohn, Thatcher & Assoc.: Thomas C. Thatcher (510) 562-4490 x223
Landlord Rep: Company information unavailable at this time

APN#: 8-620-2, Parcel Size 2,500± SF
ZONING: CBD-P, Central Business District – Pedestrian Retail
IMPROVEMENTS: Two (2) floors of 2500± each – 5,000±
Third floor of 800±
Full 2500± basement for storage
Small restaurant area with frontage on Broadway

110



1715-1717 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Status: Built 1925
Building Size: 3,979 SF
Land Area: 0.12 AC
Stories: 1
Expenses: 2009 Tax @ $1.66/sf
For Sale: Not For Sale

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $2.00
% Leased: 37.2%

Landlord Rep: LCB Associates / Steven Banker 510-763-7090x206 -- 2,500 SF (2,500 SF)

Near New Ice Rink

111



1920-1932 Telegraph Ave

J.J. Newberry Co. Bldg

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1920
Building Size: 13,000 SF
Land Area: 0.25 AC
Stories: 1
Expenses: 2009 Tax @ $2.03/sf, 2011 Est Tax @ $2.03/sf; 2009 Ops @ $1.92/sf, 2011 Est Ops @ $1.80/sf
For Sale: Not For Sale

Space Avail: 13,000 SF
Max Contig: 13,000 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: $2.00
% Leased: 0%

Landlord Rep: Mahmoud El-Miari & Mohammad El-Miari / Mike El-miari 650-291-3315 / Mark El-miaari 650-291-3316 -- 13,000 SF (2,500-13,000 SF)

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112



1951 Telegraph Ave

The Uptown

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built Dec 2008
Building Size: 9,050 SF
Land Area: 1.70 AC
Stories: 1
For Sale: Not For Sale

Space Avail: 9,049 SF
Max Contig: 4,753 SF
Smallest Space: 1,800 SF
Rent/SF/Mo: $1.85
% Leased: 0.0%

Landlord Rep: California Commercial Investments / Mike McGuire 510-268-8500x15 -- 2,830 SF (2,830 SF)

113



2025 Telegraph Ave

Office

Oakland, CA 94612

Alameda County

Corner of 21st Street

Building Type: Retail/Freestanding
Status: Built 1968
Building Size: 7,050 SF
Land Area: 0.34 AC
Stories: 1
Expenses: 2011 Tax @ $5.45/sf; 2011 Ops @ $1.01/sf
Parking: 20 free Surface Spaces are available; Ratio of 3.67/1,000 SF
For Sale: For Sale at $3,000,000 ($425.53/SF) - Active

Space Avail: 7,050 SF
Max Contig: 7,050 SF
Smallest Space: 7,050 SF
Rent/SF/Mo: $0.84
% Leased: 0%

Sales Company: Ritchie Commercial: Arthur Goldman (925) 935-7050 x110
Landlord Rep: Ritchie Commercial / Arthur Goldman 925-935-7050x110 -- 7,050 SF (7,050 SF)

Property Description: Auto Repair/Service

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2401-2421 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 2004
Building Size: 4,720 SF
Land Area: 0.25 AC
Stories: 5
Expenses: 2008 Tax @ $0.96/sf
For Sale: This property has one 3,360 condo for sale.

Space Avail: 3,360 SF
Max Contig: 3,360 SF
Smallest Space: 3,360 SF
Rent/SF/Mo: For Sale Only
% Leased: 28.8%

Landlord Rep: Company information unavailable at this time

The Telegraph is a brand new mixed-use development, a five-story 45-unit condominium development, located just north of Downtown Oakland, in the burgeoning multicultural section known as "Korea Town/Northgate." Already a heavily trafficked corridor, new residential construction projects will bring thousands of units to the area. In the vicinity are grocery stores, cafes, bars/clubs, galleries, light manufacturing, and the largest Korean grocery store in the Bay Area. In addition, a Whole Foods Store is planning to open nearby in the coming years. No restaurant uses.

115



2402-2408 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Retail/Residential
Status: Built 1900
Building Size: 9,328 SF
Land Area: 0.11 AC
Stories: 2
Expenses: 2008 Tax @ $1.65/sf
Parking: 2 free Surface Spaces are available
For Sale: For Sale at $1,299,000 ($649,500.00/Unit) - Active

Space Avail: 2,500 SF
Max Contig: 2,500 SF
Smallest Space: 2,500 SF
Rent/SF/Mo: For Sale Only
% Leased: 100%

Sales Company: Sybarite Investments: Phil Chen (415) 271-1920
Landlord Rep: Company information unavailable at this time

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2538 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type:	Retail/Freestanding	Space Avail:	17,000 SF
Status:	Built 1954	Max Contig:	17,000 SF
Building Size:	17,000 SF	Smallest Space:	8,500 SF
Land Area:	0.49 AC	Rent/SF/Mo:	$2.75
Stories:	2	% Leased:	0%
Expenses:	2009 Tax @ $1.06/sf		
Parking:	36 free Surface Spaces are available; Ratio of 3.00/1,000 SF		
For Sale:	Not For Sale		

Landlord Rep: California Commercial Investments / Damian Fink 510-268-8500x35 / Gary M. Bettencourt 510-268-8500x33 -- 17,000 SF (8,500 SF)

The building is in the heart of Oakland Koreatown.

117



2701 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type:	Retail/Storefront Retail/Office	Space Avail:	5,350 SF
Status:	Built 1956	Max Contig:	2,500 SF
Building Size:	5,350 SF	Smallest Space:	2,164 SF
Land Area:	0.07 AC	Rent/SF/Mo:	$0.75
Stories:	2	% Leased:	12.8%
Expenses:	2011 Tax @ $1.36/sf; 2011 Ops @ $1.06/sf		
For Sale:	For Sale at $725,000 ($135.51/SF) - Active		

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33, Damian Fink (510) 268-8500 x35

Landlord Rep: California Commercial Investments / Damian Fink 510-268-8500x35 / Gary M. Bettencourt 510-268-8500x33 -- 5,000 SF (2,500 SF)

Property Description: Free Standing Retail Building

Property Use Description: Free Standing Retail Building

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2721 Telegraph Ave

Oakland, CA 94612

Alameda County

Building Type: Retail/Storefront
Status: Built 1935
Building Size: 5,412 SF
Land Area: 0.14 AC
Stories: 1
Expenses: 2009 Tax @ $2.65/sf
For Sale: For Sale at $995,000 ($183.85/SF) - Active

Space Avail: 5,412 SF
Max Contig: 5,412 SF
Smallest Space: 5,412 SF
Rent/SF/Mo: For Sale Only
% Leased: 0%

Sales Company: California Commercial Investments: Damian Fink (510) 268-8500 x35
Landlord Rep: California Commercial Investments / Damian Fink 510-268-8500x35 -- 5,412 SF (5,412 SF)

Location Corner: SW

Property Description: Free Standing Retail Building

Property Use Description: Free Standing Retail Building

119 

2900-2914 Telegraph Ave

Oakland, CA 94609

Alameda County

Building Type: Retail/Storefront Retail/Office
Status: Built 1950
Building Size: 11,000 SF
Land Area: 0.22 AC
Stories: 2
Expenses: 2008 Tax @ $0.80/sf, 2010 Est Tax @ $1.05/sf; 2010 Est Ops @ $1.05/sf
Parking: 5 Surface Spaces are available; Ratio of 0.66/1,000 SF
For Sale: Not For Sale

Space Avail: 6,455 SF
Max Contig: 3,100 SF
Smallest Space: 1,650 SF
Rent/SF/Mo: $1.25-$1.75
% Leased: 56.3%

Landlord Rep: Peterson Properties / Steve Peterson 510-835-0200 / Ted Peterson 510-835-0200 -- 3,100 SF (2,100-3,100 SF)

120 

3343-3415 Telegraph Ave

Oakland, CA 94609

Alameda County

Building Type: Retail/Freestanding
Status: Built 1955
Building Size: 20,341 SF
Land Area: 0.95 AC
Stories: 2
Parking: 30 free Surface Spaces are available; Ratio of 0.97/1,000 SF
For Sale: Not For Sale

Space Avail: 5,000 SF
Max Contig: 5,000 SF
Smallest Space: 5,000 SF
Rent/SF/Mo: $1.00
% Leased: 75.4%

Landlord Rep: Kly Piedmont Property / Suk Hee Yoo 510-547-8388 -- 5,000 SF (5,000 SF)

Lot size is 41,479 square feet which includes a 4,100 square foot parking lot across the street.

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4881 Telegraph Ave

Oakland, CA 94609

Alameda County

Building Type:	Retail/Storefront	Space Avail:	6,436 SF
Status:	Built 1925	Max Contig:	6,436 SF
Building Size:	6,436 SF	Smallest Space:	6,436 SF
Land Area:	0.15 AC	Rent/SF/Mo:	$2.25
Stories:	1	% Leased:	100%
Expenses:	2009 Tax @ $3.30/sf, 2011 Est Tax @ $3.30/sf; 2011 Est Ops @ $2.76/sf		
Parking:	25 Surface Spaces are available		
For Sale:	Not For Sale		

Landlord Rep: Mark Borsuk, Inc. / Mark Borsuk 415-922-4740 -- 6,436 SF (6,436 SF)

Location Corner: SE

Property Description: Bank Branch

Property Use Description: Bank Branch

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1521-1531 Webster St

Shelley Bldg

Oakland, CA 94612

Alameda County

Building Type:	Retail/(Neighborhood Ctr)	Space Avail:	28,728 SF
Status:	Built 1950	Max Contig:	28,728 SF
Building Size:	30,000 SF	Smallest Space:	28,728 SF
Land Area:	0.34 AC	Rent/SF/Mo:	For Sale Only
Stories:	2	% Leased:	4.2%
Expenses:	2008 Tax @ $0.45/sf, 2010 Est Tax @ $0.49/sf; 2010 Est Ops @ $4.08/sf		
For Sale:	For Sale at $2,150,000 ($71.67/SF) - Active		

Sales Company: California Commercial Investments: Gary M. Bettencourt (510) 268-8500 x33, Damian Fink (510) 268-8500 x35

Landlord Rep: Marc Libarle / Marc Libarle 415-928-2400

Leasing Company: California Commercial Investments / Gary M. Bettencourt 510-268-8500x33 Damian Fink 510-268-8500x35 -- 28,728 SF (28,728 SF)

The property at 1521 Webster St offers a great downtown Oakland location with curb appeal, open space and high ceilings. It is also close to the BART and freeway.

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APPENDIX B: SUPPORT EXHIBITS

Exhibit B-1
Calculation of Sales Per Square Foot Estimates (1)
Select Retail Stores and Store Types

	Sales Per Square Foot										
	2003	2005		2007		2009		2010		Average	Average
	In 2003$'s	In 2005$'s	In 2003$'s	In 2007$'s	In 2003$'s	In 2008$'s	In 2003$'s	In 2010$'s	In 2003$'s	In 2003$'s	In 2011$'s
Store or Category (2)	[A]	[B]	[C]	[D]	[E]	[F]	[G]	[H]	[I]	= (A+C+E+G+I) / 5	[K]
	(CPI = 188.200)	*(CPI = 197.10)*		*(CPI = 210.89)*		*(CPI = 219.02)*		*(CPI = 218.)*			*(CPI = 226.43)*
Apparel											
Apparel - Specialty	$371	$392	$374	$416	$371	$397	$341	$405	$345	$361	$434
Women's' Apparel	$453	$483	$461	$445	$397	$389	$334	$365	$311	$391	$470
Shoe Stores	$266	$317	$303	$335	$299	$367	$315	$371	$316	$300	$361
Ross Dress for Less	$312	$304	$290	$295	$263	$286	$246	$324	$276	$277	$333
Kohl's	$268	$252	$241	$249	$222	$222	$191	$229	$195	$223	$268
Discount Stores	$235	$212	$202	$220	$196	$209	$180	$196	$167	$196	$236
Target	$282	$288	$275	$304	$271	$282	$242	$282	$240	$262	$315
Wal-Mart	$362	$412	$393	$422	$377	$424	$364	$422	$360	$374	$450
Department Stores Category	$239	$234	$223	$304	$271	$266	$229	$252	$215	$235	$283
Domestics Category	$287	$322	$307	$302	$270	$284	$244	$294	$251	$272	$327
Furniture Category	$176	$188	$180	$255	$228	$225	$193	$198	$169	$189	$227
Neighborhood Center Category	$322	$340	$325	$392	$350	$399	$343	$434	$370	$342	$411
Food & Drug Anchors	$441	$479	$457	$569	$508	$586	$504	$629	$536	$489	$588
Non-Food & Drug Retail	$203	$200	$191	$214	$191	$212	$182	$239	$204	$194	$233
Supermarkets	$348	$450	$430	$480	$428	$490	$421	$535	$456	$417	$502
Drug Stores	$534	$507	$484	$657	$586	$683	$587	$724	$622	$548	$634
Rite Aid	$286	$406	$388	$486	$434	$488	$419	$421	$362	$382	$442
CVS	$578	$520	$497	$798	$712	$792	$681	$802	$689	$617	$714
Restaurants Category	$389	$372	$355	$430	$384	$431	$370	$429	$366	$373	$449
Home Improvement	$274	$279	$266	$304	$271	$280	$241	$269	$229	$256	$308
Other Retail Categories											
Accessories	$742	$868	$829	$788	$703	$774	$665	$778	$663	$720	$866
HBA, Home Fragrances	$533	$514	$491	$630	$562	$431	$370	$541	$461	$484	$582
Electronics	$426	$490	$468	$447	$399	$508	$437	$686	$585	$463	$557
Office Supplies	$283	$304	$290	$341	$304	$277	$238	$263	$224	$268	$322
Sports	$209	$243	$232	$246	$220	$226	$194	$226	$193	$209	$251
Pet Supplies	$184	$192	$183	$189	$169	$179	$154	$185	$158	$170	$205
Book Superstores	$244	$237	$226	$242	$216	$242	$208	$180	$153	$210	$253
Video Stores	$106	$106	$101	$117	$104	$58	$50	$89	$76	$87	$105
Toys	$231	$227	$217	$367	$328	$350	$301	$320	$273	$270	$325
Music Superstores	$247	$242	$231	$340	$303	$294	$253	$318	$271	$261	$314
Gifts, Hobbies & Fabrics	$158	$141	$135	$139	$124	$124	$107	$124	$106	$126	$152
Average of Other Retail Categories	$306	$324	$309	$350	$312	$315	$271	$337	$287	$297	$357

Sources: Retail MAXIM, "Alternative Retail Risk Analysis for Alternative Capital" 2004, 2006, 2008, 2010 and 2011; United States Bureau of Labor Statistics Consumer Price Index - All Urban Consumers; and ALH Urban & Regional Economics.

(1) Estimates in columns A, B, D, F, and H were provided by Retail MAXIM. Columns C, E, G, I, and K were calculated using the Consumer Price Index for All Urban Consumers in the United States.
(2) Includes industry-and category-representative stores.

Exhibit B-2
College & Claremont Safeway Store
Market Area Census Tracts
Constituent Census Tracts and City Match (1)

2010 Census Tract	2000 Census Tract	City
4001	4001	Oakland
4002	4002	Oakland
4003	4003	Oakland
4004	4004	Oakland
4005	4005	Oakland
4006	4006	Oakland
4007	4007	Oakland
4008	4008	Oakland
4009	4009	Oakland
4043	4043	Oakland
4227	4227	Berkeley
4228	4228	Berkeley
4230	4230	Berkeley
4231	4231	Berkeley
4233	4233	Berkeley
4234	4234	Berkeley
4235	4235	Berkeley
4236.01	4236.01	Berkeley
4236.02	4236.02	Berkeley
4237	4237	Berkeley
4238	4238	Berkeley
4239.01	4239.01	Berkeley
4239.02	4239.02	Berkeley
4240.01	4240.01	Berkeley
4240.02	4240.02	Berkeley

Sources: U.S. Census Bureau; and ALH Urban & Regional Economics.

(1) For data retrieval purposes it is necessary to identify both the 2000 and 2010 census tracts for the market area. Some census tracts were split between 2000 and 2010. If a 2000 tract is followed by a blank then the paired 2010 census tracks are identified to the right.

Exhibit B-3
College & Claremont and Rockridge Safeway Stores
Common Market Area Census Tracts (1)
Constituent Census Tracts and City Match

2000 & 2010 Census Tract (2)	City
4002	Oakland
4003	Oakland
4004	Oakland
4005	Oakland
4006	Oakland
4007	Oakland
4008	Oakland
4009	Oakland
4043	Oakland

Sources: U.S. Census Bureau; and ALH Urban & Regional Economics.

(1) Safeway has two Oakland stores under environmental review, the College & Claremont store and the Rockridge store. Urban decay studies are in progress for both stores. This area identifies the portion of each store's market area estimated in the urban decay analyses to overlap between the two stores.
(2) For data retrieval purposes it is necessary to identify both the 2000 and 2010 census tracts for the market areas.

Exhibit B-4
College & Claremont Safeway Store
Translation of Claritas Retail Sales Categories to BOE Categories
Portion of Market Area Sales within Berkeley
in 2010 Dollars (millions)

Claritas Sales Category	Claritas Retail Sales 2010 2010 $'s	BOE Category
Motor Vehicle & Parts Dealers		
- Automotive Dealers	$77.7	**Motor Vehicles & Parts**
- Other Motor Vehicle Dealers	$0.0	
- Automotive Parts, Accessories, & Tire Stores	$3.0	
Furniture & Home Furnishings Stores		**Home Furnishings & Appliances**
- Furniture Stores	$7.1	
- Home Furnishing Stores	$2.7	
Electronics & Appliance Stores		
- Appliance, Television, and Other Electronics	$8.5	
- Household Appliances Stores	$2.2	
- Radio Television and Other Electronics	$6.4	
- Computer and Software Stores	$1.4	
- Camera & Photographic Equipment Stores	$3.8	
Building Material & Garden Equipment & Supply Dealers		
- Building Material & Supply Dealers	$11.6	
- Home Centers	$3.8	**Building Materials and Garden Equip. & Supplies**
- Paint and Wallpaper Stores	$1.4	
- Hardware Stores	$3.2	
- Other Building Materials Dealers	$3.3	
- Building Materials, Lumberyards	$1.3	
- Lawn and Garden Equipment and Supplies	$1.1	
- Outdoor Power Equipment Stores	$0.0	
- Nursery and Garden Centers	$1.1	
Food & Beverage Stores		
- Grocery Stores	$165.5	
- Supermarkets and Other Grocery Stores	$163.5	**Food and Beverage Stores**
- Convenience Stores	$2.0	
- Specialty Food Stores	$20.9	
- Beer, Wine, & Liquor Stores	$3.1	
Health & Personal Care Stores		
- Pharmacies and Drug Stores	$21.0	
- Cosmetics, Beauty Supplies and Perfume Stores	$0.9	
- Optical Goods Stores	$1.2	**Other Retail Group**
- Other Health and Personal Care Stores	$1.0	
Gasoline Stations		
- Gasoline Stations with Convenience Stores	$0.0	**Service Stations**
- Other Gasoline Stations	$11.1	
Clothing & Clothing Accessories Stores		
- Clothing Stores	$23.8	
- Men's Clothing Stores	$0.4	
- Women's Clothing Stores	$6.6	**Clothing & Clothing Accessories**
- Children's and Infants' Clothing Stores	$0.3	
- Family Clothing Stores	$15.4	
- Clothing Accessories Stores	$0.2	
- Other Clothing Stores	$0.9	
- Shoe Stores	$3.8	
- Jewelry, Luggage, & Leather Goods Stores	$2.8	
- Jewelry Stores	$2.8	
- Luggage, & Leather Goods Stores	$0.0	
Sporting Goods, Hobby, Book, & Music Stores		
- Sporting Goods, Hobby, & Musical Instruments	$8.2	
- Sporting Goods Stores	$4.6	
- Hobby, Toys and Games Stores	$1.2	
- Sew, Needlework, Piece Goods Stores	$1.4	
- Musical Instrument and Supplies Stores	$1.1	**Other Retail Group**
- Book, Periodical, & Music Stores	$18.4	
- Book Stores and News Dealers	$10.5	
- Book Stores	$10.5	
- News Dealers and Newsstands	$0.0	
- Prerecorded Tape, Compact Disc, & Records	$8.0	
General Merchandise Stores		**General Merchandise Stores**
- Department Stores excluding Leased Dept Stores	$12.7	
- Other General Merchandise Stores	$0.9	
Miscellaneous Store Retailers		
- Florists	$0.9	
- Office Supplies, Stationery, & Gift Stores	$5.4	
- Office Supplies and Stationery Stores	$0.9	**Other Retail Group**
- Gift, Novelty, and Souvenir Stores	$4.5	
- Used Merchandise Stores	$5.5	
- Other Miscellaneous Store Retailers	$5.0	
Non-store Retailers	$23.9	**Other Retail Group**
Foodservice & Drinking Places		
- Full-Service Restaurants	$33.6	**Food Services & Drinking Places**
- Limited-service Eating Places	$39.3	
- Special Foodservices	$3.1	
- Drinking Places - Alcoholic Beverages	$5.2	
TOTAL RETAIL STORES	**$534.1**	

Calculations

BOE Category	In Millions
Motor Vehicles & Parts	$80.7
Home Furnishings and Appliances	$23.5
Building Materials and Garden Equip	$12.7
Food and Beverage Stores	$189.4
Gasoline Stations	$11.1
Clothing and Clothing Accessories	$30.4
General Merchandise	$13.6
Food Services and Drinking Places	$81.2
Other Retail Group	$91.5
Retail Total	**$534.1**

Sources: Claritas; State of California Board of Equalization; and ALH Urban & Regional Economics.

Exhibit B-5
College & Claremont Safeway Store
Translation of Claritas Retail Sales Categories to BOE Categories
City of Berkeley
in 2010 Dollars (millions)

Claritas Sales Category	Claritas Retail Sales 2010 2010 $'s	BOE Category
Motor Vehicle & Parts Dealers		
- Automotive Dealers	$138.5	**Motor Vehicles & Parts**
- Other Motor Vehicle Dealers	$2.0	
- Automotive Parts, Accessories, & Tire Stores	$15.3	
Furniture & Home Furnishings Stores		**Home Furnishings & Appliances**
- Furniture Stores	$41.3	
- Home Furnishing Stores	$11.5	
Electronics & Appliance Stores		
- Appliance, Television, and Other Electronics	$14.8	
- Household Appliances Stores	$2.9	
- Radio Television and Other Electronics	$11.9	
- Computer and Software Stores	$7.2	
- Camera & Photographic Equipment Stores	$8.1	
Building Material & Garden Equipment & Supply Dealers		
- Building Material & Supply Dealers	$105.1	
- Home Centers	$7.8	**Building Materials and Garden Equip. & Supplies**
- Paint and Wallpaper Stores	$2.4	
- Hardware Stores	$32.5	
- Other Building Materials Dealers	$62.4	
- Building Materials, Lumberyards	$24.4	
- Lawn and Garden Equipment and Supplies	$8.7	
- Outdoor Power Equipment Stores	$0.2	
- Nursery and Garden Centers	$8.5	
Food & Beverage Stores		
- Grocery Stores	$399.3	
- Supermarkets and Other Grocery Stores	$394.6	**Food and Beverage Stores**
- Convenience Stores	$4.7	
- Specialty Food Stores	$31.8	
- Beer, Wine, & Liquor Stores	$13.1	
Health & Personal Care Stores		
- Pharmacies and Drug Stores	$40.8	
- Cosmetics, Beauty Supplies and Perfume Stores	$5.1	
- Optical Goods Stores	$2.4	**Other Retail Group**
- Other Health and Personal Care Stores	$8.9	
Gasoline Stations		
- Gasoline Stations with Convenience Stores	$7.8	**Service Stations**
- Other Gasoline Stations	$22.8	
Clothing & Clothing Accessories Stores		
- Clothing Stores	$50.5	
- Men's Clothing Stores	$1.2	
- Women's Clothing Stores	$29.4	**Clothing & Clothing Accessories**
- Children's and Infants' Clothing Stores	$1.2	
- Family Clothing Stores	$15.9	
- Clothing Accessories Stores	$0.7	
- Other Clothing Stores	$2.0	
- Shoe Stores	$8.4	
- Jewelry, Luggage, & Leather Goods Stores	$11.3	
- Jewelry Stores	$10.4	
- Luggage, & Leather Goods Stores	$0.9	
Sporting Goods, Hobby, Book, & Music Stores		
- Sporting Goods, Hobby, & Musical Instruments	$44.1	
- Sporting Goods Stores	$26.4	
- Hobby, Toys and Games Stores	$6.2	
- Sew, Needlework, Piece Goods Stores	$3.0	
- Musical Instrument and Supplies Stores	$8.4	**Other Retail Group**
- Book, Periodical, & Music Stores	$47.5	
- Book Stores and News Dealers	$36.8	
- Book Stores	$36.0	
- News Dealers and Newsstands	$0.7	
- Prerecorded Tape, Compact Disc, & Records	$10.7	
General Merchandise Stores		**General Merchandise Stores**
- Department Stores excluding Leased Dept Stores	$12.7	
- Other General Merchandise Stores	$99.2	
Miscellaneous Store Retailers		
- Florists	$3.3	
- Office Supplies, Stationery, & Gift Stores	$19.0	
- Office Supplies and Stationery Stores	$8.4	**Other Retail Group**
- Gift, Novelty, and Souvenir Stores	$10.5	
- Used Merchandise Stores	$9.0	
- Other Miscellaneous Store Retailers	$74.6	
Non-store Retailers	$119.3	**Other Retail Group**
Foodservice & Drinking Places		
- Full-Service Restaurants	$112.6	**Food Services & Drinking Places**
- Limited-service Eating Places	$119.9	
- Special Foodservices	$16.4	
- Drinking Places - Alcoholic Beverages	$9.4	
TOTAL RETAIL STORES	**$1,641.4**	

Summary by BOE Category

BOE Category	In Millions
Motor Vehicles & Parts	$155.8
Home Furnishings and Appliances	$83.0
Building Materials and Garden Equip	$113.8
Food and Beverage Stores	$444.2
Gasoline Stations	$30.5
Clothing and Clothing Accessories	$70.2
General Merchandise	$111.9
Food Services and Drinking Places	$258.2
Other Retail Group	$374.0
Retail Total	**$1,641.4**

Calculations

BOE Category	In Millions
Motor Vehicles & Parts	$155.8
Home Furnishings and Appliances	$83.0
Building Materials and Garden Equip	$113.8
Food and Beverage Stores	$444.2
Gasoline Stations	$30.5
Clothing and Clothing Accessories	$70.2
General Merchandise	$111.9
Food Services and Drinking Places	$258.2
Other Retail Group	$374.0
Retail Total	**$1,641.4**

Sources: Claritas; State of California Board of Equalization; and ALH Urban & Regional Economics.

Exhibit B-6
College & Claremont Safeway Store
Portion of Market Area Retail Sales within City of Berkeley
in 2010 Dollars

Type of Retailer	Claritas Retail Sales Estimates for 2010 (1): Retail Sales Within Berkeley Portion of Market Area (2) [A]	Total Retail Sales in City of Berkeley (3) [B]	Sales Ratio [C = A / B]
Motor Vehicles & Parts	$80,712,190	$155,771,235	51.8%
Home Furnishings and Appliances	$23,529,531	$82,984,611	28.4%
Building Materials and Garden Equip	$12,721,206	$113,773,358	11.2%
Food and Beverage Stores	$189,421,302	$444,175,670	42.6%
Gasoline Stations	$11,054,559	$30,542,054	36.2%
Clothing and Clothing Accessories	$30,374,162	$70,165,236	43.3%
General Merchandise	$13,618,697	$111,864,203	12.2%
Food Services and Drinking Places	$81,157,501	$258,173,628	31.4%
Other Retail Group	$91,464,132	$373,987,717	24.5%
Total	**$534,053,280**	**$1,641,437,712**	**32.5%**

Sources: Claritas, Inc.; California State Board of Equalization; and ALH Urban & Regional Economics.

(1) Claritas data are in 2010 dollars. See Exhibits B-3 and B-4 for translation of Claritas to BOE categories.
(2) See Exhibit B-3.
(3) See Exhibit B-4.

Exhibit B-7
College & Claremont Safeway Store
Translation of Claritas Retail Sales Categories to BOE Categories
Portion of Market Area within the City of Oakland
in 2010 Dollars (millions)

Claritas Sales Category	Claritas Retail Sales 2010 2010 $'s	BOE Category
Motor Vehicle & Parts Dealers		
- Automotive Dealers	$0.7	**Motor Vehicles & Parts**
- Other Motor Vehicle Dealers	$0.7	
- Automotive Parts, Accessories, & Tire Stores	$0.4	
Furniture & Home Furnishings Stores		**Home Furnishings & Appliances**
- Furniture Stores	$7.9	
- Home Furnishing Stores	$3.3	
Electronics & Appliance Stores		
- Appliance, Television, and Other Electronics	$1.9	
- Household Appliances Stores	$0.4	
- Radio Television and Other Electronics	$1.5	
- Computer and Software Stores	$0.6	
- Camera & Photographic Equipment Stores	$0.3	
Building Material & Garden Equipment & Supply Dealers		
- Building Material & Supply Dealers	$5.9	
- Home Centers	$0.0	**Building Materials and Garden Equip. & Supplies**
- Paint and Wallpaper Stores	$0.0	
- Hardware Stores	$2.5	
- Other Building Materials Dealers	$3.4	
- Building Materials, Lumberyards	$1.3	
- Lawn and Garden Equipment and Supplies	$0.2	
- Outdoor Power Equipment Stores	$0.0	
- Nursery and Garden Centers	$0.2	
Food & Beverage Stores		
- Grocery Stores	$93.6	
- Supermarkets and Other Grocery Stores	$93.6	**Food and Beverage Stores**
- Convenience Stores	$0.0	
- Specialty Food Stores	$15.9	
- Beer, Wine, & Liquor Stores	$8.2	
Health & Personal Care Stores		
- Pharmacies and Drug Stores	$1.9	
- Cosmetics, Beauty Supplies and Perfume Stores	$1.0	
- Optical Goods Stores	$0.2	**Other Retail Group**
- Other Health and Personal Care Stores	$2.5	
Gasoline Stations		
- Gasoline Stations with Convenience Stores	$36.3	**Service Stations**
- Other Gasoline Stations	$6.6	
Clothing & Clothing Accessories Stores		
- Clothing Stores	$3.2	
- Men's Clothing Stores	$0.0	
- Women's Clothing Stores	$2.9	
- Children's and Infants' Clothing Stores	$0.1	**Clothing & Clothing Accessories**
- Family Clothing Stores	$0.0	
- Clothing Accessories Stores	$0.2	
- Other Clothing Stores	$0.0	
- Shoe Stores	$0.9	
- Jewelry, Luggage, & Leather Goods Stores	$2.0	
- Jewelry Stores	$2.0	
- Luggage, & Leather Goods Stores	$0.0	
Sporting Goods, Hobby, Book, & Music Stores		
- Sporting Goods, Hobby, & Musical Instruments	$2.9	
- Sporting Goods Stores	$2.2	
- Hobby, Toys and Games Stores	$0.3	
- Sew, Needlework, Piece Goods Stores	$0.0	
- Musical Instrument and Supplies Stores	$0.3	**Other Retail Group**
- Book, Periodical, & Music Stores	$1.9	
- Book Stores and News Dealers	$1.6	
- Book Stores	$1.6	
- News Dealers and Newsstands	$0.0	
- Prerecorded Tape, Compact Disc, & Records	$0.3	
General Merchandise Stores		**General Merchandise Stores**
- Department Stores excluding Leased Dept Stores	$8.5	
- Other General Merchandise Stores	$2.3	
Miscellaneous Store Retailers		
- Florists	$1.3	
- Office Supplies, Stationery, & Gift Stores	$2.1	
- Office Supplies and Stationery Stores	$0.5	**Other Retail Group**
- Gift, Novelty, and Souvenir Stores	$1.6	
- Used Merchandise Stores	$6.6	
- Other Miscellaneous Store Retailers	$3.1	
Non-store Retailers	$8.7	**Other Retail Group**
Foodservice & Drinking Places		
- Full-Service Restaurants	$35.6	**Food Services & Drinking Places**
- Limited-service Eating Places	$6.1	
- Special Foodservices	$1.0	
- Drinking Places - Alcoholic Beverages	$4.0	
TOTAL RETAIL STORES	**$278.3**	

Summary by BOE Category

BOE Category	In Millions
Motor Vehicles & Parts	$1.8
Home Furnishings and Appliances	$14.0
Building Materials and Garden Equip	$6.1
Food and Beverage Stores	$117.7
Gasoline Stations	$42.9
Clothing and Clothing Accessories	$6.1
General Merchandise	$10.8
Food Services and Drinking Places	$46.6
Other Retail Group	$32.3
Retail Total	**$278.3**

Calculations

BOE Category	In Millions
Motor Vehicles & Parts	$1.8
Home Furnishings and Appliances	$14.0
Building Materials and Garden Equip	$6.1
Food and Beverage Stores	$117.7
Gasoline Stations	$42.9
Clothing and Clothing Accessories	$6.1
General Merchandise	$10.8
Food Services and Drinking Places	$46.6
Other Retail Group	$32.3
Retail Total	**$278.3**

Sources: Claritas; State of California Board of Equalization; and ALH Urban & Regional Economics.

Exhibit B-8
College & Claremont Safeway Store
Translation of Claritas Retail Sales Categories to BOE Categories
City of Oakland
in 2010 Dollars (Millions)

Claritas Sales Category	Claritas Retail Sales 2010 2010 $'s	BOE Category
Motor Vehicle & Parts Dealers		
- Automotive Dealers	$437.8	**Motor Vehicles & Parts**
- Other Motor Vehicle Dealers	$15.6	
- Automotive Parts, Accessories, & Tire Stores	$50.9	
Furniture & Home Furnishings Stores		**Home Furnishings & Appliances**
- Furniture Stores	$89.0	
- Home Furnishing Stores	$29.8	
Electronics & Appliance Stores		
- Appliance, Television, and Other Electronics	$39.5	
- Household Appliances Stores	$8.4	
- Radio Television and Other Electronics	$31.2	
- Computer and Software Stores	$42.0	
- Camera & Photographic Equipment Stores	$6.8	
Building Material & Garden Equipment & Supply Dealers		
- Building Material & Supply Dealers	$249.8	
- Home Centers	$105.6	**Building Materials and Garden Equip. & Supplies**
- Paint and Wallpaper Stores	$9.3	
- Hardware Stores	$42.4	
- Other Building Materials Dealers	$92.5	
- Building Materials, Lumberyards	$36.2	
- Lawn and Garden Equipment and Supplies	$7.5	
- Outdoor Power Equipment Stores	$0.8	
- Nursery and Garden Centers	$6.7	
Food & Beverage Stores		
- Grocery Stores	$970.6	
- Supermarkets and Other Grocery Stores	$945.1	**Food and Beverage Stores**
- Convenience Stores	$25.5	
- Specialty Food Stores	$58.2	
- Beer, Wine, & Liquor Stores	$65.9	
Health & Personal Care Stores		
- Pharmacies and Drug Stores	$268.7	
- Cosmetics, Beauty Supplies and Perfume Stores	$10.6	
- Optical Goods Stores	$3.1	**Other Retail Group**
- Other Health and Personal Care Stores	$19.4	
Gasoline Stations		
- Gasoline Stations with Convenience Stores	$292.7	**Service Stations**
- Other Gasoline Stations	$99.9	
Clothing & Clothing Accessories Stores		
- Clothing Stores	$61.4	
- Men's Clothing Stores	$8.1	
- Women's Clothing Stores	$21.6	**Clothing & Clothing Accessories**
- Children's and Infants' Clothing Stores	$7.4	
- Family Clothing Stores	$13.6	
- Clothing Accessories Stores	$2.9	
- Other Clothing Stores	$7.7	
- Shoe Stores	$12.0	
- Jewelry, Luggage, & Leather Goods Stores	$24.0	
- Jewelry Stores	$24.0	
- Luggage, & Leather Goods Stores	$0.1	
Sporting Goods, Hobby, Book, & Music Stores		
- Sporting Goods, Hobby, & Musical Instruments	$29.5	
- Sporting Goods Stores	$18.0	
- Hobby, Toys and Games Stores	$6.2	
- Sew, Needlework, Piece Goods Stores	$1.9	
- Musical Instrument and Supplies Stores	$3.4	**Other Retail Group**
- Book, Periodical, & Music Stores	$16.7	
- Book Stores and News Dealers	$8.9	
- Book Stores	$8.5	
- News Dealers and Newsstands	$0.3	
- Prerecorded Tape, Compact Disc, & Records	$7.9	
General Merchandise Stores		**General Merchandise Stores**
- Department Stores excluding Leased Dept Stores	$103.1	
- Other General Merchandise Stores	$146.7	
Miscellaneous Store Retailers		
- Florists	$6.1	
- Office Supplies, Stationery, & Gift Stores	$29.3	
- Office Supplies and Stationery Stores	$12.7	**Other Retail Group**
- Gift, Novelty, and Souvenir Stores	$16.6	
- Used Merchandise Stores	$28.3	
- Other Miscellaneous Store Retailers	$29.2	
Non-store Retailers	$408.0	**Other Retail Group**
Foodservice & Drinking Places		
- Full-Service Restaurants	$227.5	**Food Services & Drinking Places**
- Limited-service Eating Places	$213.7	
- Special Foodservices	$44.5	
- Drinking Places - Alcoholic Beverages	$23.8	
TOTAL RETAIL STORES	**$4,161.4**	

Calculations

BOE Category	In Millions
Motor Vehicles & Parts	$504.3
Home Furnishings and Appliances	$207.1
Building Materials and Garden Equip	$257.4
Food and Beverage Stores	$1,094.7
Gasoline Stations	$392.6
Clothing and Clothing Accessories	$97.3
General Merchandise	$249.8
Food Services and Drinking Places	$509.5
Other Retail Group	$848.8
Retail Total	**$4,161.4**

Sources: Claritas; State of California Board of Equalization; and ALH Urban & Regional Economics.

Exhibit B-9
College and Claremont Safeway Store
Project Market Area Retail Sales within City of Oakland
in 2010 Dollars

Type of Retailer	Claritas Retail Sales Estimates for 2010 (1): Retail Sales Within Oakland Portion of Market Area (2) [A]	Total Retail Sales in City of Oakland (3) [B]	Sales Ratio [C = A / B]
Motor Vehicles & Parts	$1,796,485	$504,271,533	0.4%
Home Furnishings and Appliances	$13,952,262	$207,079,039	6.7%
Building Materials and Garden Equip	$6,073,982	$257,353,152	2.4%
Food and Beverage Stores	$117,727,017	$1,094,670,503	10.8%
Gasoline Stations	$42,891,157	$392,590,487	10.9%
Clothing and Clothing Accessories	$6,134,581	$97,331,041	6.3%
General Merchandise	$10,814,003	$249,816,651	4.3%
Food Services and Drinking Places	$46,624,118	$509,491,060	9.2%
Other Retail Group	$32,285,211	$848,833,065	3.8%
Total	**$278,298,816**	**$4,161,436,531**	**6.7%**

Sources: Claritas, Inc.; California State Board of Equalization; and ALH Urban & Regional Economics.

(1) Claritas data are in 2010 dollars. See Exhibits B-6 and B-7 for translation of Claritas to BOE categories.
(2) See Exhibit B-6.
(3) See Exhibit B-7.

Exhibit B-10
Portion of Market Area in Common with College & Claremont and Rockridge Safeway Stores
Translation of Claritas Retail Sales Categories to BOE Categories in 2010 Dollars (millions)

Claritas Sales Category	Claritas Retail Sales 2010 2010 $'s	BOE Category
Motor Vehicle & Parts Dealers		
- Automotive Dealers	$0.7	**Motor Vehicles & Parts**
- Other Motor Vehicle Dealers	$0.7	
- Automotive Parts, Accessories, & Tire Stores	$0.1	
Furniture & Home Furnishings Stores		
- Furniture Stores	$7.9	**Home Furnishings & Appliances**
- Home Furnishing Stores	$3.3	
Electronics & Appliance Stores		
- Appliance, Television, and Other Electronics	$1.9	
- Household Appliances Stores	$0.4	
- Radio Television and Other Electronics	$1.5	
- Computer and Software Stores	$0.6	
- Camera & Photographic Equipment Stores	$0.0	
Building Material & Garden Equipment & Supply Dealers		
- Building Material & Supply Dealers	$5.7	
- Home Centers	$0.0	**Building Materials and Garden Equip. & Supplies**
- Paint and Wallpaper Stores	$0.0	
- Hardware Stores	$2.5	
- Other Building Materials Dealers	$3.2	
- Building Materials, Lumberyards	$1.2	
- Lawn and Garden Equipment and Supplies	$0.2	
- Outdoor Power Equipment Stores	$0.0	
- Nursery and Garden Centers	$0.2	
Food & Beverage Stores		
- Grocery Stores	$93.6	
- Supermarkets and Other Grocery Stores	$93.6	**Food and Beverage Stores**
- Convenience Stores	$0.0	
- Specialty Food Stores	$15.9	
- Beer, Wine, & Liquor Stores	$8.2	
Health & Personal Care Stores		
- Pharmacies and Drug Stores	$1.9	
- Cosmetics, Beauty Supplies and Perfume Stores	$1.0	
- Optical Goods Stores	$0.2	**Other Retail Group**
- Other Health and Personal Care Stores	$2.2	
Gasoline Stations		
- Gasoline Stations with Convenience Stores	$36.3	**Service Stations**
- Other Gasoline Stations	$6.6	
Clothing & Clothing Accessories Stores		
- Clothing Stores	$3.2	
- Men's Clothing Stores	$0.0	
- Women's Clothing Stores	$2.9	**Clothing & Clothing Accessories**
- Children's and Infants' Clothing Stores	$0.1	
- Family Clothing Stores	$0.0	
- Clothing Accessories Stores	$0.2	
- Other Clothing Stores	$0.0	
- Shoe Stores	$0.9	
- Jewelry, Luggage, & Leather Goods Stores	$1.9	
- Jewelry Stores	$1.9	
- Luggage, & Leather Goods Stores	$0.0	
Sporting Goods, Hobby, Book, & Music Stores		
- Sporting Goods, Hobby, & Musical Instruments	$2.9	
- Sporting Goods Stores	$2.2	
- Hobby, Toys and Games Stores	$0.3	
- Sew, Needlework, Piece Goods Stores	$0.0	
- Musical Instrument and Supplies Stores	$0.3	**Other Retail Group**
- Book, Periodical, & Music Stores	$1.9	
- Book Stores and News Dealers	$1.6	
- Book Stores	$1.6	
- News Dealers and Newsstands	$0.0	
- Prerecorded Tape, Compact Disc, & Records	$0.3	
General Merchandise Stores		**General Merchandise Stores**
- Department Stores excluding Leased Dept Stores	$8.5	
- Other General Merchandise Stores	$2.3	
Miscellaneous Store Retailers		
- Florists	$1.3	
- Office Supplies, Stationery, & Gift Stores	$2.1	
- Office Supplies and Stationery Stores	$0.5	**Other Retail Group**
- Gift, Novelty, and Souvenir Stores	$1.6	
- Used Merchandise Stores	$6.6	
- Other Miscellaneous Store Retailers	$2.7	
Non-store Retailers	$4.3	**Other Retail Group**
Foodservice & Drinking Places		
- Full-Service Restaurants	$23.8	**Food Services & Drinking Places**
- Limited-service Eating Places	$6.1	
- Special Foodservices	$1.0	
- Drinking Places - Alcoholic Beverages	$4.0	
TOTAL RETAIL STORES	**$260.6**	

Summary by BOE Category

BOE Category	In Millions
Motor Vehicles & Parts	$1.5
Home Furnishings and Appliances	$13.7
Building Materials and Garden Equip	$5.8
Food and Beverage Stores	$117.7
Gasoline Stations	$42.9
Clothing and Clothing Accessories	$6.0
General Merchandise	$10.8
Food Services and Drinking Places	$34.8
Other Retail Group	$27.2
Retail Total	**$260.6**

Calculations

BOE Category	In Millions
Motor Vehicles & Parts	$1.5
Home Furnishings and Appliances	$13.7
Building Materials and Garden Equip	$5.8
Food and Beverage Stores	$117.7
Gasoline Stations	$42.9
Clothing and Clothing Accessories	$6.0
General Merchandise	$10.8
Food Services and Drinking Places	$34.8
Other Retail Group	$27.2
Retail Total	**$260.6**

Sources: Claritas; State of California Board of Equalization; and ALH Urban & Regional Economics.

Exhibit B-11
Allocations of Unknown Retail Space into BOE Categories by Shopping Center Format (1)

Format	Motor Vehicles and Parts Dealers	Home Furnishings and Appliance Stores	Building Materials and Garden Equip	Food and Beverage Stores	Gasoline Stations	Clothing and Clothing Accessories Stores	General Merchandise	Food Services and Drinking Places	Other Retail
Neighborhood Centers	0%	0%	0%	40%	0%	0%	20%	20%	20%
Community Centers	0%	0%	5%	25%	0%	5%	35%	15%	15%
Power Centers	0%	5%	10%	15%	0%	10%	45%	5%	10%
Regional Malls	0%	10%	0%	0%	0%	30%	35%	5%	20%
Lifestyle Centers	0%	10%	0%	10%	0%	15%	10%	30%	25%

Sources: International Council of Shopping Centers (ICSC), U.S. Shopping Center Definitions, July 2011 (http://www.icsc.org/srch/lib/SC_TYPES.pdff); and ALH Urban & Regional Economics.

(1) ALH Urban & Regional Economics estimates for typical shopping center formats were developed based on ICSC shopping center classification criteria.

APPENDIX C: FIRM INTRODUCTION

FIRM HISTORY, SELECT QUALIFICATIONS, AND RESUME

FIRM INTRODUCTION

ALH Urban & Regional Economics (ALH Economics) is a recently formed sole proprietorship devoted to providing urban and regional economic consulting services to clients throughout California. Until early summer 2011, Amy L. Herman, Principal of ALH Economics, was a Senior Managing Director with CBRE Consulting in San Francisco, a division of the real estate services firm CB Richard Ellis. CBRE Consulting was the successor name of Sedway Group, a well established urban economic and real estate consulting firm acquired by CB Richard Ellis in the late 1990s. Ms. Herman's tenure with Sedway Group and then CBRE Consulting's land use and economics practice totaled more than 20 years. During that time Ms. Herman established a strong professional network and client base providing a range of services such as economic development and redevelopment, market feasibility analysis, fiscal and economic impact analysis, location analysis, strategic planning, and policy analysis. Ms. Herman's client base includes governmental clients, transportation agencies, corporations, environmental consultants, educational and health institutions, non-profits, and developers.

During spring 2011, CBRE chose to restructure the land use and economics practice area within CBRE Consulting. Ms. Herman took this opportunity to establish her own firm, through which she can continue to serve her existing client base and expand her practice in areas that suit her professional and personal interests. Examples of clients that have already retained the services of ALH Economics include the following: University of California at Berkeley; LSA Associates; Jack Faucett Associates; Hanna Novato, LLC; Terry Margerum & Associates; Raney Planning and Management, Inc.; Sedway Consulting; University of California at Riverside; During Associates; Lamphier-Gregory; Gresham Savage Nolan & Tilden, PC; California Gold Development Corporation; Environmental Science Associates (ESA); Arcadia Development Co.; PCR Services Corporation; Catellus Development Corporation; Sedgwick LLP; Michael Brandman Associates; and the City of Concord.

During her tenure with CBRE Consulting Ms. Herman developed a strong practice area involving the conduct of urban decay analyses as part of the environmental review process for projects with major retail components. A description of these services and recent projects follows. Also included are select examples of other economic impact studies conducted by Ms. Herman during her tenure with CBRE Consulting.

EXPERIENCE CONDUCTING RETAIL URBAN DECAY STUDIES

Description of Services

The Principal of ALH Economics, Amy L. Herman, has performed economic impact and urban decay studies for a number of retail development projects in California. These studies have generally been the direct outcome of the 2004 court ruling *Bakersfield Citizens for Local Control ("BCLC") v. City of Bakersfield* (December 2004) 124 Cal.App.4th 1184, requiring environmental impacts analyses to take into consideration the potential for a retail project as well as other cumulative retail projects to contribute to urban decay in the market area served by the project. Prior to the advent of the Bakersfield court decision, Ms. Herman managed these studies for project developers or retailers, typically at the request of the host city, or sometimes for the city itself. Following the Bakersfield decision, the studies have most commonly been directly commissioned by the host cities or environmental planning firms conducting Environmental Impact Reports (EIRs) for the projects. Studies

are often conducted as part of the EIR process, but also in response to organized challenges to a city's project approval or to Court decisions ruling that additional analysis is required.

The types of high volume retail projects for which these studies have been conducted include single store developments, typically comprising a Walmart Store, The Home Depot, Lowe's Home Improvement Warehouse, or Target store (including SuperTarget). The studies have also been conducted for large retail shopping centers, typically anchored by one or more of the preceding stores, but also including as much as 300,000 to 400,000 square feet or more of additional retail space with smaller anchor stores and in-line tenants.

The scope of services for these studies includes numerous tasks. The basic tasks common to most studies include the following:

- defining the project and estimating sales for the first full year of operations
- identifying the market area
- identifying and touring existing competitive market area retailers
- evaluating existing retail market conditions at competitive shopping centers and along major commercial corridors in the market area
- conducting retail demand, sales attraction, and spending leakage analyses for the market area and other relevant areas
- forecasting future retail demand in the market area
- researching the retail market's history in backfilling vacated retail spaces
- assessing the extent to which project sales will occur to the detriment of existing retailers (i.e., diverted sales)
- determining the likelihood existing competitive and nearby stores will close due to sales diversions attributable to the project
- researching planned retail projects and assessing cumulative impacts
- identifying the likelihood the project's economic impacts and cumulative project impacts will trigger or cause urban decay.

Many studies include yet additional tasks, such as assessing the project's impact on downtown retailers; determining the extent to which development of the project corresponds with city public policy, redevelopment, and economic development goals; projecting the fiscal benefits relative to the host city's General Plan; forecasting job impacts; analyzing wages relative to the existing retail base; and assessing potential impacts on local social service providers.

Recent Projects, Past 3 Years

High volume retail projects for which Ms. Herman has prepared economic impact and urban decay studies during just the past three years are listed below. This includes studies for projects that have successfully navigated the public approvals process or are currently in progress. Projects are listed alphabetically by the California city in which they are located. These projects represent a range of entitlement success, from projects already completed to projects lacking certified EIRs.

- Alameda, Alameda Landing, totaling 285,000 square feet anchored by a Target, project approved
- Apple Valley, Walmart Superstore, 240,000 square feet plus 9,000 square feet of additional retail, replacing existing Walmart Discount Store, EIR certified, engaged in the legal process; superseded by local initiative
- Bakersfield, Bakersfield Commons, totaling 1.2 million square feet of lifestyle retail space and 400,000 square feet of community shopping center space, EIR Certified and project approved
- Bakersfield, Crossroads Shopping Center, totaling 786,370 square feet, anchored by a Target, EIR Certified and project approved
- Bakersfield, Silver Creek Plaza, anchored by a WinCo Foods, totaling 137,609 square feet, EIR Certified and project approved
- Concord, Lowe's Commercial Shopping Center, totaling 334,112 square feet, anchored by a Lowe's Home Improvement Warehouse and a national general merchandise store; EIR Certified December 2008 with no subsequent legal challenge; store opened January 2010
- Eureka, Eureka Balloon Track Development, totaling 327,500 square feet of retail space, anchored by Home Depot, EIR certified, engaged in the legal process
- Fairfield, Green Valley Plaza, totaling 465,000 square feet; EIR certified and project approved, not yet under construction
- Fresno, Fresno 40, totaling 209,650 square feet, project approved and beyond legal challenge
- Hesperia, Main Street Marketplace, totaling 465,000 square feet, anchored by a Walmart Superstore and a Home Depot, Walmart under construction, expected completion September 2012
- Kern County, Rosedale and Renfro, totaling 228,966 square feet, anchored by a Target, EIR Certified and project approved
- Livingston, Blueberry Crossing, totaling 273,225 square feet, anchored by a large general merchandise store, project environmental process on hold
- Menlo Park, Beverages & More, 8,788-square-foot store opened February 2011
- Milpitas, Walmart Superstore, 17,640-square-foot expansion to existing Walmart; EIR certified by the Planning Commission but not by the City Council; superseded by local initiative
- Novato, Hanna Ranch, Novato, Hanna Ranch, mixed-use project including 44,621 square feet of retail space, 21,190 square feet of office space, and a 116-room hotel; EIR certified and project approved
- Oroville, Walmart Superstore, 213,400 square feet, replacing existing Walmart Discount Store, EIR certified but engaged in the legal process
- Palo Alto, Stanford Shopping Center, 240,000-square-foot expansion; project withdrawn by applicant
- San Francisco, Candlestick Point, 635,000 square feet of regional retail and Hunters Point, with two, 125,000-square-foot neighborhood shopping centers; EIR certified but engaged in the legal process for reasons not associated with CBRE Consulting's work effort
- San Jose, Almaden Ranch, up to 400,000 square feet; FEIR certified by the Planning Commission, legal appeal in progress
- Santa Rosa, Lowe's Home Improvement Store, 155,454 square feet plus 9,000 square of pad space; EIR not certified
- Sonora, Lowe's Home Improvement Warehouse, 111,196 square feet; store opened December 2010
- Ukiah, Costco, 148,000-square-foot warehouse membership store; DEIR in progress

- Ukiah, Walmart Superstore, 47,621-square-foot expansion to existing Walmart, EIR approved but project denied by the City Council
- Vallejo, WinCo grocery store, 71,393 square feet; FEIR certified by the Planning Commission, legal appeal in progress

There have been yet numerous other comparable studies conducted by Ms. Herman in California locations prior to the past three years. These also include projects located in Adelanto, American Canyon, Carlsbad, Chico, Citrus Heights, Gilroy, Hercules, Madera, Rancho Cordova, Sacramento, San Jose, Victorville, West Sacramento, and Willows.

EXPERIENCE CONDUCTING OTHER ECONOMIC IMPACT STUDIES

Following are description of other economic impact studies managed by Ms. Herman. These studies have been performed under a range of circumstances, including for existing institutions seeking to demonstrate their local and regional impacts to new development projects seeking public approvals. These studies were all initiated during Ms. Herman's tenure with CBRE Consulting; however, Ms. Herman is continuing to provide services to some of these projects through ALH Economics.

- ***University of California at San Diego/Economic Impact Analysis***. Ms. Herman managed a study of the economic impacts of UC San Diego on the City of San Diego, San Diego County, and the State of California. Financial data gathered from the University and companies started by alumni and faculty were used to estimate economic benefits in terms of spending, employment, and personal income. A model was developed to analyze these impacts using IMPLAN input-output multipliers. The model was provided to UC San Diego for their use in analyzing these impacts going forward. Select qualitative economic impacts were also analyzed and include UC San Diego's extensive contribution to the regional workforce, cultural opportunities, and community development efforts. Specifically, the community benefits associated with the medical and health sectors include medical training, significant research spending on health issues, and healthcare for local residents.

- ***Kaiser Permanente/Lancaster Medical District Economic Impact Analysis***. Ms. Herman managed a study of the economic impacts of a planned Kaiser Medical District in Lancaster, California. The facility is planned as part of a larger development area and will serve the growing Antelope Valley. The economic impacts associated with the hospital and medical office buildings include both one-time benefits from construction and on-going operational benefits. The quantifiable benefits include new jobs and income, increased local spending by Kaiser, and spending by new Kaiser employees. The Kaiser Medical District will also likely result in significant economic development impacts such as an increase in the annual community contributions in the region, establishment of local medical training programs and job recruitment, and attraction of adjacent real estate development.

- ***Forest City Enterprises/Economic Impact Analysis***. Ms. Herman conducted an economic impact analysis for a planned mixed-use development project in downtown Fresno, California. Ms. Herman estimated the one-time benefits associated with this project including the number of direct construction period jobs, indirect jobs associated with the development effort, and construction worker spending in the local community. Similarly, on-going benefits were estimated to include on-site project management jobs, retail sales generated by project residents, and direct and indirect jobs generated by on-site retail spending. These benefits were analyzed on a local and regional level. Some of the qualitative benefits associated with green construction and

operation were also analyzed, such as increasing the local knowledge base and the creation of a green cluster.

- ***Lawrence Berkeley National Laboratory/Economic Impact Study.*** Ms. Herman has twice conducted an economic impact analysis demonstrating the benefits of Lawrence Berkeley National Laboratory ("Berkeley Lab") to the City of Berkeley, the Bay Area region, and the State of California. The study was also intended to be useful to Berkeley Lab in the process of preparing its Long Range Development Plan. The study focused on job generation, wages, and local and regional spending. The analysis culminated in a brief memorandum of findings, as well as an Excel-based economic impact model for Berkeley Lab's future use that was designed to update itself automatically with annual inputs provided by LBL. Recent updates to this study have been used as a springboard to analysis of the Lab's planned second Bay Area campus, for which Ms. Herman participated in public meetings.

- ***Regents of the University of California at Berkeley/Berkeley Art Museum and Pacific Film Archive Economic Impact Analysis***. The Regents of the University of California at Berkeley is planning to relocate the University's Berkeley Art Museum and Pacific Film Archive (BAM and PFA) to a signature building designed by a world-renowned architect in Downtown Berkeley near the gateway to the University campus. The project will be a focal point of Berkeley's evolving Arts District. The plan calls for 118,000 square feet, including 2,500 square feet for retail, an 88-space parking garage, two film screening rooms, 12 galleries, a café, and rooftop gardens. The Exhibition space is 32,760 square feet. Ms. Herman conducted an economic impact analysis of the new facility upon completion. The economic impacts analyzed construction period and on-going impacts on the City of Berkeley, Alameda and Contra Costa counties, and the Bay Area region. The on-going impacts were based upon visitorship projections prepared for the study, forecasted local visitor spending, and anticipated BAM and PFA local spending on payroll as well as goods and services pursuant to analysis of historic spending patterns. They study additionally included qualitative analysis of the spin-off benefits of the new facility, including revitalization of Downtown Berkeley, increasing exposure for local retailers and restaurants, and accelerating growth in residential development.

- ***Transbay Joint Powers Board/Economic Impact of Transbay Development Program.*** Ms. Herman conducted economic impact analysis of select components of the proposed new Transbay Terminal and the associated Transbay Terminal Redevelopment Project Area. This included analysis of the operations of the Terminal and the impacts of the new riders attracted into San Francisco due to expansion of the Terminal's capacity, the downtown extension of Caltrain, and the potential addition of High-Speed Rail service. In anticipation of this major redevelopment effort, the City of San Francisco Redevelopment Agency created a Transbay Redevelopment Project Area calling for an extensive commercial and residential development program. The analysis therefore also projected the economic impacts associated with the construction and operations of this program, which included 3,378 residential units, 765,000 square feet of office space, 40,516 square feet of retail space, and a 1,000-room hotel. The analysis was conducted for a static time period, representing estimated stabilization of the various operations, in the year 2020.

- ***University of California at Riverside/Economic Impact Analysis.*** Ms. Herman conducted an economic impact analysis of the UC Riverside campus and its research centers. The purpose of the study was for the University to demonstrate its impacts on the local Riverside community, the surrounding region, and beyond, as well demonstrate as its leadership role. These impacts include tangible benefits such as job generation, wages, and local and regional spending, as well as intangible benefits such as cultural opportunities, intellectual stimulation, and volunteer work.

The study was especially relevant to the University's anticipated Long Range Development Plan (LRDP), both in terms of the University's economic benefits and potential negative impacts. The geographies reflected in the study included the City of Riverside, Riverside County, the Inland Empire, the State of California, and the nation. The study also included baseline analysis of a new Palm Desert campus, with the Heckman Center for Entrepreneurial Management, home of the University's MPB program. A model update to this analysis in process includes expansion of the University's impacts to the national level.

ALH | ECON

ALH Urban & Regional Economics

PROFESSIONAL PROFILE



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- City of Santa Rosa
- Shea Properties
- Sheppard Mullin Richter & Hampton LLP
- Simon Property Group
- The Sobrato Organization
- Southbay Development
- City of Sunnyvale
- Sunset Development Co.
- Transbay Joint Powers Authority
- University of Phoenix
- Westfield Corporation

Amy L. Herman, Principal of ALH Urban & Regional Economics, has provided urban and regional consulting services for almost 30 years. During this time she has been responsible for directing assignments for corporate, institutional, non-profit, and governmental clients in key service areas, including fiscal and economic impact analysis, economic development and redevelopment, feasibility analysis, location analysis, strategic planning, policy analysis, and transit-oriented development. Her award-winning economic development work has been recognized by the American Planning Association, the California Redevelopment Association, and the League of California Cities.

Prior to forming ALH Urban & Regional Economics in mid-2011, Ms. Herman's professional tenure included 20 years with Sedway Group, inclusive of its acquisition by CB Richard Ellis and subsequent name change to CBRE Consulting. Her prior professional work experience includes 5 years in the Real Estate Consulting Group of the now defunct accounting firm Laventhol & Horwath (L&H), preceded by several years with the land use consulting firm Land Economics Group, which was acquired by L&H.

Following are descriptions of select consulting assignments managed by Ms. Herman during the course of her career.

ECONOMIC DEVELOPMENT AND REDEVELOPMENT

City of Morgan Hill. Reviewed the City's economic development practices and compared them with "best practices" to other competitive Bay Area cities.

Solano County Cities. Managed a regional labor market study for Solano County cities designed to enhance the recognition of Solano County's competitiveness as a business location to prospective businesses and corporate site selectors.

City of San Jose Redevelopment Agency. Prepared a study analyzing the costs and benefits associated with creating a bioscience incentive zone in the Edenvale industrial redevelopment area.

City of Lake Forest. Prepared a commercial revitalization plan for the El Toro Corridor, including strategies to attract retail tenants, improve design standards, and create a community focal point. Led a series of community workshops and assessed the existing retail market.

City of Palo Alto. Conducted a retail study targeting six of Palo Alto's retail business districts for revitalization, including the identification of barriers to revitalization and recommended strategies tailored to the priorities established for each of the individual target commercial areas.

East Bay Municipal Water District. Managed economic, demographic, and real estate data analysis in support of developing market-sensitive adjustments to long-term water demand forecasts.

Redwood City Redevelopment Agency. Conducted a business attraction, retention and expansion study designed to preserve and strengthen Redwood City's industrial and retail bases. Outlined a program of economic development incentives, formulated implementation strategies, and recommended an organizational structure for a new economic development department.

ECONOMIC IMPACT ANALYSIS

Hospital Council of Northern and Central California. Currently conducting a study to identify the economic impact of hospitals and long-term care facilities located in Santa Clara County.

University of California. Conducted economic impact studies for five University of California campuses: Berkeley, Davis, Riverside, San Francisco, and San Diego. Prepared models suitable for annual updates by campus personnel.

Various EIR Firms. Managed numerous assignments analyzing the potential for urban decay to result from development of major big box and other shopping center retailers. The analysis comprises a required Environmental Impact Report component pursuant to CEQA.

Bay Area Rapid Transit District. Conducted an economic impact study demonstrating BART's regional economic benefits, focusing on quality of life, regional competitiveness, smart growth, and development impacts.

Kaiser Permanente. Managed economic impact analysis for planned Kaiser facilities in Modesto (hospital) and Lancaster, California (medical office campus). The analyses included multiplier impacts for local and regional employment, wages, and vendor expenditures.

AMY L. HERMAN, AICP
Principal

FISCAL IMPACT ANALYSIS

Stanford Management Company and Stanford Hospitals. Managed numerous assignments involving fiscal impact analysis for planned facilities developed by Stanford Management Company or Stanford Hospitals, including a satellite medical campus in Redwood City, a hotel and office complex in Menlo Park, and expansion of the hospital complex and the Stanford School of Medicine in Palo Alto.

Google. As a subconsultant to an architectural firm, prepared a fiscal impact analysis of the master planning effort for Google's expanded headquarters presence in the City of Mountain View.

City of Concord. Structured and managed fiscal impact analysis designed to test the net fiscal impact of multiple land use alternatives pertaining to the reuse of the 5,170-acre former Concord Naval Weapons Station, leading to possible annexation into the City of Concord, California. Currently completing an update to this analysis.

General Electric Company. Conducted industrial market, retail demand, and comparative fiscal impact analysis to support changing 55.1 acres of heavy industrial land to commercial use in San Jose, California. The resulting regional shopping center met with strong market acceptance.

Exxon Mobil Corporation. Prepared a fiscal and economic impact report demonstrating the role of general industry, including Exxon Mobil, on the quality of life in Benicia, California. This was performed relative to the City's General Plan Update.

Catellus (now ProLogis). Demonstrated the fiscal and economic benefits of San Francisco's 303-acre planned multi-use Mission Bay development over the 30-year projected build-out period as a precondition of City/County and Redevelopment Agency plan approval.

CORPORATE LOCATION ANALYSIS

Toyota Motor Corporation. Conducted a location analysis study for a distribution facility in the San Francisco Bay Area, designed to minimize travel time distance to the majority of area dealerships.

Cisco Systems. Managed multiple corporate location studies for Cisco Systems, headquartered in San Jose, California. These studies focused on the formulation of both a regional and a North American location strategy.

Starbucks Coffee Company. Directed analysis examining alternative locations for a new coffee roasting plant in the Western United States. A variety of economic, business, and labor market data were collected. The roasting plant was successfully sited in Sparks, Nevada.

Sacramento Regional Transportation District (RTD). Managed a consultant team assisting the RTD in planning for its immediate and long-term administrative office space needs, and in developing a strategy for maximizing the value of the existing RTD complex.

Hines. Managed comparative analysis highlighting business and employee costs associated with business locations in three competitive Bay Area locations.

DEVELOPMENT FEASIBILITY

Catellus Development Corporation. Preparing a retail leasing strategy for Alameda Landing, a planned a 285,000-square-foot shopping center, identifying tenants suitable for the purpose of recapturing identified sales leakage.

ChevronTexaco. Conducted a regional market analysis of an 8,400-acre oil field retired from active oil production in the New Orleans, Louisiana metropolitan area.

City of San Jose. Managed alternative City Hall location analysis, focused on recommending a long-term occupation strategy for the City. Following relocation of City Hall conducted a study examining the feasibility of redeveloping the City's former City Hall location and nearby parking facilities for residential, retail, and civic land uses.

Ford Motor Land Corporation. Managed the market analysis component pertinent to the redevelopment of Ford's 157-acre Ford auto assembly plant site in Milpitas. Ford ultimately disposed of the property for the purpose of retail development through adaptive reuse.

General Motors Corporation. Managed reuse studies for closed manufacturing facilities in Indiana (250 acres, 14 sites) and New Jersey (80 acres). Studies focused on the long term reuse and redevelopment potential of the closed manufacturing sites.

AMY L. HERMAN, AICP
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PROFESSIONAL AFFILIATIONS

- American Planning Association (APA) and its Economic Development Division
- American Institute of Certified Planners (AICP)
- California Association for Local Economic Development (CALED), former Board Member
- State of California, Real Estate Salesperson License, License #01821384

EDUCATION

- Ms. Herman holds a Bachelor of Arts degree in urban studies, magna cum laude, from Syracuse University. She also holds a Master of Community Planning degree from the University of Cincinnati. She has also pursued advanced graduate studies in City and Regional Planning at the University of California at Berkeley.

VOLUNTEER ACTIVITIES

- Board Member, Rebuilding Together (formerly Christmas in April), East Bay North
- Neighborhood Captain for Earthquake Preparedness, Berkeley, California
- President, Diablo Pacific Short Line, 501 (c)(3) Portable Modular Train Organization
- Volunteer, Swanton Pacific Railroad, Santa Cruz County, California
- Volunteer, Redwood Valley Railway, Tilden Regional Park, California

Appendix B

Retail White Paper for ABAG/MTC – Bridging the Gap: The Importance of Incorporating Retail Uses into Sustainable Communities Strategies and PDAs

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RETAIL WHITE PAPER FOR ABAG/MTC

BRIDGING THE GAP:
THE IMPORTANCE OF INCORPORATING
RETAIL USES INTO SUSTAINABLE COMMUNITIES STRATEGIES AND PDA'S

I. Introduction.

As one of the most significant pieces of environmental legislation in recent years, SB 375 is intended to "coordinate land use planning and transportation at a regional scale," with the goal of reducing the number of vehicle trips and concomitant greenhouse gas (GHG) emissions.

To date, the focus of the SB 375 regional planning effort has been on creating Sustainable Communities Strategies (SCS) with designated Priority Development Areas (PDAs) that encourage higher density housing near transit, located within vertical mixed-use developments. Largely absent from this dialogue, however, has been reasonable consideration and accommodation of a key element of all sustainable communities: vibrant and financially viable retail, shopping and support services.

To address this planning gap, an ad-hoc group of development professionals with backgrounds and experience in retail real estate development and brokerage, architectural design, land use law and economic development, has been formed. Brought together by a commitment to help ensure that retail development — as a critical component of the economy and the quality of life in the Bay Area — can continue to be successfully built and operated in our communities, this group desires to work collaboratively with ABAG, MTC and other stakeholders during the SB 375 implementation process. Leaving the retail gap unaddressed will be counterproductive to the spirit of the legislation and, as unintended consequences, will encourage retail sprawl, longer vehicle trips for shoppers, and, ultimately, not decrease and, potentially, increase GHG emissions.

II. Current PDA Plans Unintentionally Encourage Retail Sprawl By Focusing on High Density Housing around Transit that Leaves No room for Most Retail Configurations

A. Retailers Must Design Stores To Serve Their Customers' Needs

Shopping patterns have changed dramatically in response to the economy and shopper preferences. To understand the psychology of today's shoppers, you only need to look at the way you shop relative to your socio-economic situation. Most shoppers want the convenience of shopping where there is a "critical mass" of retail—a single large store or a number of medium-size stores in an area where various types of retailers are concentrated in a shopping district–so they can conveniently find essential goods and services. Those who work full time and have families typically shop once a week for the bulk of their needs but will also frequent grocery and drug stores as needed.

In addition, the American shopper has high expectations for their retail experience. To accommodate these discerning tastes, retailers have had to offer an amazing quality and quantity of goods and services in their stores. With the huge range of choice offered to the American shopper, there are a corresponding number of store types that need to be accommodated in a shopping area to fulfill the shopper's demand for goods and services. Retail store types are generally organized into two main categories:

- The larger format retailer which accommodates anchor tenants and draws customers as a destination in and of itself
- Smaller shop retailers which accommodate smaller shop tenants that rely on anchors to draw customers

The current SCS/PDA plans place a great deal of emphasis on building denser, vertical mixed-use projects in urban centers located near transit. However, this mixed-use development solution does not work for many retailers, particularly larger format retailers and it does not meet the needs of shoppers.

Many cities and communities throughout the Bay Area want to create viable, vibrant neighborhoods and business districts. This cannot be done with retail using all the formats used. Accordingly, the layout and design needs of larger format retailers must play a key role in the planning process.

As discussed later, significant consideration of retail store **types** must be given in the regional planning effort if communities can successfully attract and retain retailers. While Bay Area shoppers patronize smaller shop tenants, not all the products that they need or want can be obtained at these stores. To satisfy shopper preferences and needs, a way to accommodate the larger store format into the SCS/PDA plans is critical to the long-term economic viability of the Bay Area, the retail sector and the successful achievement of SB375's goals.

B. High Density, Vertical Mixed-Use Formats Are Challenging to Build and Operate for Larger Format Retailers.

The larger format retailer (anchor tenant) is typically any tenant that requires approximately 14,000 square feet square feet or more space. Examples include: *Trader Joes; Target; Fresh and Easy; CVS; Walgreens; Safeway; Food for Less; Whole Foods; Costco; Office Depot; Gap stores; all the department stores; Marshalls; TJ Maxx; Ross Dress for Less; and Borders Books or Barnes and Noble.* These tenants offer a broad range of products at an affordable cost, which often cannot be found at a smaller shop retail space. It is unlikely that there is a parent in the Bay Area who can avoid shopping at some of these large format stores at least once or twice a month.

Every larger format retailer has invested millions of dollars and relied on years of experience to determine how to operate their stores in the most cost-effective manner that will yield optimal sales. As many of the stores are corporations, their management staff has a fiduciary obligation to maximize sales and minimize costs at each retail location. Therefore, a store layout and its operation are vital to the decision of where to locate new stores. If a particular retailer's preferred prototype (store size and layout) cannot be achieved, the retailer typically will not go forward with a deal for a new location, since variation from the prototype generally proves unacceptable. And since many of these larger format retailers are very large corporations, the real estate manager, who identifies the sites for a new store, has absolutely no ability to make decisions on store format changes.

Each of these larger format retailers has a preferred prototype as follows:

Retail Store	Building Size
Safeway	55,000 square feet
CVS/Walgreen's	14,500 square feet with a drive-through window
Target	90,000 (urban format) to 180,000 square feet
Food 4 Less	72,000 square feet
Winco Grocer	75,000 square feet
Trader Joe's	15,000 square feet
Costco	158,000 square feet
Ross Dress for Less	30,000 square feet
Gap Stores	18,000 to 25,000 square feet

Note: When considering these store sizes, it is important to remember that one acre is 43,560 square feet. To place in context, to accommodate the urban size Target store, the ground floor will cover two acres not including parking, loading and trash facilities.

As explained more fully in the examples below, larger configuration stores do not work well within a vertical format typically. Traditional suburban retail with a 5:1,000 parking ratio that is laid out efficiently will typically have a .22 to .23 FAR. If a minimum FAR requirement of .6 is imposed, a retail project (such as one in South San Francisco) could not be developed without multiple levels and most likely with structured parking. In all but the densest environments (for example, the City of San Francisco), it is likely that other competing retailers with nearby legacy stores will have more traditional retail layouts and formats, thus placing the new retailers at a significant disadvantage. In addition, construction costs can become exorbitant if retailers are required to build podium or roof-top parking structures to accommodate increased FARs and a vertical format. Finally, lenders often will not provide financing for vertical mixed-use developments.

In additional to the physical constraints imposed by high density mixed use, there are also significant operating constraints for these retailers with respect the following:

- Loading, access and circulation
- Efficient heating and air conditioning with tenants above retail space
- Increase in operating costs with a decrease in sales-per-square foot for two or more floors of retail
- Combining residential and retail construction results in a loss of approximately 20 percent of residential units or a 40 percent increase in parking costs
- Ownership issues—one entity owns the retail, another owns residential and office space
- Incompatibility of retail and residential in terms of noise, access, hours of operation, parking, lighting, odors, noise and other patron activity
- Retailers have a shareholder obligation to maximize sales and minimize operational costs and theft from stores

To the extent the SCS/PDA plans restrict larger format retailers such as those listed in the table above from building and operating stores consistent with their preferred prototypes, retailers will be forced to find other locations with more site planning flexibility and lower land and development costs, that are most likely in suburban settings away from transit. As a result, shoppers will need to drive longer distances to find these stores, thereby disserving rather than facilitating the goals of SB 375.

III. Examples of High Density Developments that Can Function for Large and Small Format Retailers

There are some examples of high density developments in the Bay Area that accommodate larger format retail uses. However, to be successful, flexibility in design and layout is critical. Even then, these projects are significantly more expensive to build and operate and can negatively affect other uses within the project due to perceived and actual incompatibilities. Some examples are listed below.

Safeway Grocery Stores (various Bay Area locations): Safeway, which has been focusing on replacing and enlarging existing stores in urban locations such Walnut Creek, Oakland, Los Altos, San Francisco, Albany, Burlingame, Los Gatos and Millbrae, is using structured parking for some of these upgraded grocery stores. Because customer demands have changed over the past few decades, Safeway is enlarging their urban stores to sizes that are between 50,000 and 65,000 square feet and also targeting new store market areas. The larger stores produce larger sales because the stores meet the desires of urban customers who want an increased number of food and non-food items in a single shopping trip.

Safeway has built podium or roof-top parking configurations to accommodate customer and city parking requirements because the urban sites are typically constrained. Conservatively estimated, approximately 95% of Safeway customers use a car to shop. The podium store locates the parking on the ground level with the store directly above on the second level. The roof-top parking format, where customers take escalators, elevators or stairs from the parking level to shop, allows the store to have a larger footprint with the entire sales floor and back-of-house on the ground level.

The urban roof-top and podium typologies sometimes contain speculative multi-tenant "shop" spaces totaling 10,000 to 15,000 square feet in addition to the grocery and parking structure. If housing is mandated by cities, it is typically located adjacent to, not above stores; creating a horizontal rather than vertical mixed-use urban form. *These urban typologies cost approximately 200% more to build than at-grade stores (sometimes up to 300%, depending on site constraints and community demands) and take twice as long to build and cost more to operate.*

Sometimes, the need to enlarge the store and stay competitive justifies using this vertical integration and the higher construction cost, but only in limited cases. For example, at the proposed Safeway on La Playa, a full city block development in San Francisco's Outer Richmond district, housing is located along the perimeter of the block. Due to existing neighbors' sensitivities, this location is particularly difficult and expensive to design, requiring such solutions as underground loading docks and a partially submerged store. This project would not

be built if vertical mixed use was mandated by the City of San Francisco. Ultimately, Safeway is moving forward with the proposed expansion but needed to have someone else develop the housing, to create a horizontal, mixed use development.

In another example, when the City of Berkeley mandated housing above a local Safeway before the City would approve the store being replaced with a more modern Safeway, the project was abandoned and the store was simply remodeled. Safeway has steered away from vertical formats for its stores that include residential units.

To the extent Safeway is able to move forward with vertical format stores, it is because they typically own the development sites, are well capitalized, are very knowledgeable about the entitlement processes and will own and operate the built projects. However, for most retailers that have fewer resources, there is a higher barrier to entry, sometimes nearly insurmountable, to develop medium and large format stores in these urban locations. This often leaves many markets underserved despite their demand for a variety of retail. Horizontal suburban and mall-type shopping forms are much easier to design, get entitled, build and operate than the urban vertical forms.

Metro Center, Foster City: This mixed-use project incorporates office, residential, retail and other services in a self contained, horizontal layout with direct regional transportation access. The project includes a dramatic 20-story, glass and granite tower and two adjacent four-story buildings totaling approximately 680,000 square feet of premier office space, along with a major neighborhood retail center of service related tenants, totaling 46,489 square feet. The total project encompasses 726,489 square feet on 100 acres. The project has had long term success because each use was designed for maximum efficiency in cost and functionality and the uses complement each other. However, even in this center, the retail component is typical of suburban strip centers with surface parking in front of the stores.

Bay Meadows, San Mateo: This is another large scale mixed-use development incorporating retail, office and residential in a horizontal fabric with direct regional transportation access that is successful for the same reasons cited above for the Metro Center. The final development program includes 1171 residential units, approx 715,000 square feet of rentable office space, and approx 93,000 square feet of retail space, (46,000 square feet is used by the anchor tenant, Whole Foods). The project has both surface and underground parking for the retail component.

IV. Examples of High Density, Vertical Mixed-Use Developments That Do Not Work.

Even if a developer is actually able to finance, entitle and build a high density, mixed-use project, these developments are often not viable from a retail perspective. There are numerous examples of these kinds of developments throughout the Bay Area that have been unsuccessful in terms of leasing the retail space, often leaving retail space vacant for years. Amazingly, lessons have not been learned and more projects continue to be built. Strong examples of developments that have not been successful are listed below.

Sycamore North, Hercules: This is a vertical mixed-use project containing 97 residential units on three levels above 39,000 square feet of small tenant retail/service space and underground parking. The project cost was excessive, not supported by the market and required extreme subsidies which could not bridge the "affordability gap". The retail/service space area exceeded local market demand, requiring excessive contributions to improvements in order to attract tenant interest. Constructing residential uses on top of a podium increased retail flexibility, but dramatically increased construction costs. While limited and poorly designed retail access, loading and trash had a negative impact on the leasing, the largest contributor to the lack of retail leases is the trade area demand. It is too small for the amount of retail space built. After 1 ½ years of retail leasing, there currently are two tenants committed totaling approximately 2500 sf, out of 39,000 sf developed.

Delancey Street, San Francisco: This development is a 370,000 square foot project in three- and four-story buildings with residential units for up to 500 occupants and 35,000 square feet of retail/service space. The residential component is successful but the retail/service space remains virtually unleased after 20 years. The residential design did not take into account the functional needs of retail, resulting in inefficient spaces with inadequate height clearance, no demising flexibility, poor loading and trash facilities and limited utility availability.

Orinda Theater Square, Orinda: The project responded to community demand for redevelopment and preservation of the Orinda Theater. The design surrounded the theater with two and three story office space over one level of retail with four levels of underground parking. The theater is not economically viable due to a limited number of screens (three), which makes it compete with modern cinema multiplexes. The second and third floor office space had been successful due to location and access to BART, but the ground floor retail/restaurant space continues to struggle due to its inward orientation without street exposure or street signage; inefficient building design; poor loading and parking circulation; and ongoing community objections to placing typical service tenants on the ground level. Retail vacancies average 20%. The parking garage is a financial drain on the project as free parking for theater patrons must be provided.

In general the difficulties of vertically mixed-use, high density projects result from additional costs and the real and perceived incompatibility of retail and residential uses that center on physical layouts and operating issues.

V. The Critical Impact of Retail on the Economic Sustainability of the Bay Area.

A. Communities Suffer Financially When Larger Format Retail Uses Are Unduly Constrained or Otherwise Discouraged.

The focus on vertical, mixed-use development can result in serious financial and revenue implications for communities and neighborhoods. Many cities in the Bay Area saw an increase in vertical, mixed-use development projects during the real estate and economic boom. But now many of those vertical mixed use projects have a significant amount of ground floor retail space vacant that is not leasable due to an oversaturation of poor quality space in the market place and many less viable tenants.

In addition to vacant ground floor small retail shop space, the recession has initiated many large anchor spaces to be re-tenanted, typically with lower rents, and more discounted oriented tenants. These tenants sell items for less, as a survival mode for the recession weary customers.

As a result of the loss of sales tax revenue, many cities cannot continue to provide the quality of lifestyle amenities for residents that retail typically generates. Retail sales tax normally makes a significant contribution to city general funds and a community's economic sustainability. In some cities, sales tax is fifty percent of general fund revenue, although 20-30 percent is more typical. Consequently, cities aggressively recruit new retail, especially larger store formats like Costco, Target, IKEA, and others, which historically have been significant sources of sales tax. In a good economy, large store format retailers like Costco, IKEA and Sam's Club can each generate upwards of $1,500,000 to $2,000,000 a year in sales tax for an individual city.

The following paragraphs outline the differences in the amount of sales tax the different types of retail can produce. When you compare the ability for a vertical mixed use development (with ground floor small shop retail) to generate sales taxes compared to the large format retail stores, it is clear why the large format stores make such a difference. Their inability to locate in the denser portions of the Bay Area will cause Cities and communities to inadvertently suffer.

The districts outlined below are comprised of small stores and restaurants with the exception of Story Road which has larger shopping centers and some anchor stores like Target and Home Depot. While the data is from Fiscal Year 2007-08, the amounts and percentages have probably not changed much due to the slow economic recovery.

SALES TAX GENERATED BY SAN JOSE NEIGHBORHOOD BUSINESS DISTRICTS		
Neighborhood Business District	**Sales Tax Generated***	**Percent of Total Sales Tax Revenue Generated by Neighborhood Business Districts**
Alum Rock	$1.17M	0.17%
E. Santa Clara	$282,000	0.04%
Japantown	$133,719	0.02%
Story Road	$1.956M	0.28%
13th Street	$168,750	0.02%
The Alameda	$345,697	0.05%
Lincoln Ave.	$601,230	0.09%
Willow St.	$36,027	0.01%
Winchester	$921,432	0.13%
Total	**$6.886M**	**100%**

Source: City of San Jose and the San Jose Redevelopment Agency

Downtowns are also not strong generators of sales tax revenue for cities although they provide a quality of life and community amenity desired by many residents. Even with national tenants, many downtowns (such as Los Gatos and Burlingame) continue to show a declining or flat trend in retail sales that has continued in spite of modest economic growth. Many of these small downtowns experience high store vacancy and cannot compete with larger shopping centers in terms of offering a critical mass of brand retailers. In comparison, a major shopping center with large anchor stores like Oakridge Shopping Center located in San Jose, generated $3.56 million in sales tax revenues in 2010. One major shopping center can out-perform (with regard to sales tax generation), nine out of ten Neighborhood Business Districts. These examples from San Jose are duplicated all over the Bay Area.

B. Significant Job Losses Will Result if Larger Format Retailers Are Effectively Precluded from Building and Operating in Many Communities

Retail jobs are also an important part of a community's economic sustainability. Except for significant job losses at the peak of the recession, retail sector jobs have showed steady but slow growth compared to manufacturing jobs in California, which have continued to decline for the last thirty years. In a service economy, retail jobs play a major role by providing work not only for unskilled or low-skilled workers but also for those with college educations and higher skills who cannot find stable employment in a continually slow economic recovery. And in many cases, retailers (Costco and Whole Foods are two examples) pay higher than union wages surpassing all of the Bay Area's "Living Wage" requirements.

In the retail market today, large format stores such as Target (148,000 square feet) , FoodsCo (72,000 square feet), Costco (158,000 square feet) and Walmart (160,000 square feet) are aggressively expanding stores in Northern California and employ as many as 400 workers in each store. Consequently, these stores are major job generators for many communities and are among the few that are expanding.

Job growth in a global economy no longer follows historic, traditional or predictable patterns. Land use planning that accommodates a variety of industry sectors and jobs is important because it is the very least a community can do to maximize job creation opportunities in a dynamic economy and rapidly changing market place. A report on job growth projections and employment land demand, completed in 2009, for the City of San Jose's "Envision 2040 General Plan Update" underscores the importance of that type of planning. The report stated:

> "A community must adequately plan for job growth in areas that provide a variety of land use types. Some types of job growth can be accommodated in a downtown high-rise office setting, some in a low density manufacturing district and some in dispersed neighborhood shopping centers. The expected demand for different types of employment space and setting will change over time as particular industries grow or wane and as the characteristics of those industries change."

The report further recommended that the City add large retail lands in the planning process to accommodate job growth demand for retail uses. The type of development that takes place on these land types is less likely to be accommodated in higher density development."[1] In short, adequately planning for future job growth scenarios is very critical to a community's economic sustainability and retail jobs are a key component of that sustainability. The important point is that a city or region does not control the market place.

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[1] *Envision San Jose 2040: Job Growth Projections and Employment Land Demand,* March 28, 2009, p. 3.

VI. Conclusion: Finding Creative Solutions that Support Retail Uses and the Goals of SB 375

The current SCS/PDA plans do not accommodate the physical retail space and operating needs of larger format stores. Nor do they acknowledge the preferences and needs of shoppers which dictate the types of formats used by these retailers. Shoppers have high expectations of retailers. They demand shopping convenience and have a high bar for the quality and quantity of goods and services. The current SCS/PDA plans focus on higher density, vertical mixed use development in urban centers which can accommodate only small shop retailers. A planning solution needs to be found that can accommodate the needs of larger format retailers and their customers.

The fundamental issues center on both the physical and operating incompatibility of large format stores with other uses such as residential and office that result in much higher construction costs and inconvenience for customers with respect to parking, access and store layouts. Operationally, the challenges for larger format retail in a vertical mixed use structure involve hours of operation; costly heating and air conditioning systems; loading, access and circulation; and generally higher operating costs for multi-level stores. To the extent the SCS/PDA plans constrain larger format retailers from building and operating stores consistent with their preferred prototypes that are financially feasible, retailers will be forced to find locations that allow more site planning flexibility and lower land, development and operating costs, most likely in suburban settings away from transit.

As a result, locating out of the dense urban sections of the Bay Area and away from customers furthers retail sprawl and increased vehicle trips. This defeats, rather than achieves the goals of SB 375. There are other unintended consequences for communities that include the potential loss of much needed retail jobs, impacts on general fund revenues that rely on sales tax generated by large format retailers as well as the loss of vibrant and high quality of life amenities for residents.

This white paper has been thoughtfully prepared with the goal of finding solutions that allow the SCS/PDA plans to be modified to accommodate larger format retail and still achieve the reduction of GHG emissions and a balanced, sustainable quality of life for Bay Area residents. Solutions can be achieved through focused working sessions with planners and retail architects from ABAG and this stakeholder committee which is willing to commit time and experience to achieve common goals.

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Appendix C

Refrigerant Leak Data

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name	refrig_type	description	system_ca	ssys_ener	ssys_hvac	rolling_past_leak_rate_sort	leak_rate_	system_typ	full_charge	status	leak_rate_calculation
1	R-22	1	Commercial Refrigeration					Universal	60	Normal Operation	
10	R-22	10	Commercial Refrigeration			0	0%	Universal	75	Normal Operation	0%
11	R-22	11	Commercial Refrigeration					Universal	75	Normal Operation	
12	R-22	12	Commercial Refrigeration			0	0%	Universal	75	Normal Operation	0%
15	R-22	15	Commercial Refrigeration					Universal	60	Normal Operation	
16	R-134a	16	Commercial Refrigeration					Universal	60	Normal Operation	
17	R-134a	17	Commercial Refrigeration					Universal	50	Normal Operation	
18	R-507 (AZ-50)	18	Commercial Refrigeration					Universal	560	Normal Operation	
19	R-134a	19	Commercial Refrigeration			50	50%	Universal	60	Normal Operation	0%
2	R-22	2	Commercial Refrigeration			50	50%	Universal	60	Normal Operation	0%
23	R-404A (HP-62)	23	Commercial Refrigeration					Universal	60	Normal Operation	
24	R-22	24	Commercial Refrigeration					Universal	60	Normal Operation	
25	R-22	25	Commercial Refrigeration			100	100%	Universal	60	Normal Operation	0%
3	R-22	3	Commercial Refrigeration					Universal	75	Normal Operation	
4	R-134a	4	Commercial Refrigeration					Universal	30	Normal Operation	
5	R-22	5	Commercial Refrigeration			50	50%	Universal	60	Normal Operation	0%
6	R-22	6	Commercial Refrigeration			0	0%	Universal	60	Normal Operation	0%
8	R-22	8	Commercial Refrigeration			0	0%	Universal	60	Normal Operation	0%
9	R-22	9	Commercial Refrigeration					Universal	60	Normal Operation	
AC	R-22	AC	HVAC					HVAC Univ	60	Normal Operation	

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Appendix D

Energy Consumption Data

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Store	Commodity	Unit	2010-2 (Period 2)	2010-3 (Period 3)	2010-4 (Period 4)	2010-5 (Period 5)	2010-6 (Period 6)	2010-7 (Period 7)	2010-8 (Period 8)
0687-SAFEWAY	Electricity	$	4,898.09	5,232.76	5,169.40	5,949.55		6,409.52	6,068.13
0687-SAFEWAY	Electricity	kWh	110,766.00	118,222.00	109,505.00	111,347.00		126,065.00	119,086.00
0687-SAFEWAY	Electricity	kW	200	192	196	202		207	207
0687-SAFEWAY	Natural Gas	$	2,132.24	1,973.87	1,639.25	1,235.21	586.35	873.16	921.31
0687-SAFEWAY	Natural Gas	Therm	1,838.00	1,859.00	1,726.00	1,322.00	0	1,050.00	972
0687-SAFEWAY	Potable Water	$	2,336.88		2,789.28		2,882.88		2,712.48
0687-SAFEWAY	Potable Water	gal	182,512.00		225,896.00		234,872.00		213,928.00

Store	Commodity	Unit	2010-9 (Period 9)	2010-10 (Period 10)	2010-11 (Period 11)	2010-12 (Period 12)	2010-13 (Period 13)	2011-1 (Period 1)
0687-SAFEWAY	Electricity	$	6,059.54	6,619.78	6,144.27	5,449.10	4,991.42	5,365.07
0687-SAFEWAY	Electricity	kWh	117,130.00	128,420.00	115,731.00	117,192.00	120,063.00	109,255.00
0687-SAFEWAY	Electricity	kW	206	227	215	211	196	201
0687-SAFEWAY	Natural Gas	$	1,066.91	738.13	880.77	1,402.11	1,976.25	914.83
0687-SAFEWAY	Natural Gas	Therm	1,068.00	912	851	1,409.00	2,052.00	2,027.00
0687-SAFEWAY	Potable Water	$		2,635.73		2,774.96		
0687-SAFEWAY	Potable Water	gal		198,220.00		210,936.00		

Store	Commodity	Unit	2011-2 (Period 2)	2011-3 (Period 3)	2011-4 (Period 4)	2011-5 (Period 5)	Totals
0687-SAFEWAY	Electricity	$	5,587.35	5,938.48	5,925.59		85,808.05
0687-SAFEWAY	Electricity	kWh	106,867.00	115,764.00	110,737.00		1,736,150.00
0687-SAFEWAY	Electricity	kW	194	189	195		227
0687-SAFEWAY	Natural Gas	$	1,890.12	1,930.44	1,513.46		21,674.41
0687-SAFEWAY	Natural Gas	Therm	1,777.00	2,050.00	1,607.00		22,520.00
0687-SAFEWAY	Potable Water	$	2,658.38		4,575.41		23,366.00
0687-SAFEWAY	Potable Water	gal	200,464.00		364,276.00		1,831,104.00

#687 Oakland			**per s.f.**	
Store Size	24,258	s.f.		
Electricity	1,736,150	kWh	71.57	kWh/sq. ft.
Natural Gas	22,520	therms	0.928	therms/sq. ft.
Water	1,831,104	gallons	75.48	gallons/sf. Ft.

New Project #2870			**per s.f.**	
Store Size	51,000	s.f.		
Electricity	1,443,300	kWh	28.30	kWh/sq. ft.
Natural Gas	18,768	therms	0.368	therms/sq. ft.
Shops Size	11,000	s.f.		
Electricity	311,300	kWh	28.30	kWh/sq. ft.
Natural Gas	4,048	therms	0.368	therms/sq. ft.
Total Store & Shops				
Store Size	62,000	s.f.		
Electricity	1,754,600	kWh	28.30	kwh/sq. ft.
Natural Gas	22,816	therms	0.368	therms/sq. ft.

*Based on Santa Cruz

Appendix E

Transportation Technical Appendix

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Technical Appendix

Safeway on College Avenue Transportation Analysis

July 2012

WC07-2483

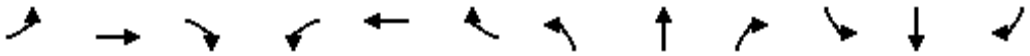
FEHR PEERS

Table of Contents

A LOS Calculation Worksheets – Revised Project
B Intersection Count Data Sheets – Saturday Midday
C LOS Calculation Worksheets – Saturday Midday
D LOS Calculation Worksheets – Residential Streets
E Signal Warrants

Appendix A
LOS Analysis Worksheets – Revised Project

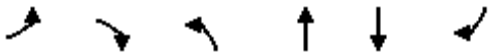
FEHR PEERS



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	66	267	202	5	122	23	148	289	24	41	363	87
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.91			0.97			0.98			0.91	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.95			0.98			0.99			0.98	
Flt Protected		0.99			1.00			0.98			1.00	
Satd. Flow (prot)		1425			1766			1532			1350	
Flt Permitted		0.94			0.98			0.46			0.93	
Satd. Flow (perm)		1350			1741			714			1257	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	69	281	213	5	128	24	156	304	25	43	382	92
RTOR Reduction (vph)	0	0	0	0	8	0	0	2	0	0	10	0
Lane Group Flow (vph)	0	563	0	0	149	0	0	483	0	0	507	0
Confl. Peds. (#/hr)			97			82			175			212
Confl. Bikes (#/hr)			4			1			22			39
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		29.0			29.0			41.0			21.5	
Effective Green, g (s)		30.0			30.0			42.0			22.5	
Actuated g/C Ratio		0.38			0.38			0.52			0.28	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		506			653			538			354	
v/s Ratio Prot								c0.18				
v/s Ratio Perm		c0.42			0.09			0.29			c0.40	
v/c Ratio		1.11			0.23			0.90			1.43	
Uniform Delay, d1		25.0			17.1			17.1			28.8	
Progression Factor		1.00			1.42			1.00			1.00	
Incremental Delay, d2		74.6			0.8			20.3			210.0	
Delay (s)		99.6			25.1			37.3			238.8	
Level of Service		F			C			D			F	
Approach Delay (s)		99.6			25.1			37.3			238.8	
Approach LOS		F			C			D			F	

Intersection Summary			
HCM Average Control Delay	117.0	HCM Level of Service	F
HCM Volume to Capacity ratio	1.18		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	113.9%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

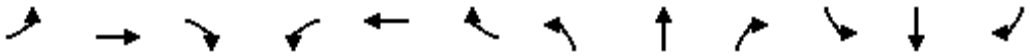
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	233	64	38	531	361	103
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.93	0.93	0.93	0.93	0.93	0.93
Hourly flow rate (vph)	251	69	41	571	388	111
Pedestrians	40			1		
Lane Width (ft)	12.0			12.0		
Walking Speed (ft/s)	4.0			4.0		
Percent Blockage	3			0		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked	0.96					
vC, conflicting volume	851	290	539			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	762	290	539			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	17	90	96			
cM capacity (veh/h)	304	682	991			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	319	231	381	259	240
Volume Left	251	41	0	0	0
Volume Right	69	0	0	0	111
cSH	345	991	1700	1700	1700
Volume to Capacity	0.93	0.04	0.22	0.15	0.14
Queue Length 95th (ft)	237	3	0	0	0
Control Delay (s)	66.8	1.9	0.0	0.0	0.0
Lane LOS	F	A			
Approach Delay (s)	66.8	0.7		0.0	
Approach LOS	F				

Intersection Summary			
Average Delay	15.2		
Intersection Capacity Utilization	56.6%	ICU Level of Service	B
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	18	0	0	101	0	344	86	110	418	8
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98
Hourly flow rate (vph)	0	0	18	0	0	103	0	351	88	112	427	8
Pedestrians		207			99						206	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		17			8						17	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked												
vC, conflicting volume	1566	1400	638	1163	1360	700	642			538		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1566	1400	638	1163	1360	700	642			538		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	95	100	100	69	100			88		
cM capacity (veh/h)	32	94	395	112	99	334	780			945		

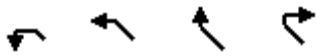
Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	18	103	439	112	435
Volume Left	0	0	0	112	0
Volume Right	18	103	88	0	8
cSH	395	334	1700	945	1700
Volume to Capacity	0.05	0.31	0.26	0.12	0.26
Queue Length 95th (ft)	4	32	0	10	0
Control Delay (s)	14.6	20.5	0.0	9.3	0.0
Lane LOS	B	C		A	
Approach Delay (s)	14.6	20.5	0.0	1.9	
Approach LOS	B	C			

Intersection Summary				
Average Delay	3.1			
Intersection Capacity Utilization	45.3%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL	EBT	EBR2	WBL	WBT	WBR	NBL	NBT	NBR	SBL2	SBT	SBR
Lane Configurations												
Volume (vph)	108	8	43	4	4	18	66	430	8	33	341	51
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			0.95			0.95	
Frpb, ped/bikes		0.99			0.99			1.00			0.99	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.96			0.90			1.00			0.98	
Flt Protected		0.97			0.99			0.99			1.00	
Satd. Flow (prot)		1716			1655			3504			3434	
Flt Permitted		0.78			0.96			0.84			0.89	
Satd. Flow (perm)		1383			1597			2976			3076	
Peak-hour factor, PHF	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Adj. Flow (vph)	120	9	48	4	4	20	73	478	9	37	379	57
RTOR Reduction (vph)	0	17	0	0	16	0	0	0	0	0	9	0
Lane Group Flow (vph)	0	160	0	0	12	0	0	560	0	0	464	0
Confl. Peds. (#/hr)			19			1			29			21
Confl. Bikes (#/hr)									6			1
Turn Type	Perm			Perm			Perm					
Protected Phases		4			4			2			6	
Permitted Phases	4			4			2					
Actuated Green, G (s)		11.7			11.7			36.0			36.0	
Effective Green, g (s)		11.7			11.7			36.0			36.0	
Actuated g/C Ratio		0.19			0.19			0.58			0.58	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		3.0			3.0			3.0			3.0	
Lane Grp Cap (vph)		259			299			1714			1772	
v/s Ratio Prot												
v/s Ratio Perm		c0.12			0.01			c0.19			0.15	
v/c Ratio		0.62			0.04			0.33			2.59dl	
Uniform Delay, d1		23.3			20.8			6.9			6.6	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		4.3			0.1			0.5			0.4	
Delay (s)		27.7			20.9			7.4			7.0	
Level of Service		C			C			A			A	
Approach Delay (s)		27.7			20.9			7.4			7.0	
Approach LOS		C			C			A			A	

Intersection Summary			
HCM Average Control Delay	10.9	HCM Level of Service	B
HCM Volume to Capacity ratio	0.40		
Actuated Cycle Length (s)	62.5	Sum of lost time (s)	12.0
Intersection Capacity Utilization	59.3%	ICU Level of Service	B
Analysis Period (min)	15		

dl Defacto Left Lane. Recode with 1 though lane as a left lane.
dr Defacto Right Lane. Recode with 1 though lane as a right lane.
c Critical Lane Group



Movement	NWL2	NWL	NWR	NWR2
Lane Configurations				
Volume (vph)	10	0	14	1
Ideal Flow (vphpl)	1900	1900	1900	1900
Total Lost time (s)		4.0		
Lane Util. Factor		1.00		
Frpb, ped/bikes		1.00		
Flpb, ped/bikes		1.00		
Frt		0.92		
Flt Protected		0.98		
Satd. Flow (prot)		1677		
Flt Permitted		0.98		
Satd. Flow (perm)		1677		
Peak-hour factor, PHF	0.90	0.90	0.90	0.90
Adj. Flow (vph)	11	0	16	1
RTOR Reduction (vph)	0	1	0	0
Lane Group Flow (vph)	0	27	0	0
Confl. Peds. (#/hr)				
Confl. Bikes (#/hr)				
Turn Type	Split			
Protected Phases	8	8		
Permitted Phases				
Actuated Green, G (s)		2.8		
Effective Green, g (s)		2.8		
Actuated g/C Ratio		0.04		
Clearance Time (s)		4.0		
Vehicle Extension (s)		3.0		
Lane Grp Cap (vph)		75		
v/s Ratio Prot		c0.02		
v/s Ratio Perm				
v/c Ratio		0.36		
Uniform Delay, d1		29.0		
Progression Factor		1.00		
Incremental Delay, d2		2.9		
Delay (s)		31.9		
Level of Service		C		
Approach Delay (s)		31.9		
Approach LOS		C		

Intersection Summary

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBT
Lane Configurations												
Volume (vph)	5	15	5	31	6	36	23	289	123	3	12	310
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				4.0
Lane Util. Factor			1.00				1.00	1.00				1.00
Frpb, ped/bikes			1.00				1.00	0.80				0.85
Flpb, ped/bikes			1.00				1.00	1.00				1.00
Frt			0.92				1.00	0.95				0.97
Flt Protected			0.98				0.95	1.00				1.00
Satd. Flow (prot)			1474				1770	1196				1342
Flt Permitted			0.98				0.35	1.00				0.98
Satd. Flow (perm)			1474				646	1196				1322
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	5	16	5	33	6	38	24	307	131	3	13	330
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	65	0	0	0	62	441	0	0	0	444
Confl. Peds. (#/hr)									171	171		
Confl. Bikes (#/hr)									64	64		
Parking (#/hr)			5					12				5
Turn Type	Perm	Perm				Perm	Perm				Perm	
Protected Phases			1					2				6
Permitted Phases	1	1				2	2				6	
Actuated Green, G (s)			15.0				41.0	41.0				41.0
Effective Green, g (s)			14.0				42.0	42.0				42.0
Actuated g/C Ratio			0.13				0.38	0.38				0.38
Clearance Time (s)			3.0				5.0	5.0				5.0
Lane Grp Cap (vph)			188				247	457				505
v/s Ratio Prot								c0.37				
v/s Ratio Perm			0.04				0.10					0.34
v/c Ratio			0.35				0.25	0.96				0.88
Uniform Delay, d1			43.8				23.2	33.3				31.6
Progression Factor			1.00				1.00	1.00				1.00
Incremental Delay, d2			5.0				2.4	34.2				19.2
Delay (s)			48.8				25.7	67.5				50.8
Level of Service			D				C	E				D
Approach Delay (s)			48.8					62.3				50.8
Approach LOS			D					E				D

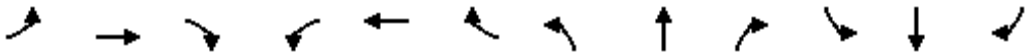
Intersection Summary			
HCM Average Control Delay	66.6	HCM Level of Service	E
HCM Volume to Capacity ratio	0.87		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	83.6%	ICU Level of Service	E
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	94	1	1	109	357	14	41	2	218	224	7	17
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)					4.0					4.0		
Lane Util. Factor					0.95					0.95		
Frpb, ped/bikes					0.98					0.99		
Flpb, ped/bikes					1.00					1.00		
Frt					0.98					0.99		
Flt Protected					0.99					0.98		
Satd. Flow (prot)					3159					3168		
Flt Permitted					0.99					0.98		
Satd. Flow (perm)					3159					3168		
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	100	1	1	116	380	15	44	2	232	238	7	18
RTOR Reduction (vph)	0	0	0	0	6	0	0	0	0	2	0	0
Lane Group Flow (vph)	0	0	0	0	550	0	0	0	0	495	0	0
Confl. Peds. (#/hr)	179	180					43					55
Confl. Bikes (#/hr)	50	59					7					8
Parking (#/hr)					5					7		
Turn Type			Split	Split				Split	Split			
Protected Phases			3	3	3			4	4	4		
Permitted Phases												
Actuated Green, G (s)					19.0					19.0		
Effective Green, g (s)					19.0					19.0		
Actuated g/C Ratio					0.17					0.17		
Clearance Time (s)					4.0					4.0		
Lane Grp Cap (vph)					546					547		
v/s Ratio Prot					c0.17					c0.16		
v/s Ratio Perm												
v/c Ratio					1.01					0.90		
Uniform Delay, d1					45.5					44.6		
Progression Factor					1.00					1.00		
Incremental Delay, d2					40.4					20.9		
Delay (s)					85.9					65.5		
Level of Service					F					E		
Approach Delay (s)					85.9					65.5		
Approach LOS					F					E		

Intersection Summary

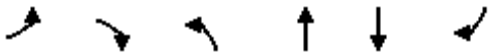


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	42	104	219	14	90	14	149	319	21	9	329	74
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.92			0.98			0.99			0.91	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.92			0.98			0.99			0.98	
Flt Protected		0.99			0.99			0.99			1.00	
Satd. Flow (prot)		1390			1790			1552			1351	
Flt Permitted		0.96			0.94			0.48			0.99	
Satd. Flow (perm)		1335			1699			757			1333	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	45	112	235	15	97	15	160	343	23	10	354	80
RTOR Reduction (vph)	0	68	0	0	6	0	0	2	0	0	10	0
Lane Group Flow (vph)	0	325	0	0	121	0	0	524	0	0	434	0
Confl. Peds. (#/hr)			53			56			97			222
Confl. Bikes (#/hr)			3			7			11			13
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		29.0			29.0			41.0			21.5	
Effective Green, g (s)		30.0			30.0			42.0			22.5	
Actuated g/C Ratio		0.38			0.38			0.52			0.28	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		501			637			556			375	
v/s Ratio Prot								c0.19				
v/s Ratio Perm		c0.24			0.07			0.31			c0.33	
v/c Ratio		0.65			0.19			0.94			1.16	
Uniform Delay, d1		20.6			16.8			17.9			28.8	
Progression Factor		1.00			1.46			1.00			0.95	
Incremental Delay, d2		6.4			0.7			26.3			73.8	
Delay (s)		27.0			25.3			44.2			101.0	
Level of Service		C			C			D			F	
Approach Delay (s)		27.0			25.3			44.2			101.0	
Approach LOS		C			C			D			F	

Intersection Summary			
HCM Average Control Delay	55.0	HCM Level of Service	D
HCM Volume to Capacity ratio	0.90		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	90.7%	ICU Level of Service	E
Analysis Period (min)	15		

Description: Alcatraz Avenue/College Avenue

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	87	40	24	319	360	76
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.94	0.94	0.94	0.94	0.94	0.94
Hourly flow rate (vph)	93	43	26	339	383	81
Pedestrians	17			3		
Lane Width (ft)	12.0			12.0		
Walking Speed (ft/s)	4.0			4.0		
Percent Blockage	1			0		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked						
vC, conflicting volume	661	252	481			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	661	252	481			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	76	94	98			
cM capacity (veh/h)	380	735	1063			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	135	139	226	255	209
Volume Left	93	26	0	0	0
Volume Right	43	0	0	0	81
cSH	449	1063	1700	1700	1700
Volume to Capacity	0.30	0.02	0.13	0.15	0.12
Queue Length 95th (ft)	31	2	0	0	0
Control Delay (s)	16.4	1.7	0.0	0.0	0.0
Lane LOS	C	A			
Approach Delay (s)	16.4	0.7		0.0	
Approach LOS	C				

Intersection Summary			
Average Delay	2.6		
Intersection Capacity Utilization	40.4%	ICU Level of Service	A
Analysis Period (min)	15		

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	25	0	0	118	0	380	108	134	405	19
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Hourly flow rate (vph)	0	0	27	0	0	128	0	413	117	146	440	21
Pedestrians		266			123			2			161	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		22			10			0			13	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked												
vC, conflicting volume	1769	1661	719	1355	1613	756	727			653		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1769	1661	719	1355	1613	756	727			653		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	92	100	100	60	100			83		
cM capacity (veh/h)	17	56	333	70	60	317	682			838		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	27	128	530	146	461
Volume Left	0	0	0	146	0
Volume Right	27	128	117	0	21
cSH	333	317	1700	838	1700
Volume to Capacity	0.08	0.40	0.31	0.17	0.27
Queue Length 95th (ft)	7	47	0	16	0
Control Delay (s)	16.8	23.8	0.0	10.2	0.0
Lane LOS	C	C		B	
Approach Delay (s)	16.8	23.8	0.0	2.4	
Approach LOS	C	C			

Intersection Summary				
Average Delay	3.9			
Intersection Capacity Utilization	49.3%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL	EBT	EBR2	WBL	WBT	WBR	NBL	NBT	NBR	SBL2	SBT	SBR
Lane Configurations												
Volume (vph)	93	6	70	2	5	16	72	226	6	14	335	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			0.95			0.95	
Frpb, ped/bikes		0.99			0.99			1.00			1.00	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.94			0.90			1.00			0.98	
Flt Protected		0.97			1.00			0.99			1.00	
Satd. Flow (prot)		1686			1659			3485			3452	
Flt Permitted		0.81			0.98			0.80			0.94	
Satd. Flow (perm)		1412			1625			2822			3258	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	100	6	75	2	5	17	77	243	6	15	360	54
RTOR Reduction (vph)	0	33	0	0	14	0	0	0	0	0	9	0
Lane Group Flow (vph)	0	148	0	0	10	0	0	326	0	0	420	0
Confl. Peds. (#/hr)			14						14			6
Confl. Bikes (#/hr)			1			3			9			2
Turn Type	Perm			Perm			Perm					
Protected Phases		4			4			2			6	
Permitted Phases	4			4			2					
Actuated Green, G (s)		10.8			10.8			35.9			35.9	
Effective Green, g (s)		10.8			10.8			35.9			35.9	
Actuated g/C Ratio		0.18			0.18			0.60			0.60	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		3.0			3.0			3.0			3.0	
Lane Grp Cap (vph)		254			293			1688			1949	
v/s Ratio Prot												
v/s Ratio Perm		c0.10			0.01			0.12			c0.13	
v/c Ratio		0.58			0.03			0.19			2.35dr	
Uniform Delay, d1		22.5			20.3			5.5			5.6	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		3.4			0.0			0.3			0.3	
Delay (s)		25.9			20.3			5.7			5.8	
Level of Service		C			C			A			A	
Approach Delay (s)		25.9			20.3			5.7			5.8	
Approach LOS		C			C			A			A	

Intersection Summary			
HCM Average Control Delay	10.7	HCM Level of Service	B
HCM Volume to Capacity ratio	0.31		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	59.5%	ICU Level of Service	B
Analysis Period (min)	15		

dr Defacto Right Lane. Recode with 1 though lane as a right lane.

c Critical Lane Group



Movement	NWL2	NWL	NWR
Lane Configurations			
Volume (vph)	11	0	8
Ideal Flow (vphpl)	1900	1900	1900
Total Lost time (s)		4.0	
Lane Util. Factor		1.00	
Frpb, ped/bikes		1.00	
Flpb, ped/bikes		1.00	
Frt		0.94	
Flt Protected		0.97	
Satd. Flow (prot)		1706	
Flt Permitted		0.97	
Satd. Flow (perm)		1706	
Peak-hour factor, PHF	0.93	0.93	0.93
Adj. Flow (vph)	12	0	9
RTOR Reduction (vph)	0	0	0
Lane Group Flow (vph)	0	21	0
Confl. Peds. (#/hr)			
Confl. Bikes (#/hr)			
Turn Type	Split		
Protected Phases	8	8	
Permitted Phases			
Actuated Green, G (s)		1.3	
Effective Green, g (s)		1.3	
Actuated g/C Ratio		0.02	
Clearance Time (s)		4.0	
Vehicle Extension (s)		3.0	
Lane Grp Cap (vph)		37	
v/s Ratio Prot		c0.01	
v/s Ratio Perm			
v/c Ratio		0.57	
Uniform Delay, d1		29.1	
Progression Factor		1.00	
Incremental Delay, d2		18.4	
Delay (s)		47.5	
Level of Service		D	
Approach Delay (s)		47.5	
Approach LOS		D	

Intersection Summary

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	5	11	1	24	11	33	26	301	101	7	16	4
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			1.00				1.00	0.84				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.91				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1459				1770	1269				
Flt Permitted			0.98				0.32	1.00				
Satd. Flow (perm)			1459				603	1269				
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	6	12	1	27	12	38	30	342	115	8	18	5
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	58	0	0	0	68	465	0	0	0	0
Confl. Peds. (#/hr)									148	144		
Confl. Bikes (#/hr)									14	10		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			15.0				41.0	41.0				
Effective Green, g (s)			14.0				42.0	42.0				
Actuated g/C Ratio			0.13				0.38	0.38				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			186				230	485				
v/s Ratio Prot								0.37				
v/s Ratio Perm			0.04				0.11					
v/c Ratio			0.31				0.30	0.96				
Uniform Delay, d1			43.6				23.7	33.2				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			4.3				3.3	31.8				
Delay (s)			47.9				26.9	65.0				
Level of Service			D				C	E				
Approach Delay (s)			47.9					60.1				
Approach LOS			D					E				

Intersection Summary			
HCM Average Control Delay	80.6	HCM Level of Service	F
HCM Volume to Capacity ratio	0.93		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	88.2%	ICU Level of Service	E
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

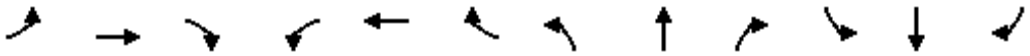
Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR
Lane Configurations												
Volume (vph)	289	113	4	4	163	212	9	35	3	205	259	15
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0					4.0	
Lane Util. Factor	1.00					0.95					0.95	
Frpb, ped/bikes	0.81					0.98					0.99	
Flpb, ped/bikes	1.00					1.00					1.00	
Frt	0.96					0.98					0.99	
Flt Protected	1.00					0.98					0.98	
Satd. Flow (prot)	1275					3132					3178	
Flt Permitted	0.90					0.98					0.98	
Satd. Flow (perm)	1146					3132					3178	
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	328	128	5	5	185	241	10	40	3	233	294	17
RTOR Reduction (vph)	0	0	0	0	0	6	0	0	0	0	3	0
Lane Group Flow (vph)	484	0	0	0	0	475	0	0	0	0	571	0
Confl. Peds. (#/hr)		219	228					45				
Confl. Bikes (#/hr)		17	16					4				
Parking (#/hr)	5					5					7	
Turn Type				Split	Split				Split	Split		
Protected Phases	6			3	3	3			4	4	4	
Permitted Phases												
Actuated Green, G (s)	41.0					19.0					19.0	
Effective Green, g (s)	42.0					19.0					19.0	
Actuated g/C Ratio	0.38					0.17					0.17	
Clearance Time (s)	5.0					4.0					4.0	
Lane Grp Cap (vph)	438					541					549	
v/s Ratio Prot						c0.15					c0.18	
v/s Ratio Perm	c0.42											
v/c Ratio	1.11					0.88					1.04	
Uniform Delay, d1	34.0					44.4					45.5	
Progression Factor	1.00					1.00					1.00	
Incremental Delay, d2	74.6					18.1					49.0	
Delay (s)	108.6					62.4					94.5	
Level of Service	F					E					F	
Approach Delay (s)	108.6					62.4					94.5	
Approach LOS	F					E					F	

Intersection Summary



Movement	SWR2
Lane Configurations	
Volume (vph)	24
Ideal Flow (vphpl)	1900
Total Lost time (s)	
Lane Util. Factor	
Frpb, ped/bikes	
Flpb, ped/bikes	
Frt	
Flt Protected	
Satd. Flow (prot)	
Flt Permitted	
Satd. Flow (perm)	
Peak-hour factor, PHF	0.88
Adj. Flow (vph)	27
RTOR Reduction (vph)	0
Lane Group Flow (vph)	0
Confl. Peds. (#/hr)	19
Confl. Bikes (#/hr)	
Parking (#/hr)	
Turn Type	
Protected Phases	
Permitted Phases	
Actuated Green, G (s)	
Effective Green, g (s)	
Actuated g/C Ratio	
Clearance Time (s)	
Lane Grp Cap (vph)	
v/s Ratio Prot	
v/s Ratio Perm	
v/c Ratio	
Uniform Delay, d1	
Progression Factor	
Incremental Delay, d2	
Delay (s)	
Level of Service	
Approach Delay (s)	
Approach LOS	

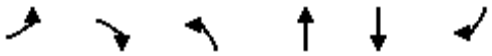
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	66	267	202	5	122	23	148	289	24	41	363	87
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		4.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.91			0.97		1.00	0.97		1.00	0.90	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.95			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1425			1766		1770	1534		1770	1338	
Flt Permitted		0.94			0.98		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1351			1742		1770	1534		1770	1338	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	69	281	213	5	128	24	156	304	25	43	382	92
RTOR Reduction (vph)	0	0	0	0	8	0	0	4	0	0	11	0
Lane Group Flow (vph)	0	563	0	0	149	0	156	325	0	43	463	0
Confl. Peds. (#/hr)			97			82			175			212
Confl. Bikes (#/hr)			4			1			22			39
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		31.0			31.0		9.5	29.0		6.0	25.0	
Effective Green, g (s)		32.0			32.0		10.0	30.0		7.0	26.0	
Actuated g/C Ratio		0.40			0.40		0.12	0.38		0.09	0.32	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		540			697		221	575		155	435	
v/s Ratio Prot							c0.09	c0.21		0.02	c0.35	
v/s Ratio Perm		c0.42			0.09							
v/c Ratio		1.04			0.21		0.71	0.57		0.28	1.06	
Uniform Delay, d1		24.0			15.7		33.6	19.8		34.1	27.0	
Progression Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2		50.3			0.7		17.3	4.0		4.4	61.4	
Delay (s)		74.3			16.4		50.9	23.8		38.5	88.4	
Level of Service		E			B		D	C		D	F	
Approach Delay (s)		74.3			16.4			32.5			84.3	
Approach LOS		E			B			C			F	

Intersection Summary			
HCM Average Control Delay	60.3	HCM Level of Service	E
HCM Volume to Capacity ratio	1.05		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	94.8%	ICU Level of Service	F
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	233	64	38	531	361	103
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	1.00			1.00	0.97	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.97			1.00	0.97	
Flt Protected	0.96			1.00	1.00	
Satd. Flow (prot)	1734			3527	3330	
Flt Permitted	0.96			0.90	1.00	
Satd. Flow (perm)	1734			3189	3330	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	251	69	41	571	388	111
RTOR Reduction (vph)	14	0	0	0	26	0
Lane Group Flow (vph)	306	0	0	612	473	0
Confl. Peds. (#/hr)		1				40
Confl. Bikes (#/hr)		3				7
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	17.0			43.2	43.2	
Effective Green, g (s)	17.0			43.2	43.2	
Actuated g/C Ratio	0.25			0.63	0.63	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	432			2020	2109	
v/s Ratio Prot	c0.18				0.14	
v/s Ratio Perm				c0.19		
v/c Ratio	0.71			0.30	0.22	
Uniform Delay, d1	23.3			5.7	5.3	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	5.2			0.4	0.2	
Delay (s)	28.6			6.1	5.6	
Level of Service	C			A	A	
Approach Delay (s)	28.6			6.1	5.6	
Approach LOS	C			A	A	

Intersection Summary			
HCM Average Control Delay	10.9	HCM Level of Service	B
HCM Volume to Capacity ratio	0.42		
Actuated Cycle Length (s)	68.2	Sum of lost time (s)	8.0
Intersection Capacity Utilization	56.7%	ICU Level of Service	B
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBT
Lane Configurations												
Volume (vph)	5	15	5	31	6	36	23	289	123	3	12	310
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				4.0
Lane Util. Factor			1.00				1.00	1.00				1.00
Frpb, ped/bikes			1.00				1.00	0.80				0.85
Flpb, ped/bikes			1.00				1.00	1.00				1.00
Frt			0.92				1.00	0.95				0.97
Flt Protected			0.98				0.95	1.00				1.00
Satd. Flow (prot)			1474				1770	1199				1344
Flt Permitted			0.98				0.39	1.00				0.98
Satd. Flow (perm)			1474				721	1199				1324
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	5	16	5	33	6	38	24	307	131	3	13	330
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	65	0	0	0	62	441	0	0	0	444
Confl. Peds. (#/hr)									171	171		
Confl. Bikes (#/hr)									64	64		
Parking (#/hr)			5					12				5
Turn Type	Perm	Perm				Perm	Perm				Perm	
Protected Phases			1					2				6
Permitted Phases	1	1				2	2				6	
Actuated Green, G (s)			7.0				47.0	47.0				47.0
Effective Green, g (s)			6.0				48.0	48.0				48.0
Actuated g/C Ratio			0.05				0.44	0.44				0.44
Clearance Time (s)			3.0				5.0	5.0				5.0
Lane Grp Cap (vph)			80				315	523				578
v/s Ratio Prot								c0.37				
v/s Ratio Perm			0.04				0.09					0.34
v/c Ratio			0.81				0.20	0.84				0.77
Uniform Delay, d1			51.4				19.1	27.6				26.3
Progression Factor			1.00				1.00	1.00				1.00
Incremental Delay, d2			57.8				1.4	15.2				9.5
Delay (s)			109.3				20.5	42.9				35.7
Level of Service			F				C	D				D
Approach Delay (s)			109.3					40.1				35.7
Approach LOS			F					D				D

Intersection Summary			
HCM Average Control Delay	54.8	HCM Level of Service	D
HCM Volume to Capacity ratio	0.87		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	83.6%	ICU Level of Service	E
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

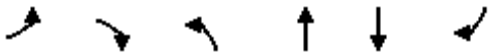
Movement	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	94	1	1	109	357	14	41	2	218	224	7	17
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)					4.0					4.0		
Lane Util. Factor					0.95					0.95		
Frpb, ped/bikes					0.98					0.99		
Flpb, ped/bikes					1.00					1.00		
Frt					0.98					0.99		
Flt Protected					0.99					0.98		
Satd. Flow (prot)					3159					3168		
Flt Permitted					0.99					0.98		
Satd. Flow (perm)					3159					3168		
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	100	1	1	116	380	15	44	2	232	238	7	18
RTOR Reduction (vph)	0	0	0	0	6	0	0	0	0	2	0	0
Lane Group Flow (vph)	0	0	0	0	550	0	0	0	0	495	0	0
Confl. Peds. (#/hr)	179	180					43					55
Confl. Bikes (#/hr)	50	59					7					8
Parking (#/hr)					5					7		
Turn Type			Split	Split				Split	Split			
Protected Phases			3	3	3			4	4	4		
Permitted Phases												
Actuated Green, G (s)					20.0					20.0		
Effective Green, g (s)					20.0					20.0		
Actuated g/C Ratio					0.18					0.18		
Clearance Time (s)					4.0					4.0		
Lane Grp Cap (vph)					574					576		
v/s Ratio Prot					c0.17					c0.16		
v/s Ratio Perm												
v/c Ratio					0.96					0.86		
Uniform Delay, d1					44.6					43.6		
Progression Factor					1.00					1.00		
Incremental Delay, d2					28.6					15.3		
Delay (s)					73.2					58.9		
Level of Service					E					E		
Approach Delay (s)					73.2					58.9		
Approach LOS					E					E		

Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	42	104	219	14	90	14	149	319	21	9	329	74
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		4.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.92			0.98		1.00	0.98		1.00	0.91	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.92			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			0.99		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1389			1790		1770	1563		1770	1346	
Flt Permitted		0.95			0.94		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1334			1697		1770	1563		1770	1346	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	45	112	235	15	97	15	160	343	23	10	354	80
RTOR Reduction (vph)	0	68	0	0	6	0	0	3	0	0	10	0
Lane Group Flow (vph)	0	324	0	0	121	0	160	363	0	10	424	0
Confl. Peds. (#/hr)			53			56			97			222
Confl. Bikes (#/hr)			3			7			11			13
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		27.0			27.0		10.5	33.0		6.0	28.0	
Effective Green, g (s)		28.0			28.0		11.0	34.0		7.0	29.0	
Actuated g/C Ratio		0.35			0.35		0.14	0.42		0.09	0.36	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		467			594		243	664		155	488	
v/s Ratio Prot							c0.09	0.23		0.01	c0.31	
v/s Ratio Perm		c0.24			0.07							
v/c Ratio		0.69			0.20		0.66	0.55		0.06	0.87	
Uniform Delay, d1		22.3			18.2		32.7	17.2		33.5	23.7	
Progression Factor		1.00			1.00		1.00	1.00		0.88	1.05	
Incremental Delay, d2		8.3			0.8		13.2	3.2		0.1	2.1	
Delay (s)		30.6			19.0		45.9	20.5		29.5	27.0	
Level of Service		C			B		D	C		C	C	
Approach Delay (s)		30.6			19.0			28.2			27.0	
Approach LOS		C			B			C			C	

Intersection Summary			
HCM Average Control Delay	27.7	HCM Level of Service	C
HCM Volume to Capacity ratio	0.76		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	72.0%	ICU Level of Service	C
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	87	40	24	319	360	76
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	1.00			1.00	0.99	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.96			1.00	0.97	
Flt Protected	0.97			1.00	1.00	
Satd. Flow (prot)	1716			3527	3420	
Flt Permitted	0.97			0.92	1.00	
Satd. Flow (perm)	1716			3245	3420	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	93	43	26	339	383	81
RTOR Reduction (vph)	26	0	0	0	22	0
Lane Group Flow (vph)	110	0	0	365	442	0
Confl. Peds. (#/hr)		3				17
Confl. Bikes (#/hr)		1				7
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	6.1			17.8	17.8	
Effective Green, g (s)	6.1			17.8	17.8	
Actuated g/C Ratio	0.19			0.56	0.56	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	328			1811	1908	
v/s Ratio Prot	c0.06				c0.13	
v/s Ratio Perm				0.11		
v/c Ratio	0.34			0.20	0.23	
Uniform Delay, d1	11.1			3.5	3.6	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	0.6			0.1	0.1	
Delay (s)	11.8			3.6	3.6	
Level of Service	B			A	A	
Approach Delay (s)	11.8			3.6	3.6	
Approach LOS	B			A	A	

Intersection Summary			
HCM Average Control Delay	4.8	HCM Level of Service	A
HCM Volume to Capacity ratio	0.26		
Actuated Cycle Length (s)	31.9	Sum of lost time (s)	8.0
Intersection Capacity Utilization	40.5%	ICU Level of Service	A
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	5	11	1	24	11	33	26	301	101	7	16	4
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			1.00				1.00	0.84				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.91				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1459				1770	1269				
Flt Permitted			0.98				0.35	1.00				
Satd. Flow (perm)			1459				656	1269				
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	6	12	1	27	12	38	30	342	115	8	18	5
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	58	0	0	0	68	465	0	0	0	0
Confl. Peds. (#/hr)									148	144		
Confl. Bikes (#/hr)									14	10		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			7.0				45.0	45.0				
Effective Green, g (s)			6.0				46.0	46.0				
Actuated g/C Ratio			0.05				0.42	0.42				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			80				274	531				
v/s Ratio Prot								0.37				
v/s Ratio Perm			0.04				0.10					
v/c Ratio			0.72				0.25	0.88				
Uniform Delay, d1			51.2				20.8	29.4				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			43.8				2.2	18.1				
Delay (s)			95.0				22.9	47.4				
Level of Service			F				C	D				
Approach Delay (s)			95.0					44.3				
Approach LOS			F					D				

Intersection Summary			
HCM Average Control Delay	55.9	HCM Level of Service	E
HCM Volume to Capacity ratio	0.89		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	88.2%	ICU Level of Service	E
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

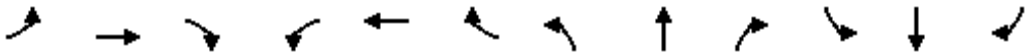
Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR
Lane Configurations												
Volume (vph)	289	113	4	4	163	212	9	35	3	205	259	15
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0					4.0	
Lane Util. Factor	1.00					0.95					0.95	
Frpb, ped/bikes	0.81					0.98					0.99	
Flpb, ped/bikes	1.00					1.00					1.00	
Frt	0.96					0.98					0.99	
Flt Protected	1.00					0.98					0.98	
Satd. Flow (prot)	1275					3132					3178	
Flt Permitted	0.97					0.98					0.98	
Satd. Flow (perm)	1236					3132					3178	
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	328	128	5	5	185	241	10	40	3	233	294	17
RTOR Reduction (vph)	0	0	0	0	0	7	0	0	0	0	3	0
Lane Group Flow (vph)	484	0	0	0	0	474	0	0	0	0	571	0
Confl. Peds. (#/hr)		219	228					45				
Confl. Bikes (#/hr)		17	16					4				
Parking (#/hr)	5					5					7	
Turn Type				Split	Split				Split	Split		
Protected Phases	6			3	3	3			4	4	4	
Permitted Phases												
Actuated Green, G (s)	45.0					20.0					22.0	
Effective Green, g (s)	46.0					20.0					22.0	
Actuated g/C Ratio	0.42					0.18					0.20	
Clearance Time (s)	5.0					4.0					4.0	
Lane Grp Cap (vph)	517					569					636	
v/s Ratio Prot						c0.15					c0.18	
v/s Ratio Perm	c0.39											
v/c Ratio	0.94					0.83					0.90	
Uniform Delay, d1	30.6					43.4					42.9	
Progression Factor	1.00					1.00					1.00	
Incremental Delay, d2	26.5					13.5					17.9	
Delay (s)	57.1					56.9					60.8	
Level of Service	E					E					E	
Approach Delay (s)	57.1					56.9					60.8	
Approach LOS	E					E					E	

Intersection Summary



Movement	SWR2
Lane Configurations	
Volume (vph)	24
Ideal Flow (vphpl)	1900
Total Lost time (s)	
Lane Util. Factor	
Frpb, ped/bikes	
Flpb, ped/bikes	
Frt	
Flt Protected	
Satd. Flow (prot)	
Flt Permitted	
Satd. Flow (perm)	
Peak-hour factor, PHF	0.88
Adj. Flow (vph)	27
RTOR Reduction (vph)	0
Lane Group Flow (vph)	0
Confl. Peds. (#/hr)	19
Confl. Bikes (#/hr)	
Parking (#/hr)	
Turn Type	
Protected Phases	
Permitted Phases	
Actuated Green, G (s)	
Effective Green, g (s)	
Actuated g/C Ratio	
Clearance Time (s)	
Lane Grp Cap (vph)	
v/s Ratio Prot	
v/s Ratio Perm	
v/c Ratio	
Uniform Delay, d1	
Progression Factor	
Incremental Delay, d2	
Delay (s)	
Level of Service	
Approach Delay (s)	
Approach LOS	

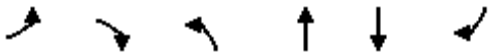
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	70	320	209	10	170	30	168	294	30	50	366	90
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.92			0.97			0.97			0.91	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.95			0.98			0.99			0.98	
Flt Protected		0.99			1.00			0.98			1.00	
Satd. Flow (prot)		1439			1768			1521			1345	
Flt Permitted		0.94			0.97			0.42			0.90	
Satd. Flow (perm)		1358			1722			651			1223	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	74	337	220	11	179	32	177	309	32	53	385	95
RTOR Reduction (vph)	0	0	0	0	8	0	0	3	0	0	10	0
Lane Group Flow (vph)	0	631	0	0	215	0	0	515	0	0	523	0
Confl. Peds. (#/hr)			100			84			180			218
Confl. Bikes (#/hr)			4			1			23			40
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		29.0			29.0			41.0			21.5	
Effective Green, g (s)		30.0			30.0			42.0			22.5	
Actuated g/C Ratio		0.38			0.38			0.52			0.28	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		509			646			516			344	
v/s Ratio Prot								c0.20				
v/s Ratio Perm		c0.46			0.12			0.32			c0.43	
v/c Ratio		1.24			0.33			1.00			1.52	
Uniform Delay, d1		25.0			17.8			19.0			28.8	
Progression Factor		1.00			1.34			1.00			1.00	
Incremental Delay, d2		123.8			1.4			39.2			248.5	
Delay (s)		148.8			25.2			58.2			277.2	
Level of Service		F			C			E			F	
Approach Delay (s)		148.8			25.2			58.2			277.2	
Approach LOS		F			C			E			F	

Intersection Summary			
HCM Average Control Delay	145.7	HCM Level of Service	F
HCM Volume to Capacity ratio	1.29		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	119.8%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	270	100	70	610	400	120
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.93	0.93	0.93	0.93	0.93	0.93
Hourly flow rate (vph)	290	108	75	656	430	129
Pedestrians	41			1		
Lane Width (ft)	12.0			12.0		
Walking Speed (ft/s)	4.0			4.0		
Percent Blockage	3			0		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked	0.92					
vC, conflicting volume	1014	322	600			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	849	322	600			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	0	83	92			
cM capacity (veh/h)	246	651	940			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	398	294	437	287	272
Volume Left	290	75	0	0	0
Volume Right	108	0	0	0	129
cSH	296	940	1700	1700	1700
Volume to Capacity	1.35	0.08	0.26	0.17	0.16
Queue Length 95th (ft)	504	7	0	0	0
Control Delay (s)	210.7	3.0	0.0	0.0	0.0
Lane LOS	F	A			
Approach Delay (s)	210.7	1.2		0.0	
Approach LOS	F				

Intersection Summary			
Average Delay	50.2		
Intersection Capacity Utilization	65.7%	ICU Level of Service	C
Analysis Period (min)	15		

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	20	0	0	101	0	385	86	110	428	20
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98
Hourly flow rate (vph)	0	0	20	0	0	103	0	393	88	112	437	20
Pedestrians		213			102						212	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		18			9						18	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.88	0.88	0.88	0.88	0.88		0.88					
vC, conflicting volume	1636	1467	660	1220	1433	751	670			583		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1655	1462	543	1182	1424	751	555			583		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	95	100	100	67	100			88		
cM capacity (veh/h)	23	74	390	93	79	310	733			907		

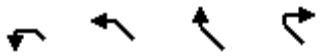
Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	20	103	481	112	457
Volume Left	0	0	0	112	0
Volume Right	20	103	88	0	20
cSH	390	310	1700	907	1700
Volume to Capacity	0.05	0.33	0.28	0.12	0.27
Queue Length 95th (ft)	4	35	0	11	0
Control Delay (s)	14.8	22.3	0.0	9.5	0.0
Lane LOS	B	C		A	
Approach Delay (s)	14.8	22.3	0.0	1.9	
Approach LOS	B	C			

Intersection Summary				
Average Delay	3.1			
Intersection Capacity Utilization	47.4%	ICU Level of Service		A
Analysis Period (min)	15			

Movement	EBL	EBT	EBR2	WBL	WBT	WBR	NBL	NBT	NBR	SBL2	SBT	SBR
Lane Configurations												
Volume (vph)	108	8	43	10	4	20	66	539	10	40	411	51
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			0.95			0.95	
Frpb, ped/bikes		0.99			0.99			1.00			0.99	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.96			0.92			1.00			0.98	
Flt Protected		0.97			0.99			0.99			1.00	
Satd. Flow (prot)		1715			1674			3507			3446	
Flt Permitted		0.77			0.92			0.84			0.87	
Satd. Flow (perm)		1372			1569			2977			3018	
Peak-hour factor, PHF	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Adj. Flow (vph)	120	9	48	11	4	22	73	599	11	44	457	57
RTOR Reduction (vph)	0	17	0	0	18	0	0	0	0	0	8	0
Lane Group Flow (vph)	0	160	0	0	19	0	0	683	0	0	550	0
Confl. Peds. (#/hr)			20			1			30			22
Confl. Bikes (#/hr)									6			1
Turn Type	Perm			Perm			Perm					
Protected Phases		4			4			2			6	
Permitted Phases	4			4			2					
Actuated Green, G (s)		11.9			11.9			35.5			35.5	
Effective Green, g (s)		11.9			11.9			35.5			35.5	
Actuated g/C Ratio		0.19			0.19			0.55			0.55	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		3.0			3.0			3.0			3.0	
Lane Grp Cap (vph)		255			291			1649			1671	
v/s Ratio Prot												
v/s Ratio Perm		c0.12			0.01			c0.23			0.18	
v/c Ratio		0.63			0.07			0.41			3.17dl	
Uniform Delay, d1		24.1			21.5			8.3			7.8	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		4.8			0.1			0.8			0.5	
Delay (s)		28.8			21.6			9.0			8.3	
Level of Service		C			C			A			A	
Approach Delay (s)		28.8			21.6			9.0			8.3	
Approach LOS		C			C			A			A	

Intersection Summary			
HCM Average Control Delay	12.0	HCM Level of Service	B
HCM Volume to Capacity ratio	0.45		
Actuated Cycle Length (s)	64.1	Sum of lost time (s)	12.0
Intersection Capacity Utilization	64.4%	ICU Level of Service	C
Analysis Period (min)	15		

dl Defacto Left Lane. Recode with 1 though lane as a left lane.
dr Defacto Right Lane. Recode with 1 though lane as a right lane.
c Critical Lane Group



Movement	NWL2	NWL	NWR	NWR2
Lane Configurations				
Volume (vph)	11	0	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900
Total Lost time (s)		4.0		
Lane Util. Factor		1.00		
Frpb, ped/bikes		1.00		
Flpb, ped/bikes		1.00		
Frt		0.90		
Flt Protected		0.99		
Satd. Flow (prot)		1656		
Flt Permitted		0.99		
Satd. Flow (perm)		1656		
Peak-hour factor, PHF	0.90	0.90	0.90	0.90
Adj. Flow (vph)	12	0	22	11
RTOR Reduction (vph)	0	10	0	0
Lane Group Flow (vph)	0	35	0	0
Confl. Peds. (#/hr)				
Confl. Bikes (#/hr)				
Turn Type	Split			
Protected Phases	8	8		
Permitted Phases				
Actuated Green, G (s)		4.7		
Effective Green, g (s)		4.7		
Actuated g/C Ratio		0.07		
Clearance Time (s)		4.0		
Vehicle Extension (s)		3.0		
Lane Grp Cap (vph)		121		
v/s Ratio Prot		c0.02		
v/s Ratio Perm				
v/c Ratio		0.29		
Uniform Delay, d1		28.1		
Progression Factor		1.00		
Incremental Delay, d2		1.3		
Delay (s)		29.4		
Level of Service		C		
Approach Delay (s)		29.4		
Approach LOS		C		

Intersection Summary

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBT
Lane Configurations												
Volume (vph)	10	20	10	40	10	40	30	313	153	10	20	316
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				4.0
Lane Util. Factor			1.00				1.00	1.00				1.00
Frpb, ped/bikes			1.00				1.00	0.77				0.84
Flpb, ped/bikes			1.00				1.00	1.00				1.00
Frt			0.92				1.00	0.95				0.97
Flt Protected			0.98				0.95	1.00				1.00
Satd. Flow (prot)			1483				1770	1147				1318
Flt Permitted			0.98				0.33	1.00				0.85
Satd. Flow (perm)			1483				616	1147				1122
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	11	21	11	43	11	43	32	333	163	11	21	336
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	97	0	0	0	75	507	0	0	0	472
Confl. Peds. (#/hr)									176	176		
Confl. Bikes (#/hr)									66	66		
Parking (#/hr)			5					12				5
Turn Type	Perm	Perm				Perm	Perm				Perm	
Protected Phases			1					2				6
Permitted Phases	1	1				2	2				6	
Actuated Green, G (s)			15.0				41.0	41.0				41.0
Effective Green, g (s)			14.0				42.0	42.0				42.0
Actuated g/C Ratio			0.13				0.38	0.38				0.38
Clearance Time (s)			3.0				5.0	5.0				5.0
Lane Grp Cap (vph)			189				235	438				428
v/s Ratio Prot								c0.44				
v/s Ratio Perm			0.07				0.12					0.42
v/c Ratio			0.51				0.32	1.16				1.10
Uniform Delay, d1			44.8				23.9	34.0				34.0
Progression Factor			1.00				1.00	1.00				1.00
Incremental Delay, d2			9.6				3.5	93.7				74.3
Delay (s)			54.4				27.5	127.7				108.3
Level of Service			D				C	F				F
Approach Delay (s)			54.4					114.8				108.3
Approach LOS			D					F				F

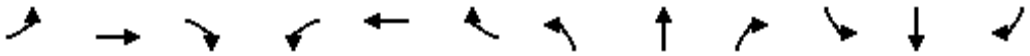
Intersection Summary			
HCM Average Control Delay	114.9	HCM Level of Service	F
HCM Volume to Capacity ratio	1.04		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	94.4%	ICU Level of Service	F
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	98	10	10	109	421	20	50	10	229	270	10	20
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)					4.0					4.0		
Lane Util. Factor					0.95					0.95		
Frpb, ped/bikes					0.98					0.99		
Flpb, ped/bikes					1.00					1.00		
Frt					0.98					0.99		
Flt Protected					0.99					0.98		
Satd. Flow (prot)					3151					3165		
Flt Permitted					0.99					0.98		
Satd. Flow (perm)					3151					3165		
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	104	11	11	116	448	21	53	11	244	287	11	21
RTOR Reduction (vph)	0	0	0	0	6	0	0	0	0	2	0	0
Lane Group Flow (vph)	0	0	0	0	643	0	0	0	0	572	0	0
Confl. Peds. (#/hr)	184	185					44					57
Confl. Bikes (#/hr)	52	61					7					8
Parking (#/hr)					5					7		
Turn Type			Split	Split				Split	Split			
Protected Phases			3	3	3			4	4	4		
Permitted Phases												
Actuated Green, G (s)					19.0					19.0		
Effective Green, g (s)					19.0					19.0		
Actuated g/C Ratio					0.17					0.17		
Clearance Time (s)					4.0					4.0		
Lane Grp Cap (vph)					544					547		
v/s Ratio Prot					c0.20					c0.18		
v/s Ratio Perm												
v/c Ratio					1.18					1.04		
Uniform Delay, d1					45.5					45.5		
Progression Factor					1.00					1.00		
Incremental Delay, d2					99.7					50.7		
Delay (s)					145.2					96.2		
Level of Service					F					F		
Approach Delay (s)					145.2					96.2		
Approach LOS					F					F		

Intersection Summary

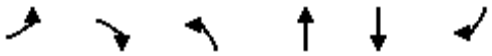


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	120	226	20	120	20	158	336	30	10	334	80
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.92			0.98			0.99			0.90	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.92			0.98			0.99			0.97	
Flt Protected		0.99			0.99			0.99			1.00	
Satd. Flow (prot)		1402			1784			1544			1341	
Flt Permitted		0.93			0.93			0.46			0.98	
Satd. Flow (perm)		1311			1666			715			1320	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	65	129	243	22	129	22	170	361	32	11	359	86
RTOR Reduction (vph)	0	56	0	0	6	0	0	3	0	0	11	0
Lane Group Flow (vph)	0	381	0	0	167	0	0	560	0	0	445	0
Confl. Peds. (#/hr)			55			58			100			229
Confl. Bikes (#/hr)			3			7			11			13
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		29.0			29.0			41.0			21.5	
Effective Green, g (s)		30.0			30.0			42.0			22.5	
Actuated g/C Ratio		0.38			0.38			0.52			0.28	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		492			625			541			371	
v/s Ratio Prot								c0.21				
v/s Ratio Perm		c0.29			0.10			0.34			c0.34	
v/c Ratio		0.77			0.27			1.04			1.20	
Uniform Delay, d1		22.0			17.4			19.0			28.8	
Progression Factor		1.00			1.40			1.00			0.96	
Incremental Delay, d2		11.3			1.0			48.1			92.6	
Delay (s)		33.3			25.3			67.1			120.1	
Level of Service		C			C			E			F	
Approach Delay (s)		33.3			25.3			67.1			120.1	
Approach LOS		C			C			E			F	

Intersection Summary			
HCM Average Control Delay	68.4	HCM Level of Service	E
HCM Volume to Capacity ratio	0.99		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	98.5%	ICU Level of Service	F
Analysis Period (min)	15		

Description: Alcatraz Avenue/College Avenue

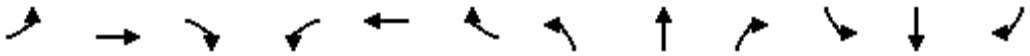
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	90	60	40	392	399	90
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.94	0.94	0.94	0.94	0.94	0.94
Hourly flow rate (vph)	96	64	43	417	424	96
Pedestrians	18			3		
Lane Width (ft)	12.0			12.0		
Walking Speed (ft/s)	4.0			4.0		
Percent Blockage	1			0		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked						
vC, conflicting volume	784	281	538			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	784	281	538			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	69	91	96			
cM capacity (veh/h)	312	703	1011			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	160	182	278	283	237
Volume Left	96	43	0	0	0
Volume Right	64	0	0	0	96
cSH	401	1011	1700	1700	1700
Volume to Capacity	0.40	0.04	0.16	0.17	0.14
Queue Length 95th (ft)	47	3	0	0	0
Control Delay (s)	19.8	2.3	0.0	0.0	0.0
Lane LOS	C	A			
Approach Delay (s)	19.8	0.9		0.0	
Approach LOS	C				

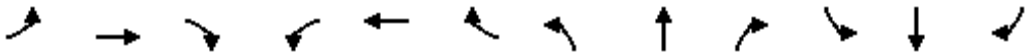
Intersection Summary			
Average Delay	3.1		
Intersection Capacity Utilization	45.4%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	30	0	0	118	0	411	108	134	423	20
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Hourly flow rate (vph)	0	0	33	0	0	128	0	447	117	146	460	22
Pedestrians		274			127			2			166	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		23			11			0			14	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked												
vC, conflicting volume	1836	1727	747	1418	1679	798	756			691		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1836	1727	747	1418	1679	798	756			691		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	90	100	100	57	100			82		
cM capacity (veh/h)	15	50	318	61	54	297	660			808		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	33	128	564	146	482
Volume Left	0	0	0	146	0
Volume Right	33	128	117	0	22
cSH	318	297	1700	808	1700
Volume to Capacity	0.10	0.43	0.33	0.18	0.28
Queue Length 95th (ft)	8	52	0	16	0
Control Delay (s)	17.6	26.0	0.0	10.4	0.0
Lane LOS	C	D		B	
Approach Delay (s)	17.6	26.0	0.0	2.4	
Approach LOS	C	D			

Intersection Summary				
Average Delay	4.0			
Intersection Capacity Utilization	50.9%	ICU Level of Service		A
Analysis Period (min)	15			



Movement	EBL	EBT	EBR2	WBL	WBT	WBR	NBL	NBT	NBR	SBL2	SBT	SBR
Lane Configurations												
Volume (vph)	93	6	70	10	5	20	72	307	10	20	390	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			0.95			0.95	
Frpb, ped/bikes		0.99			0.99			1.00			1.00	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.94			0.92			1.00			0.98	
Flt Protected		0.97			0.99			0.99			1.00	
Satd. Flow (prot)		1686			1677			3489			3461	
Flt Permitted		0.81			0.93			0.81			0.93	
Satd. Flow (perm)		1398			1579			2852			3232	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	100	6	75	11	5	22	77	330	11	22	419	54
RTOR Reduction (vph)	0	33	0	0	18	0	0	0	0	0	8	0
Lane Group Flow (vph)	0	148	0	0	20	0	0	418	0	0	487	0
Confl. Peds. (#/hr)			14						14			6
Confl. Bikes (#/hr)			1			3			9			2
Turn Type	Perm			Perm			Perm					
Protected Phases		4			4			2			6	
Permitted Phases	4			4			2					
Actuated Green, G (s)		10.8			10.8			35.6			35.6	
Effective Green, g (s)		10.8			10.8			35.6			35.6	
Actuated g/C Ratio		0.18			0.18			0.60			0.60	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		3.0			3.0			3.0			3.0	
Lane Grp Cap (vph)		253			286			1701			1927	
v/s Ratio Prot												
v/s Ratio Perm		c0.11			0.01			0.15			c0.15	
v/c Ratio		0.59			0.07			0.25			2.84dl	
Uniform Delay, d1		22.4			20.3			5.7			5.7	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		3.4			0.1			0.3			0.3	
Delay (s)		25.8			20.4			6.0			6.0	
Level of Service		C			C			A			A	
Approach Delay (s)		25.8			20.4			6.0			6.0	
Approach LOS		C			C			A			A	

Intersection Summary			
HCM Average Control Delay	10.6	HCM Level of Service	B
HCM Volume to Capacity ratio	0.34		
Actuated Cycle Length (s)	59.7	Sum of lost time (s)	12.0
Intersection Capacity Utilization	60.9%	ICU Level of Service	B
Analysis Period (min)	15		

dl Defacto Left Lane. Recode with 1 though lane as a left lane.
dr Defacto Right Lane. Recode with 1 though lane as a right lane.
c Critical Lane Group



Movement	NWL2	NWL	NWR
Lane Configurations			
Volume (vph)	11	0	10
Ideal Flow (vphpl)	1900	1900	1900
Total Lost time (s)		4.0	
Lane Util. Factor		1.00	
Frpb, ped/bikes		1.00	
Flpb, ped/bikes		1.00	
Frt		0.94	
Flt Protected		0.97	
Satd. Flow (prot)		1698	
Flt Permitted		0.97	
Satd. Flow (perm)		1698	
Peak-hour factor, PHF	0.93	0.93	0.93
Adj. Flow (vph)	12	0	11
RTOR Reduction (vph)	0	0	0
Lane Group Flow (vph)	0	23	0
Confl. Peds. (#/hr)			
Confl. Bikes (#/hr)			
Turn Type	Split		
Protected Phases	8	8	
Permitted Phases			
Actuated Green, G (s)		1.3	
Effective Green, g (s)		1.3	
Actuated g/C Ratio		0.02	
Clearance Time (s)		4.0	
Vehicle Extension (s)		3.0	
Lane Grp Cap (vph)		37	
v/s Ratio Prot		c0.01	
v/s Ratio Perm			
v/c Ratio		0.62	
Uniform Delay, d1		29.0	
Progression Factor		1.00	
Incremental Delay, d2		28.2	
Delay (s)		57.2	
Level of Service		E	
Approach Delay (s)		57.2	
Approach LOS		E	

Intersection Summary

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	20	40	30	307	107	10	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			1.00				1.00	0.84				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.92				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1482				1770	1255				
Flt Permitted			0.98				0.31	1.00				
Satd. Flow (perm)			1482				576	1255				
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	11	23	11	34	23	45	34	349	122	11	23	11
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	102	0	0	0	79	482	0	0	0	0
Confl. Peds. (#/hr)									152	148		
Confl. Bikes (#/hr)									14	10		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			15.0				41.0	41.0				
Effective Green, g (s)			14.0				42.0	42.0				
Actuated g/C Ratio			0.13				0.38	0.38				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			189				220	479				
v/s Ratio Prot								0.38				
v/s Ratio Perm			0.07				0.14					
v/c Ratio			0.54				0.36	1.01				
Uniform Delay, d1			45.0				24.4	34.0				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			10.6				4.5	42.7				
Delay (s)			55.6				28.9	76.7				
Level of Service			E				C	E				
Approach Delay (s)			55.6					70.0				
Approach LOS			E					E				

Intersection Summary			
HCM Average Control Delay	122.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.13		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	100.6%	ICU Level of Service	G
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

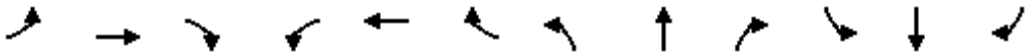
Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR
Lane Configurations												
Volume (vph)	297	116	10	10	166	244	10	40	10	217	288	20
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0					4.0	
Lane Util. Factor	1.00					0.95					0.95	
Frpb, ped/bikes	0.81					0.98					0.99	
Flpb, ped/bikes	1.00					1.00					1.00	
Frt	0.96					0.98					0.99	
Flt Protected	1.00					0.98					0.98	
Satd. Flow (prot)	1266					3132					3170	
Flt Permitted	0.77					0.98					0.98	
Satd. Flow (perm)	983					3132					3170	
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	338	132	11	11	189	277	11	45	11	247	327	23
RTOR Reduction (vph)	0	0	0	0	0	7	0	0	0	0	3	0
Lane Group Flow (vph)	515	0	0	0	0	526	0	0	0	0	639	0
Confl. Peds. (#/hr)		226	235					46				
Confl. Bikes (#/hr)		18	16					4				
Parking (#/hr)	5					5					7	
Turn Type				Split	Split				Split	Split		
Protected Phases	6			3	3	3			4	4	4	
Permitted Phases												
Actuated Green, G (s)	41.0					19.0					19.0	
Effective Green, g (s)	42.0					19.0					19.0	
Actuated g/C Ratio	0.38					0.17					0.17	
Clearance Time (s)	5.0					4.0					4.0	
Lane Grp Cap (vph)	375					541					548	
v/s Ratio Prot						c0.17					c0.20	
v/s Ratio Perm	c0.52											
v/c Ratio	1.37					0.97					1.17	
Uniform Delay, d1	34.0					45.2					45.5	
Progression Factor	1.00					1.00					1.00	
Incremental Delay, d2	184.1					32.6					93.0	
Delay (s)	218.1					77.8					138.5	
Level of Service	F					E					F	
Approach Delay (s)	218.1					77.8					138.5	
Approach LOS	F					E					F	

Intersection Summary



Movement	SWR2
Lane Configurations	
Volume (vph)	30
Ideal Flow (vphpl)	1900
Total Lost time (s)	
Lane Util. Factor	
Frpb, ped/bikes	
Flpb, ped/bikes	
Frt	
Flt Protected	
Satd. Flow (prot)	
Flt Permitted	
Satd. Flow (perm)	
Peak-hour factor, PHF	0.88
Adj. Flow (vph)	34
RTOR Reduction (vph)	0
Lane Group Flow (vph)	0
Confl. Peds. (#/hr)	20
Confl. Bikes (#/hr)	
Parking (#/hr)	
Turn Type	
Protected Phases	
Permitted Phases	
Actuated Green, G (s)	
Effective Green, g (s)	
Actuated g/C Ratio	
Clearance Time (s)	
Lane Grp Cap (vph)	
v/s Ratio Prot	
v/s Ratio Perm	
v/c Ratio	
Uniform Delay, d1	
Progression Factor	
Incremental Delay, d2	
Delay (s)	
Level of Service	
Approach Delay (s)	
Approach LOS	

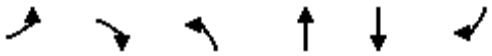
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	70	320	209	10	170	30	168	294	30	50	366	90
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		4.5	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.92			0.97		1.00	0.96		1.00	0.90	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.95			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1439			1768		1770	1516		1770	1330	
Flt Permitted		0.93			0.97		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1353			1715		1770	1516		1770	1330	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	74	337	220	11	179	32	177	309	32	53	385	95
RTOR Reduction (vph)	0	0	0	0	8	0	0	4	0	0	11	0
Lane Group Flow (vph)	0	631	0	0	214	0	177	337	0	53	469	0
Confl. Peds. (#/hr)			100			84			180			218
Confl. Bikes (#/hr)			4			1			23			40
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		32.0			32.0		9.0	29.0		5.0	25.0	
Effective Green, g (s)		33.0			33.0		8.5	30.0		6.0	26.0	
Actuated g/C Ratio		0.41			0.41		0.11	0.38		0.08	0.32	
Clearance Time (s)		5.0			5.0		4.0	5.0		4.0	5.0	
Lane Grp Cap (vph)		558			707		188	569		133	432	
v/s Ratio Prot							c0.10	c0.22		0.03	c0.35	
v/s Ratio Perm		c0.47			0.12							
v/c Ratio		1.13			0.30		0.94	0.59		0.40	1.09	
Uniform Delay, d1		23.5			15.8		35.5	20.1		35.3	27.0	
Progression Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2		79.5			1.1		51.9	4.5		8.7	68.5	
Delay (s)		103.0			16.9		87.4	24.6		44.0	95.5	
Level of Service		F			B		F	C		D	F	
Approach Delay (s)		103.0			16.9			46.0			90.4	
Approach LOS		F			B			D			F	

Intersection Summary			
HCM Average Control Delay	73.9	HCM Level of Service	E
HCM Volume to Capacity ratio	1.14		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	16.5
Intersection Capacity Utilization	99.9%	ICU Level of Service	F
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	270	100	70	610	400	120
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	1.00			1.00	0.98	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.96			1.00	0.97	
Flt Protected	0.96			0.99	1.00	
Satd. Flow (prot)	1725			3521	3351	
Flt Permitted	0.96			0.85	1.00	
Satd. Flow (perm)	1725			3026	3351	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	290	108	75	656	430	129
RTOR Reduction (vph)	17	0	0	0	43	0
Lane Group Flow (vph)	381	0	0	731	516	0
Confl. Peds. (#/hr)		1				41
Confl. Bikes (#/hr)		3				7
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	14.5			17.6	17.6	
Effective Green, g (s)	14.5			17.6	17.6	
Actuated g/C Ratio	0.36			0.44	0.44	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	624			1328	1471	
v/s Ratio Prot	c0.22				0.15	
v/s Ratio Perm				c0.24		
v/c Ratio	0.61			0.55	0.35	
Uniform Delay, d1	10.5			8.3	7.5	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	1.8			0.5	0.1	
Delay (s)	12.3			8.8	7.6	
Level of Service	B			A	A	
Approach Delay (s)	12.3			8.8	7.6	
Approach LOS	B			A	A	

Intersection Summary			
HCM Average Control Delay	9.2	HCM Level of Service	A
HCM Volume to Capacity ratio	0.58		
Actuated Cycle Length (s)	40.1	Sum of lost time (s)	8.0
Intersection Capacity Utilization	65.7%	ICU Level of Service	C
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBT
Lane Configurations												
Volume (vph)	10	20	10	40	10	40	30	313	153	10	20	316
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				4.0
Lane Util. Factor			1.00				1.00	1.00				1.00
Frpb, ped/bikes			1.00				1.00	0.77				0.84
Flpb, ped/bikes			1.00				1.00	1.00				1.00
Frt			0.92				1.00	0.95				0.97
Flt Protected			0.98				0.95	1.00				1.00
Satd. Flow (prot)			1483				1770	1149				1320
Flt Permitted			0.98				0.37	1.00				0.95
Satd. Flow (perm)			1483				681	1149				1262
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	11	21	11	43	11	43	32	333	163	11	21	336
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	97	0	0	0	75	507	0	0	0	472
Confl. Peds. (#/hr)									176	176		
Confl. Bikes (#/hr)									66	66		
Parking (#/hr)			5					12				5
Turn Type	Perm	Perm				Perm	Perm				Perm	
Protected Phases			1					2				6
Permitted Phases	1	1				2	2				6	
Actuated Green, G (s)			7.0				46.0	46.0				46.0
Effective Green, g (s)			6.0				47.0	47.0				47.0
Actuated g/C Ratio			0.05				0.43	0.43				0.43
Clearance Time (s)			3.0				5.0	5.0				5.0
Lane Grp Cap (vph)			81				291	491				539
v/s Ratio Prot								c0.44				
v/s Ratio Perm			0.07				0.11					0.37
v/c Ratio			1.20				0.26	1.03				0.88
Uniform Delay, d1			52.0				20.3	31.5				28.8
Progression Factor			1.00				1.00	1.00				1.00
Incremental Delay, d2			162.6				2.1	49.3				17.8
Delay (s)			214.6				22.4	80.8				46.7
Level of Service			F				C	F				D
Approach Delay (s)			214.6					73.2				46.7
Approach LOS			F					E				D

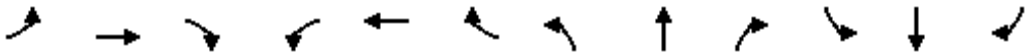
Intersection Summary			
HCM Average Control Delay	85.9	HCM Level of Service	F
HCM Volume to Capacity ratio	1.04		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	94.4%	ICU Level of Service	F
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	98	10	10	109	421	20	50	10	229	270	10	20
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)					4.0					4.0		
Lane Util. Factor					0.95					0.95		
Frpb, ped/bikes					0.98					0.99		
Flpb, ped/bikes					1.00					1.00		
Frt					0.98					0.99		
Flt Protected					0.99					0.98		
Satd. Flow (prot)					3151					3165		
Flt Permitted					0.99					0.98		
Satd. Flow (perm)					3151					3165		
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	104	11	11	116	448	21	53	11	244	287	11	21
RTOR Reduction (vph)	0	0	0	0	6	0	0	0	0	2	0	0
Lane Group Flow (vph)	0	0	0	0	643	0	0	0	0	572	0	0
Confl. Peds. (#/hr)	184	185					44					57
Confl. Bikes (#/hr)	52	61					7					8
Parking (#/hr)					5					7		
Turn Type			Split	Split				Split	Split			
Protected Phases			3	3	3			4	4	4		
Permitted Phases												
Actuated Green, G (s)					20.0					21.0		
Effective Green, g (s)					20.0					21.0		
Actuated g/C Ratio					0.18					0.19		
Clearance Time (s)					4.0					4.0		
Lane Grp Cap (vph)					573					604		
v/s Ratio Prot					c0.20					c0.18		
v/s Ratio Perm												
v/c Ratio					1.12					0.95		
Uniform Delay, d1					45.0					43.9		
Progression Factor					1.00					1.00		
Incremental Delay, d2					76.1					25.5		
Delay (s)					121.1					69.5		
Level of Service					F					E		
Approach Delay (s)					121.1					69.5		
Approach LOS					F					E		

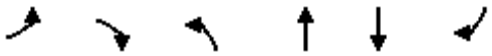
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	120	226	20	120	20	158	336	30	10	334	80
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		5.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.92			0.98		1.00	0.98		1.00	0.90	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.92			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			0.99		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1402			1784		1770	1551		1770	1334	
Flt Permitted		0.93			0.93		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1311			1666		1770	1551		1770	1334	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	65	129	243	22	129	22	170	361	32	11	359	86
RTOR Reduction (vph)	0	56	0	0	6	0	0	4	0	0	11	0
Lane Group Flow (vph)	0	381	0	0	167	0	170	389	0	11	434	0
Confl. Peds. (#/hr)			55			58			100			229
Confl. Bikes (#/hr)			3			7			11			13
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		29.0			29.0		10.5	31.0		6.0	26.0	
Effective Green, g (s)		30.0			30.0		10.0	32.0		7.0	27.0	
Actuated g/C Ratio		0.38			0.38		0.12	0.40		0.09	0.34	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		492			625		221	620		155	450	
v/s Ratio Prot							c0.10	c0.25		0.01	c0.33	
v/s Ratio Perm		c0.29			0.10							
v/c Ratio		0.77			0.27		0.77	0.63		0.07	0.97	
Uniform Delay, d1		22.0			17.4		33.9	19.2		33.5	26.0	
Progression Factor		1.00			1.00		1.00	1.00		0.88	1.02	
Incremental Delay, d2		11.3			1.0		22.3	4.7		0.1	6.9	
Delay (s)		33.3			18.4		56.2	24.0		29.4	33.4	
Level of Service		C			B		E	C		C	C	
Approach Delay (s)		33.3			18.4			33.7			33.3	
Approach LOS		C			B			C			C	

Intersection Summary			
HCM Average Control Delay	31.9	HCM Level of Service	C
HCM Volume to Capacity ratio	0.90		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	17.0
Intersection Capacity Utilization	79.0%	ICU Level of Service	D
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	90	60	40	392	399	90
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	0.99			1.00	0.99	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.95			1.00	0.97	
Flt Protected	0.97			1.00	1.00	
Satd. Flow (prot)	1701			3523	3413	
Flt Permitted	0.97			0.89	1.00	
Satd. Flow (perm)	1701			3154	3413	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	96	64	43	417	424	96
RTOR Reduction (vph)	35	0	0	0	26	0
Lane Group Flow (vph)	125	0	0	460	494	0
Confl. Peds. (#/hr)		3				18
Confl. Bikes (#/hr)		1				7
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	6.3			17.1	17.1	
Effective Green, g (s)	6.3			17.1	17.1	
Actuated g/C Ratio	0.20			0.54	0.54	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	341			1718	1859	
v/s Ratio Prot	c0.07				0.14	
v/s Ratio Perm				c0.15		
v/c Ratio	0.37			0.27	0.27	
Uniform Delay, d1	10.8			3.8	3.8	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	0.7			0.1	0.1	
Delay (s)	11.5			3.9	3.9	
Level of Service	B			A	A	
Approach Delay (s)	11.5			3.9	3.9	
Approach LOS	B			A	A	

Intersection Summary			
HCM Average Control Delay	5.0	HCM Level of Service	A
HCM Volume to Capacity ratio	0.29		
Actuated Cycle Length (s)	31.4	Sum of lost time (s)	8.0
Intersection Capacity Utilization	45.8%	ICU Level of Service	A
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	20	40	30	307	107	10	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			1.00				1.00	0.84				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.92				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1482				1770	1255				
Flt Permitted			0.98				0.34	1.00				
Satd. Flow (perm)			1482				635	1255				
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	11	23	11	34	23	45	34	349	122	11	23	11
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	102	0	0	0	79	482	0	0	0	0
Confl. Peds. (#/hr)									152	148		
Confl. Bikes (#/hr)									14	10		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			7.0				45.5	45.5				
Effective Green, g (s)			6.0				46.5	46.5				
Actuated g/C Ratio			0.05				0.42	0.42				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			81				268	531				
v/s Ratio Prot								0.38				
v/s Ratio Perm			0.07				0.12					
v/c Ratio			1.26				0.29	0.91				
Uniform Delay, d1			52.0				20.9	29.7				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			184.8				2.8	21.8				
Delay (s)			236.8				23.7	51.6				
Level of Service			F				C	D				
Approach Delay (s)			236.8					47.7				
Approach LOS			F					D				

Intersection Summary			
HCM Average Control Delay	83.8	HCM Level of Service	F
HCM Volume to Capacity ratio	1.06		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	100.6%	ICU Level of Service	G
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

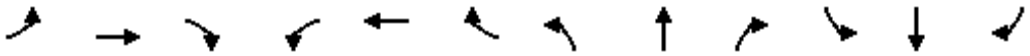
Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR
Lane Configurations												
Volume (vph)	297	116	10	10	166	244	10	40	10	217	288	20
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0					4.0	
Lane Util. Factor	1.00					0.95					0.95	
Frpb, ped/bikes	0.81					0.98					0.99	
Flpb, ped/bikes	1.00					1.00					1.00	
Frt	0.96					0.98					0.99	
Flt Protected	1.00					0.98					0.98	
Satd. Flow (prot)	1267					3132					3170	
Flt Permitted	0.86					0.98					0.98	
Satd. Flow (perm)	1095					3132					3170	
Peak-hour factor, PHF	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
Adj. Flow (vph)	338	132	11	11	189	277	11	45	11	247	327	23
RTOR Reduction (vph)	0	0	0	0	0	7	0	0	0	0	4	0
Lane Group Flow (vph)	515	0	0	0	0	526	0	0	0	0	638	0
Confl. Peds. (#/hr)		226	235					46				
Confl. Bikes (#/hr)		18	16					4				
Parking (#/hr)	5					5					7	
Turn Type				Split	Split				Split	Split		
Protected Phases	6			3	3	3			4	4	4	
Permitted Phases												
Actuated Green, G (s)	45.5					19.5					22.0	
Effective Green, g (s)	46.5					19.5					22.0	
Actuated g/C Ratio	0.42					0.18					0.20	
Clearance Time (s)	5.0					4.0					4.0	
Lane Grp Cap (vph)	463					555					634	
v/s Ratio Prot						c0.17					c0.20	
v/s Ratio Perm	c0.47											
v/c Ratio	1.11					0.95					1.01	
Uniform Delay, d1	31.8					44.8					44.0	
Progression Factor	1.00					1.00					1.00	
Incremental Delay, d2	76.1					27.4					37.3	
Delay (s)	107.9					72.1					81.3	
Level of Service	F					E					F	
Approach Delay (s)	107.9					72.1					81.3	
Approach LOS	F					E					F	

Intersection Summary



Movement	SWR2
Lane Configurations	
Volume (vph)	30
Ideal Flow (vphpl)	1900
Total Lost time (s)	
Lane Util. Factor	
Frpb, ped/bikes	
Flpb, ped/bikes	
Frt	
Flt Protected	
Satd. Flow (prot)	
Flt Permitted	
Satd. Flow (perm)	
Peak-hour factor, PHF	0.88
Adj. Flow (vph)	34
RTOR Reduction (vph)	0
Lane Group Flow (vph)	0
Confl. Peds. (#/hr)	20
Confl. Bikes (#/hr)	
Parking (#/hr)	
Turn Type	
Protected Phases	
Permitted Phases	
Actuated Green, G (s)	
Effective Green, g (s)	
Actuated g/C Ratio	
Clearance Time (s)	
Lane Grp Cap (vph)	
v/s Ratio Prot	
v/s Ratio Perm	
v/c Ratio	
Uniform Delay, d1	
Progression Factor	
Incremental Delay, d2	
Delay (s)	
Level of Service	
Approach Delay (s)	
Approach LOS	

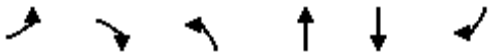
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	90	530	209	10	340	60	198	354	40	80	376	110
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.93			0.97			0.97			0.89	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.97			0.98			0.99			0.97	
Flt Protected		0.99			1.00			0.98			0.99	
Satd. Flow (prot)		1485			1764			1512			1320	
Flt Permitted		0.87			0.98			0.43			0.84	
Satd. Flow (perm)		1292			1728			653			1118	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	90	530	209	10	340	60	198	354	40	80	376	110
RTOR Reduction (vph)	0	0	0	0	8	0	0	3	0	0	11	0
Lane Group Flow (vph)	0	829	0	0	403	0	0	589	0	0	555	0
Confl. Peds. (#/hr)			112			94			201			244
Confl. Bikes (#/hr)			5			1			25			45
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		29.0			29.0			41.0			21.5	
Effective Green, g (s)		30.0			30.0			42.0			22.5	
Actuated g/C Ratio		0.38			0.38			0.52			0.28	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		485			648			515			314	
v/s Ratio Prot								c0.23				
v/s Ratio Perm		c0.64			0.23			0.37			c0.50	
v/c Ratio		1.71			0.62			1.14			1.77	
Uniform Delay, d1		25.0			20.4			19.0			28.8	
Progression Factor		1.00			1.30			1.00			1.00	
Incremental Delay, d2		327.9			4.4			85.4			358.4	
Delay (s)		352.9			30.8			104.4			387.2	
Level of Service		F			C			F			F	
Approach Delay (s)		352.9			30.8			104.4			387.2	
Approach LOS		F			C			F			F	

Intersection Summary			
HCM Average Control Delay	244.5	HCM Level of Service	F
HCM Volume to Capacity ratio	1.62		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	144.2%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	400	220	190	930	530	210
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	1.00	1.00	1.00	1.00	1.00	1.00
Hourly flow rate (vph)	400	220	190	930	530	210
Pedestrians	46			1		
Lane Width (ft)	12.0			12.0		
Walking Speed (ft/s)	4.0			4.0		
Percent Blockage	4			0		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked	0.81					
vC, conflicting volume	1526	417	786			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	1185	417	786			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	0	61	76			
cM capacity (veh/h)	108	562	797			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	620	500	620	353	387
Volume Left	400	190	0	0	0
Volume Right	220	0	0	0	210
cSH	151	797	1700	1700	1700
Volume to Capacity	4.09	0.24	0.36	0.21	0.23
Queue Length 95th (ft)	Err	23	0	0	0
Control Delay (s)	Err	6.1	0.0	0.0	0.0
Lane LOS	F	A			
Approach Delay (s)	Err	2.7		0.0	
Approach LOS	F				

Intersection Summary			
Average Delay	2501.0		
Intersection Capacity Utilization	99.3%	ICU Level of Service	F
Analysis Period (min)	15		

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	20	0	0	101	0	495	86	110	458	10
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98
Hourly flow rate (vph)	0	0	20	0	0	103	0	505	88	112	467	10
Pedestrians		238			114						237	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		20			10						20	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.79	0.79	0.82	0.79	0.79	0.70	0.82			0.70		
vC, conflicting volume	1824	1642	710	1375	1603	900	716			707		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1397	1167	537	831	1118	646	543			372		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	94	100	100	57	100			85		
cM capacity (veh/h)	24	95	358	137	101	241	674			755		

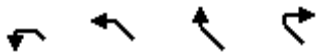
Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	20	103	593	112	478
Volume Left	0	0	0	112	0
Volume Right	20	103	88	0	10
cSH	358	241	1700	755	1700
Volume to Capacity	0.06	0.43	0.35	0.15	0.28
Queue Length 95th (ft)	5	50	0	13	0
Control Delay (s)	15.7	30.7	0.0	10.6	0.0
Lane LOS	C	D		B	
Approach Delay (s)	15.7	30.7	0.0	2.0	
Approach LOS	C	D			

Intersection Summary				
Average Delay	3.6			
Intersection Capacity Utilization	53.3%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL	EBT	EBR2	WBL	WBT	WBR	NBL	NBT	NBR	SBL2	SBT	SBR
Lane Configurations												
Volume (vph)	108	8	43	10	4	20	66	969	10	40	661	51
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			0.95			0.95	
Frpb, ped/bikes		0.99			0.99			1.00			0.99	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.96			0.92			1.00			0.99	
Flt Protected		0.97			0.98			1.00			1.00	
Satd. Flow (prot)		1713			1677			3520			3476	
Flt Permitted		0.77			0.92			0.85			0.86	
Satd. Flow (perm)		1370			1567			3018			2990	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	114	8	45	11	4	21	69	1020	11	42	696	54
RTOR Reduction (vph)	0	17	0	0	17	0	0	0	0	0	5	0
Lane Group Flow (vph)	0	150	0	0	19	0	0	1100	0	0	787	0
Confl. Peds. (#/hr)			22			1			33			24
Confl. Bikes (#/hr)									7			1
Turn Type	Perm			Perm			Perm					
Protected Phases		4			4			2			6	
Permitted Phases	4			4			2					
Actuated Green, G (s)		11.6			11.6			35.7			35.7	
Effective Green, g (s)		11.6			11.6			35.7			35.7	
Actuated g/C Ratio		0.18			0.18			0.56			0.56	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		3.0			3.0			3.0			3.0	
Lane Grp Cap (vph)		248			284			1683			1668	
v/s Ratio Prot												
v/s Ratio Perm		c0.11			0.01			c0.36			0.26	
v/c Ratio		0.60			0.07			0.65			4.91dl	
Uniform Delay, d1		24.1			21.7			9.8			8.5	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		4.1			0.1			2.0			1.0	
Delay (s)		28.2			21.8			11.8			9.5	
Level of Service		C			C			B			A	
Approach Delay (s)		28.2			21.8			11.8			9.5	
Approach LOS		C			C			B			A	

Intersection Summary			
HCM Average Control Delay	12.8	HCM Level of Service	B
HCM Volume to Capacity ratio	0.61		
Actuated Cycle Length (s)	64.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	83.2%	ICU Level of Service	E
Analysis Period (min)	15		

dl Defacto Left Lane. Recode with 1 though lane as a left lane.
dr Defacto Right Lane. Recode with 1 though lane as a right lane.
c Critical Lane Group



Movement	NWL2	NWL	NWR	NWR2
Lane Configurations				
Volume (vph)	11	0	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900
Total Lost time (s)		4.0		
Lane Util. Factor		1.00		
Frpb, ped/bikes		1.00		
Flpb, ped/bikes		1.00		
Frt		0.90		
Flt Protected		0.99		
Satd. Flow (prot)		1657		
Flt Permitted		0.99		
Satd. Flow (perm)		1657		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95
Adj. Flow (vph)	12	0	21	11
RTOR Reduction (vph)	0	10	0	0
Lane Group Flow (vph)	0	34	0	0
Confl. Peds. (#/hr)				
Confl. Bikes (#/hr)				
Turn Type	Split			
Protected Phases	8	8		
Permitted Phases				
Actuated Green, G (s)		4.7		
Effective Green, g (s)		4.7		
Actuated g/C Ratio		0.07		
Clearance Time (s)		4.0		
Vehicle Extension (s)		3.0		
Lane Grp Cap (vph)		122		
v/s Ratio Prot		c0.02		
v/s Ratio Perm				
v/c Ratio		0.28		
Uniform Delay, d1		28.0		
Progression Factor		1.00		
Incremental Delay, d2		1.2		
Delay (s)		29.3		
Level of Service		C		
Approach Delay (s)		29.3		
Approach LOS		C		

Intersection Summary

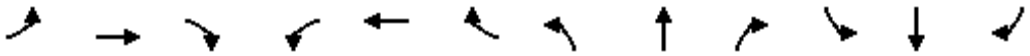
Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBT
Lane Configurations												
Volume (vph)	10	20	10	40	10	80	30	403	273	10	30	316
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				4.0
Lane Util. Factor			1.00				1.00	1.00				1.00
Frpb, ped/bikes			1.00				1.00	0.72				0.80
Flpb, ped/bikes			1.00				1.00	1.00				1.00
Frt			0.93				1.00	0.94				0.96
Flt Protected			0.98				0.95	1.00				1.00
Satd. Flow (prot)			1483				1770	1051				1255
Flt Permitted			0.98				0.33	1.00				0.43
Satd. Flow (perm)			1483				610	1051				536
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	40	10	80	30	403	273	10	30	316
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	90	0	0	0	110	686	0	0	0	484
Confl. Peds. (#/hr)									197	197		
Confl. Bikes (#/hr)									74	74		
Parking (#/hr)			5					12				5
Turn Type	Perm	Perm				Perm	Perm				Perm	
Protected Phases			1					2				6
Permitted Phases	1	1				2	2				6	
Actuated Green, G (s)			15.0				41.0	41.0				41.0
Effective Green, g (s)			14.0				42.0	42.0				42.0
Actuated g/C Ratio			0.13				0.38	0.38				0.38
Clearance Time (s)			3.0				5.0	5.0				5.0
Lane Grp Cap (vph)			189				233	401				205
v/s Ratio Prot								0.65				
v/s Ratio Perm			0.06				0.18					c0.90
v/c Ratio			0.48				0.47	1.71				2.36
Uniform Delay, d1			44.6				25.6	34.0				34.0
Progression Factor			1.00				1.00	1.00				1.00
Incremental Delay, d2			8.4				6.7	330.3				627.3
Delay (s)			53.0				32.4	364.3				661.3
Level of Service			D				C	F				F
Approach Delay (s)			53.0					318.4				661.3
Approach LOS			D					F				F

Intersection Summary			
HCM Average Control Delay	355.8	HCM Level of Service	F
HCM Volume to Capacity ratio	1.75		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	120.6%	ICU Level of Service	H
Analysis Period (min)	15		
Description: College Avenue/Claremont Avenue/62nd Street			

c Critical Lane Group

Movement	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	128	10	10	129	721	20	50	10	279	440	10	30
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)					4.0					4.0		
Lane Util. Factor					0.95					0.95		
Frpb, ped/bikes					0.98					0.99		
Flpb, ped/bikes					1.00					1.00		
Frt					0.99					0.99		
Flt Protected					0.99					0.98		
Satd. Flow (prot)					3198					3177		
Flt Permitted					0.99					0.98		
Satd. Flow (perm)					3198					3177		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	128	10	10	129	721	20	50	10	279	440	10	30
RTOR Reduction (vph)	0	0	0	0	4	0	0	0	0	2	0	0
Lane Group Flow (vph)	0	0	0	0	926	0	0	0	0	767	0	0
Confl. Peds. (#/hr)	206	207					49					63
Confl. Bikes (#/hr)	58	68					8					9
Parking (#/hr)					5					7		
Turn Type			Split	Split				Split	Split			
Protected Phases			3	3	3			4	4	4		
Permitted Phases												
Actuated Green, G (s)					19.0					19.0		
Effective Green, g (s)					19.0					19.0		
Actuated g/C Ratio					0.17					0.17		
Clearance Time (s)					4.0					4.0		
Lane Grp Cap (vph)					552					549		
v/s Ratio Prot					c0.29					c0.24		
v/s Ratio Perm												
v/c Ratio					1.68					1.40		
Uniform Delay, d1					45.5					45.5		
Progression Factor					1.00					1.00		
Incremental Delay, d2					312.7					189.2		
Delay (s)					358.2					234.7		
Level of Service					F					F		
Approach Delay (s)					358.2					234.7		
Approach LOS					F					F		

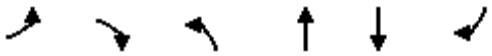
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	70	210	226	30	230	40	188	372	40	20	374	90
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.93			0.98			0.98			0.90	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.94			0.98			0.99			0.97	
Flt Protected		0.99			1.00			0.98			1.00	
Satd. Flow (prot)		1440			1780			1535			1339	
Flt Permitted		0.91			0.93			0.41			0.96	
Satd. Flow (perm)		1324			1665			644			1293	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	70	210	226	30	230	40	188	372	40	20	374	90
RTOR Reduction (vph)	0	36	0	0	7	0	0	3	0	0	10	0
Lane Group Flow (vph)	0	470	0	0	293	0	0	597	0	0	474	0
Confl. Peds. (#/hr)			61			64			112			255
Confl. Bikes (#/hr)			3			8			13			15
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		29.0			29.0			41.0			21.5	
Effective Green, g (s)		30.0			30.0			42.0			22.5	
Actuated g/C Ratio		0.38			0.38			0.52			0.28	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		497			624			516			364	
v/s Ratio Prot								c0.23				
v/s Ratio Perm		c0.35			0.18			0.38			c0.37	
v/c Ratio		0.95			0.47			1.16			1.30	
Uniform Delay, d1		24.2			19.0			19.0			28.8	
Progression Factor		1.00			1.37			1.00			0.95	
Incremental Delay, d2		28.8			2.5			90.4			137.8	
Delay (s)		53.0			28.5			109.4			165.2	
Level of Service		D			C			F			F	
Approach Delay (s)		53.0			28.5			109.4			165.2	
Approach LOS		D			C			F			F	

Intersection Summary			
HCM Average Control Delay	95.7	HCM Level of Service	F
HCM Volume to Capacity ratio	1.13		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	114.9%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

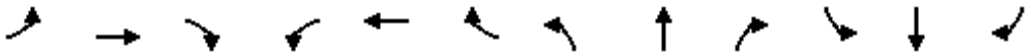
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	120	140	120	553	524	150
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.94	0.94	0.94	0.94	0.94	0.94
Hourly flow rate (vph)	128	149	128	588	557	160
Pedestrians	20			3		
Lane Width (ft)	12.0			12.0		
Walking Speed (ft/s)	4.0			4.0		
Percent Blockage	2			0		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked	0.94					
vC, conflicting volume	1207	382	737			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	1083	382	737			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	23	75	85			
cM capacity (veh/h)	166	605	850			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	277	324	392	372	345
Volume Left	128	128	0	0	0
Volume Right	149	0	0	0	160
cSH	272	850	1700	1700	1700
Volume to Capacity	1.02	0.15	0.23	0.22	0.20
Queue Length 95th (ft)	262	13	0	0	0
Control Delay (s)	100.1	5.0	0.0	0.0	0.0
Lane LOS	F	A			
Approach Delay (s)	100.1	2.2		0.0	
Approach LOS	F				

Intersection Summary			
Average Delay	17.1		
Intersection Capacity Utilization	63.9%	ICU Level of Service	B
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	30	0	0	118	0	501	108	134	463	20
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Hourly flow rate (vph)	0	0	33	0	0	128	0	545	117	146	503	22
Pedestrians		306			141			2			185	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		26			12			0			15	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.84	0.84	0.84	0.84	0.84		0.84					
vC, conflicting volume	2028	1914	822	1573	1867	929	831			803		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	2127	1992	695	1587	1936	929	705			803		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	88	100	100	47	100			80		
cM capacity (veh/h)	6	27	277	36	29	242	560			724		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	33	128	662	146	525
Volume Left	0	0	0	146	0
Volume Right	33	128	117	0	22
cSH	277	242	1700	724	1700
Volume to Capacity	0.12	0.53	0.39	0.20	0.31
Queue Length 95th (ft)	10	71	0	19	0
Control Delay (s)	19.7	35.5	0.0	11.2	0.0
Lane LOS	C	E		B	
Approach Delay (s)	19.7	35.5	0.0	2.4	
Approach LOS	C	E			

Intersection Summary				
Average Delay	4.6			
Intersection Capacity Utilization	55.7%	ICU Level of Service	B	
Analysis Period (min)	15			

Movement	EBL	EBT	EBR2	WBL	WBT	WBR	NBL	NBT	NBR	SBL2	SBT	SBR
Lane Configurations												
Volume (vph)	93	6	70	10	5	20	72	557	10	20	600	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			0.95			0.95	
Frpb, ped/bikes		0.98			0.99			1.00			1.00	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.94			0.92			1.00			0.99	
Flt Protected		0.97			0.99			0.99			1.00	
Satd. Flow (prot)		1683			1680			3508			3485	
Flt Permitted		0.81			0.93			0.82			0.93	
Satd. Flow (perm)		1398			1579			2885			3249	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	98	6	74	11	5	21	76	586	11	21	632	53
RTOR Reduction (vph)	0	33	0	0	17	0	0	0	0	0	5	0
Lane Group Flow (vph)	0	145	0	0	20	0	0	673	0	0	701	0
Confl. Peds. (#/hr)			16						16			7
Confl. Bikes (#/hr)			1			3			10			2
Turn Type	Perm			Perm			Perm					
Protected Phases		4			4			2			6	
Permitted Phases	4			4			2					
Actuated Green, G (s)		10.7			10.7			35.7			35.7	
Effective Green, g (s)		10.7			10.7			35.7			35.7	
Actuated g/C Ratio		0.18			0.18			0.60			0.60	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		3.0			3.0			3.0			3.0	
Lane Grp Cap (vph)		251			283			1725			1943	
v/s Ratio Prot												
v/s Ratio Perm		c0.10			0.01			c0.23			0.22	
v/c Ratio		0.58			0.07			0.39			4.42dl	
Uniform Delay, d1		22.4			20.4			6.3			6.2	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		3.2			0.1			0.7			0.5	
Delay (s)		25.6			20.5			7.0			6.7	
Level of Service		C			C			A			A	
Approach Delay (s)		25.6			20.5			7.0			6.7	
Approach LOS		C			C			A			A	

Intersection Summary			
HCM Average Control Delay	9.9	HCM Level of Service	A
HCM Volume to Capacity ratio	0.44		
Actuated Cycle Length (s)	59.7	Sum of lost time (s)	12.0
Intersection Capacity Utilization	70.4%	ICU Level of Service	C
Analysis Period (min)	15		

dl Defacto Left Lane. Recode with 1 though lane as a left lane.
dr Defacto Right Lane. Recode with 1 though lane as a right lane.
c Critical Lane Group



Movement	NWL2	NWL	NWR
Lane Configurations			
Volume (vph)	11	0	10
Ideal Flow (vphpl)	1900	1900	1900
Total Lost time (s)		4.0	
Lane Util. Factor		1.00	
Frpb, ped/bikes		1.00	
Flpb, ped/bikes		1.00	
Frt		0.94	
Flt Protected		0.97	
Satd. Flow (prot)		1698	
Flt Permitted		0.97	
Satd. Flow (perm)		1698	
Peak-hour factor, PHF	0.95	0.95	0.95
Adj. Flow (vph)	12	0	11
RTOR Reduction (vph)	0	0	0
Lane Group Flow (vph)	0	23	0
Confl. Peds. (#/hr)			
Confl. Bikes (#/hr)			
Turn Type	Split		
Protected Phases	8	8	
Permitted Phases			
Actuated Green, G (s)		1.3	
Effective Green, g (s)		1.3	
Actuated g/C Ratio		0.02	
Clearance Time (s)		4.0	
Vehicle Extension (s)		3.0	
Lane Grp Cap (vph)		37	
v/s Ratio Prot		c0.01	
v/s Ratio Perm			
v/c Ratio		0.62	
Uniform Delay, d1		29.0	
Progression Factor		1.00	
Incremental Delay, d2		28.2	
Delay (s)		57.2	
Level of Service		E	
Approach Delay (s)		57.2	
Approach LOS		E	

Intersection Summary

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	20	70	30	377	207	10	30	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			1.00				1.00	0.78				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.95				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1483				1770	1147				
Flt Permitted			0.98				0.33	1.00				
Satd. Flow (perm)			1483				608	1147				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	20	70	30	377	207	10	30	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	90	0	0	0	100	594	0	0	0	0
Confl. Peds. (#/hr)									170	166		
Confl. Bikes (#/hr)									16	12		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			15.0				41.0	41.0				
Effective Green, g (s)			14.0				42.0	42.0				
Actuated g/C Ratio			0.13				0.38	0.38				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			189				232	438				
v/s Ratio Prot								0.52				
v/s Ratio Perm			0.06				0.16					
v/c Ratio			0.48				0.43	1.36				
Uniform Delay, d1			44.6				25.2	34.0				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			8.4				5.7	174.6				
Delay (s)			53.0				30.9	208.6				
Level of Service			D				C	F				
Approach Delay (s)			53.0					183.0				
Approach LOS			D					F				

Intersection Summary			
HCM Average Control Delay	233.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.46		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	121.2%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

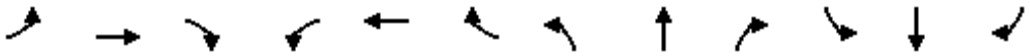
Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR
Lane Configurations												
Volume (vph)	297	146	10	10	176	384	10	40	10	257	428	20
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0					4.0	
Lane Util. Factor	1.00					0.95					0.95	
Frpb, ped/bikes	0.77					0.98					0.99	
Flpb, ped/bikes	1.00					1.00					1.00	
Frt	0.96					0.99					0.99	
Flt Protected	1.00					0.99					0.98	
Satd. Flow (prot)	1203					3166					3182	
Flt Permitted	0.54					0.99					0.98	
Satd. Flow (perm)	649					3166					3182	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	297	146	10	10	176	384	10	40	10	257	428	20
RTOR Reduction (vph)	0	0	0	0	0	5	0	0	0	0	3	0
Lane Group Flow (vph)	493	0	0	0	0	615	0	0	0	0	752	0
Confl. Peds. (#/hr)		252	262					52				
Confl. Bikes (#/hr)		20	18					5				
Parking (#/hr)	5					5					7	
Turn Type				Split	Split				Split	Split		
Protected Phases	6			3	3	3			4	4	4	
Permitted Phases												
Actuated Green, G (s)	41.0					19.0					19.0	
Effective Green, g (s)	42.0					19.0					19.0	
Actuated g/C Ratio	0.38					0.17					0.17	
Clearance Time (s)	5.0					4.0					4.0	
Lane Grp Cap (vph)	248					547					550	
v/s Ratio Prot						c0.19					c0.24	
v/s Ratio Perm	c0.76											
v/c Ratio	1.99					1.12					1.37	
Uniform Delay, d1	34.0					45.5					45.5	
Progression Factor	1.00					1.00					1.00	
Incremental Delay, d2	458.7					77.5					176.4	
Delay (s)	492.7					123.0					221.9	
Level of Service	F					F					F	
Approach Delay (s)	492.7					123.0					221.9	
Approach LOS	F					F					F	

Intersection Summary



Movement	SWR2
Lane Configurations	
Volume (vph)	40
Ideal Flow (vphpl)	1900
Total Lost time (s)	
Lane Util. Factor	
Frpb, ped/bikes	
Flpb, ped/bikes	
Frt	
Flt Protected	
Satd. Flow (prot)	
Flt Permitted	
Satd. Flow (perm)	
Peak-hour factor, PHF	1.00
Adj. Flow (vph)	40
RTOR Reduction (vph)	0
Lane Group Flow (vph)	0
Confl. Peds. (#/hr)	22
Confl. Bikes (#/hr)	
Parking (#/hr)	
Turn Type	
Protected Phases	
Permitted Phases	
Actuated Green, G (s)	
Effective Green, g (s)	
Actuated g/C Ratio	
Clearance Time (s)	
Lane Grp Cap (vph)	
v/s Ratio Prot	
v/s Ratio Perm	
v/c Ratio	
Uniform Delay, d1	
Progression Factor	
Incremental Delay, d2	
Delay (s)	
Level of Service	
Approach Delay (s)	
Approach LOS	

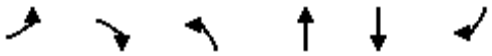
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	90	530	209	10	340	60	198	354	40	80	376	110
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		5.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.93			0.97		1.00	0.95		1.00	0.88	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.97			0.98		1.00	0.98		1.00	0.97	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1486			1764		1770	1502		1770	1293	
Flt Permitted		0.91			0.98		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1352			1729		1770	1502		1770	1293	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	90	530	209	10	340	60	198	354	40	80	376	110
RTOR Reduction (vph)	0	0	0	0	8	0	0	5	0	0	13	0
Lane Group Flow (vph)	0	829	0	0	402	0	198	389	0	80	473	0
Confl. Peds. (#/hr)			112			94			201			244
Confl. Bikes (#/hr)			5			1			25			45
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		35.0			35.0		7.5	25.0		6.0	23.0	
Effective Green, g (s)		36.0			36.0		7.0	26.0		7.0	24.0	
Actuated g/C Ratio		0.45			0.45		0.09	0.32		0.09	0.30	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		608			778		155	488		155	388	
v/s Ratio Prot							c0.11	0.26		0.05	c0.37	
v/s Ratio Perm		c0.61			0.23							
v/c Ratio		1.36			0.52		1.28	0.80		0.52	1.22	
Uniform Delay, d1		22.0			15.8		36.5	24.6		34.9	28.0	
Progression Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2		174.0			2.4		165.2	12.7		11.8	119.5	
Delay (s)		196.0			18.2		201.7	37.3		46.6	147.5	
Level of Service		F			B		F	D		D	F	
Approach Delay (s)		196.0			18.2			92.3			133.3	
Approach LOS		F			B			F			F	

Intersection Summary			
HCM Average Control Delay	125.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.30		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	13.0
Intersection Capacity Utilization	123.6%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	400	220	190	930	530	210
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	0.99			1.00	0.96	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.95			1.00	0.96	
Flt Protected	0.97			0.99	1.00	
Satd. Flow (prot)	1709			3509	3247	
Flt Permitted	0.97			0.65	1.00	
Satd. Flow (perm)	1709			2294	3247	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	400	220	190	930	530	210
RTOR Reduction (vph)	24	0	0	0	56	0
Lane Group Flow (vph)	596	0	0	1120	684	0
Confl. Peds. (#/hr)		1				46
Confl. Bikes (#/hr)		3				8
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	27.2			40.5	40.5	
Effective Green, g (s)	27.2			40.5	40.5	
Actuated g/C Ratio	0.36			0.54	0.54	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	614			1227	1737	
v/s Ratio Prot	c0.35				0.21	
v/s Ratio Perm				c0.49		
v/c Ratio	0.97			0.91	0.39	
Uniform Delay, d1	23.9			16.0	10.4	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	29.0			10.4	0.1	
Delay (s)	52.9			26.4	10.5	
Level of Service	D			C	B	
Approach Delay (s)	52.9			26.4	10.5	
Approach LOS	D			C	B	

Intersection Summary			
HCM Average Control Delay	28.3	HCM Level of Service	C
HCM Volume to Capacity ratio	0.94		
Actuated Cycle Length (s)	75.7	Sum of lost time (s)	8.0
Intersection Capacity Utilization	99.3%	ICU Level of Service	F
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBT
Lane Configurations												
Volume (vph)	10	20	10	40	10	80	30	403	273	10	30	316
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				4.0
Lane Util. Factor			1.00				1.00	1.00				1.00
Frpb, ped/bikes			1.00				1.00	0.72				0.80
Flpb, ped/bikes			1.00				1.00	1.00				1.00
Frt			0.93				1.00	0.94				0.96
Flt Protected			0.98				0.95	1.00				1.00
Satd. Flow (prot)			1483				1770	1054				1257
Flt Permitted			0.98				0.36	1.00				0.58
Satd. Flow (perm)			1483				673	1054				735
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	40	10	80	30	403	273	10	30	316
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	90	0	0	0	110	686	0	0	0	484
Confl. Peds. (#/hr)									197	197		
Confl. Bikes (#/hr)									74	74		
Parking (#/hr)			5					12				5
Turn Type	Perm	Perm				Perm	Perm				Perm	
Protected Phases			1					2				6
Permitted Phases	1	1				2	2				6	
Actuated Green, G (s)			7.0				46.0	46.0				46.0
Effective Green, g (s)			6.0				47.0	47.0				47.0
Actuated g/C Ratio			0.05				0.43	0.43				0.43
Clearance Time (s)			3.0				5.0	5.0				5.0
Lane Grp Cap (vph)			81				288	450				314
v/s Ratio Prot								0.65				
v/s Ratio Perm			0.06				0.16					c0.66
v/c Ratio			1.11				0.38	1.52				1.54
Uniform Delay, d1			52.0				21.6	31.5				31.5
Progression Factor			1.00				1.00	1.00				1.00
Incremental Delay, d2			133.3				3.8	247.1				259.0
Delay (s)			185.3				25.4	278.6				290.5
Level of Service			F				C	F				F
Approach Delay (s)			185.3					243.6				290.5
Approach LOS			F					F				F

Intersection Summary			
HCM Average Control Delay	255.5	HCM Level of Service	F
HCM Volume to Capacity ratio	1.46		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	120.6%	ICU Level of Service	H
Analysis Period (min)	15		

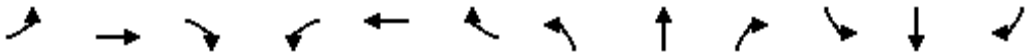
Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group



Movement	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	128	10	10	129	721	20	50	10	279	440	10	30
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)					4.0					4.0		
Lane Util. Factor					0.95					0.95		
Frpb, ped/bikes					0.98					0.99		
Flpb, ped/bikes					1.00					1.00		
Frt					0.99					0.99		
Flt Protected					0.99					0.98		
Satd. Flow (prot)					3198					3177		
Flt Permitted					0.99					0.98		
Satd. Flow (perm)					3198					3177		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	128	10	10	129	721	20	50	10	279	440	10	30
RTOR Reduction (vph)	0	0	0	0	4	0	0	0	0	2	0	0
Lane Group Flow (vph)	0	0	0	0	926	0	0	0	0	767	0	0
Confl. Peds. (#/hr)	206	207					49					63
Confl. Bikes (#/hr)	58	68					8					9
Parking (#/hr)					5					7		
Turn Type			Split	Split				Split	Split			
Protected Phases			3	3	3			4	4	4		
Permitted Phases												
Actuated Green, G (s)					20.0					21.0		
Effective Green, g (s)					20.0					21.0		
Actuated g/C Ratio					0.18					0.19		
Clearance Time (s)					4.0					4.0		
Lane Grp Cap (vph)					581					607		
v/s Ratio Prot					c0.29					c0.24		
v/s Ratio Perm												
v/c Ratio					1.59					1.26		
Uniform Delay, d1					45.0					44.5		
Progression Factor					1.00					1.00		
Incremental Delay, d2					275.2					131.1		
Delay (s)					320.2					175.6		
Level of Service					F					F		
Approach Delay (s)					320.2					175.6		
Approach LOS					F					F		

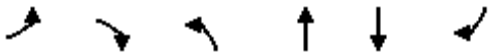
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	70	210	226	30	230	40	188	372	40	20	374	90
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		5.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.93			0.98		1.00	0.97		1.00	0.90	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.94			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1440			1780		1770	1537		1770	1330	
Flt Permitted		0.92			0.93		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1329			1670		1770	1537		1770	1330	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	70	210	226	30	230	40	188	372	40	20	374	90
RTOR Reduction (vph)	0	36	0	0	7	0	0	5	0	0	11	0
Lane Group Flow (vph)	0	470	0	0	293	0	188	407	0	20	453	0
Confl. Peds. (#/hr)			61			64			112			255
Confl. Bikes (#/hr)			3			8			13			15
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		30.0			30.0		10.5	30.0		6.0	25.0	
Effective Green, g (s)		31.0			31.0		10.0	31.0		7.0	26.0	
Actuated g/C Ratio		0.39			0.39		0.12	0.39		0.09	0.32	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		515			647		221	596		155	432	
v/s Ratio Prot							c0.11	c0.26		0.01	c0.34	
v/s Ratio Perm		c0.35			0.18							
v/c Ratio		0.91			0.45		0.85	0.68		0.13	1.05	
Uniform Delay, d1		23.2			18.2		34.3	20.4		33.7	27.0	
Progression Factor		1.00			1.00		1.00	1.00		0.88	1.02	
Incremental Delay, d2		23.0			2.3		31.6	6.2		0.2	28.3	
Delay (s)		46.2			20.5		65.8	26.6		29.7	55.9	
Level of Service		D			C		E	C		C	E	
Approach Delay (s)		46.2			20.5			38.9			54.9	
Approach LOS		D			C			D			D	

Intersection Summary			
HCM Average Control Delay	42.0	HCM Level of Service	D
HCM Volume to Capacity ratio	1.01		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	17.0
Intersection Capacity Utilization	92.2%	ICU Level of Service	F
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	120	140	120	553	524	150
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	0.99			1.00	0.99	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.93			1.00	0.97	
Flt Protected	0.98			0.99	1.00	
Satd. Flow (prot)	1675			3508	3381	
Flt Permitted	0.98			0.75	1.00	
Satd. Flow (perm)	1675			2654	3381	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	128	149	128	588	557	160
RTOR Reduction (vph)	54	0	0	0	40	0
Lane Group Flow (vph)	223	0	0	716	677	0
Confl. Peds. (#/hr)		3				20
Confl. Bikes (#/hr)		1				8
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	10.5			19.6	19.6	
Effective Green, g (s)	10.5			19.6	19.6	
Actuated g/C Ratio	0.28			0.51	0.51	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	462			1365	1739	
v/s Ratio Prot	c0.13				0.20	
v/s Ratio Perm				c0.27		
v/c Ratio	0.48			0.52	0.39	
Uniform Delay, d1	11.5			6.2	5.6	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	0.8			0.4	0.1	
Delay (s)	12.3			6.5	5.8	
Level of Service	B			A	A	
Approach Delay (s)	12.3			6.5	5.8	
Approach LOS	B			A	A	

Intersection Summary			
HCM Average Control Delay	7.1	HCM Level of Service	A
HCM Volume to Capacity ratio	0.51		
Actuated Cycle Length (s)	38.1	Sum of lost time (s)	8.0
Intersection Capacity Utilization	64.1%	ICU Level of Service	C
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	20	70	30	377	207	10	30	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			1.00				1.00	0.78				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.95				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1483				1770	1148				
Flt Permitted			0.98				0.35	1.00				
Satd. Flow (perm)			1483				659	1148				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	20	70	30	377	207	10	30	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	90	0	0	0	100	594	0	0	0	0
Confl. Peds. (#/hr)									170	166		
Confl. Bikes (#/hr)									16	12		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			7.0				45.0	45.0				
Effective Green, g (s)			6.0				46.0	46.0				
Actuated g/C Ratio			0.05				0.42	0.42				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			81				276	480				
v/s Ratio Prot								0.52				
v/s Ratio Perm			0.06				0.15					
v/c Ratio			1.11				0.36	1.24				
Uniform Delay, d1			52.0				21.9	32.0				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			133.3				3.7	123.8				
Delay (s)			185.3				25.6	155.8				
Level of Service			F				C	F				
Approach Delay (s)			185.3					137.0				
Approach LOS			F					F				

Intersection Summary			
HCM Average Control Delay	158.9	HCM Level of Service	F
HCM Volume to Capacity ratio	1.32		
Actuated Cycle Length (s)	110.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	121.2%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL2	SWL	SWT	SWR
Lane Configurations												
Volume (vph)	297	146	10	10	176	384	10	40	10	257	428	20
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0					4.0	
Lane Util. Factor	1.00					0.95					0.95	
Frpb, ped/bikes	0.77					0.98					0.99	
Flpb, ped/bikes	1.00					1.00					1.00	
Frt	0.96					0.99					0.99	
Flt Protected	1.00					0.99					0.98	
Satd. Flow (prot)	1203					3166					3182	
Flt Permitted	0.64					0.99					0.98	
Satd. Flow (perm)	772					3166					3182	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	297	146	10	10	176	384	10	40	10	257	428	20
RTOR Reduction (vph)	0	0	0	0	0	5	0	0	0	0	4	0
Lane Group Flow (vph)	493	0	0	0	0	615	0	0	0	0	751	0
Confl. Peds. (#/hr)		252	262					52				
Confl. Bikes (#/hr)		20	18					5				
Parking (#/hr)	5					5					7	
Turn Type				Split	Split				Split	Split		
Protected Phases	6			3	3	3			4	4	4	
Permitted Phases												
Actuated Green, G (s)	45.0					20.0					22.0	
Effective Green, g (s)	46.0					20.0					22.0	
Actuated g/C Ratio	0.42					0.18					0.20	
Clearance Time (s)	5.0					4.0					4.0	
Lane Grp Cap (vph)	323					576					636	
v/s Ratio Prot						c0.19					c0.24	
v/s Ratio Perm	c0.64											
v/c Ratio	1.53					1.07					1.18	
Uniform Delay, d1	32.0					45.0					44.0	
Progression Factor	1.00					1.00					1.00	
Incremental Delay, d2	252.0					56.9					96.9	
Delay (s)	284.0					101.9					140.9	
Level of Service	F					F					F	
Approach Delay (s)	284.0					101.9					140.9	
Approach LOS	F					F					F	

Intersection Summary



Movement	SWR2
Lane Configurations	
Volume (vph)	40
Ideal Flow (vphpl)	1900
Total Lost time (s)	
Lane Util. Factor	
Frpb, ped/bikes	
Flpb, ped/bikes	
Frt	
Flt Protected	
Satd. Flow (prot)	
Flt Permitted	
Satd. Flow (perm)	
Peak-hour factor, PHF	1.00
Adj. Flow (vph)	40
RTOR Reduction (vph)	0
Lane Group Flow (vph)	0
Confl. Peds. (#/hr)	22
Confl. Bikes (#/hr)	
Parking (#/hr)	
Turn Type	
Protected Phases	
Permitted Phases	
Actuated Green, G (s)	
Effective Green, g (s)	
Actuated g/C Ratio	
Clearance Time (s)	
Lane Grp Cap (vph)	
v/s Ratio Prot	
v/s Ratio Perm	
v/c Ratio	
Uniform Delay, d1	
Progression Factor	
Incremental Delay, d2	
Delay (s)	
Level of Service	
Approach Delay (s)	
Approach LOS	

Intersection Summary

Appendix B
Intersection Count Data
Saturday Midday

FEHR PEERS

Study Name	Ashby Avenue/College Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Road Volumes

TMV	Movement				Southbound To	**Westbound**				Westbound To	**Northbound**				Northbound To	**Eastbound**				Eastbound To	**Grand Total**
Southbound																					
Interval	**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		
5/19/2012 11:00	19	66	17	0	102	20	99	6	0	125	8	65	20	0	93	26	105	20	0	151	471
Car	18	58	17	0	93	19	97	6	0	122	8	59	19	0	86	24	105	19	0	148	449
Truck	1	4	0	0	5	1	0	0	0	1	0	1	0	0	1	1	0	1	0	2	9
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	2
Bike	0	4	0	0	4	0	2	0	0	2	0	4	1	0	5	0	0	0	0	0	11
5/19/2012 11:15	21	60	25	0	106	38	76	7	0	121	11	60	18	0	89	12	93	13	1	119	435
Car	21	53	25	0	99	38	73	7	0	118	11	56	18	0	85	12	93	13	1	119	421
Truck	0	1	0	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	3
Bus	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	3
Bike	0	4	0	0	4	0	2	0	0	2	0	2	0	0	2	0	0	0	0	0	8
5/19/2012 11:30	18	59	25	0	102	41	107	7	0	155	13	60	13	0	86	25	104	8	1	138	481
Car	18	53	24	0	95	41	105	7	0	153	12	57	12	0	81	25	103	8	1	137	466
Truck	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0	0	0	2
Bus	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1
Bike	0	6	1	0	7	0	1	0	0	1	0	3	0	0	3	0	1	0	0	1	12
5/19/2012 11:45	18	74	21	0	113	22	100	7	0	129	20	68	11	0	99	21	99	14	0	134	475
Car	18	69	20	0	107	20	99	7	0	126	20	62	11	0	93	19	98	14	0	131	457
Truck	0	2	0	0	2	1	1	0	0	2	0	1	0	0	1	0	0	0	0	0	5
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	1	1	0	0	2	4
Bike	0	2	1	0	3	1	0	0	0	1	0	4	0	0	4	1	0	0	0	1	9
5/19/2012 12:00	15	66	33	0	114	39	95	7	0	141	13	56	17	0	86	19	112	12	0	143	484
Car	14	54	32	0	100	37	94	7	0	138	13	55	16	0	84	18	109	12	0	139	461
Truck	0	1	0	0	1	1	1	0	0	2	0	1	1	0	2	1	2	0	0	3	8
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	1	10	1	0	12	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1	14
5/19/2012 12:15	11	70	20	0	101	29	114	7	0	150	11	50	19	0	80	23	101	20	0	144	475
Car	10	70	20	0	100	27	113	7	0	147	11	46	17	0	74	21	101	20	0	142	463
Truck	0	0	0	0	0	1	0	0	0	1	0	3	1	0	4	2	0	0	0	2	7
Bus	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1
Bike	1	0	0	0	1	1	1	0	0	2	0	1	0	0	1	0	0	0	0	0	4
5/19/2012 12:30	20	70	30	0	120	35	100	8	0	143	17	53	22	0	92	26	109	16	0	151	506
Car	18	65	30	0	113	35	95	8	0	138	17	51	21	0	89	26	106	14	0	146	486
Truck	0	3	0	0	3	0	3	0	0	3	0	2	1	0	3	0	2	1	0	3	12
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	2	2	0	0	4	0	2	0	0	2	0	0	0	0	0	0	1	1	0	2	8
5/19/2012 12:45	26	77	22	0	125	34	104	3	0	141	16	65	16	0	97	29	116	7	0	152	515
Car	25	70	22	0	117	34	102	3	0	139	16	57	16	0	89	29	116	7	0	152	497
Truck	0	2	0	0	2	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	3
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bike	1	4	0	0	5	0	1	0	0	1	0	7	0	0	7	0	0	0	0	0	13
5/19/2012 13:00	19	98	33	0	150	23	102	5	0	130	16	66	19	0	101	22	112	10	0	144	525
Car	19	80	32	0	131	22	102	5	0	129	16	57	18	0	91	21	110	10	0	141	492
Truck	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	3
Bus	0	3	0	0	3	0	0	0	0	0	0	1	1	0	2	1	0	0	0	1	6
Bike	0	15	0	0	15	1	0	0	0	1	0	7	0	0	7	0	1	0	0	1	24
5/19/2012 13:15	24	83	26	0	133	35	120	10	0	165	18	69	15	0	102	15	120	10	1	146	546
Car	24	81	26	0	131	35	118	10	0	163	18	65	13	0	96	15	119	9	1	144	534
Truck	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	1	3
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	2
Bike	0	1	0	0	1	0	2	0	0	2	0	2	2	0	4	0	0	0	0	0	7
5/19/2012 13:30	20	61	26	0	107	49	136	9	0	194	12	52	16	0	80	22	108	11	0	141	522
Car	20	57	25	0	102	49	133	9	0	191	12	46	16	0	74	21	106	11	0	138	505
Truck	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	2
Bus	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	2
Bike	0	4	1	0	5	0	1	0	0	1	0	5	0	0	5	1	1	0	0	2	13

Study Name	Ashby Avenue/College Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
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5/19/2012 13:45	18	66	35	0	119	40	110	7	0	157	10	65	20	0	95	23	109	8	0	140	511
Car	18	60	35	0	113	40	108	7	0	155	10	61	18	0	89	22	107	8	0	137	494
Truck	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Bus	0	1	0	0	1	0	1	0	0	1	0	0	1	0	1	1	1	0	0	2	5
Bike	0	5	0	0	5	0	0	0	0	0	0	4	1	0	5	0	1	0	0	1	11
5/19/2012 16:00	14	63	20	0	97	30	118	6	0	154	11	51	21	0	83	20	132	14	0	166	500
Car	14	60	20	0	94	30	113	6	0	149	11	51	21	0	83	19	130	14	0	163	489
Truck	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	0	0	0	0	0	3
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	1	0	0	1	0	2	0	0	2	0	0	0	0	0	1	2	0	0	3	6
5/19/2012 16:15	11	30	26	0	67	21	108	8	0	137	12	51	18	0	81	23	122	16	0	161	446
Car	11	24	26	0	61	21	106	8	0	135	12	46	17	0	75	23	120	16	0	159	430
Truck	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Bus	0	0	0	0	0	0	0	0	0	0	0	2	1	0	3	0	0	0	0	0	3
Bike	0	5	0	0	5	0	1	0	0	1	0	3	0	0	3	0	2	0	0	2	11
5/19/2012 16:30	20	46	35	0	101	20	98	5	0	123	9	60	12	0	81	23	110	16	0	149	454
Car	20	36	34	0	90	20	98	5	0	123	9	54	12	0	75	20	108	16	0	144	432
Truck	0	1	1	0	2	0	0	0	0	0	0	0	0	0	0	1	1	0	0	2	4
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	3
Bike	0	8	0	0	8	0	0	0	0	0	0	5	0	0	5	1	1	0	0	2	15
5/19/2012 16:45	25	60	26	0	111	27	104	9	0	140	21	67	14	0	102	25	125	8	0	158	511
Car	25	54	26	0	105	27	103	9	0	139	21	60	14	0	95	25	121	8	0	154	493
Truck	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	0	6	0	0	6	0	0	0	0	0	0	6	0	0	6	0	4	0	0	4	16
5/19/2012 17:00	11	53	31	0	95	30	107	5	0	142	16	57	12	0	85	24	113	18	0	155	477
Car	11	35	31	0	77	30	106	5	0	141	16	54	12	0	82	23	112	18	0	153	453
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	3
Bike	0	16	0	0	16	0	1	0	0	1	0	3	0	0	3	0	1	0	0	1	21
5/19/2012 17:15	14	50	38	0	102	19	93	10	0	122	10	48	17	0	75	22	132	11	0	165	464
Car	14	46	38	0	98	18	90	10	0	118	10	44	16	0	70	22	129	11	0	162	448
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	3
Bus	0	0	0	0	0	0	0	0	0	0	0	2	1	0	3	0	0	0	0	0	3
Bike	0	4	0	0	4	1	3	0	0	4	0	2	0	0	2	0	0	0	0	0	10
5/19/2012 17:30	10	59	33	0	102	30	98	5	0	133	17	58	16	0	91	18	112	15	0	145	471
Car	9	52	33	0	94	30	94	5	0	129	17	55	15	0	87	18	109	13	0	140	450
Truck	0	0	0	0	0	0	2	0	0	2	0	1	1	0	2	0	1	0	0	1	5
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	1	5	0	0	6	0	2	0	0	2	0	2	0	0	2	0	2	2	0	4	14
5/19/2012 17:45	21	73	19	0	113	32	95	5	0	132	18	44	18	0	80	23	103	14	0	140	465
Car	21	67	19	0	107	31	95	5	0	131	18	42	17	0	77	22	102	14	0	138	453
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	0	2	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	4
Bike	0	4	0	0	4	1	0	0	0	1	0	2	0	0	2	0	1	0	0	1	8
5/19/2012 18:00	13	60	24	0	97	20	109	3	0	132	8	53	19	0	80	25	108	14	0	147	456
Car	13	52	24	0	89	20	107	3	0	130	7	49	19	0	75	25	105	14	0	144	438
Truck	0	0	0	0	0	0	2	0	0	2	1	0	0	0	1	0	1	0	0	1	4
Bus	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	3
Bike	0	8	0	0	8	0	0	0	0	0	0	1	0	0	1	0	2	0	0	2	11
5/19/2012 18:15	13	67	35	0	115	33	87	8	0	128	13	66	18	0	97	20	121	9	0	150	490
Car	13	62	34	0	109	33	87	8	0	128	13	61	17	0	91	20	116	9	0	145	473
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	2
Bus	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	0	0	0	0	0	2
Bike	0	4	1	0	5	0	0	0	0	0	0	4	0	0	4	0	4	0	0	4	13
5/19/2012 18:30	17	60	30	0	107	24	99	7	0	130	8	56	19	0	83	23	90	17	0	130	450
Car	17	54	30	0	101	24	98	7	0	129	8	56	19	0	83	22	89	17	0	128	441
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2
Bike	0	5	0	0	5	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	7
5/19/2012 18:45	18	76	28	0	122	30	93	9	0	132	14	46	13	0	73	18	112	11	0	141	468
Car	18	71	28	0	117	30	92	9	0	131	14	45	13	0	72	18	110	11	0	139	459
Truck	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	3
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	5	0	0	5	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	6
Grand Total	416	1547	658	0	2621	721	2472	163	0	3356	322	1386	403	0	2111	527	2668	312	3	3510	11598

Study Name	Ashby Avenue/College Avenue - College Safeway Project
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Crosswalk Volumes

	Movement	Southbound		Southbound To	Westbound		Westbound To	Northbound		Northbound To	Eastbound		Eastbound To	Grand Total
Interval		PCCW	PCW		PCCW	PCW		PCCW	PCW		PCCW	PCW		
11:00 AM		26	13	39	31	22	53	10	13	23	31	28	59	174
Ped		26	13	39	31	22	53	10	13	23	31	28	59	174
11:15 AM		14	16	30	44	19	63	27	17	44	29	34	63	200
Ped		14	16	30	44	19	63	27	17	44	29	34	63	200
11:30 AM		14	17	31	32	36	68	26	18	44	31	30	61	204
Ped		14	17	31	32	36	68	26	18	44	31	30	61	204
11:45 AM		25	15	40	38	23	61	15	29	44	65	35	100	245
Ped		25	15	40	38	23	61	15	29	44	65	35	100	245
12:00 PM		12	9	21	19	26	45	35	21	56	46	38	84	206
Ped		12	9	21	19	26	45	35	21	56	46	38	84	206
12:15 PM		20	25	45	39	33	72	18	10	28	22	33	55	200
Ped		20	25	45	39	33	72	18	10	28	22	33	55	200
12:30 PM		30	21	51	35	31	66	26	18	44	65	38	103	264
Ped		30	21	51	35	31	66	26	18	44	65	38	103	264
12:45 PM		21	32	53	32	32	64	26	24	50	48	45	93	260
Ped		21	32	53	32	32	64	26	24	50	48	45	93	260
1:00 PM		20	21	41	60	31	91	31	25	56	48	56	104	292
Ped		20	21	41	60	31	91	31	25	56	48	56	104	292
1:15 PM		29	36	65	46	42	88	26	12	38	52	38	90	281
Ped		29	36	65	46	42	88	26	12	38	52	38	90	281
1:30 PM		17	25	42	38	50	88	32	33	65	43	73	116	311
Ped		17	25	42	38	50	88	32	33	65	43	73	116	311
1:45 PM		29	31	60	50	38	88	11	32	43	54	52	106	297
Ped		29	31	60	50	38	88	11	32	43	54	52	106	297
4:00 PM		28	27	55	35	38	73	37	28	65	54	58	112	305
Ped		28	27	55	35	38	73	37	28	65	54	58	112	305
4:15 PM		26	37	63	44	33	77	33	31	64	68	48	116	320
Ped		26	37	63	44	33	77	33	31	64	68	48	116	320
4:30 PM		33	21	54	53	49	102	25	33	58	51	36	87	301
Ped		33	21	54	53	49	102	25	33	58	51	36	87	301
4:45 PM		15	29	44	18	34	52	19	19	38	44	34	78	212
Ped		15	29	44	18	34	52	19	19	38	44	34	78	212
5:00 PM		36	33	69	42	43	85	16	23	39	46	42	88	281
Ped		36	33	69	42	43	85	16	23	39	46	42	88	281
5:15 PM		21	31	52	33	27	60	45	27	72	61	48	109	293
Ped		21	31	52	33	27	60	45	27	72	61	48	109	293
5:30 PM		22	35	57	29	13	42	24	14	38	42	52	94	231
Ped		22	35	57	29	13	42	24	14	38	42	52	94	231
5:45 PM		30	27	57	40	26	66	25	29	54	46	52	98	275
Ped		30	27	57	40	26	66	25	29	54	46	52	98	275
6:00 PM		18	15	33	30	49	79	18	28	46	36	37	73	231
Ped		18	15	33	30	49	79	18	28	46	36	37	73	231
6:15 PM		31	20	51	31	23	54	26	16	42	61	43	104	251
Ped		31	20	51	31	23	54	26	16	42	61	43	104	251
6:30 PM		32	20	52	47	35	82	39	15	54	58	24	82	270
Ped		32	20	52	47	35	82	39	15	54	58	24	82	270
6:45 PM		24	15	39	36	38	74	13	15	28	55	31	86	227
Ped		24	15	39	36	38	74	13	15	28	55	31	86	227
Grand Total		573	571	1144	902	791	1693	603	530	1133	1156	1005	2161	6131

Study Name	Ashby Avenue/Claremont Avenue - College Safeway Project
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Road Volumes

TMV	Movement				Southbound To	Westbound				Westbound To	Northbound				Northbound To	Eastbound				Eastbound To	Grand Total
	Southbound																				
Interval	R	T	L	U		R	T	L	U		R	T	L	U		R	T	L	U		
5/19/2012 11:00	13	57	52	0	122	51	111	25	0	187	37	54	8	0	99	8	110	5	0	123	531
Car	13	51	50	0	114	51	110	25	0	186	36	51	8	0	95	8	108	5	0	121	516
Truck	0	0	2	0	2	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	4
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	3
Bike	0	5	0	0	5	0	0	0	0	0	1	1	0	0	2	0	1	0	0	1	8
5/19/2012 11:15	8	47	48	0	103	46	121	18	0	185	30	57	15	0	102	4	111	11	0	126	516
Car	8	46	48	0	102	46	119	18	0	183	30	56	15	0	101	4	111	11	0	126	512
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	0	0	0	0	0	2	0	0	2	0	1	0	0	1	0	0	0	0	0	3
5/19/2012 11:30	11	55	38	0	104	46	123	22	0	191	32	44	9	0	85	9	101	8	0	118	498
Car	11	46	36	0	93	45	120	21	0	186	31	40	9	0	80	9	99	8	0	116	475
Truck	0	0	1	0	1	1	2	1	0	4	0	0	0	0	0	0	1	0	0	1	6
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	0	9	1	0	10	0	1	0	0	1	1	3	0	0	4	0	1	0	0	1	16
5/19/2012 11:45	11	54	65	0	130	49	129	19	0	197	60	67	12	0	139	5	112	14	0	131	597
Car	10	48	65	0	123	49	127	18	0	194	60	64	11	0	135	4	109	14	0	127	579
Truck	0	0	0	0	0	0	1	1	0	2	0	1	0	0	1	0	0	0	0	0	3
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	1	5	0	0	6	0	1	0	0	1	0	2	1	0	3	1	3	0	0	4	14
5/19/2012 12:00	14	65	72	0	151	55	140	21	0	216	38	66	8	0	112	11	124	13	0	148	627
Car	14	62	72	0	148	55	137	21	0	213	37	64	8	0	109	11	123	13	0	147	617
Truck	0	0	0	0	0	0	2	0	0	2	1	1	0	0	2	0	0	0	0	0	4
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	3	0	0	3	0	1	0	0	1	0	1	0	0	1	0	1	0	0	1	6
5/19/2012 12:15	14	63	76	0	153	47	115	15	0	177	34	82	10	0	126	3	112	8	0	123	579
Car	13	61	75	0	149	46	114	14	0	174	33	76	9	0	118	3	111	8	0	122	563
Truck	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
Bike	1	2	1	0	4	1	1	1	0	3	1	4	0	0	5	0	1	0	0	1	13
5/19/2012 12:30	12	57	77	0	146	49	132	27	0	208	39	64	12	0	115	6	132	11	0	149	618
Car	12	54	76	0	142	49	130	26	0	205	39	63	12	0	114	6	131	11	0	148	609
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	2
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	0	1	1	0	2	0	2	1	0	3	0	1	0	0	1	0	0	0	0	0	6
5/19/2012 12:45	9	56	80	0	145	62	129	13	0	204	36	67	11	0	114	10	134	9	0	153	616
Car	9	53	79	0	141	62	126	11	0	199	36	65	11	0	112	10	134	9	0	153	605
Truck	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	3	0	0	3	0	2	2	0	4	0	2	0	0	2	0	0	0	0	0	9
5/19/2012 13:00	20	60	59	0	139	65	123	18	0	206	34	69	16	0	119	2	121	17	0	140	604
Car	19	54	58	0	131	65	122	17	0	204	34	67	16	0	117	2	119	15	0	136	588
Truck	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	3
Bus	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	3
Bike	1	4	0	0	5	0	1	1	0	2	0	1	0	0	1	0	0	2	0	2	10
5/19/2012 13:15	19	79	70	0	168	63	142	17	0	222	57	66	17	0	140	12	126	19	0	157	687
Car	18	76	70	0	164	63	141	17	0	221	56	65	17	0	138	12	124	19	0	155	678
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1
Bike	1	2	0	0	3	0	1	0	0	1	0	1	0	0	1	0	2	0	0	2	7
5/19/2012 13:30	11	60	59	0	130	60	155	19	0	234	33	49	7	0	89	9	115	16	0	140	593
Car	11	57	59	0	127	60	153	18	0	231	33	44	7	0	84	9	114	16	0	139	581
Truck	0	0	0	0	0	0	1	1	0	2	0	1	0	0	1	0	1	0	0	1	4
Bus	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
Bike	0	3	0	0	3	0	1	0	0	1	0	2	0	0	2	0	0	0	0	0	6

Study Name	Ashby Avenue/Claremont Avenue - College Safeway Project
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5/19/2012 13:45	18	47	81	0	146	77	139	26	0	242	33	69	10	0	112	8	115	12	0	135	635
Car	18	44	78	0	140	75	137	26	0	238	33	64	10	0	107	8	114	12	0	134	619
Truck	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	0	1	0	0	1	4
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	2	3	0	5	2	2	0	0	4	0	3	0	0	3	0	0	0	0	0	12
5/19/2012 16:00	22	57	75	0	154	47	112	20	0	179	26	62	9	0	97	13	148	13	0	174	604
Car	21	56	75	0	152	46	109	20	0	175	25	59	9	0	93	13	147	12	0	172	592
Truck	1	0	0	0	1	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	3
Bus	0	0	0	0	0	0	0	0	0	0	1	2	0	0	3	0	1	0	0	1	4
Bike	0	1	0	0	1	1	1	0	0	2	0	1	0	0	1	0	0	1	0	1	5
5/19/2012 16:15	15	58	67	0	140	47	111	22	0	180	32	65	12	0	109	10	137	10	0	157	586
Car	14	55	67	0	136	47	111	21	0	179	32	64	12	0	108	10	136	9	0	155	578
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	1	3	0	0	4	0	0	1	0	1	0	0	0	0	0	0	1	1	0	2	7
5/19/2012 16:30	17	65	67	0	149	46	113	17	0	176	18	59	10	0	87	5	126	13	0	144	556
Car	16	60	65	0	141	46	113	17	0	176	18	57	10	0	85	5	123	13	0	141	543
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	1	4	2	0	7	0	0	0	0	0	0	2	0	0	2	0	2	0	0	2	11
5/19/2012 16:45	17	52	79	0	148	54	115	14	0	183	32	56	12	0	100	10	136	19	0	165	596
Car	16	50	78	0	144	54	114	14	0	182	31	56	12	0	99	10	133	19	0	162	587
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	0	2	1	0	3	0	1	0	0	1	1	0	0	0	1	0	3	0	0	3	8
5/19/2012 17:00	18	67	78	0	163	40	109	12	0	161	37	41	5	0	83	9	130	7	0	146	553
Car	17	64	78	0	159	40	109	11	0	160	37	38	4	0	79	9	129	7	0	145	543
Truck	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	1	3	0	0	4	0	0	1	0	1	0	2	0	0	2	0	1	0	0	1	8
5/19/2012 17:15	15	90	77	0	182	49	101	18	0	168	27	47	12	0	86	3	169	12	0	184	620
Car	14	87	74	0	175	48	99	18	0	165	27	46	12	0	85	3	166	12	0	181	606
Truck	0	1	1	0	2	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	5
Bus	0	1	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	1	1	1	0	3	1	2	0	0	3	0	1	0	0	1	0	0	0	0	0	7
5/19/2012 17:30	10	74	76	0	160	46	110	25	0	181	33	49	9	0	91	7	131	11	0	149	581
Car	10	71	73	0	154	46	109	24	0	179	33	48	9	0	90	7	130	10	0	147	570
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	3	3	0	6	0	1	1	0	2	0	1	0	0	1	0	0	1	0	1	10
5/19/2012 17:45	20	66	76	0	162	36	131	27	0	194	35	69	9	0	113	5	110	12	0	127	596
Car	20	60	75	0	155	36	131	27	0	194	35	67	9	0	111	5	109	12	0	126	586
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	0	5	1	0	6	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	8
5/19/2012 18:00	14	59	80	0	153	39	111	19	0	169	34	44	7	0	85	5	117	11	0	133	540
Car	12	55	80	0	147	39	109	18	0	166	33	44	7	0	84	5	114	11	0	130	527
Truck	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	0	2	0	0	2	4
Bus	0	1	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	2
Bike	2	3	0	0	5	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	7
5/19/2012 18:15	16	58	43	0	117	34	113	14	0	161	26	58	10	0	94	5	147	12	0	164	536
Car	16	56	43	0	115	34	113	14	0	161	26	54	10	0	90	5	143	11	0	159	525
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	0	2	0	0	2	0	0	0	0	0	0	3	0	0	3	0	3	1	0	4	9
5/19/2012 18:30	16	60	44	0	120	47	109	17	0	173	20	53	9	0	82	10	113	8	0	131	506
Car	16	55	42	0	113	45	108	16	0	169	19	52	9	0	80	10	112	8	0	130	492
Truck	0	0	1	0	1	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Bus	0	1	0	0	1	1	0	1	0	2	0	0	0	0	0	0	0	0	0	0	3
Bike	0	4	1	0	5	0	1	0	0	1	1	1	0	0	2	0	1	0	0	1	9
5/19/2012 18:45	22	49	57	0	128	48	120	22	0	190	27	51	10	0	88	6	121	19	0	146	552
Car	21	48	57	0	126	48	119	21	0	188	27	50	10	0	87	6	118	19	0	143	544
Truck	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	3
Bus	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
Bike	1	1	0	0	2	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	4
Grand Total	362	1455	1596	0	3413	1203	2914	467	0	4584	810	1408	249	0	2467	175	2998	290	0	3463	13927

Study Name	Ashby Avenue/Claremont Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Crosswalk Volumes

	Movement	Southbound		Southbound To	Westbound		Westbound To	Northbound		Northbound To	Eastbound		Eastbound To	Grand Total
Interval		PCCW	PCW		PCCW	PCW		PCCW	PCW		PCCW	PCW		
11:00 AM		1	1	2	3	0	3	0	1	1	2	3	5	11
Ped		1	1	2	3	0	3	0	1	1	2	3	5	11
11:15 AM		14	3	17	5	0	5	5	2	7	11	6	17	46
Ped		14	3	17	5	0	5	5	2	7	11	6	17	46
11:30 AM		2	5	7	0	0	0	2	0	2	3	7	10	19
Ped		2	5	7	0	0	0	2	0	2	3	7	10	19
11:45 AM		2	6	8	0	0	0	0	0	0	0	2	2	10
Ped		2	6	8	0	0	0	0	0	0	0	2	2	10
12:00 PM		3	0	3	0	2	2	0	1	1	5	2	7	13
Ped		3	0	3	0	2	2	0	1	1	5	2	7	13
12:15 PM		0	1	1	0	0	0	0	0	0	1	5	6	7
Ped		0	1	1	0	0	0	0	0	0	1	5	6	7
12:30 PM		7	5	12	0	2	2	4	0	4	11	12	23	41
Ped		7	5	12	0	2	2	4	0	4	11	12	23	41
12:45 PM		0	2	2	1	0	1	2	1	3	3	3	6	12
Ped		0	2	2	1	0	1	2	1	3	3	3	6	12
1:00 PM		3	2	5	0	0	0	0	2	2	5	3	8	15
Ped		3	2	5	0	0	0	0	2	2	5	3	8	15
1:15 PM		2	0	2	0	0	0	0	0	0	6	0	6	8
Ped		2	0	2	0	0	0	0	0	0	6	0	6	8
1:30 PM		1	2	3	2	0	2	0	0	0	1	2	3	8
Ped		1	2	3	2	0	2	0	0	0	1	2	3	8
1:45 PM		3	0	3	0	0	0	0	0	0	2	3	5	8
Ped		3	0	3	0	0	0	0	0	0	2	3	5	8
4:00 PM		4	1	5	0	1	1	0	2	2	3	3	6	14
Ped		4	1	5	0	1	1	0	2	2	3	3	6	14
4:15 PM		5	1	6	0	0	0	2	0	2	8	4	12	20
Ped		5	1	6	0	0	0	2	0	2	8	4	12	20
4:30 PM		5	1	6	0	0	0	1	0	1	3	4	7	14
Ped		5	1	6	0	0	0	1	0	1	3	4	7	14
4:45 PM		3	1	4	0	0	0	1	0	1	4	4	8	13
Ped		3	1	4	0	0	0	1	0	1	4	4	8	13
5:00 PM		0	1	1	0	0	0	3	0	3	0	2	2	6
Ped		0	1	1	0	0	0	3	0	3	0	2	2	6
5:15 PM		4	2	6	3	0	3	7	0	7	3	0	3	19
Ped		4	2	6	3	0	3	7	0	7	3	0	3	19
5:30 PM		4	0	4	0	0	0	3	2	5	2	4	6	15
Ped		4	0	4	0	0	0	3	2	5	2	4	6	15
5:45 PM		0	4	4	2	0	2	1	1	2	3	7	10	18
Ped		0	4	4	2	0	2	1	1	2	3	7	10	18
6:00 PM		1	0	1	1	1	2	1	0	1	7	7	14	18
Ped		1	0	1	1	1	2	1	0	1	7	7	14	18
6:15 PM		1	2	3	0	0	0	0	0	0	2	3	5	8
Ped		1	2	3	0	0	0	0	0	0	2	3	5	8
6:30 PM		1	2	3	0	0	0	0	0	0	2	3	5	8
Ped		1	2	3	0	0	0	0	0	0	2	3	5	8
6:45 PM		3	0	3	0	0	0	0	0	0	4	2	6	9
Ped		3	0	3	0	0	0	0	0	0	4	2	6	9
Grand Total		69	42	111	17	6	23	32	12	44	91	91	182	360

Study Name	Alcatraz Avenue/Telegraph Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Road Volumes

TMV	Movement				Southbound To **Westbound**					Westbound To **Northbound**					Northbound To **Eastbound**					Eastbound To	**Grand Total**
	Southbound																				
Interval	**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		
5/19/2012 11:00	16	110	18	1	145	18	54	6	0	78	7	130	51	0	188	18	68	11	0	97	508
Car	16	105	18	1	140	17	51	6	0	74	7	126	51	0	184	17	62	11	0	90	488
Truck	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	0	3	0	0	3	1	2	0	0	3	0	4	0	0	4	1	6	0	0	7	17
5/19/2012 11:15	11	118	17	1	147	12	55	10	0	77	7	143	55	0	205	28	46	10	0	84	513
Car	10	116	17	1	144	12	50	9	0	71	7	139	52	0	198	27	44	10	0	81	494
Truck	0	0	0	0	0	0	2	0	0	2	0	1	3	0	4	0	0	0	0	0	6
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	1	1	0	0	2	0	3	1	0	4	0	3	0	0	3	1	2	0	0	3	12
5/19/2012 11:30	19	136	29	0	184	22	56	6	0	84	13	143	43	0	199	41	50	7	0	98	565
Car	18	129	27	0	174	21	53	6	0	80	13	134	40	0	187	40	46	7	0	93	534
Truck	0	0	1	0	1	0	2	0	0	2	0	2	0	0	2	0	0	0	0	0	5
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	1	7	1	0	9	1	1	0	0	2	0	7	3	0	10	1	4	0	0	5	26
5/19/2012 11:45	16	139	19	0	174	20	60	7	0	87	10	136	52	0	198	40	53	24	0	117	576
Car	16	137	19	0	172	20	58	7	0	85	10	125	52	0	187	40	52	19	0	111	555
Truck	0	1	0	0	1	0	1	0	0	1	0	2	0	0	2	0	1	0	0	1	5
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	1	0	0	1	0	1	0	0	1	0	9	0	0	9	0	0	5	0	5	16
5/19/2012 12:00	12	139	23	0	174	26	55	14	0	95	6	142	54	0	202	31	74	17	0	122	593
Car	12	133	23	0	168	25	54	14	0	93	6	133	54	0	193	31	72	17	0	120	574
Truck	0	1	0	0	1	1	0	0	0	1	0	3	0	0	3	0	0	0	0	0	5
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	3	0	0	3	0	1	0	0	1	0	6	0	0	6	0	2	0	0	2	12
5/19/2012 12:15	14	132	26	0	172	14	65	11	0	90	16	143	59	0	218	37	68	8	0	113	593
Car	13	125	25	0	163	14	60	11	0	85	16	134	58	0	208	37	66	6	0	109	565
Truck	0	1	0	0	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	3
Bus	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
Bike	1	6	1	0	8	0	4	0	0	4	0	7	1	0	8	0	1	2	0	3	23
5/19/2012 12:30	20	144	21	0	185	14	58	6	0	78	12	151	41	1	205	25	63	16	0	104	572
Car	20	137	21	0	178	14	56	6	0	76	12	146	40	1	199	25	62	16	0	103	556
Truck	0	2	0	0	2	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	3
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	0	4	0	0	4	0	1	0	0	1	0	5	1	0	6	0	1	0	0	1	12
5/19/2012 12:45	17	143	25	0	185	27	66	14	0	107	5	184	51	0	240	37	75	18	0	130	662
Car	16	136	25	0	177	26	63	13	0	102	5	176	51	0	232	36	71	18	0	125	636
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bike	1	6	0	0	7	1	3	1	0	5	0	7	0	0	7	1	4	0	0	5	24
5/19/2012 13:00	19	167	29	0	215	24	45	8	0	77	14	179	51	1	245	34	59	16	0	109	646
Car	17	162	29	0	208	24	42	8	0	74	14	169	50	1	234	34	57	16	0	107	623
Truck	1	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Bus	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bike	1	4	0	0	5	0	2	0	0	2	0	10	1	0	11	0	2	0	0	2	20
5/19/2012 13:15	12	113	27	1	153	25	72	12	0	109	5	178	48	0	231	33	78	18	0	129	622
Car	11	105	27	1	144	23	70	12	0	105	5	171	48	0	224	32	77	16	0	125	598
Truck	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	1	1	0	2	5
Bus	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	3
Bike	1	7	0	0	8	2	2	0	0	4	0	2	0	0	2	1	0	1	0	2	16
5/19/2012 13:30	19	140	22	0	181	17	61	12	0	90	15	133	50	1	199	35	70	18	0	123	593
Car	19	138	20	0	177	17	57	12	0	86	14	124	50	0	188	35	70	18	0	123	574
Truck	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	2	1	0	3	0	3	0	0	3	1	9	0	1	11	0	0	0	0	0	17

Study Name	Alcatraz Avenue/Telegraph Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
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5/19/2012 13:45	21	166	29	0	216	21	47	8	0	76	8	160	48	1	217	36	77	14	0	127	636
Car	21	159	28	0	208	21	46	6	0	73	8	154	48	1	211	36	73	14	0	123	615
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	0	7	1	0	8	0	1	2	0	3	0	5	0	0	5	0	3	0	0	3	19
5/19/2012 16:00	21	164	37	0	222	19	50	10	0	79	13	133	48	1	195	33	77	18	0	128	624
Car	20	147	37	0	204	19	44	8	0	71	13	127	48	1	189	33	76	17	0	126	590
Truck	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	15	0	0	15	0	6	2	0	8	0	6	0	0	6	0	1	1	0	2	31
5/19/2012 16:15	21	145	32	0	198	19	51	9	0	79	4	127	56	1	188	36	64	14	0	114	579
Car	18	139	31	0	188	19	50	9	0	78	4	120	56	1	181	36	63	14	0	113	560
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	3
Bike	3	5	1	0	9	0	1	0	0	1	0	5	0	0	5	0	1	0	0	1	16
5/19/2012 16:30	17	163	30	0	210	17	70	4	0	91	6	118	42	0	166	37	65	13	0	115	582
Car	16	155	29	0	200	17	67	4	0	88	5	109	42	0	156	37	64	13	0	114	558
Truck	0	2	1	0	3	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	4
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	1	6	0	0	7	0	3	0	0	3	1	7	0	0	8	0	1	0	0	1	19
5/19/2012 16:45	17	172	22	0	211	15	47	5	0	67	14	135	43	0	192	39	64	11	0	114	584
Car	17	156	20	0	193	15	42	5	0	62	14	128	40	0	182	39	62	10	0	111	548
Truck	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	3
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bike	0	15	2	0	17	0	3	0	0	3	0	6	3	0	9	0	1	1	0	2	31
5/19/2012 17:00	16	199	28	0	243	16	50	5	0	71	11	128	33	0	172	30	65	12	0	107	593
Car	14	194	28	0	236	16	43	5	0	64	10	125	33	0	168	29	63	10	0	102	570
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2	2
Bus	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	3
Bike	2	4	0	0	6	0	7	0	0	7	1	1	0	0	2	0	2	1	0	3	18
5/19/2012 17:15	16	180	32	0	228	22	46	8	0	76	7	129	49	0	185	30	73	16	0	119	608
Car	16	174	32	0	222	19	45	8	0	72	7	116	47	0	170	30	71	15	0	116	580
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	5	0	0	5	3	1	0	0	4	0	13	2	0	15	0	2	1	0	3	27
5/19/2012 17:30	21	185	20	0	226	11	47	7	0	65	8	117	39	0	164	30	67	14	0	111	566
Car	21	168	20	0	209	11	46	7	0	64	7	113	38	0	158	30	64	13	0	107	538
Truck	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bus	0	3	0	0	3	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	4
Bike	0	13	0	0	13	0	1	0	0	1	1	2	1	0	4	0	3	1	0	4	22
5/19/2012 17:45	17	141	25	0	183	13	44	6	0	63	9	116	43	0	168	27	65	15	0	107	521
Car	17	135	24	0	176	12	40	6	0	58	8	112	43	0	163	26	63	15	0	104	501
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
Bike	0	6	1	0	7	1	4	0	0	5	1	2	0	0	3	1	2	0	0	3	18
5/19/2012 18:00	12	157	24	1	194	22	51	13	0	86	12	132	40	0	184	31	58	9	0	98	562
Car	12	149	24	1	186	19	48	13	0	80	12	125	40	0	177	31	55	9	0	95	538
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	7	0	0	7	3	3	0	0	6	0	7	0	0	7	0	3	0	0	3	23
5/19/2012 18:15	14	123	21	0	158	15	61	5	0	81	15	125	31	0	171	28	77	14	0	119	529
Car	13	113	21	0	147	15	57	5	0	77	15	118	30	0	163	28	75	13	0	116	503
Truck	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bus	0	1	0	0	1	0	1	0	0	1	0	1	1	0	2	0	0	0	0	0	4
Bike	1	7	0	0	8	0	3	0	0	3	0	6	0	0	6	0	2	1	0	3	20
5/19/2012 18:30	17	152	24	0	193	19	48	11	0	78	7	115	25	0	147	22	54	16	0	92	510
Car	16	140	22	0	178	17	44	11	0	72	7	111	25	0	143	21	51	16	0	88	481
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1
Bike	1	12	2	0	15	2	4	0	0	6	0	4	0	0	4	0	3	0	0	3	28
5/19/2012 18:45	15	144	22	0	181	13	50	9	0	72	4	117	37	1	159	23	56	14	0	93	505
Car	13	142	22	0	177	12	48	7	0	67	4	113	36	1	154	23	55	14	0	92	490
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	2	2	0	0	4	1	2	2	0	5	0	3	1	0	4	0	1	0	0	1	14
Grand Total	400	3572	602	4	4578	441	1309	206	0	1956	228	3314	1089	7	4638	761	1566	343	0	2670	13842

Study Name	Alcatraz Avenue/Telegraph Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Crosswalk Volumes

	Movement	Southbound		Southbound To	Westbound		Westbound To	Northbound		Northbound To	Eastbound		Eastbound To	Grand Total
Interval		PCCW	PCW		PCCW	PCW		PCCW	PCW		PCCW	PCW		
11:00 AM		2	3	5	2	4	6	9	5	14	4	4	8	33
Ped		2	3	5	2	4	6	9	5	14	4	4	8	33
11:15 AM		0	4	4	3	0	3	4	2	6	4	2	6	19
Ped		0	4	4	3	0	3	4	2	6	4	2	6	19
11:30 AM		0	2	2	5	3	8	1	0	1	2	3	5	16
Ped		0	2	2	5	3	8	1	0	1	2	3	5	16
11:45 AM		0	0	0	6	3	9	0	0	0	5	2	7	16
Ped		0	0	0	6	3	9	0	0	0	5	2	7	16
12:00 PM		4	2	6	5	2	7	0	1	1	2	4	6	20
Ped		4	2	6	5	2	7	0	1	1	2	4	6	20
12:15 PM		4	1	5	4	1	5	0	0	0	3	0	3	13
Ped		4	1	5	4	1	5	0	0	0	3	0	3	13
12:30 PM		2	3	5	9	1	10	0	1	1	3	2	5	21
Ped		2	3	5	9	1	10	0	1	1	3	2	5	21
12:45 PM		3	3	6	5	4	9	0	3	3	3	3	6	24
Ped		3	3	6	5	4	9	0	3	3	3	3	6	24
1:00 PM		5	4	9	10	1	11	9	2	11	9	3	12	43
Ped		5	4	9	10	1	11	9	2	11	9	3	12	43
1:15 PM		17	1	18	11	2	13	6	3	9	3	5	8	48
Ped		17	1	18	11	2	13	6	3	9	3	5	8	48
1:30 PM		7	3	10	9	5	14	4	8	12	7	3	10	46
Ped		7	3	10	9	5	14	4	8	12	7	3	10	46
1:45 PM		2	3	5	3	9	12	4	5	9	6	2	8	34
Ped		2	3	5	3	9	12	4	5	9	6	2	8	34
4:00 PM		1	4	5	5	2	7	6	2	8	8	4	12	32
Ped		1	4	5	5	2	7	6	2	8	8	4	12	32
4:15 PM		4	8	12	8	6	14	3	7	10	4	6	10	46
Ped		4	8	12	8	6	14	3	7	10	4	6	10	46
4:30 PM		0	2	2	1	3	4	1	1	2	2	4	6	14
Ped		0	2	2	1	3	4	1	1	2	2	4	6	14
4:45 PM		0	6	6	4	2	6	2	4	6	3	4	7	25
Ped		0	6	6	4	2	6	2	4	6	3	4	7	25
5:00 PM		4	3	7	5	2	7	1	5	6	4	1	5	25
Ped		4	3	7	5	2	7	1	5	6	4	1	5	25
5:15 PM		4	2	6	4	5	9	4	4	8	4	8	12	35
Ped		4	2	6	4	5	9	4	4	8	4	8	12	35
5:30 PM		6	3	9	7	7	14	1	0	1	5	7	12	36
Ped		6	3	9	7	7	14	1	0	1	5	7	12	36
5:45 PM		8	3	11	9	6	15	6	11	17	7	5	12	55
Ped		8	3	11	9	6	15	6	11	17	7	5	12	55
6:00 PM		1	0	1	5	5	10	5	9	14	8	3	11	36
Ped		1	0	1	5	5	10	5	9	14	8	3	11	36
6:15 PM		2	4	6	2	0	2	3	6	9	1	6	7	24
Ped		2	4	6	2	0	2	3	6	9	1	6	7	24
6:30 PM		4	4	8	4	3	7	0	8	8	6	2	8	31
Ped		4	4	8	4	3	7	0	8	8	6	2	8	31
6:45 PM		2	6	8	4	2	6	3	3	6	8	8	16	36
Ped		2	6	8	4	2	6	3	3	6	8	8	16	36
Grand Total		82	74	156	130	78	208	72	90	162	111	91	202	728

Study Name	Alcatraz Avenue/College Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Road Volumes

TMV	Movement				Southbound To **Westbound**					Westbound To **Northbound**					Northbound To **Eastbound**					Eastbound To	**Grand Total**
	Southbound																				
Interval	**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		**R**	**T**	**L**	**U**		
5/19/2012 11:00	28	82	3	1	114	2	23	5	0	30	10	82	30	0	122	36	21	17	0	74	340
Car	26	74	2	1	103	2	19	5	0	26	10	77	27	0	114	35	21	16	0	72	315
Truck	0	4	1	0	5	0	0	0	0	0	0	0	1	0	1	0	0	1	0	1	7
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bike	2	3	0	0	5	0	4	0	0	4	0	4	2	0	6	1	0	0	0	1	16
5/19/2012 11:15	9	80	1	0	90	4	20	5	0	29	3	63	25	0	91	29	20	16	0	65	275
Car	9	72	1	0	82	4	17	5	0	26	3	58	23	0	84	28	19	16	0	63	255
Truck	0	2	0	0	2	0	1	0	0	1	0	1	2	0	3	0	0	0	0	0	6
Bus	0	2	0	0	2	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	4
Bike	0	4	0	0	4	0	2	0	0	2	0	2	0	0	2	1	1	0	0	2	10
5/19/2012 11:30	22	77	0	0	99	5	14	5	0	24	6	78	28	1	113	42	26	12	0	80	316
Car	22	72	0	0	94	5	13	3	0	21	6	68	26	1	101	41	22	12	0	75	291
Truck	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	1	0	0	0	1	3
Bus	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
Bike	0	5	0	0	5	0	1	2	0	3	0	7	1	0	8	0	4	0	0	4	20
5/19/2012 11:45	23	84	2	0	109	2	31	3	0	36	5	88	27	1	121	37	21	11	0	69	335
Car	22	75	2	0	99	2	29	3	0	34	5	87	26	1	119	37	21	11	0	69	321
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	1	6	0	0	7	0	2	0	0	2	0	1	1	0	2	0	0	0	0	0	11
5/19/2012 12:00	19	81	4	0	104	5	22	4	0	31	8	72	40	0	120	42	29	17	0	88	343
Car	19	69	4	0	92	5	22	4	0	31	8	67	37	0	112	42	29	17	0	88	323
Truck	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	10	0	0	10	0	0	0	0	0	0	5	2	0	7	0	0	0	0	0	17
5/19/2012 12:15	15	88	5	0	108	2	27	1	0	30	8	75	39	0	122	41	28	8	0	77	337
Car	15	85	5	0	105	2	27	1	0	30	8	62	36	0	106	39	28	8	0	75	316
Truck	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	1	0	0	0	1	3
Bus	0	0	0	0	0	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	3
Bike	0	3	0	0	3	0	0	0	0	0	0	9	2	0	11	1	0	0	0	1	15
5/19/2012 12:30	20	77	7	0	104	4	23	3	0	30	4	98	27	0	129	46	28	11	0	85	348
Car	20	70	7	0	97	4	22	3	0	29	4	88	26	0	118	46	27	11	0	84	328
Truck	0	1	0	0	1	0	0	0	0	0	0	2	1	0	3	0	0	0	0	0	4
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	4	0	0	4	0	1	0	0	1	0	8	0	0	8	0	1	0	0	1	14
5/19/2012 12:45	26	70	5	0	101	3	21	2	0	26	7	74	42	0	123	44	29	13	0	86	336
Car	26	61	5	0	92	3	20	2	0	25	6	66	39	0	111	44	27	13	0	84	312
Truck	0	3	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bus	0	1	0	0	1	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	4
Bike	0	5	0	0	5	0	1	0	0	1	1	5	3	0	9	0	2	0	0	2	17
5/19/2012 13:00	20	90	1	0	111	5	19	2	0	26	5	79	27	0	111	46	36	13	0	95	343
Car	18	77	1	0	96	5	18	2	0	25	4	73	25	0	102	44	33	13	0	90	313
Truck	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	3
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	2	12	0	0	14	0	1	0	0	1	1	4	2	0	7	1	3	0	0	4	26
5/19/2012 13:15	32	86	5	0	123	3	27	1	0	31	3	86	38	0	127	38	36	9	0	83	364
Car	30	82	5	0	117	3	25	1	0	29	3	82	38	0	123	37	36	9	0	82	351
Truck	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	2
Bus	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	3
Bike	1	2	0	0	3	0	2	0	0	2	0	3	0	0	3	0	0	0	0	0	8
5/19/2012 13:30	14	84	3	0	101	2	28	4	0	34	6	100	32	0	138	34	29	14	0	77	350
Car	13	77	3	0	93	2	27	3	0	32	6	94	27	0	127	34	27	14	0	75	327
Truck	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bus	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
Bike	0	6	0	0	6	0	1	1	0	2	0	4	5	0	9	0	2	0	0	2	19

Study Name	Alcatraz Avenue/College Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
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5/19/2012 13:45	18	81	6	0	105	5	16	5	0	26	7	92	22	0	121	42	44	14	0	100	352
Car	18	76	6	0	100	5	16	4	0	25	7	88	22	0	117	41	41	14	0	96	338
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1
Bus	0	2	0	0	2	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	4
Bike	0	3	0	0	3	0	0	1	0	1	0	2	0	0	2	1	2	0	0	3	9
5/19/2012 16:00	23	68	1	0	92	0	24	2	0	26	10	54	27	0	91	48	38	13	0	99	308
Car	23	64	1	0	88	0	24	2	0	26	10	53	26	0	89	48	38	13	0	99	302
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	2	0	0	2	0	0	0	0	0	0	1	1	0	2	0	0	0	0	0	4
5/19/2012 16:15	12	68	1	0	81	1	16	2	0	19	11	83	31	0	125	38	26	8	0	72	297
Car	12	63	1	0	76	1	15	2	0	18	11	74	27	0	112	37	25	8	0	70	276
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	1	0	0	1	0	0	0	0	0	0	4	0	0	4	0	0	0	0	0	5
Bike	0	3	0	0	3	0	1	0	0	1	0	5	4	0	9	1	1	0	0	2	15
5/19/2012 16:30	8	80	1	0	89	1	26	2	0	29	5	89	31	0	125	34	39	10	0	83	326
Car	8	69	1	0	78	1	24	2	0	27	5	86	31	0	122	34	37	9	0	80	307
Truck	0	1	0	0	1	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	4
Bus	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	3
Bike	0	8	0	0	8	0	0	0	0	0	0	2	0	0	2	0	1	1	0	2	12
5/19/2012 16:45	13	83	0	0	96	2	19	3	0	24	5	80	17	0	102	31	33	19	0	83	305
Car	13	77	0	0	90	2	19	3	0	24	5	74	17	0	96	31	33	19	0	83	293
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	6	0	0	6	0	0	0	0	0	0	6	0	0	6	0	0	0	0	0	12
5/19/2012 17:00	4	74	2	0	80	0	19	2	0	21	4	78	30	0	112	39	37	14	0	90	303
Car	4	65	2	0	71	0	19	2	0	21	4	71	28	0	103	39	37	14	0	90	285
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	3
Bike	0	7	0	0	7	0	0	0	0	0	0	6	2	0	8	0	0	0	0	0	15
5/19/2012 17:15	6	76	1	0	83	2	18	3	0	23	3	92	36	0	131	50	20	8	0	78	315
Car	6	66	1	0	73	2	18	3	0	23	3	89	32	0	124	50	20	8	0	78	298
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	1	0	0	1	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	3
Bike	0	9	0	0	9	0	0	0	0	0	0	1	4	0	5	0	0	0	0	0	14
5/19/2012 17:30	2	83	2	0	87	4	21	2	0	27	3	79	27	0	109	27	27	15	0	69	292
Car	2	78	2	0	82	4	21	2	0	27	3	74	26	0	103	27	26	15	0	68	280
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	3
Bike	0	3	0	0	3	0	0	0	0	0	0	4	1	0	5	0	1	0	0	1	9
5/19/2012 17:45	15	78	2	0	95	5	13	3	0	21	1	66	22	0	89	40	25	15	0	80	285
Car	15	70	2	0	87	5	12	3	0	20	1	63	22	0	86	39	25	14	0	78	271
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1
Bus	0	3	0	0	3	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	5
Bike	0	5	0	0	5	0	1	0	0	1	0	1	0	0	1	1	0	0	0	1	8
5/19/2012 18:00	19	80	3	0	102	2	18	2	0	22	3	79	30	0	112	41	24	10	0	75	311
Car	19	71	3	0	93	1	18	2	0	21	3	74	28	0	105	41	23	10	0	74	293
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	0	2
Bike	0	9	0	0	9	1	0	0	0	1	0	3	2	0	5	0	1	0	0	1	16
5/19/2012 18:15	12	87	2	0	101	1	9	7	0	17	3	72	31	0	106	41	36	8	0	85	309
Car	12	83	2	0	97	1	9	7	0	17	3	69	29	0	101	41	32	8	0	81	296
Truck	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	0	0	0	0	0	2
Bike	0	3	0	0	3	0	0	0	0	0	0	2	1	0	3	0	4	0	0	4	10
5/19/2012 18:30	10	81	2	0	93	2	19	0	0	21	2	78	27	0	107	37	18	6	0	61	282
Car	10	72	2	0	84	2	19	0	0	21	2	78	26	0	106	37	18	6	0	61	272
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	7	0	0	7	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	8
5/19/2012 18:45	12	88	1	0	101	0	14	1	0	15	0	62	25	1	88	33	19	9	0	61	265
Car	12	84	1	0	97	0	14	1	0	15	0	61	23	1	85	33	19	9	0	61	258
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1
Bike	0	4	0	0	4	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	6
Grand Total	382	1926	60	1	2369	62	487	69	0	618	122	1899	711	3	2735	936	689	290	0	1915	7637

Study Name	Alcatraz Avenue/College Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Crosswalk Volumes

	Movement	Southbound		Southbound To	Westbound		Westbound To	Northbound		Northbound To	Eastbound		Eastbound To	Grand Total
Interval		PCCW	PCW		PCCW	PCW		PCCW	PCW		PCCW	PCW		
11:00 AM		12	23	35	19	20	39	12	20	32	29	20	49	155
Ped		12	23	35	19	20	39	12	20	32	29	20	49	155
11:15 AM		11	10	21	10	14	24	7	19	26	10	21	31	102
Ped		11	10	21	10	14	24	7	19	26	10	21	31	102
11:30 AM		1	15	16	11	11	22	18	7	25	17	14	31	94
Ped		1	15	16	11	11	22	18	7	25	17	14	31	94
11:45 AM		9	5	14	5	26	31	13	16	29	29	18	47	121
Ped		9	5	14	5	26	31	13	16	29	29	18	47	121
12:00 PM		19	9	28	24	20	44	19	19	38	37	21	58	168
Ped		19	9	28	24	20	44	19	19	38	37	21	58	168
12:15 PM		7	12	19	18	15	33	16	6	22	23	13	36	110
Ped		7	12	19	18	15	33	16	6	22	23	13	36	110
12:30 PM		14	3	17	20	12	32	15	20	35	30	20	50	134
Ped		14	3	17	20	12	32	15	20	35	30	20	50	134
12:45 PM		16	12	28	25	13	38	11	17	28	21	20	41	135
Ped		16	12	28	25	13	38	11	17	28	21	20	41	135
1:00 PM		15	9	24	19	13	32	13	5	18	24	25	49	123
Ped		15	9	24	19	13	32	13	5	18	24	25	49	123
1:15 PM		4	3	7	14	17	31	10	28	38	18	19	37	113
Ped		4	3	7	14	17	31	10	28	38	18	19	37	113
1:30 PM		1	15	16	17	15	32	19	13	32	26	32	58	138
Ped		1	15	16	17	15	32	19	13	32	26	32	58	138
1:45 PM		5	11	16	8	24	32	12	22	34	21	22	43	125
Ped		5	11	16	8	24	32	12	22	34	21	22	43	125
4:00 PM		10	7	17	19	17	36	7	11	18	28	20	48	119
Ped		10	7	17	19	17	36	7	11	18	28	20	48	119
4:15 PM		5	10	15	13	12	25	11	10	21	45	19	64	125
Ped		5	10	15	13	12	25	11	10	21	45	19	64	125
4:30 PM		5	7	12	18	17	35	12	8	20	29	12	41	108
Ped		5	7	12	18	17	35	12	8	20	29	12	41	108
4:45 PM		7	11	18	23	16	39	12	9	21	28	23	51	129
Ped		7	11	18	23	16	39	12	9	21	28	23	51	129
5:00 PM		5	9	14	12	5	17	3	12	15	33	20	53	99
Ped		5	9	14	12	5	17	3	12	15	33	20	53	99
5:15 PM		5	8	13	19	14	33	10	10	20	23	19	42	108
Ped		5	8	13	19	14	33	10	10	20	23	19	42	108
5:30 PM		6	5	11	18	9	27	12	5	17	22	22	44	99
Ped		6	5	11	18	9	27	12	5	17	22	22	44	99
5:45 PM		3	14	17	11	22	33	23	10	33	23	23	46	129
Ped		3	14	17	11	22	33	23	10	33	23	23	46	129
6:00 PM		6	10	16	19	26	45	16	5	21	16	15	31	113
Ped		6	10	16	19	26	45	16	5	21	16	15	31	113
6:15 PM		6	2	8	14	10	24	13	5	18	14	16	30	80
Ped		6	2	8	14	10	24	13	5	18	14	16	30	80
6:30 PM		4	8	12	20	27	47	8	22	30	22	11	33	122
Ped		4	8	12	20	27	47	8	22	30	22	11	33	122
6:45 PM		1	3	4	19	3	22	10	9	19	4	4	8	53
Ped		1	3	4	19	3	22	10	9	19	4	4	8	53
Grand Total		177	221	398	395	378	773	302	308	610	572	449	1021	2802

Study Name	Alcatraz Avenue/Claremont Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
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Site Code	

Road Volumes

TMV	Movement												
	Southbound			Southbound To	Northbound			Northbound To	Eastbound			Eastbound To	Grand Total
Interval	R	T	U		T	U	L		R	U	L		
5/19/2012 11:00	16	80	0	96	84	0	9	93	15	0	23	38	227
Car	16	76	0	92	81	0	7	88	13	0	21	34	214
Truck	0	0	0	0	2	0	0	2	2	0	0	2	4
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	0	3	0	3	1	0	2	3	0	0	2	2	8
5/19/2012 11:15	17	71	0	88	77	0	8	85	5	0	20	25	198
Car	16	69	0	85	76	0	8	84	5	0	19	24	193
Truck	1	2	0	3	0	0	0	0	0	0	0	0	3
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	0	0	0	1	0	0	1	0	0	1	1	2
5/19/2012 11:30	21	76	0	97	84	1	3	88	5	0	24	29	214
Car	17	66	0	83	75	1	3	79	5	0	21	26	188
Truck	0	1	0	1	1	0	0	1	0	0	0	0	2
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	4	9	0	13	7	0	0	7	0	0	3	3	23
5/19/2012 11:45	30	68	0	98	115	1	5	121	9	0	18	27	246
Car	28	63	0	91	112	1	5	118	9	0	18	27	236
Truck	0	1	0	1	1	0	0	1	0	0	0	0	2
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	2	3	0	5	2	0	0	2	0	0	0	0	7
5/19/2012 12:00	21	97	0	118	92	0	10	102	12	0	25	37	257
Car	21	88	0	109	88	0	10	98	12	0	25	37	244
Truck	0	0	0	0	1	0	0	1	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	9	0	9	3	0	0	3	0	0	0	0	12
5/19/2012 12:15	20	80	0	100	94	0	7	101	17	0	24	41	242
Car	20	77	0	97	86	0	7	93	17	0	23	40	230
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	0	3	0	3	7	0	0	7	0	0	1	1	11
5/19/2012 12:30	20	99	0	119	85	0	12	97	17	0	22	39	255
Car	19	91	0	110	81	0	11	92	17	0	21	38	240
Truck	0	1	0	1	0	0	0	0	0	0	0	0	1
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	1	6	0	7	4	0	1	5	0	0	1	1	13
5/19/2012 12:45	20	68	0	88	93	0	7	100	12	1	23	36	224
Car	20	65	0	85	92	0	7	99	12	1	21	34	218
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	3	0	3	1	0	0	1	0	0	2	2	6
5/19/2012 13:00	13	89	0	102	106	0	8	114	13	1	29	43	259
Car	12	84	0	96	103	0	8	111	12	1	27	40	247
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	2	0	2	1	0	0	1	0	0	0	0	3
Bike	1	3	0	4	2	0	0	2	1	0	2	3	9
5/19/2012 13:15	22	97	0	119	99	0	5	104	6	0	33	39	262
Car	20	92	0	112	94	0	5	99	6	0	33	39	250
Truck	0	2	0	2	1	0	0	1	0	0	0	0	3
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	2	3	0	5	3	0	0	3	0	0	0	0	8
5/19/2012 13:30	20	82	0	102	76	0	12	88	10	0	28	38	228
Car	18	79	0	97	67	0	12	79	8	0	28	36	212
Truck	0	1	0	1	2	0	0	2	0	0	0	0	3
Bus	1	0	0	1	1	0	0	1	0	0	0	0	2
Bike	1	2	0	3	6	0	0	6	2	0	0	2	11
5/19/2012 13:45	19	86	1	106	88	0	4	92	17	0	33	50	248
Car	17	84	1	102	81	0	4	85	17	0	30	47	234
Truck	0	1	0	1	0	0	0	0	0	0	2	2	3
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	2	1	0	3	7	0	0	7	0	0	1	1	11
5/19/2012 16:00	16	80	0	96	75	0	5	80	16	0	32	48	224
Car	16	79	0	95	69	0	5	74	16	0	32	48	217
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	0	1	0	1	5	0	0	5	0	0	0	0	6
5/19/2012 16:15	16	91	0	107	76	0	3	79	8	0	30	38	224
Car	15	89	0	104	71	0	3	74	8	0	29	37	215
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	1	2	0	3	4	0	0	4	0	0	1	1	8

Study Name	Alcatraz Avenue/Claremont Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
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Site Code	

5/19/2012 16:30	22	99	0	121	78	0	8	86	8	0	38	46	253
Car	22	87	0	109	77	0	7	84	8	0	37	45	238
Truck	0	0	0	0	0	0	1	1	0	0	0	0	1
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	0	11	0	11	1	0	0	1	0	0	1	1	13
5/19/2012 16:45	14	82	0	96	78	1	7	86	10	0	24	34	216
Car	14	79	0	93	75	1	7	83	10	0	24	34	210
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	0	3	0	3	2	0	0	2	0	0	0	0	5
5/19/2012 17:00	9	90	0	99	77	0	7	84	10	0	36	46	229
Car	9	84	0	93	73	0	7	80	10	0	36	46	219
Truck	0	0	0	0	1	0	0	1	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	6	0	6	3	0	0	3	0	0	0	0	9
5/19/2012 17:15	22	98	0	120	80	1	1	82	8	0	16	24	226
Car	22	96	0	118	77	1	1	79	8	0	16	24	221
Truck	0	1	0	1	0	0	0	0	0	0	0	0	1
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	0	0	0	0	3	0	0	3	0	0	0	0	3
5/19/2012 17:30	23	99	0	122	70	0	5	75	6	0	25	31	228
Car	23	95	0	118	68	0	5	73	6	0	24	30	221
Truck	0	0	0	0	2	0	0	2	0	0	0	0	2
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	4	0	4	0	0	0	0	0	0	1	1	5
5/19/2012 17:45	18	88	0	106	85	0	3	88	5	0	23	28	222
Car	17	85	0	102	85	0	2	87	5	0	23	28	217
Truck	0	1	0	1	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	1	2	0	3	0	0	1	1	0	0	0	0	4
5/19/2012 18:00	18	84	0	102	70	0	3	73	9	0	19	28	203
Car	17	81	0	98	67	0	3	70	9	0	18	27	195
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	1	2	0	3	3	0	0	3	0	0	1	1	7
5/19/2012 18:15	11	87	0	98	71	0	4	75	11	0	27	38	211
Car	11	83	0	94	68	0	4	72	11	0	26	37	203
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	1	0	0	1	0	0	0	0	1
Bike	0	4	0	4	2	0	0	2	0	0	1	1	7
5/19/2012 18:30	16	77	0	93	69	1	4	74	6	0	16	22	189
Car	15	75	0	90	67	1	4	72	6	0	16	22	184
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	1	0	1	0	0	0	0	0	0	0	0	1
Bike	1	1	0	2	2	0	0	2	0	0	0	0	4
5/19/2012 18:45	18	78	0	96	72	0	3	75	6	0	15	21	192
Car	18	75	0	93	72	0	3	75	6	0	14	20	188
Truck	0	1	0	1	0	0	0	0	0	0	0	0	1
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	2	0	2	0	0	0	0	0	0	1	1	3
Grand Total	442	2046	1	2489	1994	5	143	2142	241	2	603	846	5477

Study Name	Alcatraz Avenue/Claremont Avenue - College Safeway Project
Start Date	Saturday, May 19, 2012 11:00 AM
End Date	Saturday, May 19, 2012 7:00 PM
Site Code	

Crosswalk Volumes

	Movement									
	Southbound		Southbound To	Northbound		Northbound To	Eastbound		Eastbound To	Grand Total
Interval	PCCW	PCW		PCCW	PCW		PCCW	PCW		
11:00 AM	0	0	0	2	0	2	11	8	19	21
Ped	0	0	0	2	0	2	11	8	19	21
11:15 AM	0	0	0	0	0	0	5	2	7	7
Ped	0	0	0	0	0	0	5	2	7	7
11:30 AM	0	0	0	1	0	1	4	3	7	8
Ped	0	0	0	1	0	1	4	3	7	8
11:45 AM	0	0	0	0	2	2	1	3	4	6
Ped	0	0	0	0	2	2	1	3	4	6
12:00 PM	0	0	0	0	0	0	3	1	4	4
Ped	0	0	0	0	0	0	3	1	4	4
12:15 PM	0	0	0	0	1	1	8	5	13	14
Ped	0	0	0	0	1	1	8	5	13	14
12:30 PM	0	0	0	1	0	1	3	7	10	11
Ped	0	0	0	1	0	1	3	7	10	11
12:45 PM	0	0	0	1	0	1	5	5	10	11
Ped	0	0	0	1	0	1	5	5	10	11
1:00 PM	0	0	0	0	0	0	2	4	6	6
Ped	0	0	0	0	0	0	2	4	6	6
1:15 PM	0	0	0	1	1	2	7	3	10	12
Ped	0	0	0	1	1	2	7	3	10	12
1:30 PM	0	0	0	0	0	0	4	9	13	13
Ped	0	0	0	0	0	0	4	9	13	13
1:45 PM	0	0	0	0	0	0	2	1	3	3
Ped	0	0	0	0	0	0	2	1	3	3
4:00 PM	0	0	0	0	0	0	7	3	10	10
Ped	0	0	0	0	0	0	7	3	10	10
4:15 PM	0	0	0	0	0	0	3	9	12	12
Ped	0	0	0	0	0	0	3	9	12	12
4:30 PM	0	0	0	0	0	0	8	3	11	11
Ped	0	0	0	0	0	0	8	3	11	11
4:45 PM	0	0	0	0	0	0	3	2	5	5
Ped	0	0	0	0	0	0	3	2	5	5
5:00 PM	0	0	0	0	0	0	0	0	0	0
Ped	0	0	0	0	0	0	0	0	0	0
5:15 PM	0	0	0	0	0	0	4	5	9	9
Ped	0	0	0	0	0	0	4	5	9	9
5:30 PM	0	0	0	0	0	0	7	7	14	14
Ped	0	0	0	0	0	0	7	7	14	14
5:45 PM	0	0	0	0	0	0	3	1	4	4
Ped	0	0	0	0	0	0	3	1	4	4
6:00 PM	0	0	0	0	1	1	4	5	9	10
Ped	0	0	0	0	1	1	4	5	9	10
6:15 PM	0	0	0	0	0	0	2	4	6	6
Ped	0	0	0	0	0	0	2	4	6	6
6:30 PM	0	0	0	0	0	0	4	1	5	5
Ped	0	0	0	0	0	0	4	1	5	5
6:45 PM	0	0	0	0	0	0	4	0	4	4
Ped	0	0	0	0	0	0	4	0	4	4
Grand Total	0	0	0	6	5	11	104	91	195	206

Study Name 63rd Street/College Avenue - College Safeway Project
Start Date 5/19/2012
Start Time 11:00 AM
Site Code

Car

	Southbound				Westbound				Northbound				Eastbound			
	Southbound Street				Westbound Street				Northbound Street				Eastbound Street			
Start Time	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn
11:00 AM	6	105	9	0	4	0	0	0	4	97	3	1	5	0	1	0
11:15 AM	1	97	8	0	5	1	2	0	2	81	5	0	3	0	0	0
11:30 AM	9	93	16	0	8	0	3	0	2	89	5	0	6	0	2	0
11:45 AM	7	101	4	0	5	0	0	0	6	112	2	0	5	1	2	0
12:00 PM	5	99	13	0	6	2	1	0	4	105	6	0	4	2	0	0
12:15 PM	5	98	11	0	8	1	1	0	0	96	4	0	7	1	0	0
12:30 PM	4	103	16	0	6	2	1	0	1	108	4	0	6	0	0	0
12:45 PM	10	90	12	0	7	0	1	0	1	114	9	9	5	2	2	0
1:00 PM	6	109	8	0	8	1	0	0	4	91	2	0	6	1	1	0
1:15 PM	6	105	10	0	8	0	0	0	4	105	5	0	10	1	2	0
1:30 PM	7	95	8	0	10	1	0	0	6	121	2	0	9	0	0	0
1:45 PM	6	102	13	0	4	0	0	0	1	112	3	0	3	1	3	0
4:00 PM	7	97	14	0	9	0	1	0	2	85	4	0	5	1	0	0
4:15 PM	0	102	13	0	5	1	0	0	7	101	1	0	7	1	1	0
4:30 PM	1	83	8	0	11	0	1	0	2	110	4	0	5	0	0	0
4:45 PM	3	94	13	0	3	2	2	0	2	98	3	0	4	2	1	0
5:00 PM	6	89	19	0	6	0	0	0	5	90	3	0	4	1	2	0
5:15 PM	2	101	8	0	9	2	2	0	4	109	0	0	3	0	1	0
5:30 PM	0	100	10	0	4	0	1	0	3	104	5	0	4	1	2	0
5:45 PM	3	96	8	0	8	0	1	0	2	85	9	0	4	0	0	0
6:00 PM	2	98	14	1	5	2	0	0	6	95	5	0	2	1	0	0
6:15 PM	11	95	26	0	8	1	1	0	1	92	1	0	2	0	1	0
6:30 PM	0	98	13	0	7	0	1	0	2	96	3	0	3	0	2	0
6:45 PM	8	97	16	0	4	0	0	0	3	86	3	0	0	1	1	0

Study Name 63rd Street/College Avenue - College Safeway Project
Start Date 5/19/2012
Start Time 11:00 AM
Site Code

Truck

	Southbound				Westbound				Northbound				Eastbound			
	Southbound Street				Westbound Street				Northbound Street				Eastbound Street			
Start Time	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn
11:00 AM	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0
11:15 AM	0	3	0	0	0	0	0	0	0	3	0	0	0	0	0	0
11:30 AM	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
11:45 AM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12:00 PM	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
12:15 PM	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
12:30 PM	0	1	0	0	0	0	0	0	0	3	0	0	0	0	0	0
12:45 PM	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1:00 PM	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
1:15 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1:30 PM	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
1:45 PM	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
4:00 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4:15 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4:30 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4:45 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5:00 PM	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0
5:15 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5:30 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5:45 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6:00 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6:15 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6:30 PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6:45 PM	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0

Study Name 63rd Street/College Avenue - College Safeway Project
Start Date 5/19/2012
Start Time 11:00 AM
Site Code

Bus

	Southbound				Westbound				Northbound				Eastbound			
	Southbound Street				Westbound Street				Northbound Street				Eastbound Street			
Start Time	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn
11:00 AM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
11:15 AM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
11:30 AM	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0
11:45 AM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
12:00 PM	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12:15 PM	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0
12:30 PM	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12:45 PM	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0
1:00 PM	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
1:15 PM	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0
1:30 PM	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
1:45 PM	0	3	0	0	0	0	0	0	0	2	0	0	0	0	0	0
4:00 PM	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4:15 PM	0	1	0	0	0	0	0	0	0	3	0	0	0	0	0	0
4:30 PM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
4:45 PM	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
5:00 PM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
5:15 PM	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
5:30 PM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
5:45 PM	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0
6:00 PM	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
6:15 PM	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0
6:30 PM	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6:45 PM	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0

Study Name 63rd Street/College Avenue - College Safeway Project
Start Date 5/19/2012
Start Time 11:00 AM
Site Code

Bike

	Southbound				Westbound				Northbound				Eastbound			
	Southbound Street				Westbound Street				Northbound Street				Eastbound Street			
Start Time	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn	Right	Thru	Left	U-Turn
11:00 AM	1	7	0	0	0	0	0	0	0	6	3	0	0	0	0	0
11:15 AM	0	9	0	0	0	0	0	0	0	2	0	0	0	0	0	0
11:30 AM	2	5	0	0	0	0	0	0	1	6	2	0	0	0	0	0
11:45 AM	0	8	0	0	0	0	0	0	0	3	0	0	0	0	0	0
12:00 PM	0	7	0	0	1	0	0	0	0	5	0	0	0	0	0	0
12:15 PM	0	6	1	0	0	0	0	0	0	9	0	0	0	0	0	0
12:30 PM	0	5	0	0	1	0	0	0	0	8	0	0	1	0	0	0
12:45 PM	0	7	0	0	1	0	1	0	0	5	0	0	0	0	0	0
1:00 PM	0	8	0	0	0	0	0	0	0	5	1	0	0	0	0	0
1:15 PM	0	9	0	0	0	0	0	0	1	7	2	0	2	0	0	0
1:30 PM	0	7	0	0	0	0	0	0	0	9	1	0	0	0	1	0
1:45 PM	0	8	0	0	0	0	0	0	0	3	0	0	0	0	0	0
4:00 PM	3	5	0	0	0	0	0	0	0	5	0	0	2	0	0	0
4:15 PM	0	6	1	0	3	0	0	0	0	7	0	0	0	0	0	0
4:30 PM	0	9	1	0	1	1	1	0	0	6	0	0	0	0	1	0
4:45 PM	0	2	0	0	2	0	2	0	0	4	1	0	2	1	0	0
5:00 PM	0	12	0	0	1	1	1	0	0	6	0	0	0	0	0	0
5:15 PM	1	10	0	0	0	1	0	0	0	9	0	0	0	1	1	0
5:30 PM	0	5	0	0	0	0	0	0	1	9	1	0	0	0	0	0
5:45 PM	1	6	0	0	0	0	0	0	0	5	0	0	0	0	0	0
6:00 PM	0	15	0	0	0	0	0	0	0	5	0	0	0	0	0	0
6:15 PM	0	3	0	0	0	0	0	0	0	3	0	0	0	1	0	0
6:30 PM	1	12	0	0	0	0	0	0	0	1	1	0	0	0	0	0
6:45 PM	0	6	0	0	0	0	0	0	0	7	1	0	0	0	0	0

Study Name 63rd Street/College Avenue - College Safeway Project
Start Date 5/19/2012
Start Time 11:00 AM
Site Code

Ped

	Southbound		Westbound		Northbound		Eastbound	
	Southbound Street		Westbound Street		Northbound Street		Eastbound Street	
Start Time	Peds CCW	Peds CW	Peds CCW	Peds CW	Peds CCW	Peds CW	Peds CCW	Peds CW
11:00 AM	27	30	18	12	0	0	48	34
11:15 AM	17	20	18	6	0	0	34	39
11:30 AM	19	21	17	16	0	0	33	28
11:45 AM	27	18	10	11	0	0	46	46
12:00 PM	22	27	31	7	0	0	27	31
12:15 PM	45	32	12	9	0	0	35	45
12:30 PM	39	40	17	14	0	0	42	35
12:45 PM	25	26	18	11	0	0	33	53
1:00 PM	35	40	28	6	0	0	37	33
1:15 PM	17	32	11	10	0	0	45	32
1:30 PM	28	22	16	16	2	2	37	37
1:45 PM	23	16	8	10	2	1	35	29
4:00 PM	36	43	16	21	0	6	29	30
4:15 PM	31	22	13	5	0	0	50	27
4:30 PM	33	29	10	9	0	0	43	26
4:45 PM	38	27	19	6	0	0	31	25
5:00 PM	38	51	28	11	0	0	45	26
5:15 PM	38	31	14	7	0	0	35	29
5:30 PM	49	40	23	8	0	1	34	21
5:45 PM	34	24	19	17	0	1	19	28
6:00 PM	18	20	12	19	0	0	31	26
6:15 PM	32	18	18	8	0	0	24	14
6:30 PM	22	24	10	4	0	0	37	27
6:45 PM	17	19	16	8	0	0	27	22

Study Name Claremont Ave/College Ave/62nd St/Florio St - College Safeway Project
Start Date Saturday, May 19, 2012 11:00 AM
End Date Saturday, May 19, 2012 7:00 PM
Site Code

Road Volumes

TMV	Movement																													
	Southbound						Southbound Total	Southwestbound						Northbound	Northeastbound						Eastbound						Eastbound Total	Grand Total
Interval	R	BR	T	L	HL	U		BR	T	HL	U	HR	BL			BR	T	HL	U	HR	BL		R	T	L	U	HR	BL		
5/19/2012 11:00	1	32	77	1	3	0	114	0	54	0	0	11	47	112	95	2	43	0	0	15	42	102	5	0	2	0	2	1	10	433
Car	0	31	64	1	3	0	99	0	53	0	0	11	44	108	84	2	40	0	0	15	42	99	5	0	2	0	2	1	10	400
Truck	0	1	1	0	0	0	2	0	1	0	0	0	0	1	0	0	2	0	0	0	0	2	0	0	0	0	0	0	0	5
Bus	0	0	2	0	0	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	1	0	10	0	0	0	11	0	0	0	0	0	3	3	9	0	1	0	0	0	0	1	0	0	0	0	0	0	0	24
5/19/2012 11:15	2	33	75	0	0	0	110	1	43	0	0	7	30	81	100	3	43	0	0	14	35	95	2	0	1	0	2	4	9	395
Car	2	30	67	0	0	0	99	1	41	0	0	6	29	77	94	3	43	0	0	14	35	95	2	0	1	0	2	4	9	374
Truck	0	2	1	0	0	0	3	0	2	0	0	1	0	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Bus	0	0	2	0	0	0	2	0	0	0	0	0	1	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Bike	0	1	5	0	0	0	6	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
5/19/2012 11:30	1	32	72	0	2	0	107	2	43	0	0	7	39	91	103	3	53	0	0	10	39	105	9	0	2	0	4	1	16	422
Car	1	31	67	0	2	0	101	2	40	0	0	7	39	88	87	3	50	0	0	10	39	102	9	0	2	0	3	1	15	393
Truck	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	3
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bike	0	0	5	0	0	0	5	0	3	0	0	0	0	3	12	0	3	0	0	0	0	3	0	0	0	0	0	0	0	23
5/19/2012 11:45	0	42	72	0	4	0	118	3	50	3	0	6	28	90	131	1	52	0	0	10	45	108	2	1	4	0	4	4	15	462
Car	0	41	62	0	4	0	107	3	44	3	0	6	26	82	126	1	52	0	0	9	45	107	2	1	4	0	4	4	15	437
Truck	0	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bus	0	0	2	0	0	0	2	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	0	8	0	0	0	8	0	5	0	0	0	1	6	4	0	0	0	0	1	0	1	0	0	0	0	0	0	0	19
5/19/2012 12:00	1	26	83	0	1	0	111	3	67	1	0	14	22	107	109	2	51	0	0	15	40	108	6	1	1	0	1	2	11	446
Car	1	25	71	0	1	0	98	3	64	1	0	14	19	101	96	2	50	0	0	15	40	107	6	0	1	0	1	2	10	412
Truck	0	1	0	0	0	0	1	0	0	0	0	0	0	0	4	0	1	0	0	0	0	1	0	0	0	0	0	0	0	6
Bus	0	0	2	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	0	10	0	0	0	10	0	3	0	0	0	3	6	9	0	0	0	0	0	0	0	0	1	0	0	0	0	1	26
5/19/2012 12:15	3	34	71	1	3	0	112	2	50	1	0	4	35	92	109	0	50	0	0	11	36	97	10	1	1	0	0	4	16	426
Car	3	34	65	1	3	0	106	2	50	1	0	4	31	88	96	0	49	0	0	11	33	93	9	1	1	0	0	4	15	398
Truck	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	3
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	0	5	0	0	0	5	0	0	0	0	0	4	4	9	0	1	0	0	0	1	2	1	0	0	0	0	0	1	21
5/19/2012 12:30	0	35	68	1	1	0	105	2	55	0	0	8	44	109	126	0	50	0	0	17	44	111	7	0	0	0	2	2	11	462
Car	0	32	61	1	1	0	95	2	53	0	0	8	41	104	112	0	50	0	0	16	43	109	7	0	0	0	2	2	11	431
Truck	0	1	0	0	0	0	1	0	1	0	0	0	0	1	3	0	0	0	0	0	1	1	0	0	0	0	0	0	0	6
Bus	0	0	2	0	0	0	2	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bike	0	2	5	0	0	0	7	0	1	0	0	0	2	3	11	0	0	0	0	1	0	1	0	0	0	0	0	0	0	22
5/19/2012 12:45	0	30	65	1	2	0	98	3	54	0	0	9	29	95	127	7	54	0	0	11	44	116	4	2	0	0	1	5	12	448
Car	0	28	56	1	2	0	87	3	52	0	0	9	29	93	120	7	54	0	0	11	43	115	4	2	0	0	1	5	12	427
Truck	0	1	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bus	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	1	7	0	0	0	8	0	2	0	0	0	0	2	6	0	0	0	0	0	1	1	0	0	0	0	0	0	0	17
5/19/2012 13:00	4	39	64	2	3	0	112	2	69	0	0	4	39	114	116	5	64	1	0	8	42	120	5	1	3	0	1	5	15	477
Car	4	38	55	2	3	0	102	2	66	0	0	4	38	110	110	5	62	1	0	8	40	116	5	1	3	0	1	5	15	453
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	2	0	0	0	0	0	0	0	3
Bus	0	0	1	0	0	0	1	0	1	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	1	8	0	0	0	9	0	2	0	0	0	1	3	3	0	1	0	0	0	1	2	0	0	0	0	0	0	0	17
5/19/2012 13:15	2	43	74	1	1	0	121	0	60	0	0	4	41	105	115	0	57	0	0	8	45	110	7	0	6	0	2	4	19	470
Car	2	43	64	1	0	0	110	0	57	0	0	4	39	100	104	0	56	0	0	8	45	109	7	0	5	0	2	4	18	441
Truck	0	0	1	0	0	0	1	0	2	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bus	0	0	2	0	0	0	2	0	0	0	0	0	1	1	2	0	1	0	0	0	0	1	0	0	0	0	0	0	0	6
Bike	0	0	7	0	1	0	8	0	1	0	0	0	1	2	9	0	0	0	0	0	0	0	0	0	1	0	0	0	1	20
5/19/2012 13:30	3	35	69	1	2	0	110	0	57	1	0	4	21	83	134	0	48	0	0	9	46	103	4	0	2	0	2	4	12	442
Car	3	34	63	1	2	0	103	0	56	1	0	4	19	80	119	0	45	0	0	9	45	99	4	0	2	0	2	4	12	413
Truck	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	2	0	0	0	0	0	0	0	4
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	0	1	6	0	0	0	7	0	0	0	0	0	2	2	12	0	2	0	0	0	0	2	0	0	0	0	0	0	0	23
5/19/2012 13:45	0	30	75	1	2	0	108	0	59	1	0	8	29	97	102	3	63	0	0	12	45	123	1	0	1	0	1	3	6	436
Car	0	29	65	1	2	0	97	0	55	1	0	8	29	93	93	3	62	0	0	12	45	122	1	0	1	0	1	3	6	411
Truck	0	0	0	0	0	0	0	0	2	0	0	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bus	0	0	3	0	0	0	3	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	1	7	0	0	0	8	0	2	0	0	0	0	2	7	0	1	0	0	0	0	1	0	0	0	0	0	0	0	18
5/19/2012 16:00	0	33	75	1	5	0	114	2	56	0	0	4	32	94	99	0	42	0	0	8	31	81	3	0	3	0	1	2	9	397
Car	0	29	68	1	5	0	103	2	56	0	0	4	32	94	91	0	39	0	0	8	31	78	3	0	3	0	1	2	9	375
Truck	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	2	0	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bike	0	3	5	0	0	0	8	0	0	0	0	0	0	0	7	0	3	0	0	0	0	3	0	0	0	0	0	0	0	18
5/19/2012 16:15	0	33	77	4	1	0	115	2	50	0	0	7	43	102	103	1	35	0	0	12	39	87	1	0	1	0	1	5	8	415
Car	0	32	70	4	1	0	107	2	50	0	0	7	40	99	91	1	34	0	0	12	39	86	1	0	1	0	1	3	6	389
Truck	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	1	0	0	0	1	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Bike	0	0	6	0	0	0	6	0	0	0	0	0	3	3	7	0	1	0	0	0	0	1	0	0	0	0	0	2	2	19

Study Name	Claremont Ave/College Ave/62nd St/Florio St - College Safeway Project																													
Start Date	Saturday, May 19, 2012 11:00 AM																													
End Date	Saturday, May 19, 2012 7:00 PM																													
Site Code																														
5/19/2012 16:30	1	24	65	1	1	0	92	2	59	0	0	6	29	96	113	0	42	1	0	9	42	94	4	2	0	0	3	0	9	404
Car	1	23	59	1	1	0	85	2	56	0	0	6	24	88	104	0	41	1	0	9	42	93	4	2	0	0	3	0	9	379
Truck	0	1	0	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bus	0	0	2	0	0	0	2	0	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	0	4	0	0	0	4	0	3	0	0	0	4	7	6	0	1	0	0	0	0	1	0	0	0	0	0	0	0	18
5/19/2012 16:45	0	35	63	1	4	0	103	3	59	0	0	5	50	117	87	2	59	0	0	14	41	116	2	1	1	0	0	1	5	428
Car	0	32	59	1	4	0	96	3	58	0	0	5	48	114	80	2	59	0	0	14	41	116	2	1	1	0	0	1	5	411
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bike	0	3	4	0	0	0	7	0	1	0	0	0	2	3	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17
5/19/2012 17:00	1	38	58	0	2	0	99	1	72	0	0	7	29	109	107	3	42	0	0	11	46	102	3	0	0	0	1	2	6	423
Car	1	34	51	0	2	0	88	1	71	0	0	5	26	103	100	3	40	0	0	11	46	100	3	0	0	0	1	2	6	397
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	2
Bus	0	0	2	0	0	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	4	5	0	0	0	9	0	1	0	0	2	3	6	4	0	1	0	0	0	0	1	0	0	0	0	0	0	0	20
5/19/2012 17:15	2	29	72	1	3	0	107	1	59	0	0	7	42	109	104	3	36	0	0	12	51	102	3	1	5	0	2	4	15	437
Car	2	28	64	1	3	0	98	1	58	0	0	7	40	106	96	1	36	0	0	12	50	99	3	1	5	0	2	4	15	414
Truck	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	1	0	0	0	1	0	0	0	0	0	1	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	1	7	0	0	0	8	0	0	0	0	0	1	1	6	2	0	0	0	0	1	3	0	0	0	0	0	0	0	18
5/19/2012 17:30	0	39	72	1	2	0	114	2	66	0	0	3	36	107	114	1	39	0	0	7	39	86	7	0	2	0	1	3	13	434
Car	0	39	62	1	2	0	104	2	64	0	0	2	36	104	105	1	38	0	0	7	39	85	5	0	2	0	1	3	11	409
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1
Bus	0	0	2	0	0	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	0	8	0	0	0	8	0	2	0	0	1	0	3	7	0	0	0	0	0	0	0	2	0	0	0	0	0	2	20
5/19/2012 17:45	0	41	67	1	0	0	109	0	40	1	0	6	38	85	95	1	50	0	0	9	39	99	7	0	0	0	0	1	8	396
Car	0	41	59	1	0	0	101	0	39	1	0	6	37	83	90	1	49	0	0	9	39	98	6	0	0	0	0	1	7	379
Truck	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Bus	0	0	2	0	0	0	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	0	6	0	0	0	6	0	0	0	0	0	1	1	3	0	1	0	0	0	0	1	1	0	0	0	0	0	1	12
5/19/2012 18:00	1	32	69	0	4	0	106	2	53	0	0	11	35	101	97	0	39	0	0	14	36	89	9	0	1	0	1	3	14	407
Car	1	30	57	0	4	0	92	2	51	0	0	11	33	97	90	0	38	0	0	14	36	88	9	0	1	0	1	3	14	381
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	1	0	0	0	1	0	0	0	0	0	1	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Bike	0	2	11	0	0	0	13	0	2	0	0	0	1	3	5	0	1	0	0	0	0	1	0	0	0	0	0	0	0	22
5/19/2012 18:15	2	34	58	1	1	0	96	1	57	0	0	4	38	100	92	0	49	0	0	7	34	90	8	1	0	0	1	2	12	390
Car	2	33	56	1	1	0	93	1	57	0	0	4	35	97	81	0	48	0	0	7	34	89	8	1	0	0	1	2	12	372
Truck	0	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	3
Bus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bike	0	0	2	0	0	0	2	0	0	0	0	0	2	2	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12
5/19/2012 18:30	2	31	78	1	3	0	115	0	48	0	0	8	33	89	79	0	40	1	0	7	40	88	2	0	1	0	1	1	5	376
Car	1	29	69	1	3	0	103	0	44	0	0	8	32	84	77	0	40	1	0	7	40	88	2	0	1	0	1	1	5	357
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Bike	1	2	8	0	0	0	11	0	4	0	0	0	0	4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17
5/19/2012 18:45	1	34	68	0	4	0	107	0	44	1	0	4	27	76	94	0	37	0	0	8	37	82	3	0	0	0	1	1	5	364
Car	1	33	62	0	4	0	100	0	42	1	0	4	26	73	84	0	36	0	0	8	37	81	3	0	0	0	1	1	5	343
Truck	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bus	0	0	1	0	0	0	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Bike	0	1	5	0	0	0	6	0	1	0	0	0	1	2	9	0	1	0	0	0	0	1	0	0	0	0	0	0	0	18
Grand Total	27	814	1687	21	54	0	2603	34	1324	9	0	158	836	2361	2551	37	1138	3	0	258	978	2414	114	11	37	0	35	64	261	10190

Study Name Claremont Ave/College Ave/62nd St/Florio St - College Safeway Project
Start Date Saturday, May 19, 2012 11:00 AM
End Date Saturday, May 19, 2012 7:00 PM
Site Code

Crosswalk Volumes

Interval	Movement Southbound PCCW	Southbound PCW	Southbound	Northwestbound PCCW	Northwestbound PCW	Northwestbound	Westbound PCCW	Westbound PCW	Westbound	Northbound PCCW	Northbound PCW	Northbound	Northeastbound PCCW	Northeastbound PCW	Northeastbound	Eastbound PCCW	Eastbound PCW	Eastbound Total	Grand Total
11:00 AM	3	6	9	18	13	31	24	21	45	8	7	15	26	6	32	19	11	30	162
Ped	3	6	9	18	13	31	24	21	45	8	7	15	26	6	32	19	11	30	162
11:15 AM	9	5	14	22	12	34	18	16	34	7	4	11	16	25	41	24	24	48	182
Ped	9	5	14	22	12	34	18	16	34	7	4	11	16	25	41	24	24	48	182
11:30 AM	10	8	18	14	22	36	22	32	54	9	9	18	28	17	45	36	19	55	226
Ped	10	8	18	14	22	36	22	32	54	9	9	18	28	17	45	36	19	55	226
11:45 AM	4	3	7	15	14	29	21	14	35	8	6	14	20	14	34	22	29	51	170
Ped	4	3	7	15	14	29	21	14	35	8	6	14	20	14	34	22	29	51	170
12:00 PM	13	2	15	31	11	42	36	12	48	15	0	15	23	15	38	24	11	35	193
Ped	13	2	15	31	11	42	36	12	48	15	0	15	23	15	38	24	11	35	193
12:15 PM	8	8	16	24	19	43	22	15	37	0	4	4	15	13	28	18	17	35	163
Ped	8	8	16	24	19	43	22	15	37	0	4	4	15	13	28	18	17	35	163
12:30 PM	2	5	7	17	17	34	24	19	43	7	1	8	20	15	35	23	15	38	165
Ped	2	5	7	17	17	34	24	19	43	7	1	8	20	15	35	23	15	38	165
12:45 PM	9	8	17	20	13	33	31	18	49	7	10	17	18	25	43	20	28	48	207
Ped	9	8	17	20	13	33	31	18	49	7	10	17	18	25	43	20	28	48	207
1:00 PM	8	12	20	28	10	38	25	15	40	6	4	10	21	11	32	22	18	40	180
Ped	8	12	20	28	10	38	25	15	40	6	4	10	21	11	32	22	18	40	180
1:15 PM	4	8	12	12	15	27	27	16	43	8	7	15	26	11	37	33	16	49	183
Ped	4	8	12	12	15	27	27	16	43	8	7	15	26	11	37	33	16	49	183
1:30 PM	6	0	6	19	7	26	20	20	40	1	3	4	15	9	24	17	14	31	131
Ped	6	0	6	19	7	26	20	20	40	1	3	4	15	9	24	17	14	31	131
1:45 PM	7	4	11	16	11	27	14	15	29	4	4	8	27	17	44	28	13	41	160
Ped	7	4	11	16	11	27	14	15	29	4	4	8	27	17	44	28	13	41	160
4:00 PM	3	6	9	30	18	48	34	13	47	6	8	14	22	17	39	22	17	39	196
Ped	3	6	9	30	18	48	34	13	47	6	8	14	22	17	39	22	17	39	196
4:15 PM	5	2	7	19	8	27	22	14	36	3	2	5	29	20	49	41	20	61	185
Ped	5	2	7	19	8	27	22	14	36	3	2	5	29	20	49	41	20	61	185
4:30 PM	2	5	7	28	15	43	21	12	33	4	2	6	30	9	39	37	13	50	178
Ped	2	5	7	28	15	43	21	12	33	4	2	6	30	9	39	37	13	50	178
4:45 PM	9	4	13	30	13	43	28	18	46	7	3	10	26	5	31	33	10	43	186
Ped	9	4	13	30	13	43	28	18	46	7	3	10	26	5	31	33	10	43	186
5:00 PM	4	4	8	36	10	46	34	11	45	10	4	14	24	22	46	34	18	52	211
Ped	4	4	8	36	10	46	34	11	45	10	4	14	24	22	46	34	18	52	211
5:15 PM	5	3	8	20	3	23	23	6	29	3	4	7	20	10	30	29	12	41	138
Ped	5	3	8	20	3	23	23	6	29	3	4	7	20	10	30	29	12	41	138
5:30 PM	0	3	3	22	14	36	20	16	36	7	1	8	24	16	40	30	17	47	170
Ped	0	3	3	22	14	36	20	16	36	7	1	8	24	16	40	30	17	47	170
5:45 PM	2	2	4	13	21	34	17	21	38	4	5	9	16	14	30	13	22	35	150
Ped	2	2	4	13	21	34	17	21	38	4	5	9	16	14	30	13	22	35	150
6:00 PM	6	7	13	9	14	23	16	18	34	8	1	9	15	11	26	12	12	24	129
Ped	6	7	13	9	14	23	16	18	34	8	1	9	15	11	26	12	12	24	129
6:15 PM	6	5	11	21	9	30	26	18	44	6	7	13	17	12	29	24	13	37	164
Ped	6	5	11	21	9	30	26	18	44	6	7	13	17	12	29	24	13	37	164
6:30 PM	3	0	3	17	2	19	20	7	27	6	2	8	21	10	31	29	11	40	128
Ped	3	0	3	17	2	19	20	7	27	6	2	8	21	10	31	29	11	40	128
6:45 PM	1	4	5	16	9	25	16	15	31	2	2	4	28	18	46	22	15	37	148
Ped	1	4	5	16	9	25	16	15	31	2	2	4	28	18	46	22	15	37	148
Grand Total	129	114	243	497	300	797	561	382	943	146	100	246	527	342	869	612	395	1007	4105

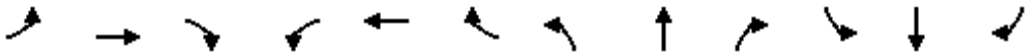
Appendix C
LOS Analysis Worksheets – Saturday Midday

FEHR PEERS

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	47	510	103	28	458	137	76	258	73	125	345	97
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.94			0.91			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1470			3097			1467			1398	
Flt Permitted		0.92			0.92			0.82			0.72	
Satd. Flow (perm)		1361			2841			1210			1015	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	49	537	108	29	482	144	80	272	77	132	363	102
RTOR Reduction (vph)	0	10	0	0	37	0	0	11	0	0	11	0
Lane Group Flow (vph)	0	684	0	0	618	0	0	418	0	0	586	0
Confl. Peds. (#/hr)			188			210			309			390
Confl. Bikes (#/hr)			3			6			18			25
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.0			30.0			23.0			32.0	
Effective Green, g (s)		30.0			30.0			23.0			32.0	
Actuated g/C Ratio		0.43			0.43			0.33			0.46	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Lane Grp Cap (vph)		583			1218			398			491	
v/s Ratio Prot											c0.09	
v/s Ratio Perm		c0.50			0.22			0.35			c0.46	
v/c Ratio		1.17			0.51			1.05			1.19	
Uniform Delay, d1		20.0			14.6			23.5			19.0	
Progression Factor		1.00			1.00			1.24			1.00	
Incremental Delay, d2		95.3			1.5			48.6			105.8	
Delay (s)		115.3			16.1			77.8			124.8	
Level of Service		F			B			E			F	
Approach Delay (s)		115.3			16.1			77.8			124.8	
Approach LOS		F			B			E			F	

Intersection Summary			
HCM Average Control Delay	83.6	HCM Level of Service	F
HCM Volume to Capacity ratio	1.18		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	117.5%	ICU Level of Service	H
Analysis Period (min)	15		
Description: College Avenue - Ashby Avenue			

c Critical Lane Group

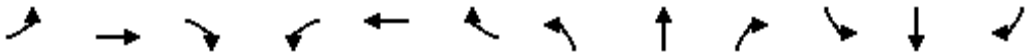


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	59	556	33	77	566	260	61	284	181	310	263	63
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		0.95			0.95			0.95		0.91	0.91	
Frpb, ped/bikes		1.00			0.99			0.99		1.00	0.99	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.99			0.96			0.95		1.00	0.98	
Flt Protected		1.00			1.00			0.99		0.95	0.99	
Satd. Flow (prot)		3492			3339			3311		1610	3237	
Flt Permitted		0.72			0.79			0.99		0.95	0.99	
Satd. Flow (perm)		2533			2638			3311		1610	3237	
Peak-hour factor, PHF	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Adj. Flow (vph)	64	604	36	84	615	283	66	309	197	337	286	68
RTOR Reduction (vph)	0	5	0	0	54	0	0	85	0	0	16	0
Lane Group Flow (vph)	0	699	0	0	928	0	0	487	0	229	446	0
Confl. Peds. (#/hr)			9			21			3			43
Confl. Bikes (#/hr)			4			10			5			13
Turn Type	Perm			Perm			Split			Split		
Protected Phases		2			6		8	8		7	7	
Permitted Phases	2			6								
Actuated Green, G (s)		34.0			34.0			14.0		17.0	17.0	
Effective Green, g (s)		36.0			36.0			14.5		17.5	17.5	
Actuated g/C Ratio		0.45			0.45			0.18		0.22	0.22	
Clearance Time (s)		6.0			6.0			4.5		4.5	4.5	
Lane Grp Cap (vph)		1140			1187			600		352	708	
v/s Ratio Prot								c0.15		c0.14	0.14	
v/s Ratio Perm		0.28			c0.35							
v/c Ratio		0.61			0.78			0.81		0.65	0.63	
Uniform Delay, d1		16.7			18.7			31.4		28.5	28.3	
Progression Factor		1.00			1.00			1.00		1.00	1.00	
Incremental Delay, d2		2.5			5.2			11.4		9.0	4.2	
Delay (s)		19.2			23.8			42.8		37.5	32.5	
Level of Service		B			C			D		D	C	
Approach Delay (s)		19.2			23.8			42.8			34.2	
Approach LOS		B			C			D			C	

Intersection Summary			
HCM Average Control Delay	28.8	HCM Level of Service	C
HCM Volume to Capacity ratio	0.75		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	94.8%	ICU Level of Service	F
Analysis Period (min)	15		

Description: Ashby Avenue - Claremont Avenue

c Critical Lane Group

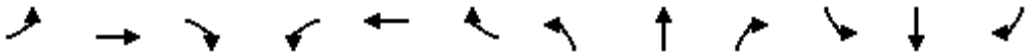


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	76	302	143	42	254	95	206	727	39	111	594	71
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0	4.0		4.0	4.0		4.0	4.0		4.0	4.0	
Lane Util. Factor	1.00	1.00		1.00	1.00		1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	0.99		1.00	0.98		1.00	0.99		1.00	0.99	
Flpb, ped/bikes	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Frt	1.00	0.95		1.00	0.96		1.00	0.99		1.00	0.98	
Flt Protected	0.95	1.00		0.95	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1770	1748		1770	1556		1770	3279		1770	3167	
Flt Permitted	0.30	1.00		0.17	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (perm)	554	1748		320	1556		1770	3279		1770	3167	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	80	318	151	44	267	100	217	765	41	117	625	75
RTOR Reduction (vph)	0	22	0	0	18	0	0	4	0	0	11	0
Lane Group Flow (vph)	80	447	0	44	349	0	217	802	0	117	689	0
Confl. Peds. (#/hr)			24			38			43			31
Confl. Bikes (#/hr)			10			12			26			24
Parking (#/hr)					3			4			12	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		4			4		5	2		1	6	
Permitted Phases	4			4								
Actuated Green, G (s)	22.8	22.8		22.8	22.8		11.1	33.6		8.1	30.6	
Effective Green, g (s)	23.3	23.3		23.3	23.3		12.1	35.6		9.1	32.6	
Actuated g/C Ratio	0.29	0.29		0.29	0.29		0.15	0.45		0.11	0.41	
Clearance Time (s)	4.5	4.5		4.5	4.5		5.0	6.0		5.0	6.0	
Vehicle Extension (s)	2.0	2.0		2.0	2.0		2.0	2.0		2.0	2.0	
Lane Grp Cap (vph)	161	509		93	453		268	1459		201	1291	
v/s Ratio Prot		c0.26			0.22		c0.12	c0.24		0.07	0.22	
v/s Ratio Perm	0.14			0.14								
v/c Ratio	0.50	0.88		0.47	0.77		0.81	0.55		0.58	0.53	
Uniform Delay, d1	23.5	27.0		23.3	25.9		32.8	16.3		33.6	17.9	
Progression Factor	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2	0.9	15.3		1.4	7.3		15.5	1.5		2.8	1.6	
Delay (s)	24.4	42.3		24.7	33.2		48.3	17.8		36.4	19.5	
Level of Service	C	D		C	C		D	B		D	B	
Approach Delay (s)		39.7			32.3			24.3			21.9	
Approach LOS		D			C			C			C	

Intersection Summary			
HCM Average Control Delay	27.8	HCM Level of Service	C
HCM Volume to Capacity ratio	0.71		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	73.2%	ICU Level of Service	D
Analysis Period (min)	15		

Description: Alcatraz Avenue/Telegraph Avenue

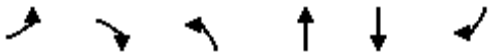
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	50	134	188	9	92	16	140	345	18	21	336	106
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.87			0.98			0.99			0.91	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.93			0.98			1.00			0.97	
Flt Protected		0.99			1.00			0.99			1.00	
Satd. Flow (prot)		1338			1780			1557			1349	
Flt Permitted		0.94			0.97			0.59			0.96	
Satd. Flow (perm)		1269			1730			928			1303	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	54	144	202	10	99	17	151	371	19	23	361	114
RTOR Reduction (vph)	0	52	0	0	8	0	0	2	0	0	15	0
Lane Group Flow (vph)	0	348	0	0	118	0	0	539	0	0	483	0
Confl. Peds. (#/hr)			119			76			133			177
Confl. Bikes (#/hr)			7			5			27			26
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		19.0			19.0			41.0			21.5	
Effective Green, g (s)		20.0			20.0			42.0			22.5	
Actuated g/C Ratio		0.29			0.29			0.60			0.32	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		363			494			701			419	
v/s Ratio Prot								c0.18				
v/s Ratio Perm		c0.27			0.07			0.29			c0.37	
v/c Ratio		0.96			0.24			0.77			1.15	
Uniform Delay, d1		24.6			19.2			10.4			23.8	
Progression Factor		1.00			1.00			1.00			1.13	
Incremental Delay, d2		37.8			1.1			7.9			71.6	
Delay (s)		62.4			20.3			18.3			98.3	
Level of Service		E			C			B			F	
Approach Delay (s)		62.4			20.3			18.3			98.3	
Approach LOS		E			C			B			F	

Intersection Summary			
HCM Average Control Delay	55.2	HCM Level of Service	E
HCM Volume to Capacity ratio	1.00		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	95.5%	ICU Level of Service	F
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

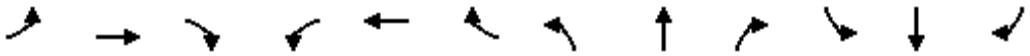
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	111	51	34	406	368	77
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.95	0.95	0.95	0.95	0.95	0.95
Hourly flow rate (vph)	117	54	36	427	387	81
Pedestrians				36		
Lane Width (ft)				12.0		
Walking Speed (ft/s)				4.0		
Percent Blockage				3		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				954	1223	
pX, platoon unblocked						
vC, conflicting volume	713	270	468			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	713	270	468			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	67	92	97			
cM capacity (veh/h)	354	706	1089			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	171	178	285	258	210
Volume Left	117	36	0	0	0
Volume Right	54	0	0	0	81
cSH	420	1089	1700	1700	1700
Volume to Capacity	0.41	0.03	0.17	0.15	0.12
Queue Length 95th (ft)	48	3	0	0	0
Control Delay (s)	19.3	1.9	0.0	0.0	0.0
Lane LOS	C	A			
Approach Delay (s)	19.3	0.7		0.0	
Approach LOS	C				

Intersection Summary			
Average Delay	3.3		
Intersection Capacity Utilization	47.2%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	5	4	29	2	3	32	22	466	11	50	455	29
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Hourly flow rate (vph)	5	4	30	2	3	33	23	485	11	52	474	30
Pedestrians		310			115						254	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		26			10						21	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.78	0.78	0.78	0.78	0.78		0.78					
vC, conflicting volume	1729	1561	799	1278	1570	860	814			612		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1792	1578	606	1216	1590	860	625			612		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	68	92	90	97	94	87	96			94		
cM capacity (veh/h)	17	52	289	65	51	253	556			875		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	40	39	520	556
Volume Left	5	2	23	52
Volume Right	30	33	11	30
cSH	79	172	556	875
Volume to Capacity	0.50	0.22	0.04	0.06
Queue Length 95th (ft)	53	21	3	5
Control Delay (s)	89.4	32.0	1.2	1.6
Lane LOS	F	D	A	A
Approach Delay (s)	89.4	32.0	1.2	1.6
Approach LOS	F	D		

Intersection Summary				
Average Delay	5.4			
Intersection Capacity Utilization	65.2%	ICU Level of Service	C	
Analysis Period (min)	15			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	9	17	3	25	7	39	10	321	113	12	7	5
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.83				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1472				1770	1250				
Flt Permitted			0.98				0.33	1.00				
Satd. Flow (perm)			1472				620	1250				
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	9	18	3	26	7	40	10	331	116	12	7	5
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	63	0	0	0	50	459	0	0	0	0
Confl. Peds. (#/hr)									175	132		
Confl. Bikes (#/hr)					1				29	29		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			14.0				36.0	36.0				
Effective Green, g (s)			13.0				37.0	37.0				
Actuated g/C Ratio			0.13				0.37	0.37				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			191				229	463				
v/s Ratio Prot								0.37				
v/s Ratio Perm			0.04				0.08					
v/c Ratio			0.33				0.22	0.99				
Uniform Delay, d1			39.5				21.6	31.3				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			4.6				2.2	39.7				
Delay (s)			44.1				23.8	71.1				
Level of Service			D				C	E				
Approach Delay (s)			44.1					66.4				
Approach LOS			D					E				

Intersection Summary			
HCM Average Control Delay	70.4	HCM Level of Service	E
HCM Volume to Capacity ratio	0.87		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	85.7%	ICU Level of Service	E
Analysis Period (min)	15		
Description: College Avenue/Claremont Avenue/62nd Street			

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	265	156	7	1	188	244	13	47	162	252	8	27
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.78					0.97				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.95					0.98				0.99		
Flt Protected	1.00					0.98				0.98		
Satd. Flow (prot)	1199					3114				3157		
Flt Permitted	0.99					0.98				0.98		
Satd. Flow (perm)	1183					3114				3157		
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	273	161	7	1	194	252	13	48	167	260	8	28
RTOR Reduction (vph)	0	0	0	0	0	8	0	0	0	5	0	0
Lane Group Flow (vph)	453	0	0	0	0	500	0	0	0	458	0	0
Confl. Peds. (#/hr)		147	175					50				56
Confl. Bikes (#/hr)		32	32					4				10
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	36.0					16.0				18.0		
Effective Green, g (s)	37.0					16.0				18.0		
Actuated g/C Ratio	0.37					0.16				0.18		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	438					498				568		
v/s Ratio Prot						c0.16				c0.15		
v/s Ratio Perm	c0.38											
v/c Ratio	1.03					1.00				0.81		
Uniform Delay, d1	31.5					42.0				39.3		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	52.1					41.5				11.6		
Delay (s)	83.6					83.5				51.0		
Level of Service	F					F				D		
Approach Delay (s)	83.6					83.5				51.0		
Approach LOS	F					F				D		

Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	7	29	7	132	52	56	45	18	62	556	103	27
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.97					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.98			0.95					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1593			1476					3204		
Flt Permitted		0.95			0.83					0.83		
Satd. Flow (perm)		1518			1253					2677		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	7	31	7	139	55	59	47	19	65	585	108	28
RTOR Reduction (vph)	0	5	0	0	12	0	0	0	0	19	0	0
Lane Group Flow (vph)	0	40	0	0	288	0	0	0	0	758	0	0
Confl. Peds. (#/hr)			18				48				16	
Confl. Bikes (#/hr)			7				24				12	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		16.1			16.1					24.7		
Effective Green, g (s)		16.1			16.1					25.7		
Actuated g/C Ratio		0.27			0.27					0.43		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		407			336					1147		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.23					c0.28		
v/c Ratio		0.10			0.86					0.66		
Uniform Delay, d1		16.5			20.9					13.7		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			18.4					3.0		
Delay (s)		16.5			39.2					16.7		
Level of Service		B			D					B		
Approach Delay (s)		16.5			39.2					16.7		
Approach LOS		B			D					B		

Intersection Summary			
HCM Average Control Delay	20.5	HCM Level of Service	C
HCM Volume to Capacity ratio	0.73		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	79.7%	ICU Level of Service	D
Analysis Period (min)	15		

Description: Claremont Avenue/Forest Street

c Critical Lane Group



Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	499	7	6	2	50	49
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	1.00				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	1.00				0.93	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3289				1510	
Flt Permitted	0.90				0.97	
Satd. Flow (perm)	2963				1510	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	525	7	6	2	53	52
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	566	0	0	0	107	0
Confl. Peds. (#/hr)		8	20			
Confl. Bikes (#/hr)		22	34			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	24.7				6.2	
Effective Green, g (s)	25.7				6.2	
Actuated g/C Ratio	0.43				0.10	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1269				156	
v/s Ratio Prot					c0.07	
v/s Ratio Perm	0.19					
v/c Ratio	0.45				0.69	
Uniform Delay, d1	12.1				26.0	
Progression Factor	1.00				1.00	
Incremental Delay, d2	1.1				9.5	
Delay (s)	13.3				35.5	
Level of Service	B				D	
Approach Delay (s)	13.3				35.5	
Approach LOS	B				D	

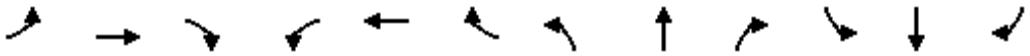
Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	47	510	109	34	458	137	82	273	79	125	361	97
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.94			0.91			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1464			3100			1465			1402	
Flt Permitted		0.92			0.90			0.82			0.71	
Satd. Flow (perm)		1355			2790			1207			1008	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	49	537	115	36	482	144	86	287	83	132	380	102
RTOR Reduction (vph)	0	10	0	0	37	0	0	11	0	0	10	0
Lane Group Flow (vph)	0	691	0	0	625	0	0	445	0	0	604	0
Confl. Peds. (#/hr)			188			210			309			390
Confl. Bikes (#/hr)			3			6			18			25
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.0			30.0			23.0			32.0	
Effective Green, g (s)		30.0			30.0			23.0			32.0	
Actuated g/C Ratio		0.43			0.43			0.33			0.46	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Lane Grp Cap (vph)		581			1196			397			489	
v/s Ratio Prot											c0.09	
v/s Ratio Perm		c0.51			0.22			0.37			c0.48	
v/c Ratio		1.19			0.52			1.12			1.23	
Uniform Delay, d1		20.0			14.7			23.5			19.0	
Progression Factor		1.00			1.00			1.24			1.00	
Incremental Delay, d2		101.3			1.6			67.5			122.3	
Delay (s)		121.3			16.4			96.6			141.3	
Level of Service		F			B			F			F	
Approach Delay (s)		121.3			16.4			96.6			141.3	
Approach LOS		F			B			F			F	

Intersection Summary			
HCM Average Control Delay	93.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.20		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	118.4%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue - Ashby Avenue

c Critical Lane Group

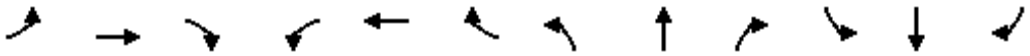


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	59	556	33	82	566	260	61	288	186	310	267	63
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		0.95			0.95			0.95		0.91	0.91	
Frpb, ped/bikes		1.00			0.99			0.99		1.00	0.99	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.99			0.96			0.95		1.00	0.98	
Flt Protected		1.00			1.00			0.99		0.95	0.99	
Satd. Flow (prot)		3492			3340			3309		1610	3238	
Flt Permitted		0.72			0.77			0.99		0.95	0.99	
Satd. Flow (perm)		2527			2596			3309		1610	3238	
Peak-hour factor, PHF	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Adj. Flow (vph)	64	604	36	89	615	283	66	313	202	337	290	68
RTOR Reduction (vph)	0	5	0	0	54	0	0	88	0	0	16	0
Lane Group Flow (vph)	0	699	0	0	933	0	0	493	0	229	450	0
Confl. Peds. (#/hr)			9			21			3			43
Confl. Bikes (#/hr)			4			10			5			13
Turn Type	Perm			Perm			Split			Split		
Protected Phases		2			6		8	8		7	7	
Permitted Phases	2			6								
Actuated Green, G (s)		34.0			34.0			14.0		17.0	17.0	
Effective Green, g (s)		36.0			36.0			14.5		17.5	17.5	
Actuated g/C Ratio		0.45			0.45			0.18		0.22	0.22	
Clearance Time (s)		6.0			6.0			4.5		4.5	4.5	
Lane Grp Cap (vph)		1137			1168			600		352	708	
v/s Ratio Prot								c0.15		c0.14	0.14	
v/s Ratio Perm		0.28			c0.36							
v/c Ratio		0.61			0.80			0.82		0.65	0.64	
Uniform Delay, d1		16.7			18.9			31.5		28.5	28.4	
Progression Factor		1.00			1.00			1.01		1.00	1.00	
Incremental Delay, d2		2.5			5.8			12.1		9.0	4.3	
Delay (s)		19.2			24.6			43.9		37.5	32.7	
Level of Service		B			C			D		D	C	
Approach Delay (s)		19.2			24.6			43.9			34.2	
Approach LOS		B			C			D			C	

Intersection Summary			
HCM Average Control Delay	29.4	HCM Level of Service	C
HCM Volume to Capacity ratio	0.77		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	95.2%	ICU Level of Service	F
Analysis Period (min)	15		

Description: Ashby Avenue - Claremont Avenue

c Critical Lane Group

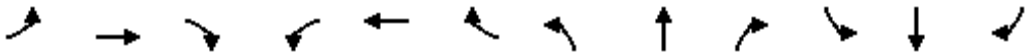


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	76	310	143	43	261	101	206	727	40	117	594	71
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0	4.0		4.0	4.0		4.0	4.0		4.0	4.0	
Lane Util. Factor	1.00	1.00		1.00	1.00		1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	0.99		1.00	0.98		1.00	0.99		1.00	0.99	
Flpb, ped/bikes	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Frt	1.00	0.95		1.00	0.96		1.00	0.99		1.00	0.98	
Flt Protected	0.95	1.00		0.95	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1770	1750		1770	1554		1770	3278		1770	3167	
Flt Permitted	0.28	1.00		0.17	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (perm)	524	1750		317	1554		1770	3278		1770	3167	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	80	326	151	45	275	106	217	765	42	123	625	75
RTOR Reduction (vph)	0	22	0	0	18	0	0	4	0	0	11	0
Lane Group Flow (vph)	80	455	0	45	363	0	217	803	0	123	689	0
Confl. Peds. (#/hr)			24			38			43			31
Confl. Bikes (#/hr)			10			12			26			24
Parking (#/hr)					3			4			12	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		4			4		5	2		1	6	
Permitted Phases	4			4								
Actuated Green, G (s)	23.0	23.0		23.0	23.0		11.1	33.3		8.2	30.4	
Effective Green, g (s)	23.5	23.5		23.5	23.5		12.1	35.3		9.2	32.4	
Actuated g/C Ratio	0.29	0.29		0.29	0.29		0.15	0.44		0.11	0.40	
Clearance Time (s)	4.5	4.5		4.5	4.5		5.0	6.0		5.0	6.0	
Vehicle Extension (s)	2.0	2.0		2.0	2.0		2.0	2.0		2.0	2.0	
Lane Grp Cap (vph)	154	514		93	456		268	1446		204	1283	
v/s Ratio Prot		c0.26			0.23		c0.12	c0.24		0.07	0.22	
v/s Ratio Perm	0.15			0.14								
v/c Ratio	0.52	0.89		0.48	0.80		0.81	0.55		0.60	0.54	
Uniform Delay, d1	23.5	27.0		23.3	26.0		32.8	16.5		33.7	18.1	
Progression Factor	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2	1.2	16.2		1.4	8.8		15.5	1.5		3.4	1.6	
Delay (s)	24.8	43.1		24.7	34.8		48.3	18.1		37.1	19.7	
Level of Service	C	D		C	C		D	B		D	B	
Approach Delay (s)		40.5			33.7			24.5			22.3	
Approach LOS		D			C			C			C	

Intersection Summary			
HCM Average Control Delay	28.4	HCM Level of Service	C
HCM Volume to Capacity ratio	0.72		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	73.6%	ICU Level of Service	D
Analysis Period (min)	15		

Description: Alcatraz Avenue/Telegraph Avenue

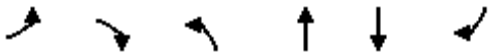
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	55	134	214	9	92	16	165	372	18	21	370	106
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.87			0.98			0.99			0.92	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.93			0.98			1.00			0.97	
Flt Protected		0.99			1.00			0.99			1.00	
Satd. Flow (prot)		1323			1780			1557			1361	
Flt Permitted		0.94			0.96			0.51			0.96	
Satd. Flow (perm)		1252			1722			801			1313	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	59	144	230	10	99	17	177	400	19	23	398	114
RTOR Reduction (vph)	0	59	0	0	8	0	0	2	0	0	14	0
Lane Group Flow (vph)	0	374	0	0	118	0	0	594	0	0	521	0
Confl. Peds. (#/hr)			119			76			133			177
Confl. Bikes (#/hr)			7			5			27			26
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		19.0			19.0			41.0			21.5	
Effective Green, g (s)		20.0			20.0			42.0			22.5	
Actuated g/C Ratio		0.29			0.29			0.60			0.32	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		358			492			653			422	
v/s Ratio Prot								c0.21				
v/s Ratio Perm		c0.30			0.07			0.34			c0.40	
v/c Ratio		1.05			0.24			0.91			1.23	
Uniform Delay, d1		25.0			19.2			12.3			23.8	
Progression Factor		1.00			1.00			1.00			1.11	
Incremental Delay, d2		60.1			1.2			19.0			107.3	
Delay (s)		85.1			20.3			31.3			133.7	
Level of Service		F			C			C			F	
Approach Delay (s)		85.1			20.3			31.3			133.7	
Approach LOS		F			C			C			F	

Intersection Summary			
HCM Average Control Delay	76.7	HCM Level of Service	E
HCM Volume to Capacity ratio	1.10		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	102.0%	ICU Level of Service	G
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

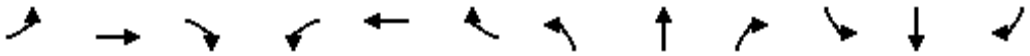
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	111	51	34	419	382	77
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.95	0.95	0.95	0.95	0.95	0.95
Hourly flow rate (vph)	117	54	36	441	402	81
Pedestrians				36		
Lane Width (ft)				12.0		
Walking Speed (ft/s)				4.0		
Percent Blockage				3		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked						
vC, conflicting volume	735	278	483			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	735	278	483			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	66	92	97			
cM capacity (veh/h)	343	698	1076			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	171	183	294	268	215
Volume Left	117	36	0	0	0
Volume Right	54	0	0	0	81
cSH	409	1076	1700	1700	1700
Volume to Capacity	0.42	0.03	0.17	0.16	0.13
Queue Length 95th (ft)	50	3	0	0	0
Control Delay (s)	20.0	1.9	0.0	0.0	0.0
Lane LOS	C	A			
Approach Delay (s)	20.0	0.7		0.0	
Approach LOS	C				

Intersection Summary			
Average Delay	3.3		
Intersection Capacity Utilization	48.0%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	29	0	0	121	0	434	100	127	438	29
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Hourly flow rate (vph)	0	0	30	0	0	126	0	452	104	132	456	30
Pedestrians		310			115						254	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		26			10						21	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked												
vC, conflicting volume	1930	1717	781	1370	1680	873	796			671		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1930	1717	781	1370	1680	873	796			671		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	90	100	100	49	100			84		
cM capacity (veh/h)	10	51	293	66	53	249	612			831		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	30	126	556	132	486
Volume Left	0	0	0	132	0
Volume Right	30	126	104	0	30
cSH	293	249	1700	831	1700
Volume to Capacity	0.10	0.51	0.33	0.16	0.29
Queue Length 95th (ft)	9	66	0	14	0
Control Delay (s)	18.7	33.4	0.0	10.1	0.0
Lane LOS	C	D		B	
Approach Delay (s)	18.7	33.4	0.0	2.2	
Approach LOS	C	D			

Intersection Summary				
Average Delay	4.6			
Intersection Capacity Utilization	52.6%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	9	17	3	25	7	39	23	331	130	12	7	5
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.82				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1472				1770	1227				
Flt Permitted			0.98				0.35	1.00				
Satd. Flow (perm)			1472				643	1227				
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	9	18	3	26	7	40	24	341	134	12	7	5
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	63	0	0	0	64	487	0	0	0	0
Confl. Peds. (#/hr)									175	132		
Confl. Bikes (#/hr)					1				29	29		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			14.0				36.0	36.0				
Effective Green, g (s)			13.0				37.0	37.0				
Actuated g/C Ratio			0.13				0.37	0.37				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			191				238	454				
v/s Ratio Prot								c0.40				
v/s Ratio Perm			0.04				0.10					
v/c Ratio			0.33				0.27	1.07				
Uniform Delay, d1			39.5				22.0	31.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			4.6				2.8	63.1				
Delay (s)			44.1				24.8	94.6				
Level of Service			D				C	F				
Approach Delay (s)			44.1					86.5				
Approach LOS			D					F				

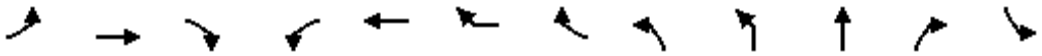
Intersection Summary			
HCM Average Control Delay	79.3	HCM Level of Service	E
HCM Volume to Capacity ratio	0.92		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	85.6%	ICU Level of Service	E
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	252	152	7	1	192	258	13	47	209	280	8	27
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.77					0.97				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.95					0.98				0.99		
Flt Protected	1.00					0.98				0.98		
Satd. Flow (prot)	1193					3120				3163		
Flt Permitted	0.98					0.98				0.98		
Satd. Flow (perm)	1175					3120				3163		
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	260	157	7	1	198	266	13	48	215	289	8	28
RTOR Reduction (vph)	0	0	0	0	0	8	0	0	0	4	0	0
Lane Group Flow (vph)	436	0	0	0	0	518	0	0	0	536	0	0
Confl. Peds. (#/hr)		147	175					50				56
Confl. Bikes (#/hr)		32	32					4				10
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	36.0					16.0				18.0		
Effective Green, g (s)	37.0					16.0				18.0		
Actuated g/C Ratio	0.37					0.16				0.18		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	435					499				569		
v/s Ratio Prot						c0.17				c0.17		
v/s Ratio Perm	0.37											
v/c Ratio	1.00					1.04				0.94		
Uniform Delay, d1	31.5					42.0				40.5		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	43.7					50.8				25.8		
Delay (s)	75.2					92.8				66.3		
Level of Service	E					F				E		
Approach Delay (s)	75.2					92.8				66.3		
Approach LOS	E					F				E		

Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	10	29	7	132	52	56	47	18	62	572	103	29
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.97					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.98			0.95					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1591			1474					3206		
Flt Permitted		0.92			0.83					0.83		
Satd. Flow (perm)		1481			1250					2669		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	11	31	7	139	55	59	49	19	65	602	108	31
RTOR Reduction (vph)	0	5	0	0	12	0	0	0	0	19	0	0
Lane Group Flow (vph)	0	44	0	0	290	0	0	0	0	775	0	0
Confl. Peds. (#/hr)			18				48				16	
Confl. Bikes (#/hr)			7				24				12	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		16.1			16.1					24.7		
Effective Green, g (s)		16.1			16.1					25.7		
Actuated g/C Ratio		0.27			0.27					0.43		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		397			335					1143		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.23					c0.29		
v/c Ratio		0.11			0.86					0.68		
Uniform Delay, d1		16.6			20.9					13.8		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			19.4					3.2		
Delay (s)		16.6			40.3					17.1		
Level of Service		B			D					B		
Approach Delay (s)		16.6			40.3					17.1		
Approach LOS		B			D					B		

Intersection Summary			
HCM Average Control Delay	21.0	HCM Level of Service	C
HCM Volume to Capacity ratio	0.74		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	81.2%	ICU Level of Service	D
Analysis Period (min)	15		

Description: Claremont Avenue/Forest Street

c Critical Lane Group



Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	515	10	9	6	50	49
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	1.00				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	0.99				0.94	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3279				1513	
Flt Permitted	0.89				0.97	
Satd. Flow (perm)	2932				1513	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	542	11	9	6	53	52
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	593	0	0	0	111	0
Confl. Peds. (#/hr)		8	20			
Confl. Bikes (#/hr)		22	34			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	24.7				6.2	
Effective Green, g (s)	25.7				6.2	
Actuated g/C Ratio	0.43				0.10	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1256				156	
v/s Ratio Prot					c0.07	
v/s Ratio Perm	0.20					
v/c Ratio	0.47				0.71	
Uniform Delay, d1	12.3				26.0	
Progression Factor	1.00				1.00	
Incremental Delay, d2	1.3				12.0	
Delay (s)	13.6				38.0	
Level of Service	B				D	
Approach Delay (s)	13.6				38.0	
Approach LOS	B				D	

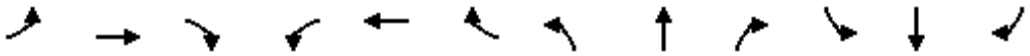
Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	47	510	109	34	458	137	82	273	79	125	361	97
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.96			0.90			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1495			3058			1463			1399	
Flt Permitted		0.92			0.90			0.79			0.78	
Satd. Flow (perm)		1383			2754			1163			1098	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	49	537	115	36	482	144	86	287	83	132	380	102
RTOR Reduction (vph)	0	9	0	0	32	0	0	8	0	0	9	0
Lane Group Flow (vph)	0	692	0	0	630	0	0	448	0	0	605	0
Confl. Peds. (#/hr)			188			210			309			390
Confl. Bikes (#/hr)			3			6			18			25
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		37.0			37.0			35.0			35.0	
Effective Green, g (s)		37.0			37.0			35.0			35.0	
Actuated g/C Ratio		0.46			0.46			0.44			0.44	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		0.2			0.2			0.2			0.2	
Lane Grp Cap (vph)		640			1274			509			480	
v/s Ratio Prot												
v/s Ratio Perm		c0.50			0.23			0.38			c0.55	
v/c Ratio		1.08			0.49			0.88			1.26	
Uniform Delay, d1		21.5			15.0			20.6			22.5	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		59.8			0.1			15.4			133.2	
Delay (s)		81.3			15.1			35.9			155.7	
Level of Service		F			B			D			F	
Approach Delay (s)		81.3			15.1			35.9			155.7	
Approach LOS		F			B			D			F	

Intersection Summary			
HCM Average Control Delay	73.5	HCM Level of Service	E
HCM Volume to Capacity ratio	1.17		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	118.4%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue - Ashby Avenue

c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	55	134	214	9	92	16	165	372	18	21	370	106
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		4.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.85			0.97		1.00	0.99		1.00	0.91	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.93			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1298			1775		1770	1568		1770	1337	
Flt Permitted		0.94			0.96		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1233			1717		1770	1568		1770	1337	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	59	144	230	10	99	17	177	400	19	23	398	114
RTOR Reduction (vph)	0	51	0	0	7	0	0	2	0	0	13	0
Lane Group Flow (vph)	0	382	0	0	119	0	177	417	0	23	499	0
Confl. Peds. (#/hr)			119			76			133			177
Confl. Bikes (#/hr)			7			5			27			26
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		29.5			29.5		10.0	32.5		4.0	26.0	
Effective Green, g (s)		30.5			30.5		10.5	33.5		5.0	27.0	
Actuated g/C Ratio		0.38			0.38		0.13	0.42		0.06	0.34	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		470			655		232	657		111	451	
v/s Ratio Prot							c0.10	0.27		0.01	c0.37	
v/s Ratio Perm		c0.31			0.07							
v/c Ratio		0.81			0.18		0.76	0.63		0.21	1.11	
Uniform Delay, d1		22.2			16.5		33.5	18.4		35.6	26.5	
Progression Factor		0.30			1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2		10.3			0.6		20.9	4.6		4.2	74.9	
Delay (s)		17.1			17.1		54.4	23.0		39.8	101.4	
Level of Service		B			B		D	C		D	F	
Approach Delay (s)		17.1			17.1			32.3			98.7	
Approach LOS		B			B			C			F	

Intersection Summary			
HCM Average Control Delay	48.3	HCM Level of Service	D
HCM Volume to Capacity ratio	0.92		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	80.0%	ICU Level of Service	D
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	9	17	3	25	7	39	23	331	130	12	7	5
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.82				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1471				1770	1228				
Flt Permitted			0.98				0.36	1.00				
Satd. Flow (perm)			1471				675	1228				
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	9	18	3	26	7	40	24	341	134	12	7	5
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	63	0	0	0	64	487	0	0	0	0
Confl. Peds. (#/hr)									175	132		
Confl. Bikes (#/hr)					1				29	29		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			8.0				38.0	38.0				
Effective Green, g (s)			7.0				39.0	39.0				
Actuated g/C Ratio			0.07				0.39	0.39				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			103				263	479				
v/s Ratio Prot								c0.40				
v/s Ratio Perm			0.04				0.09					
v/c Ratio			0.61				0.24	1.02				
Uniform Delay, d1			45.2				20.6	30.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			24.2				2.2	45.4				
Delay (s)			69.4				22.7	75.9				
Level of Service			E				C	E				
Approach Delay (s)			69.4					69.7				
Approach LOS			E					E				

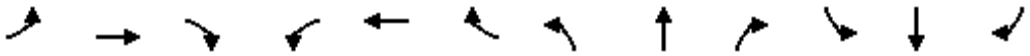
Intersection Summary			
HCM Average Control Delay	61.7	HCM Level of Service	E
HCM Volume to Capacity ratio	0.92		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	85.6%	ICU Level of Service	E
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	252	152	7	1	192	258	13	47	209	280	8	27
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.77					0.98				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.95					0.98				0.99		
Flt Protected	1.00					0.98				0.98		
Satd. Flow (prot)	1194					3120				3163		
Flt Permitted	0.98					0.98				0.98		
Satd. Flow (perm)	1177					3120				3163		
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	260	157	7	1	198	266	13	48	215	289	8	28
RTOR Reduction (vph)	0	0	0	0	0	7	0	0	0	4	0	0
Lane Group Flow (vph)	436	0	0	0	0	519	0	0	0	536	0	0
Confl. Peds. (#/hr)		147	175					50				56
Confl. Bikes (#/hr)		32	32					4				10
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	38.0					18.0				20.0		
Effective Green, g (s)	39.0					18.0				20.0		
Actuated g/C Ratio	0.39					0.18				0.20		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	459					562				633		
v/s Ratio Prot						c0.17				c0.17		
v/s Ratio Perm	0.37											
v/c Ratio	0.95					0.92				0.85		
Uniform Delay, d1	29.6					40.3				38.5		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	31.2					23.0				13.2		
Delay (s)	60.7					63.3				51.7		
Level of Service	E					E				D		
Approach Delay (s)	60.7					63.3				51.7		
Approach LOS	E					E				D		

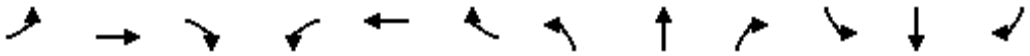
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	50	510	110	30	480	140	80	280	80	130	360	100
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.94			0.91			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1460			3098			1466			1399	
Flt Permitted		0.91			0.91			0.82			0.70	
Satd. Flow (perm)		1337			2822			1215			983	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	53	537	116	32	505	147	84	295	84	137	379	105
RTOR Reduction (vph)	0	10	0	0	35	0	0	11	0	0	10	0
Lane Group Flow (vph)	0	696	0	0	649	0	0	452	0	0	611	0
Confl. Peds. (#/hr)			194			216			318			402
Confl. Bikes (#/hr)			3			6			19			26
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.0			30.0			23.0			32.0	
Effective Green, g (s)		30.0			30.0			23.0			32.0	
Actuated g/C Ratio		0.43			0.43			0.33			0.46	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Lane Grp Cap (vph)		573			1209			399			479	
v/s Ratio Prot											c0.09	
v/s Ratio Perm		c0.52			0.23			0.37			c0.49	
v/c Ratio		1.21			0.54			1.13			1.27	
Uniform Delay, d1		20.0			14.8			23.5			19.0	
Progression Factor		1.00			1.00			1.23			1.00	
Incremental Delay, d2		111.7			1.7			74.7			139.2	
Delay (s)		131.7			16.5			103.4			158.2	
Level of Service		F			B			F			F	
Approach Delay (s)		131.7			16.5			103.4			158.2	
Approach LOS		F			B			F			F	

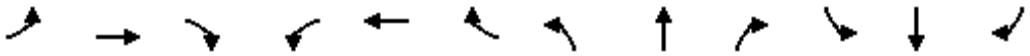
Intersection Summary			
HCM Average Control Delay	101.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.24		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	120.4%	ICU Level of Service	H
Analysis Period (min)	15		
Description: College Avenue - Ashby Avenue			

c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	560	50	90	570	260	80	300	210	310	280	70
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		0.95			0.95			0.95		0.91	0.91	
Frpb, ped/bikes		1.00			0.99			0.99		1.00	0.99	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.99			0.96			0.95		1.00	0.98	
Flt Protected		1.00			1.00			0.99		0.95	0.99	
Satd. Flow (prot)		3479			3340			3301		1610	3232	
Flt Permitted		0.71			0.74			0.99		0.95	0.99	
Satd. Flow (perm)		2498			2496			3301		1610	3232	
Peak-hour factor, PHF	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Adj. Flow (vph)	65	609	54	98	620	283	87	326	228	337	304	76
RTOR Reduction (vph)	0	7	0	0	52	0	0	94	0	0	18	0
Lane Group Flow (vph)	0	721	0	0	949	0	0	547	0	236	463	0
Confl. Peds. (#/hr)			9			22			3			44
Confl. Bikes (#/hr)			4			10			5			13
Turn Type	Perm			Perm			Split			Split		
Protected Phases		2			6		8	8		7	7	
Permitted Phases	2			6								
Actuated Green, G (s)		34.0			34.0			14.0		17.0	17.0	
Effective Green, g (s)		36.0			36.0			14.5		17.5	17.5	
Actuated g/C Ratio		0.45			0.45			0.18		0.22	0.22	
Clearance Time (s)		6.0			6.0			4.5		4.5	4.5	
Lane Grp Cap (vph)		1124			1123			598		352	707	
v/s Ratio Prot								c0.17		c0.15	0.14	
v/s Ratio Perm		0.29			c0.38							
v/c Ratio		0.64			0.84			0.91		0.67	0.65	
Uniform Delay, d1		17.0			19.5			32.1		28.6	28.5	
Progression Factor		1.00			1.00			1.00		1.00	1.00	
Incremental Delay, d2		2.8			7.8			20.9		9.8	4.7	
Delay (s)		19.8			27.4			53.0		38.4	33.2	
Level of Service		B			C			D		D	C	
Approach Delay (s)		19.8			27.4			53.0			34.9	
Approach LOS		B			C			D			C	

Intersection Summary			
HCM Average Control Delay	32.7	HCM Level of Service	C
HCM Volume to Capacity ratio	0.81		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	97.2%	ICU Level of Service	F
Analysis Period (min)	15		
Description: Ashby Avenue - Claremont Avenue			
c Critical Lane Group			

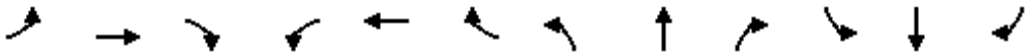


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	80	320	150	50	280	110	210	740	40	120	600	80
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0	4.0		4.0	4.0		4.0	4.0		4.0	4.0	
Lane Util. Factor	1.00	1.00		1.00	1.00		1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	0.99		1.00	0.98		1.00	0.99		1.00	0.99	
Flpb, ped/bikes	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Frt	1.00	0.95		1.00	0.96		1.00	0.99		1.00	0.98	
Flt Protected	0.95	1.00		0.95	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1770	1748		1770	1552		1770	3278		1770	3157	
Flt Permitted	0.25	1.00		0.17	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (perm)	466	1748		309	1552		1770	3278		1770	3157	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	84	337	158	53	295	116	221	779	42	126	632	84
RTOR Reduction (vph)	0	22	0	0	18	0	0	5	0	0	13	0
Lane Group Flow (vph)	84	473	0	53	393	0	221	816	0	126	703	0
Confl. Peds. (#/hr)			25			39			44			32
Confl. Bikes (#/hr)			10			12			27			25
Parking (#/hr)					3			4			12	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		4			4		5	2		1	6	
Permitted Phases	4			4								
Actuated Green, G (s)	23.6	23.6		23.6	23.6		11.1	32.7		8.2	29.8	
Effective Green, g (s)	24.1	24.1		24.1	24.1		12.1	34.7		9.2	31.8	
Actuated g/C Ratio	0.30	0.30		0.30	0.30		0.15	0.43		0.11	0.40	
Clearance Time (s)	4.5	4.5		4.5	4.5		5.0	6.0		5.0	6.0	
Vehicle Extension (s)	2.0	2.0		2.0	2.0		2.0	2.0		2.0	2.0	
Lane Grp Cap (vph)	140	527		93	468		268	1422		204	1255	
v/s Ratio Prot		c0.27			0.25		c0.12	c0.25		0.07	0.22	
v/s Ratio Perm	0.18			0.17								
v/c Ratio	0.60	0.90		0.57	0.84		0.82	0.57		0.62	0.56	
Uniform Delay, d1	23.8	26.8		23.6	26.1		32.9	17.1		33.7	18.7	
Progression Factor	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2	4.6	17.5		4.7	12.0		17.5	1.7		3.9	1.8	
Delay (s)	28.4	44.3		28.3	38.1		50.4	18.8		37.6	20.5	
Level of Service	C	D		C	D		D	B		D	C	
Approach Delay (s)		42.0			37.0			25.5			23.1	
Approach LOS		D			D			C			C	

Intersection Summary			
HCM Average Control Delay	29.9	HCM Level of Service	C
HCM Volume to Capacity ratio	0.74		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	75.3%	ICU Level of Service	D
Analysis Period (min)	15		

Description: Alcatraz Avenue/Telegraph Avenue

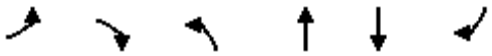
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	50	160	190	10	120	20	150	374	20	30	340	110
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.88			0.98			0.99			0.91	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.94			0.98			0.99			0.97	
Flt Protected		0.99			1.00			0.99			1.00	
Satd. Flow (prot)		1351			1779			1555			1345	
Flt Permitted		0.94			0.97			0.57			0.94	
Satd. Flow (perm)		1284			1727			898			1272	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	54	172	204	11	129	22	161	402	22	32	366	118
RTOR Reduction (vph)	0	46	0	0	8	0	0	2	0	0	15	0
Lane Group Flow (vph)	0	384	0	0	154	0	0	583	0	0	501	0
Confl. Peds. (#/hr)			123			78			137			182
Confl. Bikes (#/hr)			7			5			28			27
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		19.0			19.0			41.0			21.5	
Effective Green, g (s)		20.0			20.0			42.0			22.5	
Actuated g/C Ratio		0.29			0.29			0.60			0.32	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		367			493			689			409	
v/s Ratio Prot								c0.19				
v/s Ratio Perm		c0.30			0.09			0.31			c0.39	
v/c Ratio		1.05			0.31			0.85			1.23	
Uniform Delay, d1		25.0			19.6			11.4			23.8	
Progression Factor		1.00			1.00			1.00			1.12	
Incremental Delay, d2		59.3			1.7			12.2			103.4	
Delay (s)		84.3			21.3			23.6			129.9	
Level of Service		F			C			C			F	
Approach Delay (s)		84.3			21.3			23.6			129.9	
Approach LOS		F			C			C			F	

Intersection Summary			
HCM Average Control Delay	71.2	HCM Level of Service	E
HCM Volume to Capacity ratio	1.08		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	106.8%	ICU Level of Service	G
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

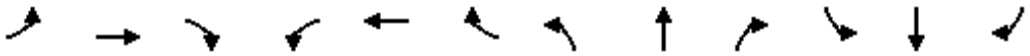
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	120	80	60	499	405	90
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.95	0.95	0.95	0.95	0.95	0.95
Hourly flow rate (vph)	126	84	63	525	426	95
Pedestrians				37		
Lane Width (ft)				12.0		
Walking Speed (ft/s)				4.0		
Percent Blockage				3		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				954	1223	
pX, platoon unblocked						
vC, conflicting volume	863	298	521			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	863	298	521			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	54	88	94			
cM capacity (veh/h)	276	677	1041			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	211	238	350	284	237
Volume Left	126	63	0	0	0
Volume Right	84	0	0	0	95
cSH	362	1041	1700	1700	1700
Volume to Capacity	0.58	0.06	0.21	0.17	0.14
Queue Length 95th (ft)	88	5	0	0	0
Control Delay (s)	27.9	2.7	0.0	0.0	0.0
Lane LOS	D	A			
Approach Delay (s)	27.9	1.1		0.0	
Approach LOS	D				

Intersection Summary			
Average Delay	4.9		
Intersection Capacity Utilization	52.8%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	10	4	30	2	3	32	30	500	11	50	470	30
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Hourly flow rate (vph)	10	4	31	2	3	33	31	521	11	52	490	31
Pedestrians		319			118						262	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		27			10						22	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.77	0.77	0.77	0.77	0.77		0.77					
vC, conflicting volume	1814	1641	824	1350	1651	907	840			650		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1908	1683	623	1305	1696	907	643			650		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	17	90	89	96	93	86	94			94		
cM capacity (veh/h)	13	42	275	53	42	236	533			844		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	46	39	564	573
Volume Left	10	2	31	52
Volume Right	31	33	11	31
cSH	44	151	533	844
Volume to Capacity	1.04	0.26	0.06	0.06
Queue Length 95th (ft)	106	24	5	5
Control Delay (s)	290.8	36.9	1.7	1.6
Lane LOS	F	E	A	A
Approach Delay (s)	290.8	36.9	1.7	1.6
Approach LOS	F	E		

Intersection Summary				
Average Delay	13.6			
Intersection Capacity Utilization	63.7%	ICU Level of Service	B	
Analysis Period (min)	15			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	10	50	10	340	120	20	10	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.82				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.96				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1482				1770	1234				
Flt Permitted			0.98				0.32	1.00				
Satd. Flow (perm)			1482				604	1234				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	10	50	10	340	120	20	10	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	80	0	0	0	60	480	0	0	0	0
Confl. Peds. (#/hr)									180	136		
Confl. Bikes (#/hr)					1				30	30		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			14.0				36.0	36.0				
Effective Green, g (s)			13.0				37.0	37.0				
Actuated g/C Ratio			0.13				0.37	0.37				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			193				223	457				
v/s Ratio Prot								0.39				
v/s Ratio Perm			0.05				0.10					
v/c Ratio			0.41				0.27	1.05				
Uniform Delay, d1			40.0				22.0	31.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			6.4				2.9	55.9				
Delay (s)			46.4				25.0	87.4				
Level of Service			D				C	F				
Approach Delay (s)			46.4					80.5				
Approach LOS			D					F				

Intersection Summary			
HCM Average Control Delay	94.8	HCM Level of Service	F
HCM Volume to Capacity ratio	0.98		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	95.7%	ICU Level of Service	F
Analysis Period (min)	15		
Description: College Avenue/Claremont Avenue/62nd Street			

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	270	170	10	10	190	280	20	50	170	270	10	30
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.77					0.97				0.98		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.95					0.98				0.99		
Flt Protected	1.00					0.98				0.98		
Satd. Flow (prot)	1182					3106				3150		
Flt Permitted	0.89					0.98				0.98		
Satd. Flow (perm)	1058					3106				3150		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	270	170	10	10	190	280	20	50	170	270	10	30
RTOR Reduction (vph)	0	0	0	0	0	8	0	0	0	5	0	0
Lane Group Flow (vph)	470	0	0	0	0	542	0	0	0	475	0	0
Confl. Peds. (#/hr)		151	180					52				58
Confl. Bikes (#/hr)		33	33					4				10
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	36.0					16.0				18.0		
Effective Green, g (s)	37.0					16.0				18.0		
Actuated g/C Ratio	0.37					0.16				0.18		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	391					497				567		
v/s Ratio Prot						c0.17				c0.15		
v/s Ratio Perm	c0.44											
v/c Ratio	1.20					1.09				0.84		
Uniform Delay, d1	31.5					42.0				39.6		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	113.0					67.5				13.8		
Delay (s)	144.5					109.5				53.4		
Level of Service	F					F				D		
Approach Delay (s)	144.5					109.5				53.4		
Approach LOS	F					F				D		

Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	10	30	10	140	60	60	70	20	70	580	110	30
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.97					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.97			0.95					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1575			1465					3201		
Flt Permitted		0.93			0.84					0.79		
Satd. Flow (perm)		1475			1253					2550		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	11	32	11	147	63	63	74	21	74	611	116	32
RTOR Reduction (vph)	0	8	0	0	16	0	0	0	0	21	0	0
Lane Group Flow (vph)	0	46	0	0	331	0	0	0	0	801	0	0
Confl. Peds. (#/hr)			19				49				16	
Confl. Bikes (#/hr)			7				25				12	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		17.2			17.2					23.5		
Effective Green, g (s)		17.2			17.2					24.5		
Actuated g/C Ratio		0.29			0.29					0.41		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		423			359					1041		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.26					c0.31		
v/c Ratio		0.11			0.92					0.77		
Uniform Delay, d1		15.8			20.7					15.3		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			28.0					5.5		
Delay (s)		15.8			48.7					20.8		
Level of Service		B			D					C		
Approach Delay (s)		15.8			48.7					20.8		
Approach LOS		B			D					C		

Intersection Summary			
HCM Average Control Delay	24.9	HCM Level of Service	C
HCM Volume to Capacity ratio	0.82		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	85.7%	ICU Level of Service	E
Analysis Period (min)	15		

Description: Claremont Avenue/Forest Street

c Critical Lane Group



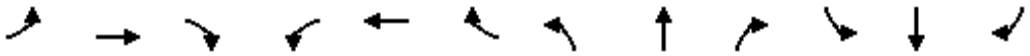
Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	540	10	10	10	50	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	1.00				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	0.99				0.94	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3277				1515	
Flt Permitted	0.89				0.97	
Satd. Flow (perm)	2919				1515	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	568	11	11	11	53	53
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	622	0	0	0	117	0
Confl. Peds. (#/hr)		8	21			
Confl. Bikes (#/hr)		23	35			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	23.5				6.3	
Effective Green, g (s)	24.5				6.3	
Actuated g/C Ratio	0.41				0.10	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1192				159	
v/s Ratio Prot					c0.08	
v/s Ratio Perm	0.21					
v/c Ratio	0.52				0.74	
Uniform Delay, d1	13.3				26.0	
Progression Factor	1.00				1.00	
Incremental Delay, d2	1.6				14.1	
Delay (s)	15.0				40.1	
Level of Service	B				D	
Approach Delay (s)	15.0				40.1	
Approach LOS	B				D	

Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	50	510	116	36	480	140	86	295	86	130	376	100
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.93			0.91			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1455			3100			1463			1402	
Flt Permitted		0.91			0.89			0.82			0.69	
Satd. Flow (perm)		1332			2774			1204			976	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	53	537	122	38	505	147	91	311	91	137	396	105
RTOR Reduction (vph)	0	11	0	0	35	0	0	11	0	0	10	0
Lane Group Flow (vph)	0	701	0	0	655	0	0	482	0	0	628	0
Confl. Peds. (#/hr)			194			216			318			402
Confl. Bikes (#/hr)			3			6			19			26
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.0			30.0			23.0			32.0	
Effective Green, g (s)		30.0			30.0			23.0			32.0	
Actuated g/C Ratio		0.43			0.43			0.33			0.46	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Lane Grp Cap (vph)		571			1189			396			477	
v/s Ratio Prot											c0.09	
v/s Ratio Perm		c0.53			0.24			0.40			c0.51	
v/c Ratio		1.23			0.55			1.22			1.32	
Uniform Delay, d1		20.0			15.0			23.5			19.0	
Progression Factor		1.00			1.00			1.22			1.00	
Incremental Delay, d2		117.4			1.8			99.5			156.4	
Delay (s)		137.4			16.8			128.3			175.4	
Level of Service		F			B			F			F	
Approach Delay (s)		137.4			16.8			128.3			175.4	
Approach LOS		F			B			F			F	

Intersection Summary			
HCM Average Control Delay	112.4	HCM Level of Service	F
HCM Volume to Capacity ratio	1.26		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	121.2%	ICU Level of Service	H
Analysis Period (min)	15		
Description: College Avenue - Ashby Avenue			

c Critical Lane Group

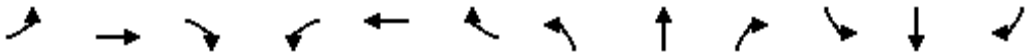


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	560	50	95	570	260	80	304	215	310	284	70
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		0.95			0.95			0.95		0.91	0.91	
Frpb, ped/bikes		1.00			0.99			0.99		1.00	0.99	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.99			0.96			0.95		1.00	0.98	
Flt Protected		1.00			0.99			0.99		0.95	0.99	
Satd. Flow (prot)		3479			3340			3299		1610	3233	
Flt Permitted		0.71			0.73			0.99		0.95	0.99	
Satd. Flow (perm)		2492			2459			3299		1610	3233	
Peak-hour factor, PHF	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Adj. Flow (vph)	65	609	54	103	620	283	87	330	234	337	309	76
RTOR Reduction (vph)	0	7	0	0	52	0	0	97	0	0	18	0
Lane Group Flow (vph)	0	721	0	0	954	0	0	554	0	239	465	0
Confl. Peds. (#/hr)			9			22			3			44
Confl. Bikes (#/hr)			4			10			5			13
Turn Type	Perm			Perm			Split			Split		
Protected Phases		2			6		8	8		7	7	
Permitted Phases	2			6								
Actuated Green, G (s)		34.0			34.0			14.0		17.0	17.0	
Effective Green, g (s)		36.0			36.0			14.5		17.5	17.5	
Actuated g/C Ratio		0.45			0.45			0.18		0.22	0.22	
Clearance Time (s)		6.0			6.0			4.5		4.5	4.5	
Lane Grp Cap (vph)		1121			1107			598		352	707	
v/s Ratio Prot								c0.17		c0.15	0.14	
v/s Ratio Perm		0.29			c0.39							
v/c Ratio		0.64			0.86			0.93		0.68	0.66	
Uniform Delay, d1		17.0			19.8			32.2		28.7	28.5	
Progression Factor		1.00			1.00			1.01		1.00	1.00	
Incremental Delay, d2		2.8			8.9			22.6		10.1	4.7	
Delay (s)		19.9			28.7			55.1		38.8	33.3	
Level of Service		B			C			E		D	C	
Approach Delay (s)		19.9			28.7			55.1			35.1	
Approach LOS		B			C			E			D	

Intersection Summary			
HCM Average Control Delay	33.6	HCM Level of Service	C
HCM Volume to Capacity ratio	0.83		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	97.7%	ICU Level of Service	F
Analysis Period (min)	15		

Description: Ashby Avenue - Claremont Avenue

c Critical Lane Group

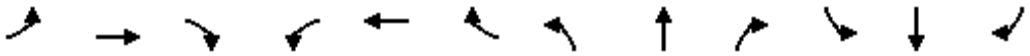


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	80	328	150	51	287	116	210	740	41	126	600	80
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0	4.0		4.0	4.0		4.0	4.0		4.0	4.0	
Lane Util. Factor	1.00	1.00		1.00	1.00		1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	0.99		1.00	0.98		1.00	0.99		1.00	0.99	
Flpb, ped/bikes	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Frt	1.00	0.95		1.00	0.96		1.00	0.99		1.00	0.98	
Flt Protected	0.95	1.00		0.95	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1770	1750		1770	1550		1770	3277		1770	3157	
Flt Permitted	0.24	1.00		0.16	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (perm)	440	1750		307	1550		1770	3277		1770	3157	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	84	345	158	54	302	122	221	779	43	133	632	84
RTOR Reduction (vph)	0	21	0	0	19	0	0	5	0	0	13	0
Lane Group Flow (vph)	84	482	0	54	405	0	221	817	0	133	703	0
Confl. Peds. (#/hr)			25			39			44			32
Confl. Bikes (#/hr)			10			12			27			25
Parking (#/hr)					3			4			12	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		4			4		5	2		1	6	
Permitted Phases	4			4								
Actuated Green, G (s)	23.8	23.8		23.8	23.8		11.1	31.1		9.6	29.6	
Effective Green, g (s)	24.3	24.3		24.3	24.3		12.1	33.1		10.6	31.6	
Actuated g/C Ratio	0.30	0.30		0.30	0.30		0.15	0.41		0.13	0.40	
Clearance Time (s)	4.5	4.5		4.5	4.5		5.0	6.0		5.0	6.0	
Vehicle Extension (s)	2.0	2.0		2.0	2.0		2.0	2.0		2.0	2.0	
Lane Grp Cap (vph)	134	532		93	471		268	1356		235	1247	
v/s Ratio Prot		c0.28			0.26		c0.12	c0.25		0.08	0.22	
v/s Ratio Perm	0.19			0.18								
v/c Ratio	0.63	0.91		0.58	0.86		0.82	0.60		0.57	0.56	
Uniform Delay, d1	24.0	26.8		23.5	26.3		32.9	18.3		32.5	18.8	
Progression Factor	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2	6.4	18.6		5.8	14.3		17.5	2.0		1.9	1.8	
Delay (s)	30.4	45.4		29.4	40.6		50.4	20.3		34.4	20.7	
Level of Service	C	D		C	D		D	C		C	C	
Approach Delay (s)		43.2			39.3			26.7			22.8	
Approach LOS		D			D			C			C	

Intersection Summary			
HCM Average Control Delay	30.9	HCM Level of Service	C
HCM Volume to Capacity ratio	0.72		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	75.7%	ICU Level of Service	D
Analysis Period (min)	15		

Description: Alcatraz Avenue/Telegraph Avenue

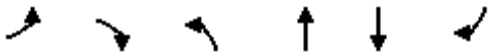
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	160	216	10	120	20	188	396	20	30	374	110
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.87			0.98			0.99			0.92	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.93			0.98			1.00			0.97	
Flt Protected		0.99			1.00			0.98			1.00	
Satd. Flow (prot)		1338			1779			1555			1357	
Flt Permitted		0.94			0.96			0.46			0.94	
Satd. Flow (perm)		1266			1715			733			1280	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	65	172	232	11	129	22	202	426	22	32	402	118
RTOR Reduction (vph)	0	50	0	0	8	0	0	2	0	0	14	0
Lane Group Flow (vph)	0	419	0	0	154	0	0	648	0	0	538	0
Confl. Peds. (#/hr)			123			78			137			182
Confl. Bikes (#/hr)			7			5			28			27
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		19.0			19.0			41.0			21.5	
Effective Green, g (s)		20.0			20.0			42.0			22.5	
Actuated g/C Ratio		0.29			0.29			0.60			0.32	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		362			490			628			411	
v/s Ratio Prot								c0.24				
v/s Ratio Perm		c0.33			0.09			0.38			c0.42	
v/c Ratio		1.16			0.31			1.03			1.31	
Uniform Delay, d1		25.0			19.6			14.0			23.8	
Progression Factor		1.00			1.00			1.00			1.11	
Incremental Delay, d2		97.4			1.7			44.3			140.4	
Delay (s)		122.4			21.3			58.3			166.7	
Level of Service		F			C			E			F	
Approach Delay (s)		122.4			21.3			58.3			166.7	
Approach LOS		F			C			E			F	

Intersection Summary			
HCM Average Control Delay	104.1	HCM Level of Service	F
HCM Volume to Capacity ratio	1.20		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	117.0%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

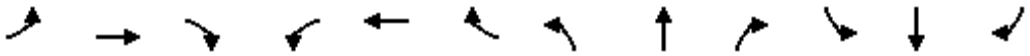
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	120	80	60	512	419	90
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.95	0.95	0.95	0.95	0.95	0.95
Hourly flow rate (vph)	126	84	63	539	441	95
Pedestrians				37		
Lane Width (ft)				12.0		
Walking Speed (ft/s)				4.0		
Percent Blockage				3		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked						
vC, conflicting volume	884	305	536			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	884	305	536			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	53	87	94			
cM capacity (veh/h)	267	670	1028			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	211	243	359	294	242
Volume Left	126	63	0	0	0
Volume Right	84	0	0	0	95
cSH	352	1028	1700	1700	1700
Volume to Capacity	0.60	0.06	0.21	0.17	0.14
Queue Length 95th (ft)	92	5	0	0	0
Control Delay (s)	29.4	2.7	0.0	0.0	0.0
Lane LOS	D	A			
Approach Delay (s)	29.4	1.1		0.0	
Approach LOS	D				

Intersection Summary			
Average Delay	5.1		
Intersection Capacity Utilization	53.5%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	30	0	0	101	0	501	53	121	459	30
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Hourly flow rate (vph)	0	0	31	0	0	105	0	522	55	126	478	31
Pedestrians		319			118						262	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		27			10						22	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked												
vC, conflicting volume	1982	1760	813	1429	1748	929	828			695		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	1982	1760	813	1429	1748	929	828			695		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	89	100	100	54	100			84		
cM capacity (veh/h)	9	47	278	59	48	228	590			812		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	31	105	577	126	509
Volume Left	0	0	0	126	0
Volume Right	31	105	55	0	31
cSH	278	228	1700	812	1700
Volume to Capacity	0.11	0.46	0.34	0.16	0.30
Queue Length 95th (ft)	9	56	0	14	0
Control Delay (s)	19.6	33.5	0.0	10.2	0.0
Lane LOS	C	D		B	
Approach Delay (s)	19.6	33.5	0.0	2.0	
Approach LOS	C	D			

Intersection Summary				
Average Delay	4.0			
Intersection Capacity Utilization	51.5%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	10	50	20	347	137	20	10	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.81				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.95				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1482				1770	1212				
Flt Permitted			0.98				0.33	1.00				
Satd. Flow (perm)			1482				622	1212				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	10	50	20	347	137	20	10	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	80	0	0	0	70	504	0	0	0	0
Confl. Peds. (#/hr)									180	136		
Confl. Bikes (#/hr)					1				30	30		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			14.0				36.0	36.0				
Effective Green, g (s)			13.0				37.0	37.0				
Actuated g/C Ratio			0.13				0.37	0.37				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			193				230	448				
v/s Ratio Prot								0.42				
v/s Ratio Perm			0.05				0.11					
v/c Ratio			0.41				0.30	1.12				
Uniform Delay, d1			40.0				22.4	31.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			6.4				3.4	81.3				
Delay (s)			46.4				25.8	112.8				
Level of Service			D				C	F				
Approach Delay (s)			46.4					102.2				
Approach LOS			D					F				

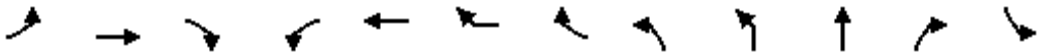
Intersection Summary			
HCM Average Control Delay	109.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.03		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	96.7%	ICU Level of Service	F
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	260	167	10	10	196	294	20	50	217	298	10	30
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.76					0.97				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.95					0.98				0.99		
Flt Protected	1.00					0.98				0.98		
Satd. Flow (prot)	1177					3111				3157		
Flt Permitted	0.85					0.98				0.98		
Satd. Flow (perm)	1003					3111				3157		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	260	167	10	10	196	294	20	50	217	298	10	30
RTOR Reduction (vph)	0	0	0	0	0	8	0	0	0	4	0	0
Lane Group Flow (vph)	457	0	0	0	0	562	0	0	0	551	0	0
Confl. Peds. (#/hr)		151	180					52				58
Confl. Bikes (#/hr)		33	33					4				10
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	36.0					16.0				18.0		
Effective Green, g (s)	37.0					16.0				18.0		
Actuated g/C Ratio	0.37					0.16				0.18		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	371					498				568		
v/s Ratio Prot						c0.18				c0.17		
v/s Ratio Perm	c0.46											
v/c Ratio	1.23					1.13				0.97		
Uniform Delay, d1	31.5					42.0				40.7		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	125.7					80.9				31.0		
Delay (s)	157.2					122.9				71.8		
Level of Service	F					F				E		
Approach Delay (s)	157.2					122.9				71.8		
Approach LOS	F					F				E		

Intersection Summary

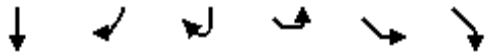


Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	13	30	10	140	60	60	72	20	70	596	110	32
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.97					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.97			0.95					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1575			1464					3203		
Flt Permitted		0.92			0.84					0.78		
Satd. Flow (perm)		1461			1251					2520		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	14	32	11	147	63	63	76	21	74	627	116	34
RTOR Reduction (vph)	0	8	0	0	17	0	0	0	0	20	0	0
Lane Group Flow (vph)	0	49	0	0	332	0	0	0	0	818	0	0
Confl. Peds. (#/hr)			19				49				16	
Confl. Bikes (#/hr)			7				25				12	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		17.3			17.3					23.4		
Effective Green, g (s)		17.3			17.3					24.4		
Actuated g/C Ratio		0.29			0.29					0.41		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		421			361					1025		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.27					c0.32		
v/c Ratio		0.12			0.92					0.80		
Uniform Delay, d1		15.7			20.7					15.6		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			27.2					6.5		
Delay (s)		15.8			47.9					22.1		
Level of Service		B			D					C		
Approach Delay (s)		15.8			47.9					22.1		
Approach LOS		B			D					C		

Intersection Summary			
HCM Average Control Delay	25.5	HCM Level of Service	C
HCM Volume to Capacity ratio	0.84		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	87.2%	ICU Level of Service	E
Analysis Period (min)	15		

Description: Claremont Avenue/Forest Street

c Critical Lane Group



Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	556	13	13	14	50	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	0.99				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	0.99				0.94	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3270				1517	
Flt Permitted	0.88				0.97	
Satd. Flow (perm)	2898				1517	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	585	14	14	15	53	53
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	647	0	0	0	121	0
Confl. Peds. (#/hr)		8	21			
Confl. Bikes (#/hr)		23	35			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	23.4				6.3	
Effective Green, g (s)	24.4				6.3	
Actuated g/C Ratio	0.41				0.10	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1179				159	
v/s Ratio Prot					c0.08	
v/s Ratio Perm	0.22					
v/c Ratio	0.55				0.76	
Uniform Delay, d1	13.6				26.1	
Progression Factor	1.00				1.00	
Incremental Delay, d2	1.8				17.4	
Delay (s)	15.4				43.5	
Level of Service	B				D	
Approach Delay (s)	15.4				43.5	
Approach LOS	B				D	

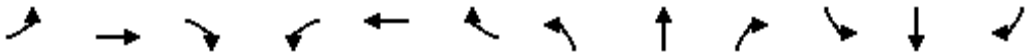
Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	50	510	116	36	480	140	86	295	86	130	376	100
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.95			0.89			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1488			3058			1461			1399	
Flt Permitted		0.91			0.89			0.78			0.76	
Satd. Flow (perm)		1361			2733			1155			1079	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	53	537	122	38	505	147	91	311	91	137	396	105
RTOR Reduction (vph)	0	9	0	0	31	0	0	8	0	0	9	0
Lane Group Flow (vph)	0	703	0	0	659	0	0	485	0	0	629	0
Confl. Peds. (#/hr)			194			216			318			402
Confl. Bikes (#/hr)			3			6			19			26
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		36.0			36.0			36.0			36.0	
Effective Green, g (s)		36.0			36.0			36.0			36.0	
Actuated g/C Ratio		0.45			0.45			0.45			0.45	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Vehicle Extension (s)		0.2			0.2			0.2			0.2	
Lane Grp Cap (vph)		612			1230			520			486	
v/s Ratio Prot												
v/s Ratio Perm		c0.52			0.24			0.42			c0.58	
v/c Ratio		1.15			0.54			0.93			1.29	
Uniform Delay, d1		22.0			15.9			20.8			22.0	
Progression Factor		1.00			1.00			1.00			1.00	
Incremental Delay, d2		84.6			0.2			23.5			147.2	
Delay (s)		106.6			16.2			44.3			169.2	
Level of Service		F			B			D			F	
Approach Delay (s)		106.6			16.2			44.3			169.2	
Approach LOS		F			B			D			F	

Intersection Summary			
HCM Average Control Delay	85.6	HCM Level of Service	F
HCM Volume to Capacity ratio	1.22		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	121.2%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue - Ashby Avenue

c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	160	216	10	120	20	188	396	20	30	374	110
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		4.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.86			0.97		1.00	0.98		1.00	0.90	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.93			0.98		1.00	0.99		1.00	0.97	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1314			1774		1770	1564		1770	1330	
Flt Permitted		0.94			0.97		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1237			1718		1770	1564		1770	1330	
Peak-hour factor, PHF	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93	0.93
Adj. Flow (vph)	65	172	232	11	129	22	202	426	22	32	402	118
RTOR Reduction (vph)	0	44	0	0	7	0	0	2	0	0	13	0
Lane Group Flow (vph)	0	425	0	0	155	0	202	446	0	32	507	0
Confl. Peds. (#/hr)			123			78			137			182
Confl. Bikes (#/hr)			7			5			28			27
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		29.5			29.5		10.0	32.5		4.0	26.0	
Effective Green, g (s)		30.5			30.5		10.5	33.5		5.0	27.0	
Actuated g/C Ratio		0.38			0.38		0.13	0.42		0.06	0.34	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		472			655		232	655		111	449	
v/s Ratio Prot							c0.11	0.28		0.02	c0.38	
v/s Ratio Perm		c0.34			0.09							
v/c Ratio		0.90			0.24		0.87	0.68		0.29	1.13	
Uniform Delay, d1		23.3			16.8		34.1	18.9		35.8	26.5	
Progression Factor		0.34			1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2		16.3			0.9		33.2	5.6		6.4	82.5	
Delay (s)		24.2			17.7		67.3	24.5		42.2	109.0	
Level of Service		C			B		E	C		D	F	
Approach Delay (s)		24.2			17.7			37.8			105.2	
Approach LOS		C			B			D			F	

Intersection Summary			
HCM Average Control Delay	52.9	HCM Level of Service	D
HCM Volume to Capacity ratio	0.99		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	93.1%	ICU Level of Service	F
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	10	50	20	347	137	20	10	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.81				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.95				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1481				1770	1213				
Flt Permitted			0.98				0.35	1.00				
Satd. Flow (perm)			1481				653	1213				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	10	50	20	347	137	20	10	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	80	0	0	0	70	504	0	0	0	0
Confl. Peds. (#/hr)									180	136		
Confl. Bikes (#/hr)					1				30	30		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			8.0				38.0	38.0				
Effective Green, g (s)			7.0				39.0	39.0				
Actuated g/C Ratio			0.07				0.39	0.39				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			104				255	473				
v/s Ratio Prot								0.42				
v/s Ratio Perm			0.05				0.11					
v/c Ratio			0.77				0.27	1.07				
Uniform Delay, d1			45.7				20.8	30.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			41.3				2.6	59.9				
Delay (s)			87.0				23.5	90.4				
Level of Service			F				C	F				
Approach Delay (s)			87.0					82.3				
Approach LOS			F					F				

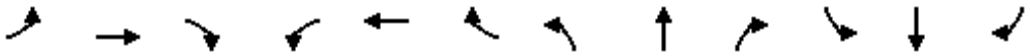
Intersection Summary			
HCM Average Control Delay	79.6	HCM Level of Service	E
HCM Volume to Capacity ratio	1.00		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	96.7%	ICU Level of Service	F
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	260	167	10	10	196	294	20	50	217	298	10	30
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.76					0.97				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.95					0.98				0.99		
Flt Protected	1.00					0.98				0.98		
Satd. Flow (prot)	1178					3112				3157		
Flt Permitted	0.90					0.98				0.98		
Satd. Flow (perm)	1065					3112				3157		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	260	167	10	10	196	294	20	50	217	298	10	30
RTOR Reduction (vph)	0	0	0	0	0	7	0	0	0	4	0	0
Lane Group Flow (vph)	457	0	0	0	0	563	0	0	0	551	0	0
Confl. Peds. (#/hr)		151	180					52				58
Confl. Bikes (#/hr)		33	33					4				10
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	38.0					18.0				20.0		
Effective Green, g (s)	39.0					18.0				20.0		
Actuated g/C Ratio	0.39					0.18				0.20		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	415					560				631		
v/s Ratio Prot						c0.18				c0.17		
v/s Ratio Perm	c0.43											
v/c Ratio	1.10					1.00				0.87		
Uniform Delay, d1	30.5					41.0				38.8		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	74.4					39.2				15.5		
Delay (s)	104.9					80.2				54.2		
Level of Service	F					F				D		
Approach Delay (s)	104.9					80.2				54.2		
Approach LOS	F					F				D		

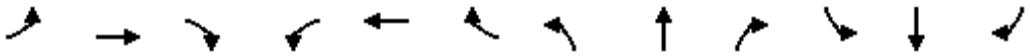
Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	570	120	30	560	140	110	350	90	140	410	120
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.93			0.91			0.95			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1453			3112			1475			1390	
Flt Permitted		0.90			0.91			0.79			0.68	
Satd. Flow (perm)		1309			2844			1171			951	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	60	570	120	30	560	140	110	350	90	140	410	120
RTOR Reduction (vph)	0	10	0	0	30	0	0	10	0	0	11	0
Lane Group Flow (vph)	0	740	0	0	700	0	0	540	0	0	659	0
Confl. Peds. (#/hr)			216			242			355			449
Confl. Bikes (#/hr)			3			7			21			29
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.0			30.0			23.0			32.0	
Effective Green, g (s)		30.0			30.0			23.0			32.0	
Actuated g/C Ratio		0.43			0.43			0.33			0.46	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Lane Grp Cap (vph)		561			1219			385			466	
v/s Ratio Prot											c0.10	
v/s Ratio Perm		c0.57			0.25			0.46			c0.55	
v/c Ratio		1.32			0.57			1.40			1.41	
Uniform Delay, d1		20.0			15.2			23.5			19.0	
Progression Factor		1.00			1.00			1.16			1.00	
Incremental Delay, d2		156.0			2.0			186.0			198.4	
Delay (s)		176.0			17.1			213.4			217.4	
Level of Service		F			B			F			F	
Approach Delay (s)		176.0			17.1			213.4			217.4	
Approach LOS		F			B			F			F	

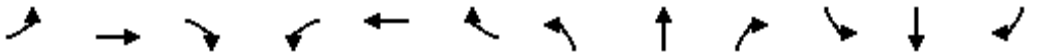
Intersection Summary			
HCM Average Control Delay	150.9	HCM Level of Service	F
HCM Volume to Capacity ratio	1.36		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	128.4%	ICU Level of Service	H
Analysis Period (min)	15		
Description: College Avenue - Ashby Avenue			

c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	560	100	160	570	260	150	380	320	310	330	70
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		0.95			0.95			0.95		0.91	0.91	
Frpb, ped/bikes		1.00			0.99			0.99		1.00	0.99	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.98			0.96			0.94		1.00	0.98	
Flt Protected		1.00			0.99			0.99		0.95	0.99	
Satd. Flow (prot)		3440			3340			3280		1610	3244	
Flt Permitted		0.69			0.62			0.99		0.95	0.99	
Satd. Flow (perm)		2401			2073			3280		1610	3244	
Peak-hour factor, PHF	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Adj. Flow (vph)	65	609	109	174	620	283	163	413	348	337	359	76
RTOR Reduction (vph)	0	16	0	0	45	0	0	114	0	0	16	0
Lane Group Flow (vph)	0	767	0	0	1032	0	0	810	0	256	500	0
Confl. Peds. (#/hr)			10			24			3			49
Confl. Bikes (#/hr)			5			12			6			15
Turn Type	Perm			Perm			Split			Split		
Protected Phases		2			6		8	8		7	7	
Permitted Phases	2			6								
Actuated Green, G (s)		34.0			34.0			14.0		17.0	17.0	
Effective Green, g (s)		36.0			36.0			14.5		17.5	17.5	
Actuated g/C Ratio		0.45			0.45			0.18		0.22	0.22	
Clearance Time (s)		6.0			6.0			4.5		4.5	4.5	
Lane Grp Cap (vph)		1080			933			595		352	710	
v/s Ratio Prot								c0.25		c0.16	0.15	
v/s Ratio Perm		0.32			c0.50							
v/c Ratio		0.71			1.11			1.36		0.73	0.70	
Uniform Delay, d1		17.8			22.0			32.8		29.0	28.9	
Progression Factor		1.00			1.00			1.00		1.00	1.00	
Incremental Delay, d2		4.0			63.0			173.4		12.4	5.8	
Delay (s)		21.7			85.0			206.2		41.4	34.6	
Level of Service		C			F			F		D	C	
Approach Delay (s)		21.7			85.0			206.2			36.9	
Approach LOS		C			F			F			D	

Intersection Summary			
HCM Average Control Delay	92.1	HCM Level of Service	F
HCM Volume to Capacity ratio	1.06		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	107.1%	ICU Level of Service	G
Analysis Period (min)	15		
Description: Ashby Avenue - Claremont Avenue			
c Critical Lane Group			

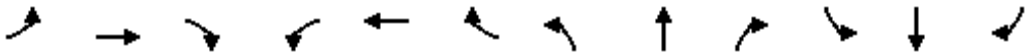


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	120	380	150	50	370	190	210	790	40	140	600	80
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0	4.0		4.0	4.0		4.0	4.0		4.0	4.0	
Lane Util. Factor	1.00	1.00		1.00	1.00		1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	0.99		1.00	0.98		1.00	0.99		1.00	0.99	
Flpb, ped/bikes	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Frt	1.00	0.96		1.00	0.95		1.00	0.99		1.00	0.98	
Flt Protected	0.95	1.00		0.95	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1770	1759		1770	1529		1770	3279		1770	3152	
Flt Permitted	0.16	1.00		0.16	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (perm)	292	1759		292	1529		1770	3279		1770	3152	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	126	400	158	53	389	200	221	832	42	147	632	84
RTOR Reduction (vph)	0	18	0	0	23	0	0	4	0	0	13	0
Lane Group Flow (vph)	126	540	0	53	566	0	221	870	0	147	703	0
Confl. Peds. (#/hr)			28			44			49			36
Confl. Bikes (#/hr)			12			14			30			28
Parking (#/hr)					3			4			12	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		4			4		5	2		1	6	
Permitted Phases	4			4								
Actuated Green, G (s)	25.0	25.0		25.0	25.0		11.1	29.7		9.8	28.4	
Effective Green, g (s)	25.5	25.5		25.5	25.5		12.1	31.7		10.8	30.4	
Actuated g/C Ratio	0.32	0.32		0.32	0.32		0.15	0.40		0.14	0.38	
Clearance Time (s)	4.5	4.5		4.5	4.5		5.0	6.0		5.0	6.0	
Vehicle Extension (s)	2.0	2.0		2.0	2.0		2.0	2.0		2.0	2.0	
Lane Grp Cap (vph)	93	561		93	487		268	1299		239	1198	
v/s Ratio Prot		0.31			0.37		c0.12	c0.27		0.08	0.22	
v/s Ratio Perm	c0.43			0.18								
v/c Ratio	1.35	0.96		0.57	1.16		0.82	0.67		0.62	0.59	
Uniform Delay, d1	27.2	26.8		22.7	27.2		32.9	19.8		32.6	19.8	
Progression Factor	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2	214.7	28.6		4.7	93.5		17.5	2.8		3.3	2.1	
Delay (s)	241.9	55.4		27.4	120.8		50.4	22.6		35.9	21.9	
Level of Service	F	E		C	F		D	C		D	C	
Approach Delay (s)		89.7			113.1			28.2			24.3	
Approach LOS		F			F			C			C	

Intersection Summary			
HCM Average Control Delay	56.6	HCM Level of Service	E
HCM Volume to Capacity ratio	0.91		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	83.4%	ICU Level of Service	E
Analysis Period (min)	15		

Description: Alcatraz Avenue/Telegraph Avenue

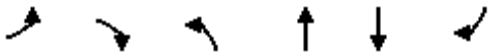
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	70	270	190	20	230	40	180	420	30	40	380	130
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.90			0.97			0.98			0.90	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.95			0.98			0.99			0.97	
Flt Protected		0.99			1.00			0.99			1.00	
Satd. Flow (prot)		1405			1773			1545			1324	
Flt Permitted		0.88			0.92			0.52			0.92	
Satd. Flow (perm)		1246			1641			814			1228	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	70	270	190	20	230	40	180	420	30	40	380	130
RTOR Reduction (vph)	0	29	0	0	9	0	0	2	0	0	16	0
Lane Group Flow (vph)	0	501	0	0	281	0	0	628	0	0	534	0
Confl. Peds. (#/hr)			137			87			153			204
Confl. Bikes (#/hr)			8			6			31			30
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		19.0			19.0			41.0			21.5	
Effective Green, g (s)		20.0			20.0			42.0			22.5	
Actuated g/C Ratio		0.29			0.29			0.60			0.32	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		356			469			655			395	
v/s Ratio Prot								c0.22				
v/s Ratio Perm		c0.40			0.17			0.36			c0.44	
v/c Ratio		1.41			0.60			0.96			1.35	
Uniform Delay, d1		25.0			21.6			13.2			23.8	
Progression Factor		1.00			1.00			1.00			1.13	
Incremental Delay, d2		199.9			5.6			26.3			160.4	
Delay (s)		224.9			27.1			39.4			187.1	
Level of Service		F			C			D			F	
Approach Delay (s)		224.9			27.1			39.4			187.1	
Approach LOS		F			C			D			F	

Intersection Summary			
HCM Average Control Delay	127.4	HCM Level of Service	F
HCM Volume to Capacity ratio	1.28		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	126.5%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

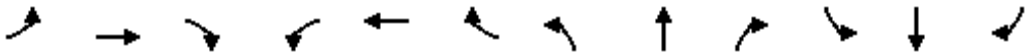
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	160	180	170	720	540	160
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.95	0.95	0.95	0.95	0.95	0.95
Hourly flow rate (vph)	168	189	179	758	568	168
Pedestrians				41		
Lane Width (ft)				12.0		
Walking Speed (ft/s)				4.0		
Percent Blockage				3		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				954	1223	
pX, platoon unblocked						
vC, conflicting volume	1389	409	737			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	1389	409	737			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	0	67	79			
cM capacity (veh/h)	106	571	865			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	358	432	505	379	358
Volume Left	168	179	0	0	0
Volume Right	189	0	0	0	168
cSH	186	865	1700	1700	1700
Volume to Capacity	1.92	0.21	0.30	0.22	0.21
Queue Length 95th (ft)	663	19	0	0	0
Control Delay (s)	476.7	5.7	0.0	0.0	0.0
Lane LOS	F	A			
Approach Delay (s)	476.7	2.6		0.0	
Approach LOS	F				

Intersection Summary			
Average Delay	85.2		
Intersection Capacity Utilization	76.6%	ICU Level of Service	D
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	10	4	30	2	3	32	30	610	11	50	500	30
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Hourly flow rate (vph)	10	4	31	2	3	33	31	635	11	52	521	31
Pedestrians		357			132						292	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		30			11						24	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.75	0.75	0.75	0.75	0.75		0.75					
vC, conflicting volume	2028	1839	893	1510	1849	1065	909			779		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	2201	1950	695	1513	1963	1065	715			779		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	0	84	87	94	88	82	93			93		
cM capacity (veh/h)	6	26	234	33	26	182	468			746		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	46	39	678	604
Volume Left	10	2	31	52
Volume Right	31	33	11	31
cSH	23	105	468	746
Volume to Capacity	1.98	0.37	0.07	0.07
Queue Length 95th (ft)	145	37	5	6
Control Delay (s)	816.5	58.2	2.0	1.8
Lane LOS	F	F	A	A
Approach Delay (s)	816.5	58.2	2.0	1.8
Approach LOS	F	F		

Intersection Summary				
Average Delay	30.8			
Intersection Capacity Utilization	67.0%	ICU Level of Service	C	
Analysis Period (min)	15			

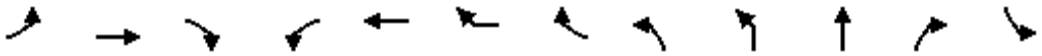
Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	10	80	10	420	240	20	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.76				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.94				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1482				1770	1125				
Flt Permitted			0.98				0.30	1.00				
Satd. Flow (perm)			1482				564	1125				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	10	80	10	420	240	20	20	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	80	0	0	0	90	680	0	0	0	0
Confl. Peds. (#/hr)									201	152		
Confl. Bikes (#/hr)					1				33	33		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			14.0				36.0	36.0				
Effective Green, g (s)			13.0				37.0	37.0				
Actuated g/C Ratio			0.13				0.37	0.37				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			193				209	416				
v/s Ratio Prot								0.60				
v/s Ratio Perm			0.05				0.16					
v/c Ratio			0.41				0.43	1.63				
Uniform Delay, d1			40.0				23.6	31.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			6.4				6.4	296.3				
Delay (s)			46.4				30.0	327.8				
Level of Service			D				C	F				
Approach Delay (s)			46.4					293.0				
Approach LOS			D					F				

Intersection Summary			
HCM Average Control Delay	358.6	HCM Level of Service	F
HCM Volume to Capacity ratio	1.90		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	117.4%	ICU Level of Service	H
Analysis Period (min)	15		
Description: College Avenue/Claremont Avenue/62nd Street			

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	270	200	10	10	210	450	20	50	220	440	10	40
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.74					0.98				0.98		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.94					0.99				0.99		
Flt Protected	1.00					0.99				0.98		
Satd. Flow (prot)	1135					3148				3167		
Flt Permitted	0.41					0.99				0.98		
Satd. Flow (perm)	468					3148				3167		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	270	200	10	10	210	450	20	50	220	440	10	40
RTOR Reduction (vph)	0	0	0	0	0	5	0	0	0	4	0	0
Lane Group Flow (vph)	510	0	0	0	0	735	0	0	0	706	0	0
Confl. Peds. (#/hr)		169	201					58				64
Confl. Bikes (#/hr)		37	37					5				12
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	36.0					16.0				18.0		
Effective Green, g (s)	37.0					16.0				18.0		
Actuated g/C Ratio	0.37					0.16				0.18		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	173					504				570		
v/s Ratio Prot						c0.23				c0.22		
v/s Ratio Perm	c1.09											
v/c Ratio	2.95					1.46				1.24		
Uniform Delay, d1	31.5					42.0				41.0		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	892.1					217.0				121.7		
Delay (s)	923.6					259.0				162.7		
Level of Service	F					F				F		
Approach Delay (s)	923.6					259.0				162.7		
Approach LOS	F					F				F		

Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	10	30	10	180	60	60	160	20	70	680	110	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.96					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.97			0.94					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1575			1435					3212		
Flt Permitted		0.93			0.85					0.71		
Satd. Flow (perm)		1472			1241					2299		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	11	32	11	189	63	63	168	21	74	716	116	53
RTOR Reduction (vph)	0	8	0	0	32	0	0	0	0	18	0	0
Lane Group Flow (vph)	0	46	0	0	451	0	0	0	0	909	0	0
Confl. Peds. (#/hr)			21				55				18	
Confl. Bikes (#/hr)			8				28				14	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		18.0			18.0					22.7		
Effective Green, g (s)		18.0			18.0					23.7		
Actuated g/C Ratio		0.30			0.30					0.39		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		442			372					908		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.36					c0.40		
v/c Ratio		0.10			1.21					1.00		
Uniform Delay, d1		15.2			21.0					18.1		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			117.7					30.1		
Delay (s)		15.2			138.7					48.2		
Level of Service		B			F					D		
Approach Delay (s)		15.2			138.7					48.2		
Approach LOS		B			F					D		

Intersection Summary			
HCM Average Control Delay	56.5	HCM Level of Service	E
HCM Volume to Capacity ratio	1.04		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	101.9%	ICU Level of Service	G
Analysis Period (min)	15		

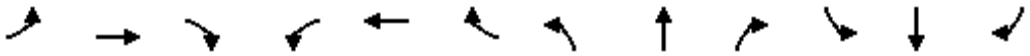
Description: Claremont Avenue/Forest Street

c Critical Lane Group



Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	710	10	10	10	50	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	1.00				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	1.00				0.94	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3282				1515	
Flt Permitted	0.79				0.97	
Satd. Flow (perm)	2602				1515	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	747	11	11	11	53	53
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	822	0	0	0	117	0
Confl. Peds. (#/hr)		9	23			
Confl. Bikes (#/hr)		25	39			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	22.7				6.3	
Effective Green, g (s)	23.7				6.3	
Actuated g/C Ratio	0.39				0.10	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1028				159	
v/s Ratio Prot					c0.08	
v/s Ratio Perm	0.32					
v/c Ratio	0.80				0.74	
Uniform Delay, d1	16.1				26.0	
Progression Factor	1.00				1.00	
Incremental Delay, d2	6.5				14.1	
Delay (s)	22.6				40.1	
Level of Service	C				D	
Approach Delay (s)	22.6				40.1	
Approach LOS	C				D	

Intersection Summary

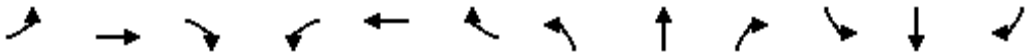


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	570	126	36	560	140	116	365	96	140	426	120
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			0.95			1.00			1.00	
Frpb, ped/bikes		0.93			0.91			0.94			0.94	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.98			0.97			0.98			0.98	
Flt Protected		1.00			1.00			0.99			0.99	
Satd. Flow (prot)		1447			3114			1473			1393	
Flt Permitted		0.90			0.90			0.78			0.67	
Satd. Flow (perm)		1304			2795			1155			947	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	60	570	126	36	560	140	116	365	96	140	426	120
RTOR Reduction (vph)	0	10	0	0	29	0	0	10	0	0	11	0
Lane Group Flow (vph)	0	746	0	0	707	0	0	567	0	0	675	0
Confl. Peds. (#/hr)			216			242			355			449
Confl. Bikes (#/hr)			3			7			21			29
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			pm+pt		
Protected Phases		6			6			8		7	4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.0			30.0			23.0			32.0	
Effective Green, g (s)		30.0			30.0			23.0			32.0	
Actuated g/C Ratio		0.43			0.43			0.33			0.46	
Clearance Time (s)		4.0			4.0			4.0			4.0	
Lane Grp Cap (vph)		559			1198			380			465	
v/s Ratio Prot											c0.10	
v/s Ratio Perm		c0.57			0.25			0.49			c0.56	
v/c Ratio		1.33			0.59			1.49			1.45	
Uniform Delay, d1		20.0			15.3			23.5			19.0	
Progression Factor		1.00			1.00			1.18			1.00	
Incremental Delay, d2		162.2			2.1			222.6			215.1	
Delay (s)		182.2			17.4			250.3			234.1	
Level of Service		F			B			F			F	
Approach Delay (s)		182.2			17.4			250.3			234.1	
Approach LOS		F			B			F			F	

Intersection Summary			
HCM Average Control Delay	165.4	HCM Level of Service	F
HCM Volume to Capacity ratio	1.38		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	129.4%	ICU Level of Service	H
Analysis Period (min)	15		

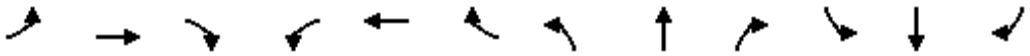
Description: College Avenue - Ashby Avenue

c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	560	100	165	570	260	150	384	325	310	334	70
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		0.95			0.95			0.95		0.91	0.91	
Frpb, ped/bikes		1.00			0.99			0.99		1.00	0.99	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.98			0.96			0.94		1.00	0.98	
Flt Protected		1.00			0.99			0.99		0.95	0.99	
Satd. Flow (prot)		3440			3340			3279		1610	3245	
Flt Permitted		0.69			0.61			0.99		0.95	0.99	
Satd. Flow (perm)		2395			2066			3279		1610	3245	
Peak-hour factor, PHF	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92	0.92
Adj. Flow (vph)	65	609	109	179	620	283	163	417	353	337	363	76
RTOR Reduction (vph)	0	16	0	0	45	0	0	115	0	0	16	0
Lane Group Flow (vph)	0	767	0	0	1037	0	0	818	0	256	504	0
Confl. Peds. (#/hr)			10			24			3			49
Confl. Bikes (#/hr)			5			12			6			15
Turn Type	Perm			Perm			Split			Split		
Protected Phases		2			6		8	8		7	7	
Permitted Phases	2			6								
Actuated Green, G (s)		34.0			34.0			14.0		17.0	17.0	
Effective Green, g (s)		36.0			36.0			14.5		17.5	17.5	
Actuated g/C Ratio		0.45			0.45			0.18		0.22	0.22	
Clearance Time (s)		6.0			6.0			4.5		4.5	4.5	
Lane Grp Cap (vph)		1078			930			594		352	710	
v/s Ratio Prot								c0.25		c0.16	0.16	
v/s Ratio Perm		0.32			c0.50							
v/c Ratio		0.71			1.12			1.38		0.73	0.71	
Uniform Delay, d1		17.8			22.0			32.8		29.0	28.9	
Progression Factor		1.00			1.00			1.01		1.00	1.00	
Incremental Delay, d2		4.0			66.6			179.8		12.4	5.9	
Delay (s)		21.8			88.6			212.7		41.4	34.8	
Level of Service		C			F			F		D	C	
Approach Delay (s)		21.8			88.6			212.7			37.0	
Approach LOS		C			F			F			D	

Intersection Summary			
HCM Average Control Delay	95.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.07		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	107.5%	ICU Level of Service	G
Analysis Period (min)	15		
Description: Ashby Avenue - Claremont Avenue			
c Critical Lane Group			

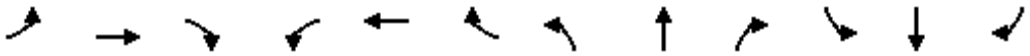


Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	120	388	150	51	377	196	210	790	41	146	600	80
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0	4.0		4.0	4.0		4.0	4.0		4.0	4.0	
Lane Util. Factor	1.00	1.00		1.00	1.00		1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	0.99		1.00	0.98		1.00	0.99		1.00	0.99	
Flpb, ped/bikes	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Frt	1.00	0.96		1.00	0.95		1.00	0.99		1.00	0.98	
Flt Protected	0.95	1.00		0.95	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1770	1761		1770	1529		1770	3278		1770	3152	
Flt Permitted	0.16	1.00		0.16	1.00		0.95	1.00		0.95	1.00	
Satd. Flow (perm)	292	1761		292	1529		1770	3278		1770	3152	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	126	408	158	54	397	206	221	832	43	154	632	84
RTOR Reduction (vph)	0	18	0	0	23	0	0	4	0	0	13	0
Lane Group Flow (vph)	126	548	0	54	580	0	221	871	0	154	703	0
Confl. Peds. (#/hr)			28			44			49			36
Confl. Bikes (#/hr)			12			14			30			28
Parking (#/hr)					3			4			12	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		4			4		5	2		1	6	
Permitted Phases	4			4								
Actuated Green, G (s)	25.0	25.0		25.0	25.0		11.1	29.5		10.0	28.4	
Effective Green, g (s)	25.5	25.5		25.5	25.5		12.1	31.5		11.0	30.4	
Actuated g/C Ratio	0.32	0.32		0.32	0.32		0.15	0.39		0.14	0.38	
Clearance Time (s)	4.5	4.5		4.5	4.5		5.0	6.0		5.0	6.0	
Vehicle Extension (s)	2.0	2.0		2.0	2.0		2.0	2.0		2.0	2.0	
Lane Grp Cap (vph)	93	561		93	487		268	1291		243	1198	
v/s Ratio Prot		0.31			0.38		c0.12	c0.27		0.09	0.22	
v/s Ratio Perm	c0.43			0.18								
v/c Ratio	1.35	0.98		0.58	1.19		0.82	0.67		0.63	0.59	
Uniform Delay, d1	27.2	27.0		22.8	27.2		32.9	20.0		32.6	19.8	
Progression Factor	1.00	1.00		1.00	1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2	214.7	31.8		5.8	104.7		17.5	2.8		3.9	2.1	
Delay (s)	241.9	58.8		28.6	131.9		50.4	22.9		36.5	21.9	
Level of Service	F	E		C	F		D	C		D	C	
Approach Delay (s)		92.1			123.5			28.4			24.5	
Approach LOS		F			F			C			C	

Intersection Summary			
HCM Average Control Delay	59.5	HCM Level of Service	E
HCM Volume to Capacity ratio	0.91		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	84.4%	ICU Level of Service	E
Analysis Period (min)	15		

Description: Alcatraz Avenue/Telegraph Avenue

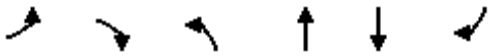
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	80	270	216	20	230	40	218	442	30	40	414	130
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0			4.0	
Lane Util. Factor		1.00			1.00			1.00			1.00	
Frpb, ped/bikes		0.89			0.97			0.99			0.90	
Flpb, ped/bikes		1.00			1.00			1.00			1.00	
Frt		0.95			0.98			0.99			0.97	
Flt Protected		0.99			1.00			0.98			1.00	
Satd. Flow (prot)		1389			1773			1546			1335	
Flt Permitted		0.86			0.91			0.43			0.92	
Satd. Flow (perm)		1204			1624			677			1236	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	80	270	216	20	230	40	218	442	30	40	414	130
RTOR Reduction (vph)	0	31	0	0	9	0	0	2	0	0	15	0
Lane Group Flow (vph)	0	535	0	0	281	0	0	688	0	0	569	0
Confl. Peds. (#/hr)			137			87			153			204
Confl. Bikes (#/hr)			8			6			31			30
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			pm+pt			Perm		
Protected Phases		6			6		3	8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		19.0			19.0			41.0			21.5	
Effective Green, g (s)		20.0			20.0			42.0			22.5	
Actuated g/C Ratio		0.29			0.29			0.60			0.32	
Clearance Time (s)		5.0			5.0			5.0			5.0	
Lane Grp Cap (vph)		344			464			605			397	
v/s Ratio Prot								c0.26				
v/s Ratio Perm		c0.44			0.17			0.42			c0.46	
v/c Ratio		1.55			0.61			1.14			1.43	
Uniform Delay, d1		25.0			21.6			14.0			23.8	
Progression Factor		1.00			1.00			1.00			1.12	
Incremental Delay, d2		263.2			5.8			80.4			196.4	
Delay (s)		288.2			27.4			94.4			222.9	
Level of Service		F			C			F			F	
Approach Delay (s)		288.2			27.4			94.4			222.9	
Approach LOS		F			C			F			F	

Intersection Summary			
HCM Average Control Delay	172.0	HCM Level of Service	F
HCM Volume to Capacity ratio	1.41		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	135.3%	ICU Level of Service	H
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

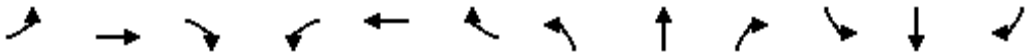
c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	160	180	170	733	554	160
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.95	0.95	0.95	0.95	0.95	0.95
Hourly flow rate (vph)	168	189	179	772	583	168
Pedestrians				41		
Lane Width (ft)				12.0		
Walking Speed (ft/s)				4.0		
Percent Blockage				3		
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				297	1223	
pX, platoon unblocked						
vC, conflicting volume	1411	417	752			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	1411	417	752			
tC, single (s)	6.8	6.9	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	0	66	79			
cM capacity (veh/h)	102	565	854			

Direction, Lane #	EB 1	NB 1	NB 2	SB 1	SB 2
Volume Total	358	436	514	389	363
Volume Left	168	179	0	0	0
Volume Right	189	0	0	0	168
cSH	180	854	1700	1700	1700
Volume to Capacity	1.99	0.21	0.30	0.23	0.21
Queue Length 95th (ft)	679	20	0	0	0
Control Delay (s)	505.5	5.7	0.0	0.0	0.0
Lane LOS	F	A			
Approach Delay (s)	505.5	2.6		0.0	
Approach LOS	F				

Intersection Summary			
Average Delay	89.0		
Intersection Capacity Utilization	77.4%	ICU Level of Service	D
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	0	0	30	0	0	101	0	611	53	121	489	30
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Hourly flow rate (vph)	0	0	31	0	0	105	0	636	55	126	509	31
Pedestrians		357			132						292	
Lane Width (ft)		12.0			12.0						12.0	
Walking Speed (ft/s)		4.0			4.0						4.0	
Percent Blockage		30			11						24	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								330			322	
pX, platoon unblocked	0.81	0.81	0.81	0.81	0.81		0.81					
vC, conflicting volume	2195	1958	882	1589	1946	1088	898			824		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	2353	2062	742	1609	2047	1088	761			824		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	100	100	87	100	100	40	100			82		
cM capacity (veh/h)	3	23	238	33	23	177	487			718		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1	SB 2
Volume Total	31	105	692	126	541
Volume Left	0	0	0	126	0
Volume Right	31	105	55	0	31
cSH	238	177	1700	718	1700
Volume to Capacity	0.13	0.60	0.41	0.18	0.32
Queue Length 95th (ft)	11	81	0	16	0
Control Delay (s)	22.4	51.6	0.0	11.1	0.0
Lane LOS	C	F		B	
Approach Delay (s)	22.4	51.6	0.0	2.1	
Approach LOS	C	F			

Intersection Summary				
Average Delay	5.0			
Intersection Capacity Utilization	57.4%	ICU Level of Service	B	
Analysis Period (min)	15			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	10	80	20	427	257	20	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.76				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.94				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1482				1770	1112				
Flt Permitted			0.98				0.31	1.00				
Satd. Flow (perm)			1482				582	1112				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	10	80	20	427	257	20	20	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	80	0	0	0	100	704	0	0	0	0
Confl. Peds. (#/hr)									201	152		
Confl. Bikes (#/hr)					1				33	33		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			14.0				36.0	36.0				
Effective Green, g (s)			13.0				37.0	37.0				
Actuated g/C Ratio			0.13				0.37	0.37				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			193				215	411				
v/s Ratio Prot								0.63				
v/s Ratio Perm			0.05				0.17					
v/c Ratio			0.41				0.47	1.71				
Uniform Delay, d1			40.0				24.0	31.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			6.4				7.1	331.0				
Delay (s)			46.4				31.0	362.5				
Level of Service			D				C	F				
Approach Delay (s)			46.4					321.3				
Approach LOS			D					F				

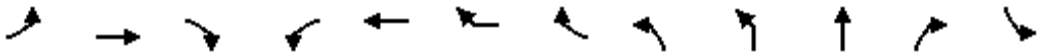
Intersection Summary			
HCM Average Control Delay	404.9	HCM Level of Service	F
HCM Volume to Capacity ratio	2.10		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	119.4%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	258	197	10	10	216	464	20	50	267	468	10	40
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.74					0.98				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.94					0.99				0.99		
Flt Protected	1.00					0.99				0.98		
Satd. Flow (prot)	1127					3151				3170		
Flt Permitted	0.36					0.99				0.98		
Satd. Flow (perm)	404					3151				3170		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	258	197	10	10	216	464	20	50	267	468	10	40
RTOR Reduction (vph)	0	0	0	0	0	5	0	0	0	4	0	0
Lane Group Flow (vph)	495	0	0	0	0	755	0	0	0	781	0	0
Confl. Peds. (#/hr)		169	201					58				64
Confl. Bikes (#/hr)		37	37					5				12
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	36.0					16.0				18.0		
Effective Green, g (s)	37.0					16.0				18.0		
Actuated g/C Ratio	0.37					0.16				0.18		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	149					504				571		
v/s Ratio Prot						c0.24				c0.25		
v/s Ratio Perm	c1.23											
v/c Ratio	3.32					1.50				1.37		
Uniform Delay, d1	31.5					42.0				41.0		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	1062.0					234.3				176.4		
Delay (s)	1093.5					276.3				217.4		
Level of Service	F					F				F		
Approach Delay (s)	1093.5					276.3				217.4		
Approach LOS	F					F				F		

Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	13	30	10	180	60	60	162	20	70	696	110	52
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.96					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.97			0.94					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1574			1434					3213		
Flt Permitted		0.90			0.85					0.70		
Satd. Flow (perm)		1438			1239					2273		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	14	32	11	189	63	63	171	21	74	733	116	55
RTOR Reduction (vph)	0	8	0	0	33	0	0	0	0	18	0	0
Lane Group Flow (vph)	0	49	0	0	453	0	0	0	0	926	0	0
Confl. Peds. (#/hr)			21				55				18	
Confl. Bikes (#/hr)			8				28				14	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		18.0			18.0					22.7		
Effective Green, g (s)		18.0			18.0					23.7		
Actuated g/C Ratio		0.30			0.30					0.39		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		431			372					898		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.37					c0.41		
v/c Ratio		0.11			1.22					1.03		
Uniform Delay, d1		15.2			21.0					18.1		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			120.2					38.5		
Delay (s)		15.3			141.2					56.6		
Level of Service		B			F					E		
Approach Delay (s)		15.3			141.2					56.6		
Approach LOS		B			F					E		

Intersection Summary			
HCM Average Control Delay	60.7	HCM Level of Service	E
HCM Volume to Capacity ratio	1.07		
Actuated Cycle Length (s)	60.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	103.4%	ICU Level of Service	G
Analysis Period (min)	15		

Description: Claremont Avenue/Forest Street

c Critical Lane Group



Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	726	13	13	14	50	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	1.00				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	1.00				0.94	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3276				1517	
Flt Permitted	0.78				0.97	
Satd. Flow (perm)	2556				1517	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	764	14	14	15	53	53
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	847	0	0	0	121	0
Confl. Peds. (#/hr)		9	23			
Confl. Bikes (#/hr)		25	39			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	22.7				6.3	
Effective Green, g (s)	23.7				6.3	
Actuated g/C Ratio	0.39				0.10	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1010				159	
v/s Ratio Prot					c0.08	
v/s Ratio Perm	0.33					
v/c Ratio	0.84				0.76	
Uniform Delay, d1	16.4				26.1	
Progression Factor	1.00				1.00	
Incremental Delay, d2	8.3				17.4	
Delay (s)	24.7				43.5	
Level of Service	C				D	
Approach Delay (s)	24.7				43.5	
Approach LOS	C				D	

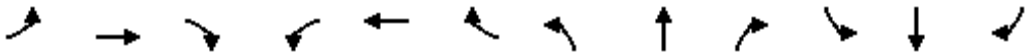
Intersection Summary

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	60	570	126	36	560	140	116	365	96	140	426	120
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0			4.0		4.0	4.0	
Lane Util. Factor		1.00			0.95			1.00		1.00	1.00	
Frpb, ped/bikes		0.95			0.90			0.94		1.00	0.92	
Flpb, ped/bikes		1.00			1.00			1.00		1.00	1.00	
Frt		0.98			0.97			0.98		1.00	0.97	
Flt Protected		1.00			1.00			0.99		0.95	1.00	
Satd. Flow (prot)		1488			3096			1472		1770	1368	
Flt Permitted		0.87			0.88			0.62		0.39	1.00	
Satd. Flow (perm)		1305			2743			925		723	1368	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	60	570	126	36	560	140	116	365	96	140	426	120
RTOR Reduction (vph)	0	8	0	0	24	0	0	10	0	0	13	0
Lane Group Flow (vph)	0	748	0	0	712	0	0	567	0	140	533	0
Confl. Peds. (#/hr)			216			242			355			449
Confl. Bikes (#/hr)			3			7			21			29
Parking (#/hr)		8						7			15	
Turn Type	Perm			Perm			Perm			Perm		
Protected Phases		6			6			8			4	
Permitted Phases	6			6			8			4		
Actuated Green, G (s)		30.1			30.1			36.0		36.0	36.0	
Effective Green, g (s)		30.1			30.1			36.0		36.0	36.0	
Actuated g/C Ratio		0.41			0.41			0.49		0.49	0.49	
Clearance Time (s)		4.0			4.0			4.0		4.0	4.0	
Vehicle Extension (s)		0.2			0.2			0.2		0.2	0.2	
Lane Grp Cap (vph)		530			1114			449		351	665	
v/s Ratio Prot											0.39	
v/s Ratio Perm		c0.57			0.26			c0.61		0.19		
v/c Ratio		1.41			0.64			1.26		0.40	0.80	
Uniform Delay, d1		22.0			17.6			19.0		12.1	16.0	
Progression Factor		1.00			1.00			1.00		1.00	1.00	
Incremental Delay, d2		195.8			0.9			135.3		0.3	6.5	
Delay (s)		217.8			18.5			154.4		12.4	22.6	
Level of Service		F			B			F		B	C	
Approach Delay (s)		217.8			18.5			154.4			20.5	
Approach LOS		F			B			F			C	

Intersection Summary			
HCM Average Control Delay	102.2	HCM Level of Service	F
HCM Volume to Capacity ratio	1.33		
Actuated Cycle Length (s)	74.1	Sum of lost time (s)	8.0
Intersection Capacity Utilization	145.4%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue - Ashby Avenue

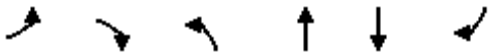
c Critical Lane Group



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (vph)	80	270	216	20	230	40	218	442	30	40	414	130
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0		4.0	4.0		3.0	4.0	
Lane Util. Factor		1.00			1.00		1.00	1.00		1.00	1.00	
Frpb, ped/bikes		0.88			0.97		1.00	0.98		1.00	0.88	
Flpb, ped/bikes		1.00			1.00		1.00	1.00		1.00	1.00	
Frt		0.95			0.98		1.00	0.99		1.00	0.96	
Flt Protected		0.99			1.00		0.95	1.00		0.95	1.00	
Satd. Flow (prot)		1368			1768		1770	1549		1770	1303	
Flt Permitted		0.91			0.96		0.95	1.00		0.95	1.00	
Satd. Flow (perm)		1252			1695		1770	1549		1770	1303	
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	80	270	216	20	230	40	218	442	30	40	414	130
RTOR Reduction (vph)	0	28	0	0	7	0	0	3	0	0	14	0
Lane Group Flow (vph)	0	538	0	0	283	0	218	469	0	40	530	0
Confl. Peds. (#/hr)			137			87			153			204
Confl. Bikes (#/hr)			8			6			31			30
Parking (#/hr)		2						8			16	
Turn Type	Perm			Perm			Prot			Prot		
Protected Phases		6			6		3	8		7	4	
Permitted Phases	6			6								
Actuated Green, G (s)		29.5			29.5		10.0	32.5		4.0	26.0	
Effective Green, g (s)		30.5			30.5		10.5	33.5		5.0	27.0	
Actuated g/C Ratio		0.38			0.38		0.13	0.42		0.06	0.34	
Clearance Time (s)		5.0			5.0		4.5	5.0		4.0	5.0	
Lane Grp Cap (vph)		477			646		232	649		111	440	
v/s Ratio Prot							c0.12	0.30		0.02	c0.41	
v/s Ratio Perm		c0.43			0.17							
v/c Ratio		1.13			0.44		0.94	0.72		0.36	1.20	
Uniform Delay, d1		24.8			18.4		34.4	19.4		36.0	26.5	
Progression Factor		0.39			1.00		1.00	1.00		1.00	1.00	
Incremental Delay, d2		71.1			2.1		45.3	6.9		8.9	111.9	
Delay (s)		80.8			20.5		79.7	26.2		44.8	138.4	
Level of Service		F			C		E	C		D	F	
Approach Delay (s)		80.8			20.5			43.1			132.0	
Approach LOS		F			C			D			F	

Intersection Summary			
HCM Average Control Delay	74.4	HCM Level of Service	E
HCM Volume to Capacity ratio	1.13		
Actuated Cycle Length (s)	80.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	107.8%	ICU Level of Service	G
Analysis Period (min)	15		
Description: Alcatraz Avenue/College Avenue			

c Critical Lane Group



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (vph)	160	180	170	733	554	160
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0			4.0	4.0	
Lane Util. Factor	1.00			0.95	0.95	
Frpb, ped/bikes	0.97			1.00	0.99	
Flpb, ped/bikes	1.00			1.00	1.00	
Frt	0.93			1.00	0.97	
Flt Protected	0.98			0.99	1.00	
Satd. Flow (prot)	1636			3506	3396	
Flt Permitted	0.98			0.67	1.00	
Satd. Flow (perm)	1636			2364	3396	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	168	189	179	772	583	168
RTOR Reduction (vph)	55	0	0	0	29	0
Lane Group Flow (vph)	302	0	0	951	722	0
Confl. Peds. (#/hr)		41				
Confl. Bikes (#/hr)		7				22
Turn Type			Perm			
Protected Phases	4			2	6	
Permitted Phases			2			
Actuated Green, G (s)	17.8			48.2	48.2	
Effective Green, g (s)	17.8			48.2	48.2	
Actuated g/C Ratio	0.24			0.65	0.65	
Clearance Time (s)	4.0			4.0	4.0	
Vehicle Extension (s)	3.0			3.0	3.0	
Lane Grp Cap (vph)	394			1540	2212	
v/s Ratio Prot	c0.18				0.21	
v/s Ratio Perm				c0.40		
v/c Ratio	0.77			0.62	0.33	
Uniform Delay, d1	26.2			7.5	5.7	
Progression Factor	1.00			1.00	1.00	
Incremental Delay, d2	8.7			1.9	0.4	
Delay (s)	34.9			9.4	6.1	
Level of Service	C			A	A	
Approach Delay (s)	34.9			9.4	6.1	
Approach LOS	C			A	A	

Intersection Summary			
HCM Average Control Delay	12.6	HCM Level of Service	B
HCM Volume to Capacity ratio	0.66		
Actuated Cycle Length (s)	74.0	Sum of lost time (s)	8.0
Intersection Capacity Utilization	77.4%	ICU Level of Service	D
Analysis Period (min)	15		
c Critical Lane Group			

Movement	EBL2	EBL	EBT	EBR	EBR2	NBL2	NBL	NBT	NBR	NBR2	SBL2	SBL
Lane Configurations												
Volume (vph)	10	20	10	30	10	80	20	427	257	20	20	10
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)			4.0				4.0	4.0				
Lane Util. Factor			1.00				1.00	1.00				
Frpb, ped/bikes			0.99				1.00	0.76				
Flpb, ped/bikes			1.00				1.00	1.00				
Frt			0.93				1.00	0.94				
Flt Protected			0.98				0.95	1.00				
Satd. Flow (prot)			1481				1770	1113				
Flt Permitted			0.98				0.33	1.00				
Satd. Flow (perm)			1481				614	1113				
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	10	20	10	30	10	80	20	427	257	20	20	10
RTOR Reduction (vph)	0	0	0	0	0	0	0	0	0	0	0	0
Lane Group Flow (vph)	0	0	80	0	0	0	100	704	0	0	0	0
Confl. Peds. (#/hr)									201	152		
Confl. Bikes (#/hr)					1				33	33		
Parking (#/hr)			5					12				
Turn Type	Perm	Perm				Perm	Perm				Perm	Perm
Protected Phases			1					2				
Permitted Phases	1	1				2	2				6	6
Actuated Green, G (s)			8.0				38.0	38.0				
Effective Green, g (s)			7.0				39.0	39.0				
Actuated g/C Ratio			0.07				0.39	0.39				
Clearance Time (s)			3.0				5.0	5.0				
Lane Grp Cap (vph)			104				239	434				
v/s Ratio Prot								0.63				
v/s Ratio Perm			0.05				0.16					
v/c Ratio			0.77				0.42	1.62				
Uniform Delay, d1			45.7				22.2	30.5				
Progression Factor			1.00				1.00	1.00				
Incremental Delay, d2			41.3				5.3	290.4				
Delay (s)			87.0				27.5	320.9				
Level of Service			F				C	F				
Approach Delay (s)			87.0					284.4				
Approach LOS			F					F				

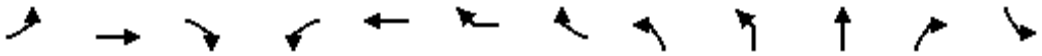
Intersection Summary			
HCM Average Control Delay	302.3	HCM Level of Service	F
HCM Volume to Capacity ratio	1.83		
Actuated Cycle Length (s)	100.0	Sum of lost time (s)	16.0
Intersection Capacity Utilization	119.4%	ICU Level of Service	H
Analysis Period (min)	15		

Description: College Avenue/Claremont Avenue/62nd Street

c Critical Lane Group

Movement	SBT	SBR	SBR2	NEL2	NEL	NET	NER	NER2	SWL	SWT	SWR	SWR2
Lane Configurations												
Volume (vph)	258	197	10	10	216	464	20	50	267	468	10	40
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0					4.0				4.0		
Lane Util. Factor	1.00					0.95				0.95		
Frpb, ped/bikes	0.74					0.98				0.99		
Flpb, ped/bikes	1.00					1.00				1.00		
Frt	0.94					0.99				0.99		
Flt Protected	1.00					0.99				0.98		
Satd. Flow (prot)	1128					3151				3171		
Flt Permitted	0.44					0.99				0.98		
Satd. Flow (perm)	496					3151				3171		
Peak-hour factor, PHF	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Adj. Flow (vph)	258	197	10	10	216	464	20	50	267	468	10	40
RTOR Reduction (vph)	0	0	0	0	0	5	0	0	0	4	0	0
Lane Group Flow (vph)	495	0	0	0	0	755	0	0	0	781	0	0
Confl. Peds. (#/hr)		169	201					58				64
Confl. Bikes (#/hr)		37	37					5				12
Parking (#/hr)	5					5				7		
Turn Type				Split	Split				Split			
Protected Phases	6			3	3	3			4	4		
Permitted Phases												
Actuated Green, G (s)	38.0					18.0				20.0		
Effective Green, g (s)	39.0					18.0				20.0		
Actuated g/C Ratio	0.39					0.18				0.20		
Clearance Time (s)	5.0					4.0				4.0		
Lane Grp Cap (vph)	193					567				634		
v/s Ratio Prot						c0.24				c0.25		
v/s Ratio Perm	c1.00											
v/c Ratio	2.56					1.33				1.23		
Uniform Delay, d1	30.5					41.0				40.0		
Progression Factor	1.00					1.00				1.00		
Incremental Delay, d2	719.1					161.1				117.7		
Delay (s)	749.6					202.1				157.7		
Level of Service	F					F				F		
Approach Delay (s)	749.6					202.1				157.7		
Approach LOS	F					F				F		

Intersection Summary



Movement	EBL	EBT	EBR	WBL	WBT	WBR	WBR2	NBL2	NBL	NBT	NBR	SBL
Lane Configurations												
Volume (vph)	13	30	10	180	60	60	162	20	70	696	110	52
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)		4.0			4.0					4.0		
Lane Util. Factor		1.00			1.00					0.95		
Frpb, ped/bikes		0.99			0.96					0.99		
Flpb, ped/bikes		1.00			1.00					1.00		
Frt		0.97			0.94					0.98		
Flt Protected		0.99			0.98					0.99		
Satd. Flow (prot)		1573			1428					3211		
Flt Permitted		0.90			0.85					0.70		
Satd. Flow (perm)		1435			1234					2255		
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	14	32	11	189	63	63	171	21	74	733	116	55
RTOR Reduction (vph)	0	8	0	0	28	0	0	0	0	15	0	0
Lane Group Flow (vph)	0	49	0	0	458	0	0	0	0	929	0	0
Confl. Peds. (#/hr)			21				55				18	
Confl. Bikes (#/hr)			8				28				14	
Parking (#/hr)		3			5					5		
Turn Type	Perm			Perm				Perm	Perm			Perm
Protected Phases		4			4					2		
Permitted Phases	4			4				2	2			6
Actuated Green, G (s)		21.5			21.5					27.9		
Effective Green, g (s)		21.5			21.5					28.9		
Actuated g/C Ratio		0.31			0.31					0.41		
Clearance Time (s)		4.0			4.0					5.0		
Vehicle Extension (s)		2.0			2.0					4.0		
Lane Grp Cap (vph)		441			379					931		
v/s Ratio Prot												
v/s Ratio Perm		0.03			c0.37					c0.41		
v/c Ratio		0.11			1.21					1.00		
Uniform Delay, d1		17.4			24.2					20.5		
Progression Factor		1.00			1.00					1.00		
Incremental Delay, d2		0.0			116.4					29.1		
Delay (s)		17.4			140.6					49.6		
Level of Service		B			F					D		
Approach Delay (s)		17.4			140.6					49.6		
Approach LOS		B			F					D		

Intersection Summary			
HCM Average Control Delay	58.0	HCM Level of Service	E
HCM Volume to Capacity ratio	1.04		
Actuated Cycle Length (s)	70.0	Sum of lost time (s)	12.0
Intersection Capacity Utilization	103.4%	ICU Level of Service	G
Analysis Period (min)	15		
Description: Claremont Avenue/Forest Street			
c Critical Lane Group			



Movement	SBT	SBR	SBR2	SEL2	SEL	SER
Lane Configurations						
Volume (vph)	726	13	13	14	50	50
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.0				4.0	
Lane Util. Factor	0.95				1.00	
Frpb, ped/bikes	1.00				1.00	
Flpb, ped/bikes	1.00				1.00	
Frt	1.00				0.94	
Flt Protected	1.00				0.97	
Satd. Flow (prot)	3275				1517	
Flt Permitted	0.78				0.97	
Satd. Flow (perm)	2551				1517	
Peak-hour factor, PHF	0.95	0.95	0.95	0.95	0.95	0.95
Adj. Flow (vph)	764	14	14	15	53	53
RTOR Reduction (vph)	0	0	0	0	0	0
Lane Group Flow (vph)	847	0	0	0	121	0
Confl. Peds. (#/hr)		9	23			
Confl. Bikes (#/hr)		25	39			
Parking (#/hr)	5				2	
Turn Type				Split		
Protected Phases	6			3	3	
Permitted Phases						
Actuated Green, G (s)	27.9				7.6	
Effective Green, g (s)	28.9				7.6	
Actuated g/C Ratio	0.41				0.11	
Clearance Time (s)	5.0				4.0	
Vehicle Extension (s)	4.0				2.0	
Lane Grp Cap (vph)	1053				165	
v/s Ratio Prot					c0.08	
v/s Ratio Perm	0.33					
v/c Ratio	0.80				0.73	
Uniform Delay, d1	18.1				30.2	
Progression Factor	1.00				1.00	
Incremental Delay, d2	6.5				13.5	
Delay (s)	24.6				43.7	
Level of Service	C				D	
Approach Delay (s)	24.6				43.7	
Approach LOS	C				D	

Intersection Summary

Appendix D
LOS Calculation Worksheets – Residential Streets

FEHR PEERS

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	9	467	114	41	317	19	76	22	42	15	15	23
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	10	519	127	46	352	21	84	24	47	17	17	26
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)		1095			1225							
pX, platoon unblocked				0.83			0.83	0.83	0.83	0.83	0.83	
vC, conflicting volume	393			666			1130	1107	622	1155	1159	403
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	393			492			1053	1025	439	1083	1089	403
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			95			37	86	91	86	90	96
cM capacity (veh/h)	1146			872			134	177	491	117	162	623

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	656	419	156	59
Volume Left	10	46	84	17
Volume Right	127	21	47	26
cSH	1146	872	180	205
Volume to Capacity	0.01	0.05	0.87	0.29
Queue Length 95th (ft)	1	4	157	28
Control Delay (s)	0.2	1.6	88.0	29.4
Lane LOS	A	A	F	D
Approach Delay (s)	0.2	1.6	88.0	29.4
Approach LOS			F	D

Intersection Summary			
Average Delay	12.6		
Intersection Capacity Utilization	64.2%	ICU Level of Service	C
Analysis Period (min)	15		

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	11	433	39	98	469	16	29	0	44	17	4	8
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	12	481	43	109	521	18	32	0	49	19	4	9
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)					650							
pX, platoon unblocked												
vC, conflicting volume	559			544			1326	1324	543	1364	1337	570
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	559			544			1326	1324	543	1364	1337	570
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			89			70	100	91	80	97	98
cM capacity (veh/h)	995			1007			108	133	519	96	131	501

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	537	648	81	32
Volume Left	12	109	32	19
Volume Right	43	18	49	9
cSH	995	1007	207	130
Volume to Capacity	0.01	0.11	0.39	0.25
Queue Length 95th (ft)	1	9	44	23
Control Delay (s)	0.3	2.7	33.2	41.6
Lane LOS	A	A	D	E
Approach Delay (s)	0.3	2.7	33.2	41.6
Approach LOS			D	E

Intersection Summary			
Average Delay	4.6		
Intersection Capacity Utilization	76.5%	ICU Level of Service	D
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	4	12	11	124	190	4
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	4	13	12	138	211	4
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				253		
pX, platoon unblocked						
vC, conflicting volume	416	253	236			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	416	253	236			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	99	98	99			
cM capacity (veh/h)	568	759	1309			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	18	150	216
Volume Left	4	12	0
Volume Right	13	0	4
cSH	701	1309	1700
Volume to Capacity	0.03	0.01	0.13
Queue Length 95th (ft)	2	1	0
Control Delay (s)	10.3	0.7	0.0
Lane LOS	B	A	
Approach Delay (s)	10.3	0.7	0.0
Approach LOS	B		

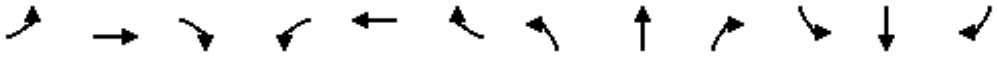
Intersection Summary			
Average Delay	0.8		
Intersection Capacity Utilization	30.5%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	5	9	10	129	196	11
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	6	10	11	143	218	12
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)				281		
pX, platoon unblocked						
vC, conflicting volume	429	264	250			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	429	264	250			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	99	99	99			
cM capacity (veh/h)	558	749	1294			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	16	154	230
Volume Left	6	11	0
Volume Right	10	0	12
cSH	668	1294	1700
Volume to Capacity	0.02	0.01	0.14
Queue Length 95th (ft)	2	1	0
Control Delay (s)	10.5	0.6	0.0
Lane LOS	B	A	
Approach Delay (s)	10.5	0.6	0.0
Approach LOS	B		

Intersection Summary			
Average Delay	0.7		
Intersection Capacity Utilization	29.9%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Sign Control		Stop			Stop			Stop			Stop	
Volume (vph)	2	2	7	33	19	14	6	132	6	6	196	0
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	2	2	8	37	21	16	7	147	7	7	218	0

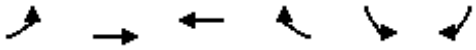
Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total (vph)	12	73	160	224
Volume Left (vph)	2	37	7	7
Volume Right (vph)	8	16	7	0
Hadj (s)	-0.31	0.01	0.02	0.04
Departure Headway (s)	4.6	4.8	4.4	4.3
Degree Utilization, x	0.02	0.10	0.19	0.27
Capacity (veh/h)	712	690	795	803
Control Delay (s)	7.6	8.3	8.4	8.9
Approach Delay (s)	7.6	8.3	8.4	8.9
Approach LOS	A	A	A	A

Intersection Summary				
Delay	8.6			
HCM Level of Service	A			
Intersection Capacity Utilization	30.6%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	5	5	6	0	0	0	7	141	7	3	196	10
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	6	6	7	0	0	0	8	157	8	3	218	11
Pedestrians		20			20			20			20	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								842				
pX, platoon unblocked												
vC, conflicting volume	446	450	263	456	452	201	249			184		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	446	450	263	456	452	201	249			184		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	99	99	99	100	100	100	99			100		
cM capacity (veh/h)	489	484	750	474	483	813	1295			1367		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	18	0	172	232
Volume Left	6	0	8	3
Volume Right	7	0	8	11
cSH	560	1700	1295	1367
Volume to Capacity	0.03	0.00	0.01	0.00
Queue Length 95th (ft)	2	0	0	0
Control Delay (s)	11.6	0.0	0.4	0.1
Lane LOS	B	A	A	A
Approach Delay (s)	11.6	0.0	0.4	0.1
Approach LOS	B	A		

Intersection Summary				
Average Delay	0.7			
Intersection Capacity Utilization	27.5%	ICU Level of Service	A	
Analysis Period (min)	15			



Movement	EBL	EBT	WBT	WBR	SBL	SBR
Lane Configurations						
Volume (veh/h)	99	514	348	20	19	135
Sign Control		Free	Free		Stop	
Grade		0%	0%		0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	110	571	387	22	21	150
Pedestrians					20	
Lane Width (ft)					12.0	
Walking Speed (ft/s)					4.0	
Percent Blockage					2	
Right turn flare (veh)						
Median type		None	TWLTL			
Median storage veh)			2			
Upstream signal (ft)		1226	808			
pX, platoon unblocked					0.99	
vC, conflicting volume	429				923	224
vC1, stage 1 conf vol					418	
vC2, stage 2 conf vol					506	
vCu, unblocked vol	429				912	224
tC, single (s)	4.1				6.8	6.9
tC, 2 stage (s)					5.8	
tF (s)	2.2				3.5	3.3
p0 queue free %	90				95	80
cM capacity (veh/h)	1108				443	766

Direction, Lane #	EB 1	EB 2	WB 1	WB 2	SB 1
Volume Total	300	381	258	151	171
Volume Left	110	0	0	0	21
Volume Right	0	0	0	22	150
cSH	1108	1700	1700	1700	703
Volume to Capacity	0.10	0.22	0.15	0.09	0.24
Queue Length 95th (ft)	8	0	0	0	24
Control Delay (s)	3.8	0.0	0.0	0.0	11.8
Lane LOS	A				B
Approach Delay (s)	1.7		0.0		11.8
Approach LOS					B

Intersection Summary			
Average Delay	2.5		
Intersection Capacity Utilization	48.3%	ICU Level of Service	A
Analysis Period (min)	15		

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	9	481	114	41	330	19	76	22	42	15	15	23
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	10	534	127	46	367	21	84	24	47	17	17	26
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)		1095			1225							
pX, platoon unblocked				0.82			0.82	0.82	0.82	0.82	0.82	
vC, conflicting volume	408			681			1160	1137	638	1185	1189	417
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	408			499			1084	1056	446	1115	1120	417
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			95			32	85	90	85	89	96
cM capacity (veh/h)	1132			857			125	167	482	109	153	611

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	671	433	156	59
Volume Left	10	46	84	17
Volume Right	127	21	47	26
cSH	1132	857	169	194
Volume to Capacity	0.01	0.05	0.92	0.30
Queue Length 95th (ft)	1	4	171	31
Control Delay (s)	0.2	1.6	103.6	31.5
Lane LOS	A	A	F	D
Approach Delay (s)	0.2	1.6	103.6	31.5
Approach LOS			F	D

Intersection Summary			
Average Delay	14.3		
Intersection Capacity Utilization	65.0%	ICU Level of Service	C
Analysis Period (min)	15		

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	11	447	39	98	482	16	29	0	44	17	4	8
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	12	497	43	109	536	18	32	0	49	19	4	9
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)					650							
pX, platoon unblocked												
vC, conflicting volume	573			560			1356	1354	558	1394	1367	584
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	573			560			1356	1354	558	1394	1367	584
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			89			69	100	90	79	96	98
cM capacity (veh/h)	983			994			103	127	509	92	125	492

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	552	662	81	32
Volume Left	12	109	32	19
Volume Right	43	18	49	9
cSH	983	994	198	124
Volume to Capacity	0.01	0.11	0.41	0.26
Queue Length 95th (ft)	1	9	46	24
Control Delay (s)	0.3	2.7	35.2	44.0
Lane LOS	A	A	E	E
Approach Delay (s)	0.3	2.7	35.2	44.0
Approach LOS			E	E

Intersection Summary				
Average Delay	4.7			
Intersection Capacity Utilization	77.9%	ICU Level of Service	D	
Analysis Period (min)	15			



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	4	12	11	126	193	4
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	4	13	12	140	214	4
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)						
pX, platoon unblocked						
vC, conflicting volume	421	257	239			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	421	257	239			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	99	98	99			
cM capacity (veh/h)	564	756	1306			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	18	152	219
Volume Left	4	12	0
Volume Right	13	0	4
cSH	697	1306	1700
Volume to Capacity	0.03	0.01	0.13
Queue Length 95th (ft)	2	1	0
Control Delay (s)	10.3	0.7	0.0
Lane LOS	B	A	
Approach Delay (s)	10.3	0.7	0.0
Approach LOS	B		

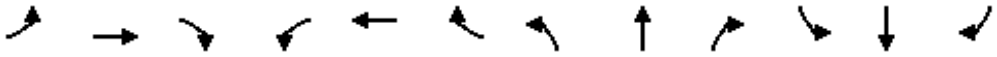
Intersection Summary			
Average Delay	0.7		
Intersection Capacity Utilization	30.6%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	5	9	10	131	199	11
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	6	10	11	146	221	12
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)						
pX, platoon unblocked						
vC, conflicting volume	435	267	253			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	435	267	253			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	99	99	99			
cM capacity (veh/h)	554	746	1290			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	16	157	233
Volume Left	6	11	0
Volume Right	10	0	12
cSH	664	1290	1700
Volume to Capacity	0.02	0.01	0.14
Queue Length 95th (ft)	2	1	0
Control Delay (s)	10.6	0.6	0.0
Lane LOS	B	A	
Approach Delay (s)	10.6	0.6	0.0
Approach LOS	B		

Intersection Summary			
Average Delay	0.6		
Intersection Capacity Utilization	30.0%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Sign Control		Stop			Stop			Stop			Stop	
Volume (vph)	2	2	7	33	19	14	6	134	6	6	199	0
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	2	2	8	37	21	16	7	149	7	7	221	0

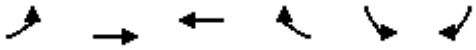
Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total (vph)	12	73	162	228
Volume Left (vph)	2	37	7	7
Volume Right (vph)	8	16	7	0
Hadj (s)	-0.31	0.01	0.02	0.04
Departure Headway (s)	4.6	4.8	4.4	4.3
Degree Utilization, x	0.02	0.10	0.20	0.27
Capacity (veh/h)	710	688	794	802
Control Delay (s)	7.6	8.3	8.4	9.0
Approach Delay (s)	7.6	8.3	8.4	9.0
Approach LOS	A	A	A	A

Intersection Summary				
Delay	8.6			
HCM Level of Service	A			
Intersection Capacity Utilization	30.7%	ICU Level of Service	A	
Analysis Period (min)	15			

Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	5	5	6	0	0	0	7	143	7	3	199	10
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	6	6	7	0	0	0	8	159	8	3	221	11
Pedestrians		20			20			20			20	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								842				
pX, platoon unblocked												
vC, conflicting volume	452	456	267	461	457	203	252			187		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	452	456	267	461	457	203	252			187		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	99	99	99	100	100	100	99			100		
cM capacity (veh/h)	485	480	746	470	479	810	1291			1365		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	18	0	174	236
Volume Left	6	0	8	3
Volume Right	7	0	8	11
cSH	556	1700	1291	1365
Volume to Capacity	0.03	0.00	0.01	0.00
Queue Length 95th (ft)	2	0	0	0
Control Delay (s)	11.7	0.0	0.4	0.1
Lane LOS	B	A	A	A
Approach Delay (s)	11.7	0.0	0.4	0.1
Approach LOS	B	A		

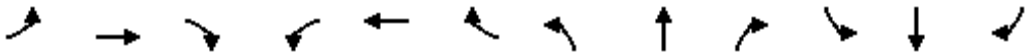
Intersection Summary				
Average Delay	0.7			
Intersection Capacity Utilization	27.6%	ICU Level of Service	A	
Analysis Period (min)	15			



Movement	EBL	EBT	WBT	WBR	SBL	SBR
Lane Configurations						
Volume (veh/h)	99	536	368	20	19	135
Sign Control		Free	Free		Stop	
Grade		0%	0%		0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	110	596	409	22	21	150
Pedestrians					20	
Lane Width (ft)					12.0	
Walking Speed (ft/s)					4.0	
Percent Blockage					2	
Right turn flare (veh)						
Median type		None	None			
Median storage veh)						
Upstream signal (ft)		1226	808			
pX, platoon unblocked						
vC, conflicting volume	451				958	236
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	451				958	236
tC, single (s)	4.1				6.8	6.9
tC, 2 stage (s)						
tF (s)	2.2				3.5	3.3
p0 queue free %	90				91	80
cM capacity (veh/h)	1087				226	753

Direction, Lane #	EB 1	EB 2	WB 1	WB 2	SB 1
Volume Total	309	397	273	159	171
Volume Left	110	0	0	0	21
Volume Right	0	0	0	22	150
cSH	1087	1700	1700	1700	585
Volume to Capacity	0.10	0.23	0.16	0.09	0.29
Queue Length 95th (ft)	8	0	0	0	30
Control Delay (s)	3.7	0.0	0.0	0.0	13.7
Lane LOS	A				B
Approach Delay (s)	1.6		0.0		13.7
Approach LOS					B

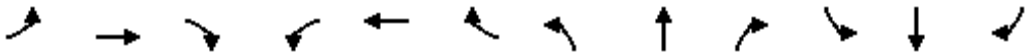
Intersection Summary			
Average Delay	2.7		
Intersection Capacity Utilization	49.2%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	9	515	114	41	363	19	76	22	42	15	15	23
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	10	572	127	46	403	21	84	24	47	17	17	26
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)		1095			1225							
pX, platoon unblocked				0.79			0.79	0.79	0.79	0.79	0.79	
vC, conflicting volume	444			719			1234	1211	676	1259	1264	454
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	444			516			1165	1136	462	1197	1203	454
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			94			19	83	90	82	87	96
cM capacity (veh/h)	1097			819			105	145	458	90	132	583

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	709	470	156	59
Volume Left	10	46	84	17
Volume Right	127	21	47	26
cSH	1097	819	144	166
Volume to Capacity	0.01	0.06	1.08	0.35
Queue Length 95th (ft)	1	4	209	37
Control Delay (s)	0.2	1.6	158.4	38.1
Lane LOS	A	A	F	E
Approach Delay (s)	0.2	1.6	158.4	38.1
Approach LOS			F	E

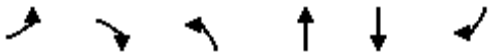
Intersection Summary				
Average Delay	20.0			
Intersection Capacity Utilization	66.9%	ICU Level of Service	C	
Analysis Period (min)	15			



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	10	495	40	100	493	20	30	10	40	20	10	10
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	550	44	111	548	22	33	11	44	22	11	11
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)					650							
pX, platoon unblocked	1.00						1.00	1.00		1.00	1.00	1.00
vC, conflicting volume	590			614			1432	1427	612	1466	1438	599
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	586			614			1432	1426	612	1465	1437	595
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			88			61	90	91	70	90	98
cM capacity (veh/h)	968			949			85	114	474	75	112	483

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	606	681	89	44
Volume Left	11	111	33	22
Volume Right	44	22	44	11
cSH	968	949	153	106
Volume to Capacity	0.01	0.12	0.58	0.42
Queue Length 95th (ft)	1	10	76	44
Control Delay (s)	0.3	2.9	57.1	61.3
Lane LOS	A	A	F	F
Approach Delay (s)	0.3	2.9	57.1	61.3
Approach LOS			F	F

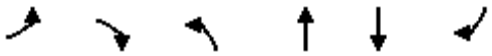
Intersection Summary			
Average Delay	7.0		
Intersection Capacity Utilization	81.6%	ICU Level of Service	D
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	4	12	11	126	193	4
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	4	13	12	140	214	4
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)						
pX, platoon unblocked						
vC, conflicting volume	421	257	239			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	421	257	239			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	99	98	99			
cM capacity (veh/h)	564	756	1306			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	18	152	219
Volume Left	4	12	0
Volume Right	13	0	4
cSH	697	1306	1700
Volume to Capacity	0.03	0.01	0.13
Queue Length 95th (ft)	2	1	0
Control Delay (s)	10.3	0.7	0.0
Lane LOS	B	A	
Approach Delay (s)	10.3	0.7	0.0
Approach LOS	B		

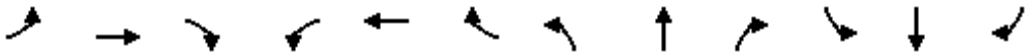
Intersection Summary			
Average Delay	0.7		
Intersection Capacity Utilization	30.6%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	5	9	10	131	199	11
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	6	10	11	146	221	12
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)						
pX, platoon unblocked						
vC, conflicting volume	435	267	253			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	435	267	253			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	99	99	99			
cM capacity (veh/h)	554	746	1290			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	16	157	233
Volume Left	6	11	0
Volume Right	10	0	12
cSH	664	1290	1700
Volume to Capacity	0.02	0.01	0.14
Queue Length 95th (ft)	2	1	0
Control Delay (s)	10.6	0.6	0.0
Lane LOS	B	A	
Approach Delay (s)	10.6	0.6	0.0
Approach LOS	B		

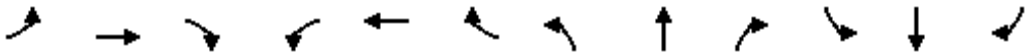
Intersection Summary			
Average Delay	0.6		
Intersection Capacity Utilization	30.0%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Sign Control		Stop			Stop			Stop			Stop	
Volume (vph)	2	2	7	33	19	14	6	134	6	6	199	0
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	2	2	8	37	21	16	7	149	7	7	221	0

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total (vph)	12	73	162	228
Volume Left (vph)	2	37	7	7
Volume Right (vph)	8	16	7	0
Hadj (s)	-0.31	0.01	0.02	0.04
Departure Headway (s)	4.6	4.8	4.4	4.3
Degree Utilization, x	0.02	0.10	0.20	0.27
Capacity (veh/h)	710	688	794	802
Control Delay (s)	7.6	8.3	8.4	9.0
Approach Delay (s)	7.6	8.3	8.4	9.0
Approach LOS	A	A	A	A

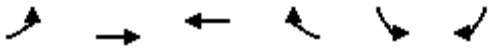
Intersection Summary				
Delay	8.6			
HCM Level of Service	A			
Intersection Capacity Utilization	30.7%	ICU Level of Service	A	
Analysis Period (min)	15			



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	5	5	6	0	0	0	7	143	7	3	199	10
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	6	6	7	0	0	0	8	159	8	3	221	11
Pedestrians		20			20			20			20	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								842				
pX, platoon unblocked												
vC, conflicting volume	452	456	267	461	457	203	252			187		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	452	456	267	461	457	203	252			187		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	99	99	99	100	100	100	99			100		
cM capacity (veh/h)	485	480	746	470	479	810	1291			1365		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	18	0	174	236
Volume Left	6	0	8	3
Volume Right	7	0	8	11
cSH	556	1700	1291	1365
Volume to Capacity	0.03	0.00	0.01	0.00
Queue Length 95th (ft)	2	0	0	0
Control Delay (s)	11.7	0.0	0.4	0.1
Lane LOS	B	A	A	A
Approach Delay (s)	11.7	0.0	0.4	0.1
Approach LOS	B	A		

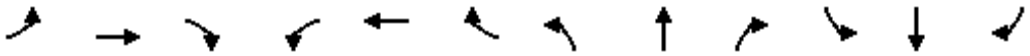
Intersection Summary				
Average Delay	0.7			
Intersection Capacity Utilization	27.6%	ICU Level of Service	A	
Analysis Period (min)	15			



Movement	EBL	EBT	WBT	WBR	SBL	SBR
Lane Configurations						
Volume (veh/h)	100	592	410	20	30	140
Sign Control		Free	Free		Stop	
Grade		0%	0%		0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	111	658	456	22	33	156
Pedestrians					20	
Lane Width (ft)					12.0	
Walking Speed (ft/s)					4.0	
Percent Blockage					2	
Right turn flare (veh)						
Median type		None	None			
Median storage veh)						
Upstream signal (ft)		1226	808			
pX, platoon unblocked						
vC, conflicting volume	498				1038	259
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	498				1038	259
tC, single (s)	4.1				6.8	6.9
tC, 2 stage (s)						
tF (s)	2.2				3.5	3.3
p0 queue free %	89				83	79
cM capacity (veh/h)	1045				199	728

Direction, Lane #	EB 1	EB 2	WB 1	WB 2	SB 1
Volume Total	330	439	304	174	189
Volume Left	111	0	0	0	33
Volume Right	0	0	0	22	156
cSH	1045	1700	1700	1700	496
Volume to Capacity	0.11	0.26	0.18	0.10	0.38
Queue Length 95th (ft)	9	0	0	0	44
Control Delay (s)	3.7	0.0	0.0	0.0	16.7
Lane LOS	A				C
Approach Delay (s)	1.6		0.0		16.7
Approach LOS					C

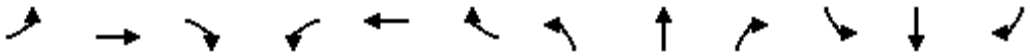
Intersection Summary			
Average Delay	3.0		
Intersection Capacity Utilization	52.2%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	10	675	120	50	513	20	80	20	40	20	20	30
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	750	133	56	570	22	89	22	44	22	22	33
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)		1095			1225							
pX, platoon unblocked				0.71			0.71	0.71	0.71	0.71	0.71	
vC, conflicting volume	612			903			1616	1582	857	1627	1638	621
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	612			660			1663	1616	594	1678	1694	621
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			91			0	65	87	25	61	93
cM capacity (veh/h)	951			648			31	64	345	30	58	468

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	894	648	156	78
Volume Left	11	56	89	22
Volume Right	133	22	44	33
cSH	951	648	47	65
Volume to Capacity	0.01	0.09	3.33	1.20
Queue Length 95th (ft)	1	7	Err	157
Control Delay (s)	0.3	2.3	Err	285.9
Lane LOS	A	A	F	F
Approach Delay (s)	0.3	2.3	Err	285.9
Approach LOS			F	F

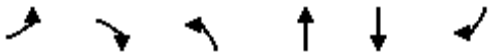
Intersection Summary			
Average Delay	889.5		
Intersection Capacity Utilization	81.1%	ICU Level of Service	D
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	10	715	40	100	543	20	30	10	40	20	10	10
Sign Control		Free			Free			Stop			Stop	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	794	44	111	603	22	33	11	44	22	11	11
Pedestrians		20			20			20			20	
Lane Width (ft)		16.0			16.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type		None			None							
Median storage veh)												
Upstream signal (ft)					650							
pX, platoon unblocked	0.86						0.86	0.86		0.86	0.86	0.86
vC, conflicting volume	646			859			1732	1727	857	1766	1738	654
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	509			859			1769	1763	857	1808	1776	519
tC, single (s)	4.1			4.1			7.1	6.5	6.2	7.1	6.5	6.2
tC, 2 stage (s)												
tF (s)	2.2			2.2			3.5	4.0	3.3	3.5	4.0	3.3
p0 queue free %	99			86			14	81	87	32	81	98
cM capacity (veh/h)	895			769			39	59	343	33	58	461

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	850	737	89	44
Volume Left	11	111	33	22
Volume Right	44	22	44	11
cSH	895	769	76	50
Volume to Capacity	0.01	0.14	1.18	0.90
Queue Length 95th (ft)	1	13	167	94
Control Delay (s)	0.3	3.6	256.4	227.6
Lane LOS	A	A	F	F
Approach Delay (s)	0.3	3.6	256.4	227.6
Approach LOS			F	F

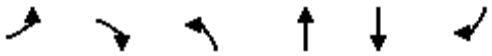
Intersection Summary			
Average Delay	20.8		
Intersection Capacity Utilization	95.8%	ICU Level of Service	F
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	10	20	20	130	200	10
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	22	22	144	222	11
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)						
pX, platoon unblocked						
vC, conflicting volume	457	268	253			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	457	268	253			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	98	97	98			
cM capacity (veh/h)	534	745	1290			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	33	167	233
Volume Left	11	22	0
Volume Right	22	0	11
cSH	658	1290	1700
Volume to Capacity	0.05	0.02	0.14
Queue Length 95th (ft)	4	1	0
Control Delay (s)	10.8	1.2	0.0
Lane LOS	B	A	
Approach Delay (s)	10.8	1.2	0.0
Approach LOS	B		

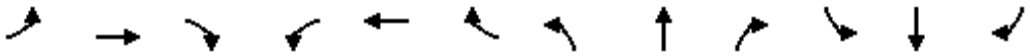
Intersection Summary			
Average Delay	1.3		
Intersection Capacity Utilization	38.4%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Volume (veh/h)	10	10	20	130	200	20
Sign Control	Stop			Free	Free	
Grade	0%			0%	0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	11	22	144	222	22
Pedestrians	20			20	20	
Lane Width (ft)	12.0			12.0	12.0	
Walking Speed (ft/s)	4.0			4.0	4.0	
Percent Blockage	2			2	2	
Right turn flare (veh)						
Median type				None	None	
Median storage veh)						
Upstream signal (ft)						
pX, platoon unblocked						
vC, conflicting volume	462	273	264			
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	462	273	264			
tC, single (s)	6.4	6.2	4.1			
tC, 2 stage (s)						
tF (s)	3.5	3.3	2.2			
p0 queue free %	98	98	98			
cM capacity (veh/h)	530	740	1278			

Direction, Lane #	EB 1	NB 1	SB 1
Volume Total	22	167	244
Volume Left	11	22	0
Volume Right	11	0	22
cSH	618	1278	1700
Volume to Capacity	0.04	0.02	0.14
Queue Length 95th (ft)	3	1	0
Control Delay (s)	11.0	1.2	0.0
Lane LOS	B	A	
Approach Delay (s)	11.0	1.2	0.0
Approach LOS	B		

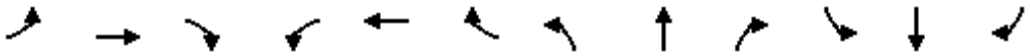
Intersection Summary			
Average Delay	1.0		
Intersection Capacity Utilization	38.6%	ICU Level of Service	A
Analysis Period (min)	15		



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Sign Control		Stop			Stop			Stop			Stop	
Volume (vph)	10	10	10	40	20	20	10	140	10	10	200	10
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	11	11	44	22	22	11	156	11	11	222	11

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total (vph)	33	89	178	244
Volume Left (vph)	11	44	11	11
Volume Right (vph)	11	22	11	11
Hadj (s)	-0.10	-0.02	0.01	0.02
Departure Headway (s)	4.9	4.9	4.5	4.4
Degree Utilization, x	0.05	0.12	0.22	0.30
Capacity (veh/h)	659	671	768	780
Control Delay (s)	8.1	8.6	8.8	9.3
Approach Delay (s)	8.1	8.6	8.8	9.3
Approach LOS	A	A	A	A

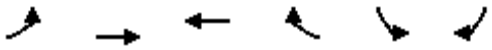
Intersection Summary				
Delay	9.0			
HCM Level of Service	A			
Intersection Capacity Utilization	31.2%	ICU Level of Service	A	
Analysis Period (min)	15			



Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Volume (veh/h)	10	10	10	0	0	0	10	150	10	10	200	20
Sign Control		Stop			Stop			Free			Free	
Grade		0%			0%			0%			0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	11	11	11	0	0	0	11	167	11	11	222	22
Pedestrians		20			20			20			20	
Lane Width (ft)		12.0			12.0			12.0			12.0	
Walking Speed (ft/s)		4.0			4.0			4.0			4.0	
Percent Blockage		2			2			2			2	
Right turn flare (veh)												
Median type								None			None	
Median storage veh)												
Upstream signal (ft)								842				
pX, platoon unblocked												
vC, conflicting volume	490	496	273	507	501	212	264			198		
vC1, stage 1 conf vol												
vC2, stage 2 conf vol												
vCu, unblocked vol	490	496	273	507	501	212	264			198		
tC, single (s)	7.1	6.5	6.2	7.1	6.5	6.2	4.1			4.1		
tC, 2 stage (s)												
tF (s)	3.5	4.0	3.3	3.5	4.0	3.3	2.2			2.2		
p0 queue free %	98	98	98	100	100	100	99			99		
cM capacity (veh/h)	455	452	740	428	449	801	1278			1352		

Direction, Lane #	EB 1	WB 1	NB 1	SB 1
Volume Total	33	0	189	256
Volume Left	11	0	11	11
Volume Right	11	0	11	22
cSH	521	1700	1278	1352
Volume to Capacity	0.06	0.00	0.01	0.01
Queue Length 95th (ft)	5	0	1	1
Control Delay (s)	12.4	0.0	0.5	0.4
Lane LOS	B	A	A	A
Approach Delay (s)	12.4	0.0	0.5	0.4
Approach LOS	B	A		

Intersection Summary				
Average Delay	1.3			
Intersection Capacity Utilization	29.8%	ICU Level of Service	A	
Analysis Period (min)	15			



Movement	EBL	EBT	WBT	WBR	SBL	SBR
Lane Configurations						
Volume (veh/h)	100	912	640	20	30	130
Sign Control		Free	Free		Stop	
Grade		0%	0%		0%	
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	111	1013	711	22	33	144
Pedestrians					20	
Lane Width (ft)					12.0	
Walking Speed (ft/s)					4.0	
Percent Blockage					2	
Right turn flare (veh)						
Median type		None	None			
Median storage veh)						
Upstream signal (ft)		1226	808			
pX, platoon unblocked	0.91				0.94	0.91
vC, conflicting volume	753				1471	387
vC1, stage 1 conf vol						
vC2, stage 2 conf vol						
vCu, unblocked vol	542				969	141
tC, single (s)	4.1				6.8	6.9
tC, 2 stage (s)						
tF (s)	2.2				3.5	3.3
p0 queue free %	88				84	82
cM capacity (veh/h)	919				205	792

Direction, Lane #	EB 1	EB 2	WB 1	WB 2	SB 1
Volume Total	449	676	474	259	178
Volume Left	111	0	0	0	33
Volume Right	0	0	0	22	144
cSH	919	1700	1700	1700	515
Volume to Capacity	0.12	0.40	0.28	0.15	0.35
Queue Length 95th (ft)	10	0	0	0	38
Control Delay (s)	3.4	0.0	0.0	0.0	15.6
Lane LOS	A				C
Approach Delay (s)	1.4		0.0		15.6
Approach LOS					C

Intersection Summary			
Average Delay	2.1		
Intersection Capacity Utilization	66.2%	ICU Level of Service	C
Analysis Period (min)	15		

Appendix E
Signal Warrants

FEHR PEERS

FEHR & PEERS
TRANSPORTATION CONSULTANTS

Sheet No 1 of 1

Project College Safeway
Scenario Weekday - Existing
Peak Hour PM

Major Street Alcatraz Ave
Minor Street Colby St

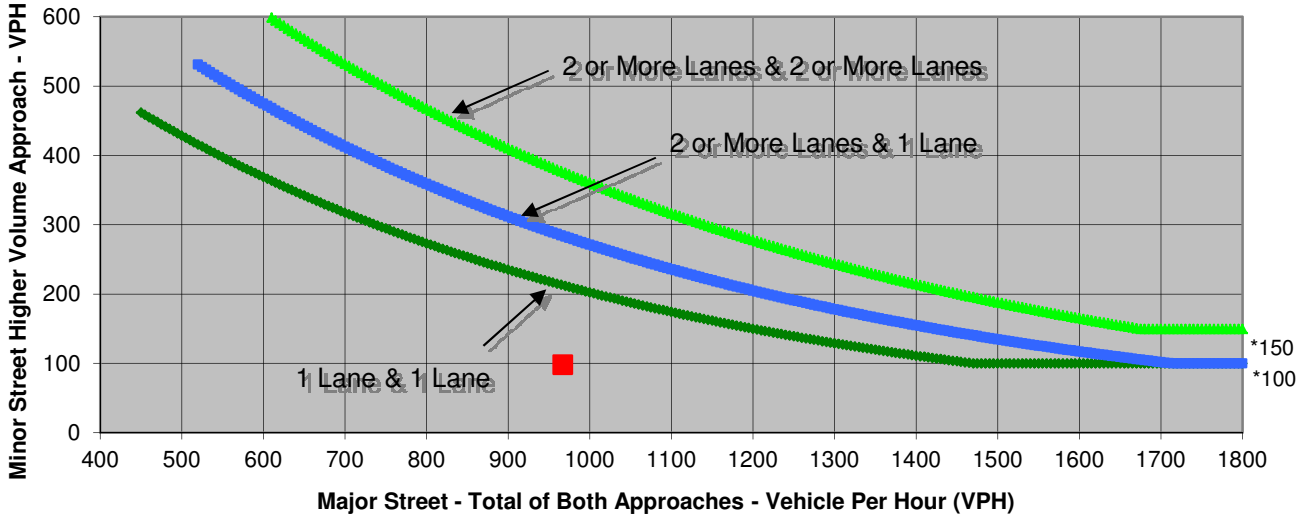
Turn Movement Volumes

	NB	SB	EB	WB
Left	76	15	9	41
Through	22	15	467	317
Right			114	19
Total	98	30	590	377

Major Street Direction

	North/South
x	East/West

Figure 4C-3
Warrant 3, Peak Hour
(Urban Areas)



* Note: 150 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACH WITH TWO OR MORE LANES AND 100 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACHING WITH ONE LANE.
Source: *California Manual on Uniform Traffic Control Devices*, Caltrans, 2006

	Major Street Alcatraz Ave	Minor Street Colby St	Warrant Met
Number of Approach Lanes	1	1	NO
Traffic Volume (VPH) *	967	98	

* Note: Traffic Volume for Major Street is Total Volume of Both Approches.
Traffic Volume for Minor Street is the Volume of High Volume Approach.

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Sheet No 1 of 1

Major Street	Alcatraz Ave
Minor Street	Hillegass Ave
Project	College Safeway
Scenario	Weekday - Existing
Peak Hour	PM

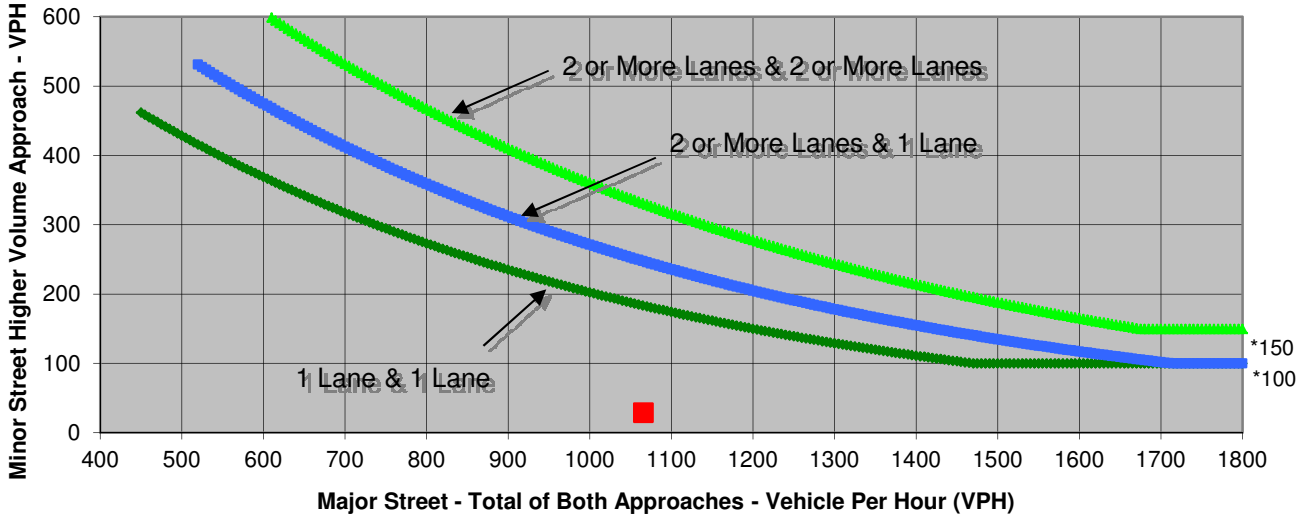
Turn Movement Volumes

	NB	SB	EB	WB
Left	29	17	11	98
Through		4	433	469
Right			39	16
Total	29	21	483	583

Major Street Direction

	North/South
x	East/West

Figure 4C-3
Warrant 3, Peak Hour
(Urban Areas)



* Note: 150 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACH WITH TWO OR MORE LANES AND 100 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACHING WITH ONE LANE.

Source: *California Manual on Uniform Traffic Control Devices*, Caltrans, 2006

	Major Street	Minor Street	Warrant Met
	Alcatraz Ave	Hillegass Ave	
Number of Approach Lanes	1	1	NO
Traffic Volume (VPH) *	1,066	29	

* Note: Traffic Volume for Major Street is Total Volume of Both Approches.
Traffic Volume for Minor Street is the Volume of High Volume Approach.

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Sheet No 1 of 1

Major Street	Claremont Ave
Minor Street	Hillegass Ave
Project	College Safeway
Scenario	Weekday - Existing
Peak Hour	PM

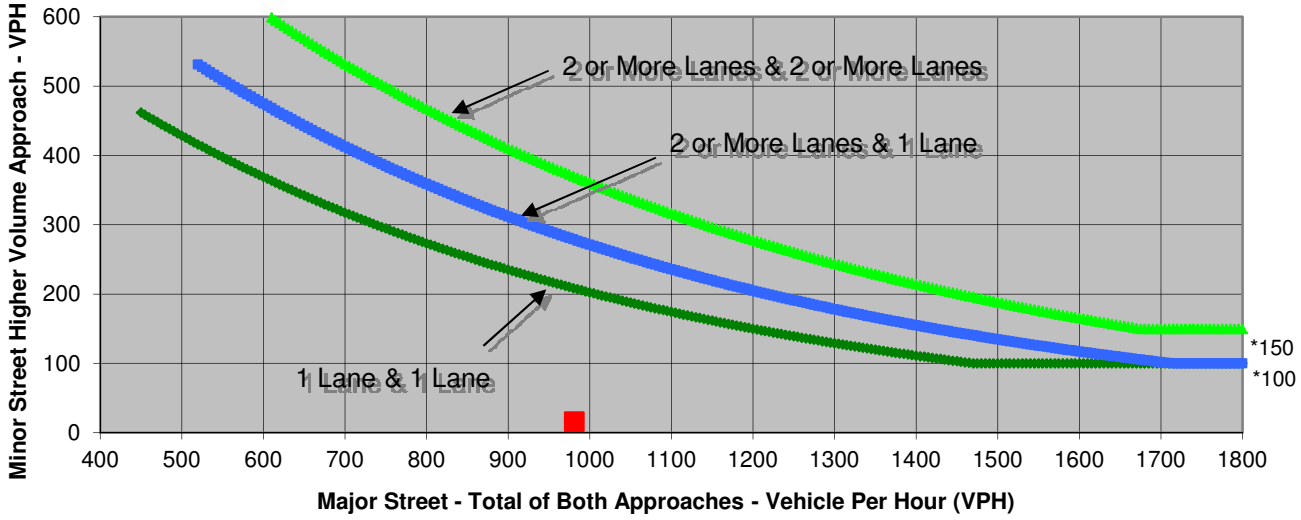
Turn Movement Volumes

	NB	SB	EB	WB
Left		16	99	
Through			514	348
Right				20
Total	0	16	613	368

Major Street Direction

	North/South
x	East/West

Figure 4C-3
Warrant 3, Peak Hour
(Urban Areas)



* Note: 150 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACH WITH TWO OR MORE LANES AND 100 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACHING WITH ONE LANE.

Source: *California Manual on Uniform Traffic Control Devices*, Caltrans, 2006

	Major Street	Minor Street	Warrant Met
	Claremont Ave	Hillegass Ave	
Number of Approach Lanes	2	1	NO
Traffic Volume (VPH) *	981	16	

* Note: Traffic Volume for Major Street is Total Volume of Both Approches.
Traffic Volume for Minor Street is the Volume of High Volume Approach.

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TRANSPORTATION CONSULTANTS

Sheet No 1 of 1

Project College Safeway
Scenario Weekday - 2035
Peak Hour PM

Major Street Alcatraz Ave
Minor Street Colby St

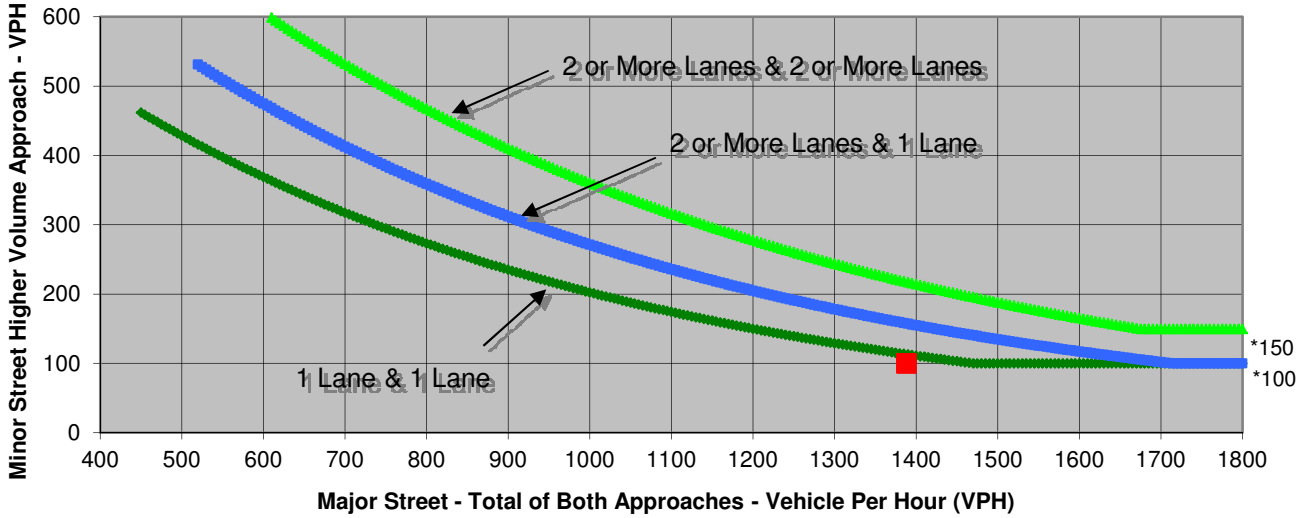
Turn Movement Volumes

	NB	SB	EB	WB
Left	80	20	10	50
Through	20	20	675	513
Right			120	20
Total	100	40	805	583

Major Street Direction

	North/South
x	East/West

Figure 4C-3
Warrant 3, Peak Hour
(Urban Areas)



* Note: 150 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACH WITH TWO OR MORE LANES AND 100 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACHING WITH ONE LANE.

Source: *California Manual on Uniform Traffic Control Devices*, Caltrans, 2006

	Major Street	Minor Street	Warrant Met
	Alcatraz Ave	Colby St	
Number of Approach Lanes	1	1	NO
Traffic Volume (VPH) *	1,388	100	

* Note: Traffic Volume for Major Street is Total Volume of Both Approches.
Traffic Volume for Minor Street is the Volume of High Volume Approach.

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TRANSPORTATION CONSULTANTS

Sheet No 1 of 1

Major Street	Alcatraz Ave
Minor Street	Hillegass Ave
Project	College Safeway
Scenario	Weekday - 2035
Peak Hour	PM

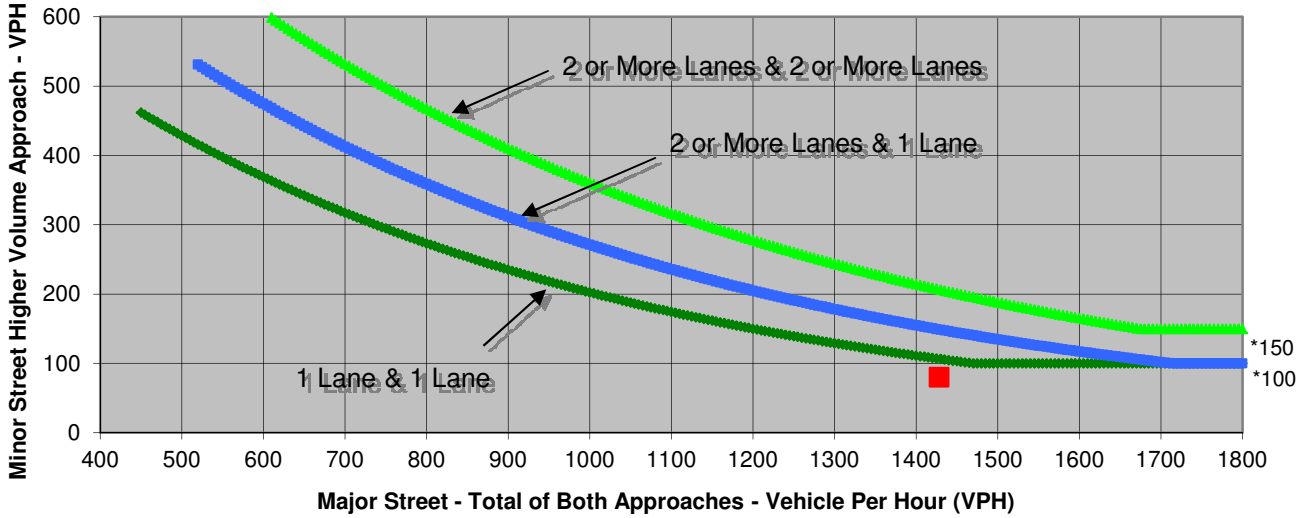
Turn Movement Volumes

	NB	SB	EB	WB
Left	30	20	10	100
Through	10	10	715	543
Right	40	10	40	20
Total	80	40	765	663

Major Street Direction

	North/South
x	East/West

Figure 4C-3
Warrant 3, Peak Hour
(Urban Areas)



* Note: 150 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACH WITH TWO OR MORE LANES AND 100 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACHING WITH ONE LANE.

Source: *California Manual on Uniform Traffic Control Devices*, Caltrans, 2006

	Major Street	Minor Street	Warrant Met
	Alcatraz Ave	Hillegass Ave	
Number of Approach Lanes	1	1	NO
Traffic Volume (VPH) *	1,428	80	

* Note: Traffic Volume for Major Street is Total Volume of Both Approches.
Traffic Volume for Minor Street is the Volume of High Volume Approach.

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Sheet No 1 of 1

Major Street	Claremont Ave
Minor Street	Hillegass Ave

Project	College Safeway
Scenario	Weekday - 2035 Plus Project
Peak Hour	PM

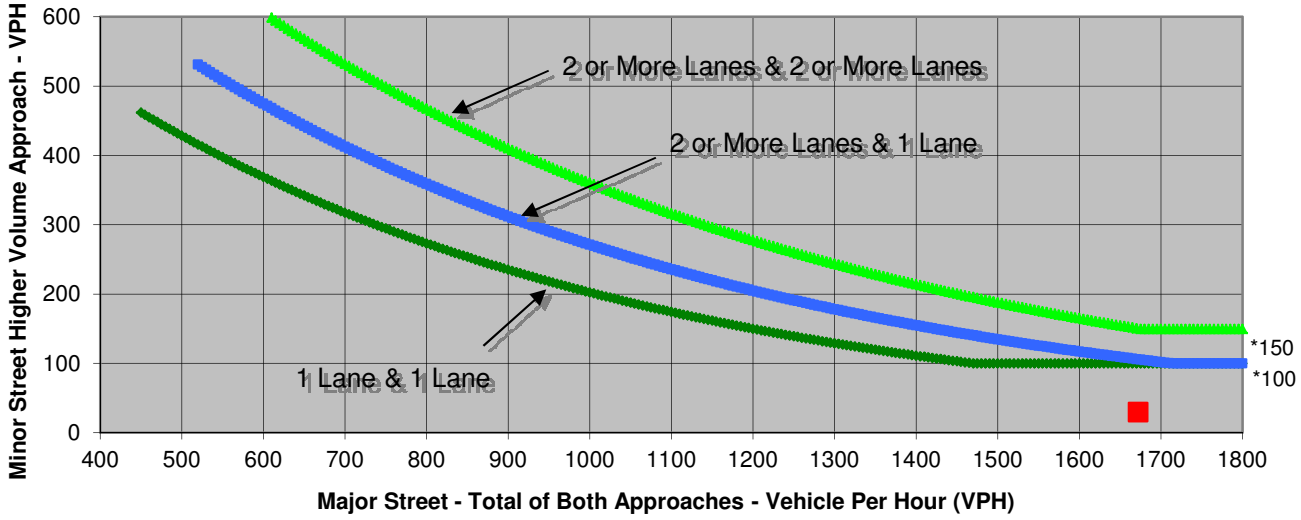
Turn Movement Volumes

	NB	SB	EB	WB
Left		30	100	
Through			912	640
Right				20
Total	0	30	1,012	660

Major Street Direction

	North/South
x	East/West

Figure 4C-3
Warrant 3, Peak Hour
(Urban Areas)



* Note: 150 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACH WITH TWO OR MORE LANES AND 100 VPH APPLIES AS THE LOWER THRESHOLD VOLUME FOR A MINOR STREET APPROACHING WITH ONE LANE.

Source: *California Manual on Uniform Traffic Control Devices*, Caltrans, 2006

	Major Street	Minor Street	Warrant Met
	Claremont Ave	Hillegass Ave	
Number of Approach Lanes	2	1	NO
Traffic Volume (VPH) *	1,672	30	

* Note: Traffic Volume for Major Street is Total Volume of Both Approches.
Traffic Volume for Minor Street is the Volume of High Volume Approach.

Appendix F

Air Quality Health Risk Assessment

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Donald Ballanti
Certified Consulting Meteorologist

1424 Scott Street
El Cerrito, CA 94530
(510) 234-6087

June 25, 2011

Stuart During
During Associates
100 Montgomery Street, Suite 2290
San Francisco, CA. 94104

Subject: Construction Health Risk Analysis for the Safeway Store at Claremont and College Avenues, City of Oakland

Dear Mr. During:

Introduction

This report provides a health risk assessment (HRA) for construction emissions associated with the proposed Safeway project at Claremont and College Avenues. The purpose of this evaluation is to assess the potential health risks to surrounding sensitive populations during project construction activities, in accordance with the Bay Area Air Quality Management District *CEQA Air Quality Guidelines*.

The project would involve the demolition of the existing Safeway Store on the site and development of a larger Safeway Store. Construction is expected to occur over a 13-month period. The closest sensitive receptors to the project site are residences immediately adjacent the site to the north. Residential receptors are also located across Claremont Avenue to the east and across College Avenue to the west.

Thresholds of Significance

Significance for this study is based on the following BAAQMD construction significance thresholds:

1. Exposure to an excess cancer risk level of more than 10 in one million.
2. A non-cancer (i.e., chronic or acute) hazard index greater than 1.0.
3. An incremental increase in the annual average concentration of $PM_{2.5}$ over 0.3 µg/m3 (micrograms per cubic meter).

Methodology

This health risk assessment contains three quantitative determinations: emissions calculation, air dispersion modeling and health risk characterization. Emissions from diesel vehicles and equipment were estimated over the construction period. Concentrations of toxic air contaminants and $PM_{2.5}$ affecting neighboring properties were estimated by inputting emission estimates into the ISCST-PRIME dispersion model. Results of the air modeling exposure predictions were then applied to the respective cancer health risk factors and chronic non-cancer reference exposure levels to perform a health risk characterization that quantified individual health risks associated with predicted levels of exposure.

Emissions Calculation

The project applicant- provided outlines of construction phasing and scheduling was used to run the URBEMIS-2007 construction module. The URBEMIS-2007 program calculated daily emissions for each "time slice" of construction. On site equipment emissions of diesel particulate matter (DPM) and $PM_{2.5}$ were taken directly from the URBEMIS-2007 results. Both the average daily emission and the peak daily emission were identified.

After completion of modeling a new emissions model, CalEEMod, was released. On-site equipment emissions were re-calculated using this newer model. The OFF-ROAD model load factors were adjusted as recommended by the California Air Resources Board. The emission of DPM and $PM_{2.5}$ were found to be about 13% higher using this newer model. Since concentrations are directly proportional to emission rate, ISCST-PRIME modeling result were increased by 13% to account for the higher emission rates estimated by the CalEEMod program.

Emissions from trucks operating on site during removal of demolition debris and excavation of soil from the site were also calculated. Each truck was assumed to travel 0.1 mile while on site and idle for 5 minutes. Onsite VMT and idling hours were multiplied by emission factors for Heavy Heavy-Duty diesel trucks generated by the EMFAC-2007 emissions program.

Spreadsheets summarizing the calculation of emissions for both the URBEMIS-2007 and CalEEMod programs are attached

Dispersion Modeling

DPM and $PM_{2.5}$ concentrations near the project site were evaluated with the BAAQMD-recommended dispersion model ISCST-PRIME. Project emissions were modeled as 5 area sources approximating the geometry of the project site, with emissions spread evenly over the project site. The model was run on one year of meteorological data provided by the Bay Area Air Quality Management District from the Oakland Sewage

Treatment Plant monitoring site located about 3 miles west of the project site.

Three separate model runs were executed. For DPM, model runs were made for both peak emissions and average emissions. The peak emissions run was made to estimate peak 1-hour concentrations to be used in estimating acrolein acute health impacts. The average emissions inventory run was used to estimate DPM cancer and chronic non-cancer health impacts. The $PM_{2.5}$ model run was to evaluate project annual $PM_{2.5}$ impacts.

The ISTSC-PRIME include a very dense fenceline grid of receptors. A less dense rectangular grid of receptor extended 0.5 kilometers in all directions. Receptors were located at standard breathing height or 1.8 meters (5 feet).

Graphical model outputs for 1 hour DPM, annual average DPM and annual $PM_{2.5}$ concentrations are attached.

Health Risk Characterization

Calculation of Cancer Risk

Cancer risk is the probability or chance of contracting cancer over a human life span, which is assumed to be 70 years. Carcinogens are not assumed to have a threshold below which there would be no human health impact. In other words, any exposure to a carcinogen is assumed to have some probability of causing cancer; the lower the exposure, the lower the cancer risk (i.e., a linear, no-threshold model). Cancer risk was estimated based on annual average concentration of DPM.

DPM cancer risks were calculated following the OEHHA's *Air Toxics Hot Spots Program Risk Assessment Guidelines*.[1] For the purposes of this analysis, cancer risk was assumed to occur exclusively through the inhalation pathway. To estimate cancer risk, the inhalation dose was calculated using this equation and recommended OEHHA default values:

$Dose = (C_{air} * DBR * EF * ED * CF) / AT$
where:

Dose = dose through inhalation (mg/kg-day)
C_{air} = air concentration (µg/m^3) from air dispersion model
DBR = daily breathing rate (302 L\kg body weight-day)
EF = exposure frequency (350 days/year)
ED = exposure duration (2 years)
CF = conversion factor (10^{-6} ([mg/µg] * [m^3/L])

[1] Office of Environmental Health Hazard Assessment, *Air Toxics Hot Spots Program Risk Assessment Guidelines*, August 2003.

AT = averaging time (25,550 days or 70 years)
To estimate the following formula is used:

Cancer Risk = (Dose * CRAF * Cancer Potency Factor)
where:

CRAF = Cancer Risk Adjustment Factor
Cancer Potency Factor = toxicity factor (mg/kg-day^{-1})

For cancer risk, the BAAQMD recommends Office of Environmental Health Hazard Assessment (OEHHA) updated guidance for calculating cancer risk that accounts for the possible differences in risk associated with early-in-life exposures[2]. The OEHHA recommends using ASFs to weight exposures that occur early in life for prenatal, postnatal, and juvenile exposures such that a factor of 10 is used for the third trimester to age 2 years, and a factor of 3 for ages 2 through 15 years to account for potential increased sensitivity to carcinogens during childhood.

The OEHHA recommends short term projects, such as construction, assume a minimum of 2 years of exposure and the application of a 10-fold ASF when assessing the health risks. Consistent with OEHHA and BAAQMD guidance, cancer risk calculation described above assumes that the exposure would be for 2 years (even though the planned duration is 13 months) and an ASF of 10 is utilized. For estimating cancer risk for residential receptors, the incorporation of the ASF results in a cancer risk adjustment factor (CRAF) of 10.

Calculation of Non-Cancer Risk

Non-cancer health risks are evaluated by comparing exposure level to a Reference Exposure Level (REL). A REL is a concentration level at or below which no adverse health effects are anticipated. RELs are designed to protect sensitive individuals within the population. The non-cancer chronic inhalation index is calculated by dividing the annual average concentration by the REL (Reference Exposure Level) for that substance. The equation for estimating the hazard index is:

Hazard Index = C/REL

where:

C = Concentration in the air of substance (annual average concentration in µg/m^3)

REL = Chronic non-cancer Reference Exposure Level for substance (µg/m^3)

The chronic REL for diesel particulate is 5.0 micrograms per cubic meter. Diesel

[2] Office of Environmental Health Hazard Assessment, *Technical Support Document for Cancer Potency Factors: Methodologies for Derivation, Listing of Available Values and Adjustments to Allow for Early Life Stage Exposures,* May 2009.

particulate does not have an acute REL.

The BAAQMD recommends that short-term construction projects characterize acute hazards based on acrolein emissions and concentrations. A peak-hour concentration of acrolein was estimated based on maximum 1-hour DPM concentration, which is then compared to the acute REL for acrolein. The acute REL for acrolein is 2.5 micrograms per cubic meter.

Health Risk Assessment Results

The highest annual DPM concentrations would be located east of the project site along the Claremont Avenue sidewalk. The maximum off-site annual average concentration of DPM at any sensitive land use would be 0.339 PPM, within the residential area just north of the project site. The calculated cancer risk at this location would be 30.9 in one million, compared to the BAAQMD threshold of significance of 10 in one million.

The maximum chronic Hazard Index would be 0.0678. The acute Hazard Index, based on peak hour acrolein concentrations, would be 0.161. Both this values are well below the BAAQMD thresholds of significance of 1.0.

Concentrations of $PM_{2.5}$ above 0.3 $\mu g/m^3$ extend eastward from the project site over the adjacent sidewalk and part way into Claremont Avenue. Concentrations at all neighboring properties, however, would be less than the 0.03 $\mu g/m^3$ BAAQMD threshold of significance.

Please call if you have any questions.

Sincerely



Donald Ballanti
Certified Consulting Meteorologist
Attachments

URBEMIS SPREADSHEET TO CALCULATE DPM/PM2.5 EMISSIONS
CONSTRUCTION OF SAFEWAY STORE AT CLAREMONT AND COLLEGE USING URBEMIS-2007
EQUIPMENT:

Time Slice	Length (days)	MAXIMUM LBS/DAY		MAXIMUM GM/DAY		WEIGHTED AVERAGE	
		DPM	PM2.5	DPM	PM2.5	DPM	PM2.5
1	22	0.49	0.45	222.46	204.3	0.037958	0.034859
2	32	1.07	0.99	485.78	449.46	0.120563	0.111549
3	207	0.49	0.45	222.46	204.3	0.357148	0.327993
4	23	0.43	0.39	195.22	177.06	0.034824	0.031585
	284					**0.550493**	**0.505986** LBS/DAY
						249.92	229.72 GMS/DAY

ON-SITE TRUCKS:

Time Slice	TRUCKS/DAY	EMISSION FACTORS TRAVEL (GM/MILE)		EMISSION FACTORS IDLE (GM-IDLE-HOUR)		MAXIMUM GM/DAY		Length (days)	WEIGHTED AVERAGE	
		DPM	PM2.5	DPM	PM2.5	DPM	PM2.5		DPM	PM2.5
1	12	1.59	1.46	1.39	1.28	3.30	3.04	22	0.26	0.24
2	24	1.59	1.46	1.39	1.28	6.60	6.08	32	0.74	0.68
3	0	1.59	1.46	1.39	1.28	0.00	0.00	207	0.00	0.00
4	0	1.59	1.46	1.39	1.28	0.00	0.00	23	0.00	0.00
									1.00	0.92

	Daily Emissions		**Emission gm/sec**		**Emission g/sec/m2**	
	Maximum	**Average**	**Maximum**	**Average**	**Maximum**	**Average**
DPM	**492.38**	**250.92**	**0.0151970370**	**0.0077445588**	**0.0000003074**	**0.0000001566**
PM2.5	**455.54**	**230.64**	**0.0140597284**	**0.0071184396**	**0.0000002844**	**0.0000001440**

CALEEMOD SPREADSHEET TO CALCULATE DPM/PM2.5 EMISSIONS
CONSTRUCTION OF SAFEWAY STORE AT CLAREMONT AND COLLEGE
EQUIPMENT:

Time Slice	Length (days)	MAXIMUM LBS/DAY		MAXIMUM GM/DAY		WEIGHTED AVERAGE	
		DPM	PM2.5	DPM	PM2.5	DPM	PM2.5
1	22	0.57	0.57	258.78	258.78	0.044155	0.044155
2	32	1.24	1.24	562.96	562.96	0.139718	0.139718
3	207	0.6	0.6	272.4	272.4	0.437324	0.437324
4	23	0	0	0	0	0	0
	284					**0.621197**	**0.621197** LBS/DAY
						282.02	282.02 GMS/DAY

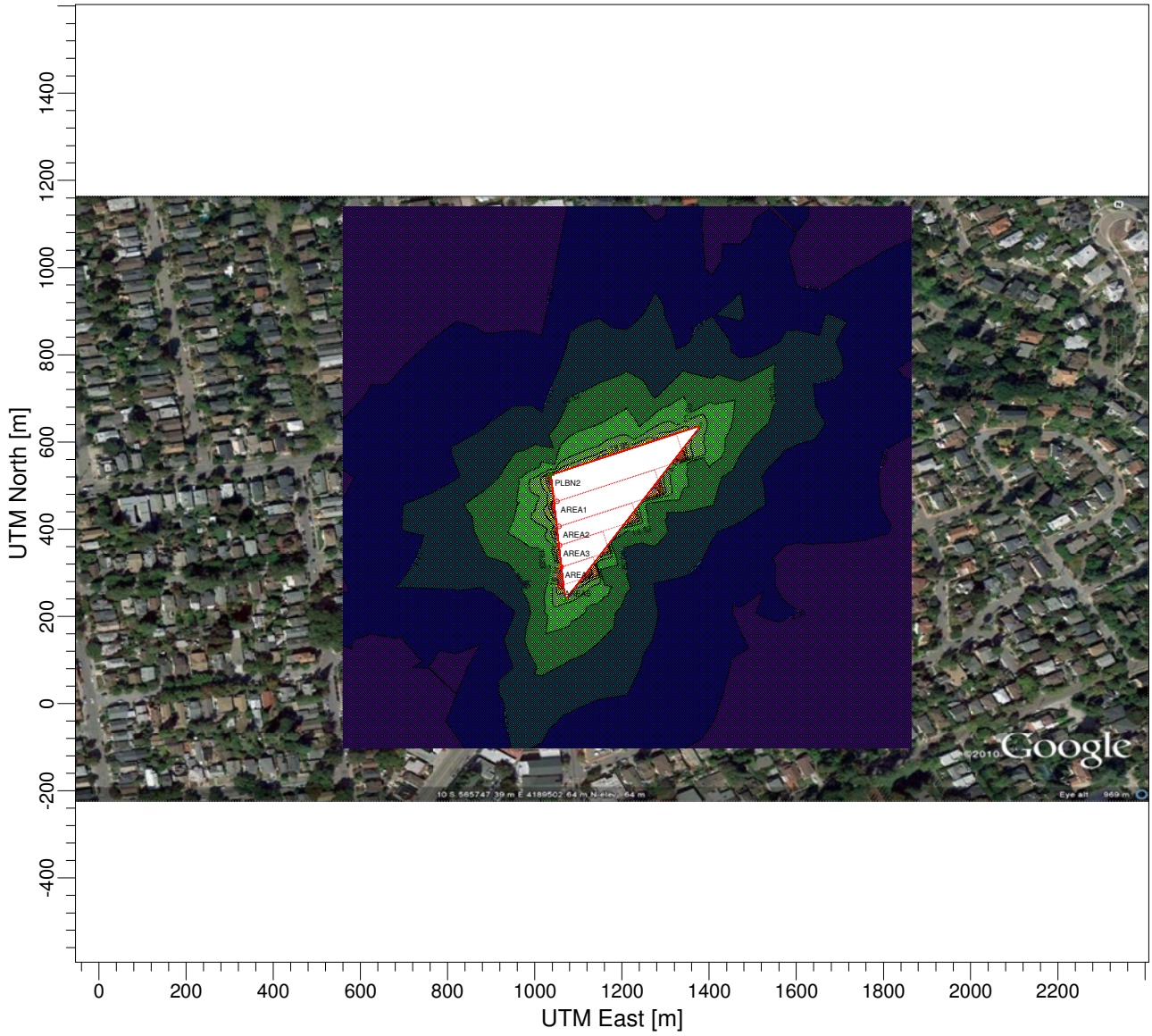
ON-SITE TRUCKS:

Time Slice	TRUCKS/DAY	EMISSION FACTORS TRAVEL (GM/MILE)		EMISSION FACTORS IDLE (GM-IDLE-HOUR)		MAXIMUM GM/DAY		Length (days)	WEIGHTED AVERAGE	
		DPM	PM2.5	DPM	PM2.5	DPM	PM2.5		DPM	PM2.5
1	12	1.59	1.46	1.39	1.28	3.30	3.04	22	0.26	0.24
2	24	1.59	1.46	1.39	1.28	6.60	6.08	32	0.74	0.68
3	0	1.59	1.46	1.39	1.28	0.00	0.00	207	0.00	0.00
4	0	1.59	1.46	1.39	1.28	0.00	0.00	23	0.00	0.00
									1.00	0.92

	Daily Emissions		**Emission gm/sec**		**Emission g/sec/m2**	
	Maximum	**Average**	**Maximum**	**Average**	**Maximum**	**Average**
DPM	**569.56**	**283.02**	**0.0175791358**	**0.0087352908**	**0.0000003555**	**0.0000001767**
PM2.5	**569.04**	**282.94**	**0.0175628148**	**0.0087328197**	**0.0000003552**	**0.0000001766**

PROJECT TITLE:

Claremont College Safeway
Max 1-Hour DPM for Acrolein Analysis



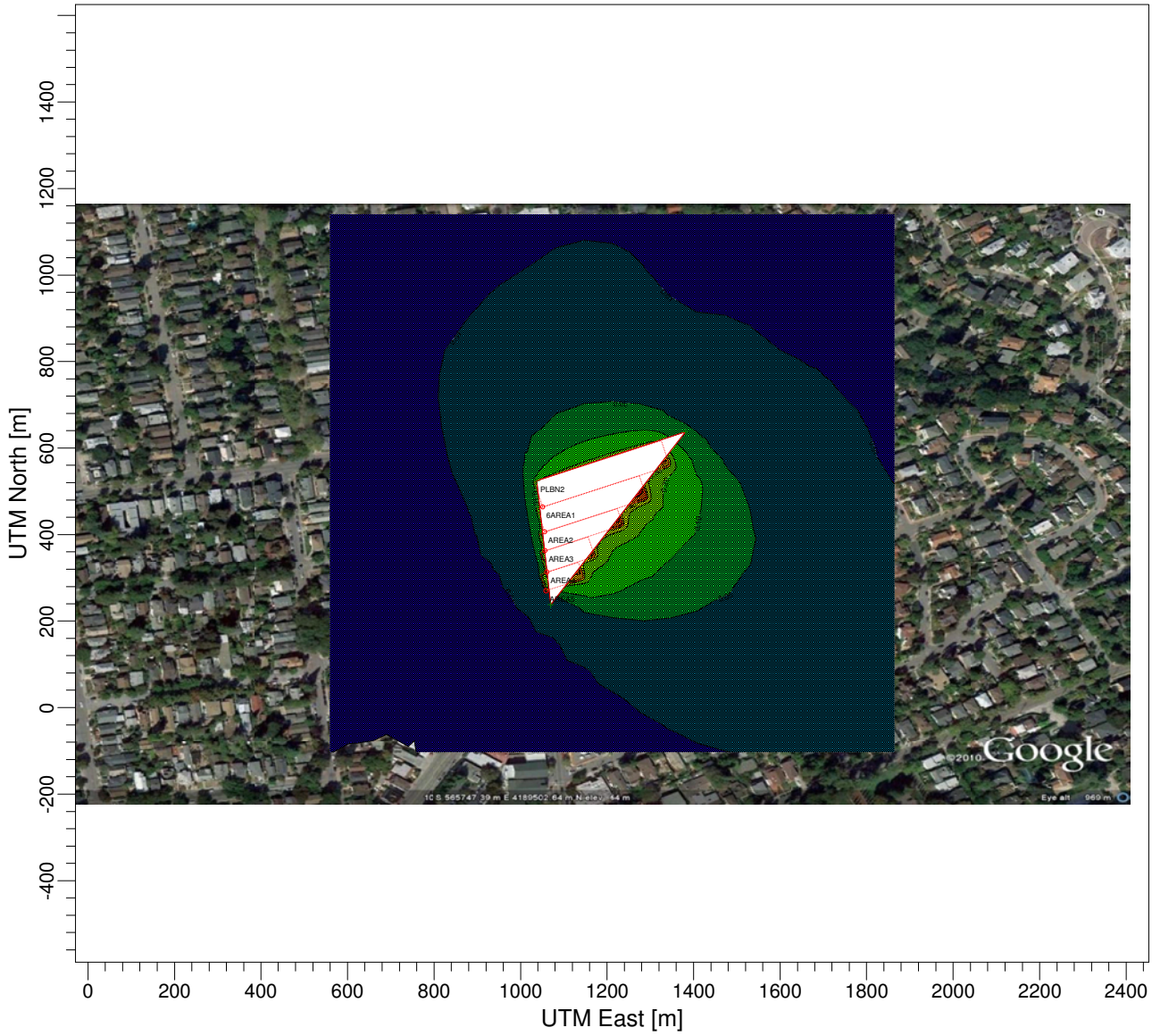
PLOT FILE OF HIGH 1ST HIGH 1-HR VALUES FOR SOURCE GROUP: ALL ug/m^3

2.086 4.896 7.707 10.517 13.328 16.138 18.949 21.759 24.569 27.380

COMMENTS:	SOURCES: **5**	COMPANY NAME: **Donald Ballanti, CCM**	
	RECEPTORS: **3003**	MODELER:	
	OUTPUT TYPE: **Concentration**	SCALE: 1:15,479 — 0 — 0.5 km	
	MAX: **27.37991 ug/m^3**	DATE: **2/8/2011**	PROJECT NO.:

PROJECT TITLE:

CLAREMONT COLLEGE SAFEWAY
ANNUAL AVERAGE DPM



PLOT FILE OF ANNUAL VALUES FOR SOURCE GROUP: ALL

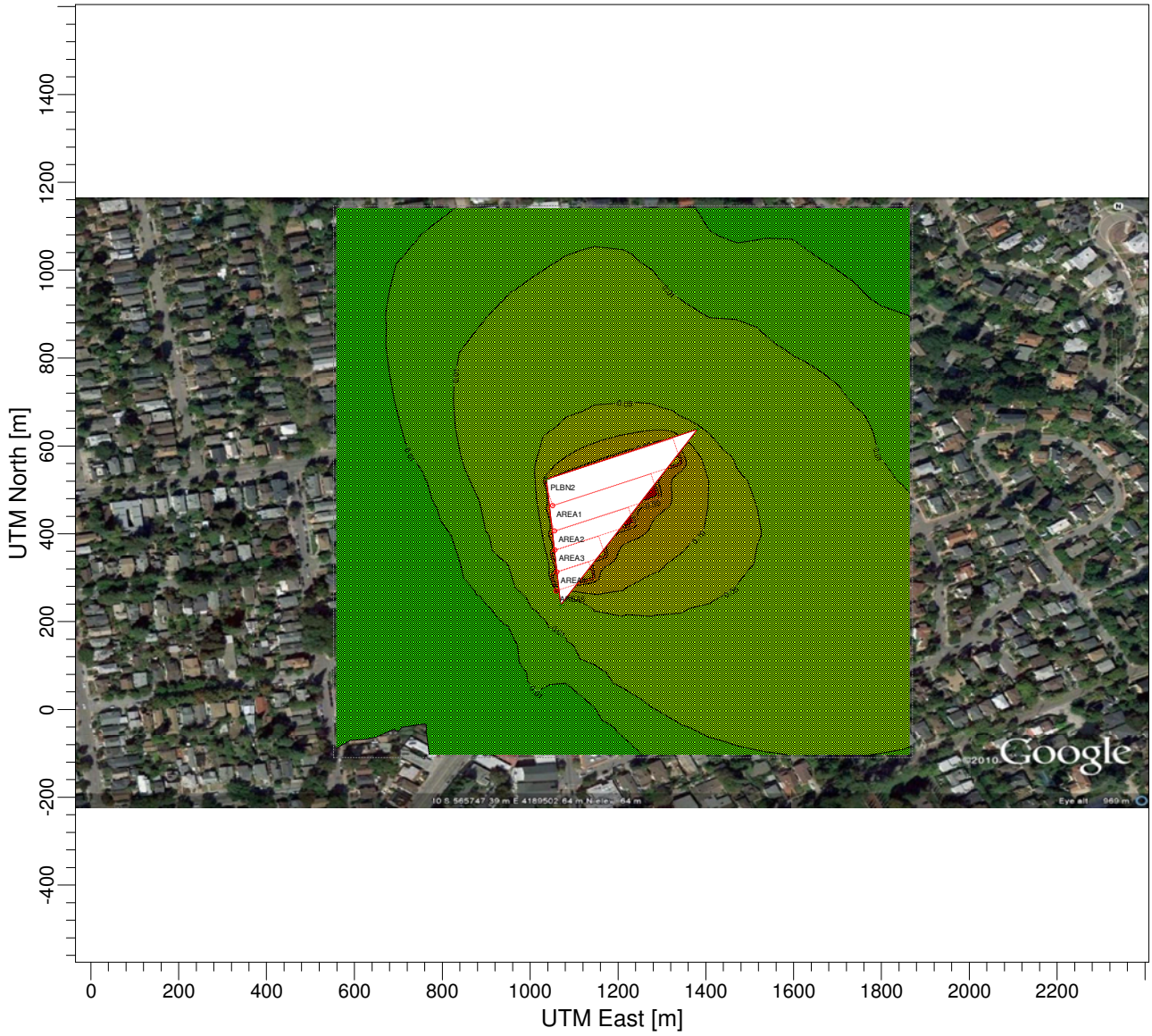
ug/m^3

0.001 0.010 0.050 0.100 0.200 0.300 0.400 0.500 0.600

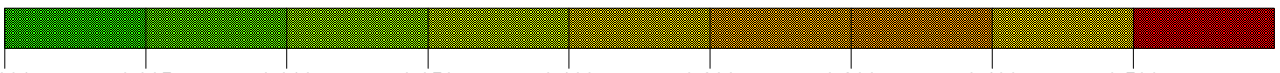
COMMENTS:	SOURCES: **5**	COMPANY NAME: **Donald Ballanti, CCM**	
	RECEPTORS: **3004**	MODELER:	
	OUTPUT TYPE: **Concentration**	SCALE: 1:15,599 0 0.5 km	
	MAX: **0.64363 ug/m^3**	DATE: **2/8/2011**	PROJECT NO.:

PROJECT TITLE:

CLAREMONT COLLEGE SAFEWAY
ANNUAL AVERAGE PM2.5



PLOT FILE OF ANNUAL VALUES FOR SOURCE GROUP: ALL ug/m^3



COMMENTS:	SOURCES: **5**	COMPANY NAME: **Donald Ballanti, CCM**	
	RECEPTORS: **3004**	MODELER:	
	OUTPUT TYPE: **Concentration**	SCALE: 1:15,363 — 0 — 0.5 km	
	MAX: **0.59184 ug/m^3**	DATE: **2/10/2011**	PROJECT NO.:

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Appendix G

Greenhouse Gas Emission Inventory Analysis

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Greenhouse Gas Emission Inventory Analysis

Safeway Project at
6310 College Avenue,
Oakland, California

Prepared for:

During Associates
San Francisco, California

On behalf of:

City of Oakland, California

Prepared by:
ENVIRON International Corporation
San Francisco, California

Date:
June 2011

Project Number:
03-24266C

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Table 1: GHG Emission Inventory
Table 2: GHG Emissions from Refrigerant Leaks

List of Appendices

Appendix A: CalEEMod Runs

1 Introduction

This report evaluates the greenhouse gas (GHG) emissions associated with the demolition of the existing Safeway store at 6310 College Avenue, Oakland, California and replacement of a new Safeway store at the exact same location plus the construction and operation of additional retail uses and a restaurant. The Project will also demolish an existing gas station adjacent to the property. The GHG emissions are provided for both the baseline conditions existing at the time of the Notice of Preparation (NOP) as well as the conditions of the Project at build out.

This analysis includes the GHG emission inventories that are used to determine climate change impacts as set out by the Bay Area Air Quality Management District (BAAQMD) in their California Environmental Quality Act (CEQA) Thresholds as adopted in June of 2010 and as described in their current Guidelines associated with these CEQA. This report documents the methodologies used by ENVIRON in developing the GHG emission inventory and comparing them to the BAAQMD CEQA thresholds.

1.1 Project Description

The project site is located at 6310 College Avenue in Oakland. The project is at the northeast corner of College Avenue/Claremont Avenue intersection and is currently occupied by a 24,260 square-foot Safeway Store and surface parking lot with 105 parking spaces. The south part of the site was occupied by a Union 76 Gas Station, which closed shortly after the NOP was issued for this project. The gas station consisted of 8 pump stations for car refueling and a small building for automobile service and repairs.

The proposed project would demolish the existing store and the currently vacant gas station and replace them with a 51,510 square-foot Safeway store and 10,657 square-feet of additional ground-level commercial space along College Avenue. The proposed project would also provide 171 parking spaces in two off-street parking facilities.

1.2 GHG Emission Inventory

GHG emissions are estimated forr the baseline operations occurring at the time of the NOP, and future operations. Project net GHG emissions are calculated as the difference between the two. The net emissions increase will be compared to the BAAQMD 'bright line' threshold[1]. The GHG emissions source categories include building energy use, water use, traffic, solid waste disposal, and refrigerant leaks. Emissions of carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O), and high global warming potential gas refrigerants from each of these sources were calculated and converted, using global warming potentials (GWP), to CO_2e for comparison to the BAAQMD threshold.

[1] If a proposed project involves the removal of existing emission sources, BAAQMD recommends subtracting the existing emissions levels from the emissions levels estimated for the new proposed land use. This approach is consistent with the definition of baseline conditions pursuant to CEQA. See BAAQMD. 2011. California Environmental Quality Act Air Quality Guidelines. May. page 4-5.

The one-time GHG emissions associated with building construction are not presented here as they have been quantified separately. The emissions associated with solid waste disposal and refrigeration leaks are presented since BAAQMD's CEQA Guidelines indicate that these should be quantified, however inclusion of these categories is inconsistent with BAAQMD's justification for deriving the 1,100 metric ton (MT) threshold of significance and therefore the emission inventory is conservative by including these. The reduction in refrigerant emission resulting from Safeway's efficiency programs is included as a net reduction in emissions. Furthermore, solid waste methods suggested by BAAQMD would result in the inappropriate combination of operational emissions with a life-cycle emissions estimation with vastly different jurisdictional boundaries. Therefore, ENVIRON utilized the solid waste methods utilized by the California Emission Estimator Model (CalEEMod) which is a comprehensive state-wide model used for estimation of GHG and air quality emissions for land use development projects.

2 Methods

This section describes the methodology that was used to develop the GHG emissions inventories associated with the Baseline and Project. These inventories consider five categories of GHG emissions: energy use associated with non-residential buildings, mobile sources, solid waste, water and wastewater, and refrigeration leaks. Electrical power will be supplied to the Project Site by Pacific Gas & Electric Company (PG&E). Accordingly, indirect GHG emissions from electricity usage are calculated using the PG&E's carbon-intensity factors in CalEEMod based on the 2008 Power/Utility Reporting Protocol. Legislation and rules regarding climate change, as well as the scientific understanding of the extent to which different activities emit GHGs, continue to evolve; as such, the inventories in this report are a reflection of the guidance and knowledge currently available.

ENVIRON primarily utilized the California Emission Estimator Model version 2011.1.1 (CalEEMod)[2] to assist in quantifying the GHG emissions in the inventories presented in this report for the Baseline and the Project. CalEEMod is a statewide program designed to calculate both criteria and GHG emissions from development projects in California. This model was developed under the auspices of the SCAQMD and received input from other California air districts including BAAQMD, and is currently supported by several lead agencies for use in quantifying the emissions associated with development projects undergoing environmental review. CalEEMod utilizes widely accepted models for emission estimates combined with appropriate default data that can be used if site-specific information is not available. These models and default estimates use sources such as the United States Environmental Protection Agency (USEPA) AP-42 emission factors,[3] CARB's on-road and off-road equipment emission models such as the EMission FACtor model (EMFAC) and the Offroad Emissions Inventory Program model (OFFROAD), and studies commissioned by California agencies such as the California Energy Commission (CEC) and CalRecycle. ENVIRON used Alameda County

[2] Available at: http://www.caleemod.com/
[3] The USEPA maintains a compilation of Air Pollutant Emission Factors and process information for several air pollution source categories. The data is based on source test data, material balance studies, and engineering estimates. More information is available at http://www.epa.gov/ttnchie1/ap42/

CalEEMod defaults in the model runs unless otherwise noted in the methodology descriptions below. Details regarding the specific methodologies used by CalEEMod can be found in the CalEEMod User's Guide and associated appendices[4]. The CalEEMod output files are provided for reference in Appendix A to this report.

2.1 Site-Specific Data

The Project Applicant, Safeway, provided utility consumption data for electricity, natural gas, and water usage at the existing Safeway store[5]. Safeway also provided utility consumption data from newer Safeway stores that were built with similar project design features as the Project[6]. Safeway provided a customer trip length for the store based on the weighted distance of customers who utilized Safeway club cards[7]. Average electricity intensity to supply, treat and distribute water for the East Bay Municipal Utility District (EBMUD) was used[8]. The subsections below describe the methodology used in developing the GHG emission inventories.

2.2 Building Energy Use

ENVIRON analyzed the utility consumption data provided by Safeway. For the new store, utility consumption intensity was calculated for the representative store (e.g., for electricity kWh/sq ft/year), and the intensity was used with the square footage of the new store to estimate consumption intensity for the proposed Project. The retail, restaurant, and gas station energy consumption was estimated using CalEEMod default data from the California Commercial End-Use Survey (CEUS) for climate zone 5[9]. This is a survey that provides energy consumption intensity for various commercial land uses by climate zones.

Emission factors were used to convert the consumption data in kilowatt-hours (kWh) and Therms, for electricity and natural gas, respectively, to GHG emissions in MT CO_2e. As noted earlier, ENVIRON used carbon intensity emission factors for electricity collected from the Pacific Gas and Electric (PG&E) Power/Utility Reporting Protocol[10,11]. Natural gas emission factors used were from the California Climate Action Registry's General Reporting Protocol[12].

---

[4] Available at: http://www.caleemod.com.

[5] Email Communication from Todd Paradis of Safeway on May 10, 2010. #687 Energy Data.xls

[6] Email Communication from Todd Paradis of Safeway on May 10, 2010. #687 Energy Comparison (Santa Cruz Usage).xls This data isolated a year of data starting with period 2 and filled in the missing period 6 with the higher of the period surrounding the missing value.

[7] Email Communication from Todd Paradis of Safeway on May 10, 2010. Avg HH Distance by Zip4.xls

[8] EBMUD. Energy: Generating Renewable Power. Available at:
http://www.ebmud.com/sites/default/files/pdfs/2010_EBMUD_Energy.pdf

[9] Itron, Incorporated. 2006. California Commercial End-Use Survey (CEUS) Results. CEC-400-2006-005. Available at http://www.energy.ca.gov/ceus/

[10] CO_2 Emission factor for electricity provided by PG&E for the year 2008,
California Climate Action Registry Database. 2009. Pacific Gas and Electric 2008 PUP Report. Available at: https://www.climateregistry.org/CARROT/public/Reports.aspx

[11] CH_4 and N_2O emission factors for electricity from Table G.6 California Grid Average Electricity Emission Factors (1990-2004) of CARB 2008 Local Government Operations Protocol Version 1.0.

[12] Emission factors for natural gas obtained from California Climate Action Registry. 2009. General Reporting Protocol 3.1, Tables C7 and C9.

Table 1 the GHG emissions associated with electricity and natural gas usage for the baseline and Project with further details by land use available in Appendix A.

2.3 Water and Wastewater

Emission factors were also used to convert from consumption data in millions of gallons (MG) water use, to equivalent electricity use, and then to GHG emissions in MT CO_2e. Water use was converted to equivalent electricity consumption using the energy intensity values for EBMUD water use which includes the supply, conveyance, treatment, and distribution. The electricity associated with transportation, treatment and disposal of wastewater was evaluated based on CEC's 2006 report. Electricity consumption was converted to CO_2e using the method described earlier. Consistent with BAAQMD draft guidance, ENVIRON only calculated GHG emissions from electricity associated with wastewater treatment, and ENVIRON did not calculate the direct biogenic GHG process emissions associated with wastewater treatment.

Water usage for the existing and proposed grocery store was estimated based on the existing Safeway store as well as the upper end of water use per square foot for model new stores. The retail, restauarant and gas station water use intensity was estimated based on CalEEMod default data described in "Waste Not, Want Not: The Potential for Urban Water Conservation in California."[13]

Table 1 shows the baseline and Project GHG emissions associated with water and wastewater with further details by land use available in Appendix A of this report.

2.4 Mobile Sources

Greenhouse gas emissions from mobile sources were calculated using the predicted number of vehicle trips that are associated with the Project and baseline operations. The daily trips for the baseline operations, and Project were based on total daily trips for each land use according to Institute of Transportation Engineers (ITE) Trip Generation Handbook 8th edition. Using the number of trips on weekdays and weekends, with average trip length, the total annual miles travelled were estimated.

Except for the grocery store customer primary trip length, each type of trip is associated with an average primary trip length based on the default urban trip lengths for Alameda County recommended by BAAQMD as defaults. The grocery store customer primary trip length was modified based on Safeway's estimate of the location of existing customers. Safeway analyzed customer club card data to determine the distance customers traveled to the existing stores.[14] All trip lengths were further adjusted to account for the percent of trips that would be classified as diverted or pass-by instead of primary which is based on CalEEMod default data from ITE or SANDAG. Consistent with CalEEMod methods, the diverted trip length was assumed to be 25% of the primary trip length and pass-by trip length was 0.1 miles. Total vehicle miles

[13] Gleick, P.H.; Haasz, D.; Henges-Jeck, C.; Srinivasan, V.; Cushing, K.K.; Mann, A. 2003. Waste Not, Want Not: The Potential for Urban Water Conservation in California. Published by the Pacific Institute

[14] Email Communication from Todd Paradis of Safeway on May 10, 2010. Avg HH Distance by Zip4.xls

traveled (VMT) were calculated by multiplying the number of trips by the average trip length for each type of trip.

VMT = Number of Trips * Average Trip Length

The CO_2 emissions from mobile sources were calculated with the trip rates, trip lengths and emission factors from EMFAC2007 as provided in CalEEMod. Emission factors from 2010 were used with the baseline estimate as CalEEMod does not contain the 2009 emission factors. If 2009 emission factors would have been used, the baseline emissions would have been higher and, therefore, this is conservative. Emission factors from 2012 were used to represent the Project at build out.

Table 1 shows the baseline and Project GHG emissions associated with mobile trips with further details by land use available in Appendix A of this report. These are estimated to be conservative since the Safeway store is located near a BART station and transportation studies indicate that there is a high percentage of customers and workers who use modes of transportation besides vehicles, which has not been considered in this analysis.

2.5 Solid Waste Disposal

Greenhouse gas emissions from solid waste disposal were calculated using the predicted amount of waste disposed and sent to a landfill with landfill gas capture flaring. Defaults from CalEEMod were used in all instances, which is based on data from CalRecycle, the California Air Resources Board (ARB) Local Government Operations Protocol for degradation of solid waste material. The equations used have been modified from the Local Government Operations Protocol to capture all of the future GHG emissions resulting from the waste degradation in the landfill and attribute it to the year it was placed into the landfill. This is more fully described in CalEEMod User's Guide Appendix A.

Table 1 shows the baseline and Project GHG emissions associated with solid waste disposal with further details by land use available in Appendix A of this report.

2.6 Offsetting Reductions in Emissions - Refrigerant Leaks

While refrigerant leaks are not counted in the threshold of 1100 MT CO_2e/yr, the reduction in refrigerant emissions associated with Safeway's sustainability programs can be used as a source of offsetting emissions. The use of refrigerated systems results in leakage of some of the charged refrigerant. Refrigerants are usually classified as high global warming potential gases. Safeway provided records indicating the typical leakage rates of refrigerant from the refrigerated systems at the existing store. These data along with the amount and type of refrigerant used at the store was used to estimate the total amount of refrigerant leaks from the existing store. Safeway estimated the amount and leak rate for the new store based on information from similar newer stores. For each refrigerant type, the global warming potential (GWP) was calculated based on the values utilized in BAAQMD Guidelines and associated recommended Models for specific refrigerants identified. The global warming potential indicates, on a pound for pound basis, the potency of the chemical compared to carbon dioxide. Multiplying the pounds of refrigerant by the GWP results in the GHG emissions from refrigeration leaks in terms of carbon dioxide equivalency.

Table 2 illustrates the calculations for reduction in emissions associated with the reduction in refrigeration leaks from the existing and new store. Table 1 summarizes this information.

2.7 Total Operational GHG Emissions

Table 1 shows the total GHG emissions from all source categories included in the baseline, Project and net emission inventory. The baseline GHG emissions inventory is an average of 2,391 MT CO_2e per year. The Project GHG emissions inventory is 3,458 MT CO_2e per year. This results in net GHG emissions of 1,067 MT CO_2e per year. This is less than the BAAQMD draft emission significance threshold of 1,100 MT per year.

3 Summary

Table 1 shows the total GHG emissions from all source included in the baseline, Project and net emission inventory. The baseline GHG emissions inventory is an average of 2,391 MT CO_2e per year. The Project GHG emissions inventory is 3,458 MT CO_2e per year. This results in net GHG emissions of 1,067 MT CO_2e per year. Therefore, this Project's net GHG emissions increase has a less than significant impact on climate change.

Tables

Table 1
GHG Emission Inventory
Safeway
6310 College Avenue, Oakland, California

Scenario	Electricity [1]		Natural Gas [1]		Water[2]		Traffic	Waste		Refrigeration Leaks	Total
	Consumption (kWh/yr)	(MT CO_2e / year)[4]	Consumption (Therms/yr)	(MT CO_2e / year)[5]	Consumption (MG/yr)	(MT CO_2e / year)[6]	(MT CO_2e / year)[7]	tons/yr	(MT CO_2e / year)[7]	(MT CO_2e / year)[8]	(MT CO_2e / year)
Sum Baseline	1,537,720	450.14	18,696	100.37	1.44	1.62	1,514	141	59.83	265	2,391
Sum of Project	1,632,423	477.87	23,994	128.82	4.1	4.47	2,491	301	127.73	228	3,458
Net	**94,703**	**28**	**5,298**	**28**	**3**	**3**	**977**	**160**	**68**	**-37**	**1,067**

Notes:

[1] Electricity and Natural Gas use is based on the following information:

Existing stores is based on the utility bills from store
New Safeway is based on the utility bills from a newer safeway store with similar features.
Gas Station, Retail and Restaurant is based on the energy intensity from the California Commercial End-Use Survey for climate zone 5.

[2] Water and wastewater consumption is based on utility bills for the Safeway stores and the study by Gleick et al Waste Not, Want Not: The Potential for Urban Water Conservation in California.

[3] Trip rate information is based on ITE trip rates. Trip lengths are CalEEMod default except for the grocery store customer trip lengths which is based on an analysis of customer trip lengths using club card data to the existing stores as provided by Safeway set to 2.7 miles. Trip type and purpose is based on CalEEMod defaults for each land use category.

[4] Electricity emission factorsare based on the CalEEMod default values for PG&E.

[5] Emission factor for natural gas obtained from California Climate Action Registry Reporting Protocol, Table C6 and C9.

[6] Energy intensity value for EBMUD was used which includes the supply, conveyance, treatment, and Distribution.Emission factor for electricity provided by Pacific Gas and Electric (PG&E). Wastewater was assumed to be an aerobic process.

[7] Emission factors for the baseline conservatively used 2010 vehicle emission factors for Alameda County since 2009 values are not available in CalEEMod. Emission factors for the Project used 2012 vehicle emission factors for Alameda County.

[8] Refrigeration leaks is based on the amount of refrigerant charged or anticipated to be charged along with anticipated leakage rates. This has then been converted to CO_2e based on global warming potentials for the different refrigerants.

Abbreviations:

CO_2: Carbon dioxide
CH_4: Methane
GHG: Greenhouse gas
kWh: kilowatt hour
lbs: pounds
MG: million gallons
MT: Metric Tons
N_2O: Nitrous oxide

Sources:

California Air Resources Board (ARB). 2008. Local Government Operations Protocol, For the quantification and reporting of greenhouse gas emissions inventories, Version 1.0. September 25.
California Climate Action Registry. 2009. General Reporting Protocol, Version 3.1. January. Available at: http://www.climateregistry.org/resources/docs/protocols/grp/GRP_3.1_January2009.pdf
California Energy Commission. 2006. California Commercial End-Use Survey. Prepared by Itron Inc. Available at: Available at: http://www.energy.ca.gov/ceus/
EBMUD. Energy: Generating Renewable Power. Available at: http://www.ebmud.com/sites/default/files/pdfs/2010_EBMUD_Energy.pdf
Gleick, P.H.; Haasz, D.; Henges-Jeck, C.; Srinivasan, V.; Cushing, K.K.; Mann, A. 2003. Waste Not, Want Not: The Potential for Urban Water Conservation in California. Published by the Pacific Institute

Table 2
GHG Emissions from Refrigerant Leaks
Safeway
6310 College Avenue, Oakland, California

	R-507	R-134A	R-22	R-404A	R-407A	GHG Emissions [4]
	lbs refrigerant/year					(MT CO_2e/yr)
Existing Safeway Store #687 [1]	89.60	32.00	144.00	9.60	0.00	265
New Safeway Store [2]	0.00	0.00	0.00	0.00	330.00	228
Change	-89.60	-32.00	-144.00	-9.60	330.00	-37

Notes:

[1] The amount of refrigerant leaks per year is based on the total charge of each refrigerant type at the store multiplied by the average leak percent (16%).

[2] The amount of refrigerant leaks per year is based on the total charge of each refrigerant type at the store multiplied by the average leak (15%).

[4] The pounds of refrigerant leaks is multiplied by the global warming potential (GWP) for each refrigerant and converted to metric tonnes. The GWP is listed below:

R-507 3300
R-134a 1300
R-22 1500
R-404A 3260
R-407a 1526

Abbreviations:

CO_{2e}: Carbon dioxide equivalent
lbs: pounds
MT: Metric Tons
yr: Year

Sources:

Safeway Refrigerant Data

Appendix A
CalEEMod Runs

Safeway Oakland

Alameda County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric
Supermarket	24.26	1000sqft
User Defined Retail	8	User Defined Unit

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Utility Company**	Pacific Gas & Electric Company
Climate Zone	5	**Precipitation Freq (Days)**	63		

1.3 User Entered Comments

Project Characteristics -

Land Use - user defined supermarket 24,260sqft

Vehicle Trips - custom trip lengths and trip rates to match traffic

Vechicle Emission Factors -

Energy Use - site specific energy use

Water And Wastewater - site specific information

Solid Waste - assume flare

2.0 Emissions Summary

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.13	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	547.11	547.11	0.02	0.01	550.52
Mobile	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Waste						0.00	0.00		0.00	0.00	29.31	0.00	29.31	1.45	0.00	59.83
Water						0.00	0.00		0.00	0.00	0.00	1.29	1.29	0.00	0.00	1.62
Total	**2.85**	**5.62**	**22.94**	**0.02**	**1.25**	**0.14**	**1.40**	**0.05**	**0.14**	**0.21**	**29.31**	**2,059.42**	**2,088.73**	**1.60**	**0.01**	**2,125.68**

2.2 Overall Operational

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.13	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	547.11	547.11	0.02	0.01	550.52
Mobile	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Waste						0.00	0.00		0.00	0.00	29.31	0.00	29.31	1.45	0.00	59.83
Water						0.00	0.00		0.00	0.00	0.00	1.29	1.29	0.00	0.00	1.62
Total	**2.85**	**5.62**	**22.94**	**0.02**	**1.25**	**0.14**	**1.40**	**0.05**	**0.14**	**0.21**	**29.31**	**2,059.42**	**2,088.73**	**1.60**	**0.01**	**2,125.68**

3.0 Construction Detail

3.1 Mitigation Measures Construction

4.0 Mobile Detail

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Unmitigated	2.71	5.53	22.86	0.02	1.25	0.14	1.39	0.05	0.14	0.20	0.00	1,511.02	1,511.02	0.13	0.00	1,513.71
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

4.2 Trip Summary Information

	Average Daily Trip Rate			Unmitigated	Mitigated
Land Use	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Supermarket	2,480.34	4,308.33	4037.83	1,836,961	1,836,961
User Defined Retail	1,302.24	1,302.24	1302.24	750,309	750,309
Total	3,782.58	5,610.57	5,340.07	2,587,270	2,587,270

4.3 Trip Type Information

	Miles			Trip %		
Land Use	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW
Supermarket	9.50	2.70	7.30	6.50	74.50	19.00
User Defined Retail	9.50	7.30	7.30	2.00	79.00	19.00

5.0 Energy Detail

5.1 Mitigation Measures Energy

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Electricity Mitigated						0.00	0.00		0.00	0.00	0.00	447.34	447.34	0.02	0.01	450.14
Electricity Unmitigated						0.00	0.00		0.00	0.00	0.00	447.34	447.34	0.02	0.01	450.14
NaturalGas Mitigated	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	99.77	99.77	0.00	0.00	100.38
NaturalGas Unmitigated	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	99.77	99.77	0.00	0.00	100.38
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	tons/yr										MT/yr					
Supermarket	1.84085e+006	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	98.23	98.23	0.00	0.00	98.83
User Defined Retail	28743.2	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.53	1.53	0.00	0.00	1.54
Total		**0.01**	**0.09**	**0.08**	**0.00**		**0.00**	**0.01**		**0.00**	**0.01**	**0.00**	**99.76**	**99.76**	**0.00**	**0.00**	**100.37**

5.2 Energy by Land Use - NaturalGas

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	tons/yr										MT/yr					
Supermarket	1.84085e+006	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	98.23	98.23	0.00	0.00	98.83
User Defined Retail	28743.2	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.53	1.53	0.00	0.00	1.54
Total		**0.01**	**0.09**	**0.08**	**0.00**		**0.00**	**0.01**		**0.00**	**0.01**	**0.00**	**99.76**	**99.76**	**0.00**	**0.00**	**100.37**

5.3 Energy by Land Use - Electricity

Unmitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Supermarket	1.52838e+006					444.62	0.02	0.01	447.41
User Defined Retail	9340.14					2.72	0.00	0.00	2.73
Total						**447.34**	**0.02**	**0.01**	**450.14**

5.3 Energy by Land Use - Electricity

Mitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Supermarket	1.52838e+006					444.62	0.02	0.01	447.41
User Defined Retail	9340.14					2.72	0.00	0.00	2.73
Total						**447.34**	**0.02**	**0.01**	**450.14**

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	0.13	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Unmitigated	0.13	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.03					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.10					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**0.13**	**0.00**	**0.00**	**0.00**		**0.00**	**0.00**		**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.03					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.10					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**0.13**	**0.00**	**0.00**	**0.00**		**0.00**	**0.00**		**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

7.0 Water Detail

7.1 Mitigation Measures Water

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr				MT/yr			
Mitigated					1.29	0.00	0.00	1.62
Unmitigated					1.29	0.00	0.00	1.62
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

7.2 Water by Land Use

Unmitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Supermarket	1.27 / 0					1.17	0.00	0.00	1.47
User Defined Retail	0.106255 / 0.0651242					0.12	0.00	0.00	0.15
Total						**1.29**	**0.00**	**0.00**	**1.62**

7.2 Water by Land Use

Mitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Supermarket	1.27 / 0					1.17	0.00	0.00	1.47
User Defined Retail	0.106255 / 0.0651242					0.12	0.00	0.00	0.15
Total						**1.29**	**0.00**	**0.00**	**1.62**

8.0 Waste Detail

8.1 Mitigation Measures Waste

Category/Year

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
	tons/yr				MT/yr			
Mitigated					29.31	1.45	0.00	59.83
Unmitigated					29.31	1.45	0.00	59.83
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

8.2 Waste by Land Use

Unmitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Supermarket	136.83					28.41	1.41	0.00	58.00
User Defined Retail	4.31					0.90	0.04	0.00	1.83
Total						**29.31**	**1.45**	**0.00**	**59.83**

Mitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Supermarket	136.83					28.41	1.41	0.00	58.00
User Defined Retail	4.31					0.90	0.04	0.00	1.83
Total						**29.31**	**1.45**	**0.00**	**59.83**

9.0 Vegetation

Safeway Oakland

Alameda County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric
Quality Restaurant	2.74	1000sqft
Strip Mall	7.91	1000sqft
Supermarket	51.51	1000sqft

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Utility Company**	Pacific Gas & Electric Company
Climate Zone	5	**Precipitation Freq (Days)**	63		

1.3 User Entered Comments

Project Characteristics -

Land Use - user defined supermarket 24,260sqft

Vehicle Trips - custom trip lengths and trip rates to match traffic

Vechicle Emission Factors -

Energy Use - site specific energy use

Water And Wastewater - site specific information

Solid Waste - assume flare

Energy Mitigation -

2.0 Emissions Summary

2.2 Overall Operational

Unmitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.31	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.01	0.12	0.10	0.00		0.00	0.01		0.00	0.01	0.00	602.93	602.93	0.02	0.01	606.69
Mobile	3.88	8.35	32.74	0.03	2.26	0.22	2.48	0.10	0.22	0.32	0.00	2,486.86	2,486.86	0.18	0.00	2,490.72
Waste						0.00	0.00		0.00	0.00	62.58	0.00	62.58	3.10	0.00	127.74
Water						0.00	0.00		0.00	0.00	0.00	3.58	3.58	0.00	0.00	4.47
Total	**4.20**	**8.47**	**32.84**	**0.03**	**2.26**	**0.22**	**2.49**	**0.10**	**0.22**	**0.33**	**62.58**	**3,093.37**	**3,155.95**	**3.30**	**0.01**	**3,229.62**

2.2 Overall Operational

Mitigated Operational

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Area	0.31	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Energy	0.01	0.12	0.10	0.00		0.00	0.01		0.00	0.01	0.00	600.41	600.41	0.02	0.01	604.15
Mobile	3.88	8.35	32.74	0.03	2.26	0.22	2.48	0.10	0.22	0.32	0.00	2,486.86	2,486.86	0.18	0.00	2,490.72
Waste						0.00	0.00		0.00	0.00	62.58	0.00	62.58	3.10	0.00	127.74
Water						0.00	0.00		0.00	0.00	0.00	3.58	3.58	0.00	0.00	4.47
Total	**4.20**	**8.47**	**32.84**	**0.03**	**2.26**	**0.22**	**2.49**	**0.10**	**0.22**	**0.33**	**62.58**	**3,090.85**	**3,153.43**	**3.30**	**0.01**	**3,227.08**

3.0 Construction Detail

3.1 Mitigation Measures Construction

4.0 Mobile Detail

4.1 Mitigation Measures Mobile

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	3.88	8.35	32.74	0.03	2.26	0.22	2.48	0.10	0.22	0.32	0.00	2,486.86	2,486.86	0.18	0.00	2,490.72
Unmitigated	3.88	8.35	32.74	0.03	2.26	0.22	2.48	0.10	0.22	0.32	0.00	2,486.86	2,486.86	0.18	0.00	2,490.72
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

4.2 Trip Summary Information

	Average Daily Trip Rate			Unmitigated	Mitigated
Land Use	Weekday	Saturday	Sunday	Annual VMT	Annual VMT
Quality Restaurant	246.46	258.55	197.72	286,134	286,134
Strip Mall	350.57	332.54	161.60	494,349	494,349
Supermarket	5,266.38	9,147.66	8573.32	3,900,324	3,900,324
Total	5,863.42	9,738.74	8,932.64	4,680,807	4,680,807

4.3 Trip Type Information

	Miles			Trip %		
Land Use	H-W or C-W	H-S or C-C	H-O or C-NW	H-W or C-W	H-S or C-C	H-O or C-NW
Quality Restaurant	9.50	7.30	7.30	12.00	69.00	19.00
Strip Mall	9.50	7.30	7.30	16.60	64.40	19.00
Supermarket	9.50	2.70	7.30	6.50	74.50	19.00

5.0 Energy Detail

5.1 Mitigation Measures Energy

Exceed Title 24

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Electricity Mitigated						0.00	0.00		0.00	0.00	0.00	473.56	473.56	0.02	0.01	476.52
Electricity Unmitigated						0.00	0.00		0.00	0.00	0.00	474.89	474.89	0.02	0.01	477.87
NaturalGas Mitigated	0.01	0.12	0.10	0.00		0.00	0.01		0.00	0.01	0.00	126.86	126.86	0.00	0.00	127.63
NaturalGas Unmitigated	0.01	0.12	0.10	0.00		0.00	0.01		0.00	0.01	0.00	128.04	128.04	0.00	0.00	128.82
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

5.2 Energy by Land Use - NaturalGas

Unmitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	tons/yr										MT/yr					
Quality Restaurant	465827	0.00	0.02	0.02	0.00		0.00	0.00		0.00	0.00	0.00	24.86	24.86	0.00	0.00	25.01
Strip Mall	37968	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	2.03	2.03	0.00	0.00	2.04
Supermarket	1.89557e+006	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	101.15	101.15	0.00	0.00	101.77
Total		**0.01**	**0.11**	**0.10**	**0.00**		**0.00**	**0.01**		**0.00**	**0.01**	**0.00**	**128.04**	**128.04**	**0.00**	**0.00**	**128.82**

Mitigated

	NaturalGas Use	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Land Use	kBTU	tons/yr										MT/yr					
Quality Restaurant	448570	0.00	0.02	0.02	0.00		0.00	0.00		0.00	0.00	0.00	23.94	23.94	0.00	0.00	24.08
Strip Mall	33103.3	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	1.77	1.77	0.00	0.00	1.78
Supermarket	1.89557e+006	0.01	0.09	0.08	0.00		0.00	0.01		0.00	0.01	0.00	101.15	101.15	0.00	0.00	101.77
Total		**0.01**	**0.11**	**0.10**	**0.00**		**0.00**	**0.01**		**0.00**	**0.01**	**0.00**	**126.86**	**126.86**	**0.00**	**0.00**	**127.63**

5.3 Energy by Land Use - Electricity

Unmitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Quality Restaurant	82857.6					24.10	0.00	0.00	24.26
Strip Mall	91835.1					26.72	0.00	0.00	26.88
Supermarket	1.45773e+006					424.07	0.02	0.01	426.73
Total						**474.89**	**0.02**	**0.01**	**477.87**

Mitigated

	Electricity Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	kWh	tons/yr				MT/yr			
Quality Restaurant	81517.7					23.71	0.00	0.00	23.86
Strip Mall	88584.1					25.77	0.00	0.00	25.93
Supermarket	1.45773e+006					424.07	0.02	0.01	426.73
Total						**473.55**	**0.02**	**0.01**	**476.52**

6.0 Area Detail

6.1 Mitigation Measures Area

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Mitigated	0.31	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Unmitigated	0.31	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

6.2 Area by SubCategory

Unmitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.07					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.24					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**0.31**	**0.00**	**0.00**	**0.00**		**0.00**	**0.00**		**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

6.2 Area by SubCategory

Mitigated

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N2O	CO2e
SubCategory	tons/yr										MT/yr					
Architectural Coating	0.07					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Consumer Products	0.24					0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Landscaping	0.00	0.00	0.00	0.00		0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**0.31**	**0.00**	**0.00**	**0.00**		**0.00**	**0.00**		**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

7.0 Water Detail

7.1 Mitigation Measures Water

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr				MT/yr			
Mitigated					3.58	0.00	0.00	4.47
Unmitigated					3.58	0.00	0.00	4.47
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

7.2 Water by Land Use

Unmitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Quality Restaurant	0.831682 / 0.0530861					0.78	0.00	0.00	0.98
Strip Mall	0.585914 / 0.359108					0.67	0.00	0.00	0.81
Supermarket	2.31 / 0					2.12	0.00	0.00	2.68
Total						**3.57**	**0.00**	**0.00**	**4.47**

7.2 Water by Land Use

Mitigated

	Indoor/Outdoor Use	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	Mgal	tons/yr				MT/yr			
Quality Restaurant	0.831682 / 0.0530861					0.78	0.00	0.00	0.98
Strip Mall	0.585914 / 0.359108					0.67	0.00	0.00	0.81
Supermarket	2.31 / 0					2.12	0.00	0.00	2.68
Total						**3.57**	**0.00**	**0.00**	**4.47**

8.0 Waste Detail

8.1 Mitigation Measures Waste

Category/Year

	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
	tons/yr				MT/yr			
Mitigated					62.58	3.10	0.00	127.74
Unmitigated					62.58	3.10	0.00	127.74
Total	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

8.2 Waste by Land Use

Unmitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Quality Restaurant	2.5					0.52	0.03	0.00	1.06
Strip Mall	8.31					1.73	0.09	0.00	3.52
Supermarket	290.52					60.33	2.99	0.00	123.15
Total						**62.58**	**3.11**	**0.00**	**127.73**

8.2 Waste by Land Use

Mitigated

	Waste Disposed	ROG	NOx	CO	SO2	Total CO2	CH4	N2O	CO2e
Land Use	tons	tons/yr				MT/yr			
Quality Restaurant	2.5					0.52	0.03	0.00	1.06
Strip Mall	8.31					1.73	0.09	0.00	3.52
Supermarket	290.52					60.33	2.99	0.00	123.15
Total						**62.58**	**3.11**	**0.00**	**127.73**

9.0 Vegetation