



# **WEST OAKLAND SPECIFIC PLAN & DRAFT ENVIRONMENTAL IMPACT REPORT**

**Landmarks Preservation Advisory Board  
Public Hearing**

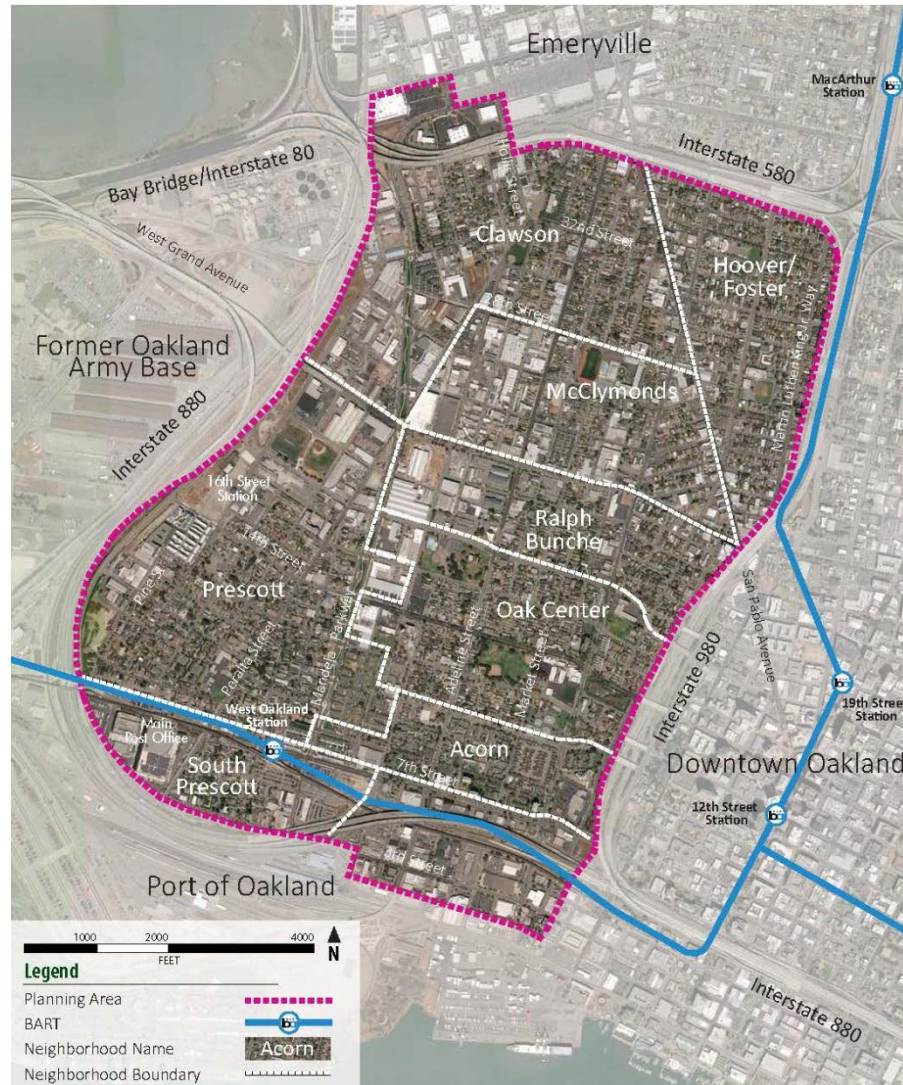
February 10, 2014

# Specific Plan Overview



- ❖ Plan Area is generally bounded by I-580 to the north, I-980 to the east, and I-880 to the south & west.
- ❖ Also includes the Oakland portion of the East Bay Bridge Shopping Center (above I-580), and the industrial area centered on 3rd Street (below I-880).
- ❖ ~1900 Acres / 6,340 parcels

# Plan Area



# Specific Plan Contents

- *Establishing appropriate land use policies & regulations*
- *Attracting new desired businesses & industries*
- *Identifying preferred development concepts*
- *Retaining Industrial land and jobs*
- *Ensuring equitable economic development*
- *Improving area infrastructure*
- *Addressing Crime*
- *Combating blight*
- *Fostering the arts*
- *Preserving historic resources*
- *Fostering community health*
- *Enhancing transit*
- *Encouraging open space*
- *Enhancing residential neighborhoods*
- *Increasing residential development*
- *Attracting more retail establishments*
- *Supporting affordable housing*
- *Retaining educational resources*
- *Remediating contaminated sites*
- *Augmenting design guidelines*

# Specific Plan Purpose



- ❖ Provide comprehensive & multi-faceted **Strategies** for development of key parcels
- ❖ **Attract development** to longstanding under-utilized commercial and industrial areas
- ❖ Establish a **land use and transportation framework** for West Oakland district
- ❖ Encourage new **Economic Development** while **preserving existing residential neighborhoods**

# Specific Plan Vision

---

- ❖ Industrial areas are preserved & contribute to economic vitality, supporting clean, low-impact industries that provide living wage jobs for local residents
- ❖ Housing continues to be affordable & reflects range of housing options
- ❖ Character of historic neighborhoods has been maintained
- ❖ New housing development is transit-oriented and transit served

# Specific Plan Vision, cont.



- ❖ Transit connections between West Oakland BART station, residential neighborhoods & employment, cultural & commercial centers are improved
- ❖ Neighborhood commercial areas (7th Street, San Pablo Avenue) have been revitalized
- ❖ Environmental quality & community health have been improved
- ❖ West Oakland continues to be socially & culturally diverse with a strong sense of community

# Historic Context

---

Plan Area contains following historic resources:

- ❖ Local Register Properties- **1,421**
- ❖ Designated Historic Properties- **32**
- ❖ Area of Primary Importance Properties- **800+**
- ❖ Area of Secondary Importance Properties- **600+**
- ❖ Several Historic Districts:
  - Oakland Point / Southern Pacific Railroad  
Industrial Landscape District / Oak Center District
- ❖ S-7 Preservation Combining Zone



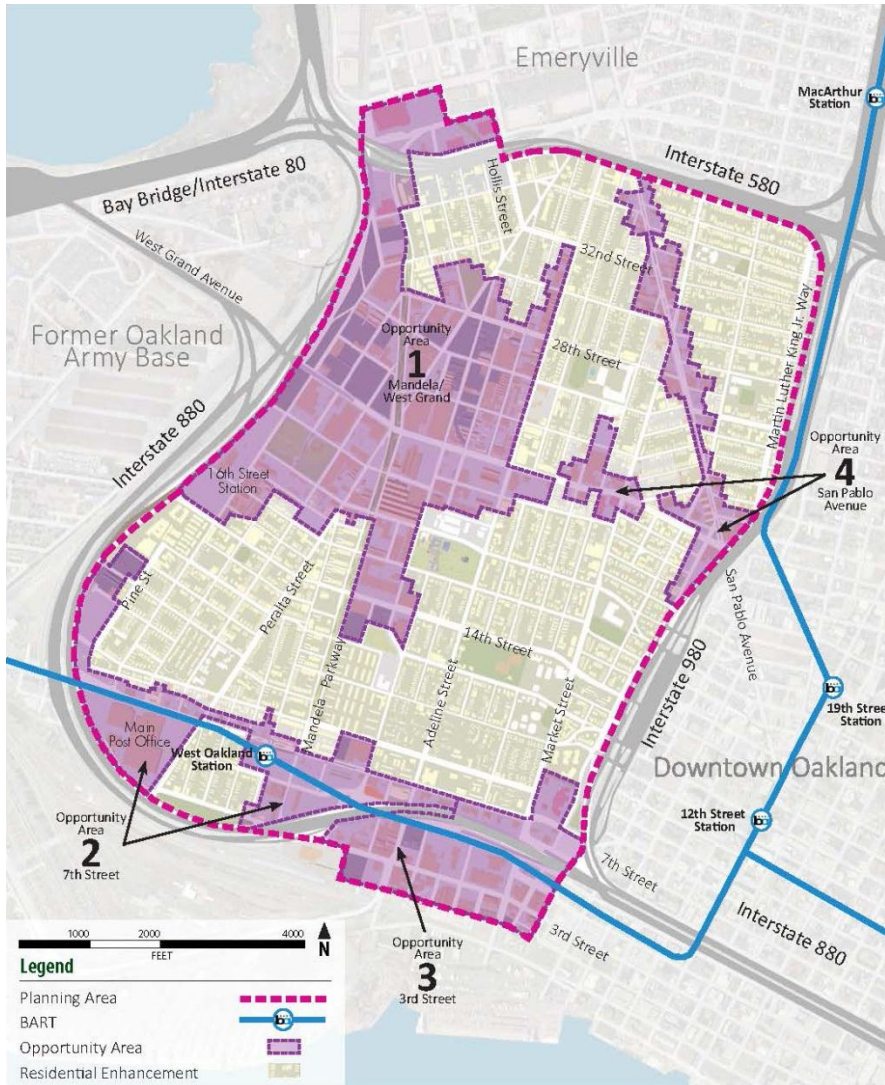
# Development Concepts



## Opportunity Sites

- ❖ Plan is intended to facilitate new growth and development that is most likely to occur on underutilized properties, sites available as a result of the relocated I-880 freeway, and additional sites expected to be vacated as their current uses relocate to the former Oakland Army Base.
- ❖ These sites are identified in the Plan as “***Opportunity Sites.***”

# Development Concepts



## Opportunity Areas

The Specific Plan groups similar Opportunity Sites concentrated in a compact location into larger geographic units termed “**Opportunity Areas**”. The WOSP recommends a land use vision and strategies for guiding future development of these Opportunity Areas in particular:

- ❖ **Mandela / West Grand Opp. Area**
- ❖ **7<sup>th</sup> Street Opportunity Area**
- ❖ **3<sup>rd</sup> Street Opportunity Area**
- ❖ **San Pablo Avenue Opp. Area**

# Development Vision

---

## **Mandela/ West Grand Area Opportunity Area**

- Promote a mix of business activities & a range of jobs at varying skill / education levels
- Retain and expand commercial and industrial businesses
- Attract traditional light industrial /commercial uses
- Discourage heavy industrial near residential



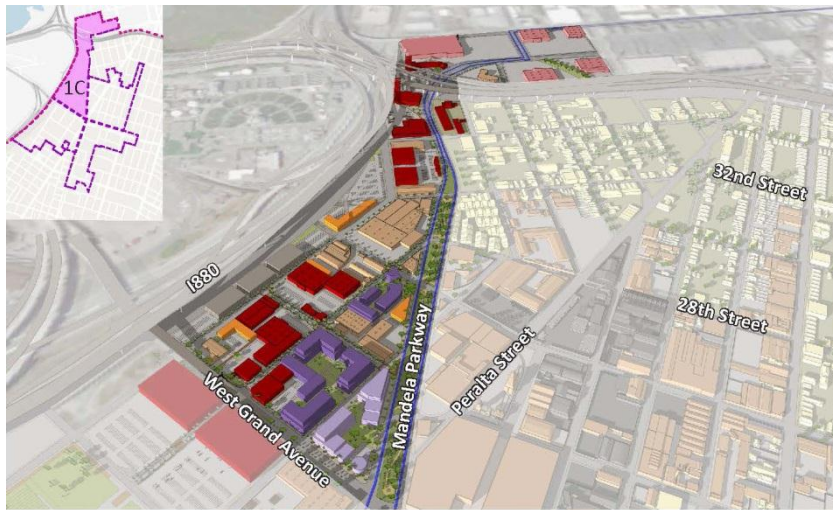
Existing facilities to be Enhanced

Residential	Low Intensity Business Mix/Light Industrial	Business Intensification	Transit Enhancement	Retail/Commercial	
-------------	---	--------------------------	---------------------	-------------------	--



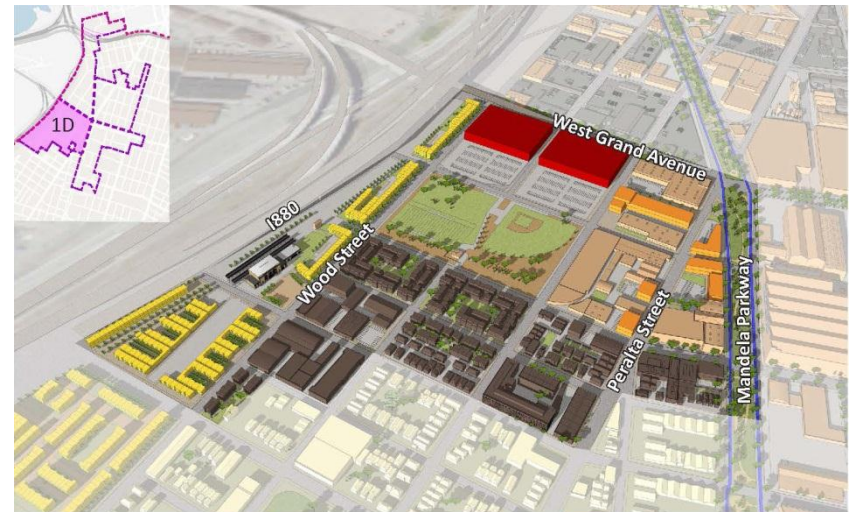
Existing facilities to be Enhanced

Mixed Use/Live Work	Low Intensity Business Mix/Light Industrial	Business Intensification	Transit Enhancement		
---------------------	---	--------------------------	---------------------	--	--



Existing facilities to be Enhanced

Retail/Commercial	Low Intensity Business Mix/Light Industrial	Business Intensification	Transit Enhancement		
-------------------	---	--------------------------	---------------------	--	--



Existing facilities to be Enhanced

Residential	Low Intensity Business Mix/Light Industrial	Business Intensification	Transit Enhancement		
-------------	---	--------------------------	---------------------	--	--

# Development Vision

---

## **7<sup>th</sup> Street Opportunity Area**

- Encourage Transit-Oriented Development surrounding West Oakland BART Station
- Revitalize 7<sup>th</sup> Street with neighborhood-serving ground floor commercial uses
- Enliven 7<sup>th</sup> Street as a celebration of West Oakland's cultural history of music, art and entertainment
- Minimize noise from overhead BART rails
- Address environmental remediation and encourage development of key, selected sites



Existing facilities to be Enhanced Residential (2380 U units) Low Intensity Business Mix/Light Industrial Transit Enhancement Retail/Commercial (80,00 sq. ft.)



Existing facilities to be Enhanced Residential (1875 units) Low Intensity Business Mix/Light Industrial Business Intensification (380,000 sq. ft.) Transit Enhancement Retail/Commercial (80,00 sq. ft.)



Existing facilities to be Enhanced Residential Low Intensity Business Mix/Light Industrial Retail/Commercial



Existing facilities to be Enhanced Mixed Use/Live Work Low Intensity Business Mix/Light Industrial Residential

# Development Vision

---

## **3<sup>rd</sup> Street Opportunity Area**

- Promote a more vibrant business & employment center, focusing on manufacturing & light industrial uses that benefit from adjacency to Port
- Encourage commercial, dining & entertainment uses as infill enhancements in older warehouse buildings
- Continue to prohibit residential in this area



Existing facilities to be Enhanced  
Retail/Commercial



Low Intensity Business Mix/Light Industrial  
Transit Enhancement



Business  
Intensification





# Development Vision

---

## **San Pablo Ave Opportunity Area**

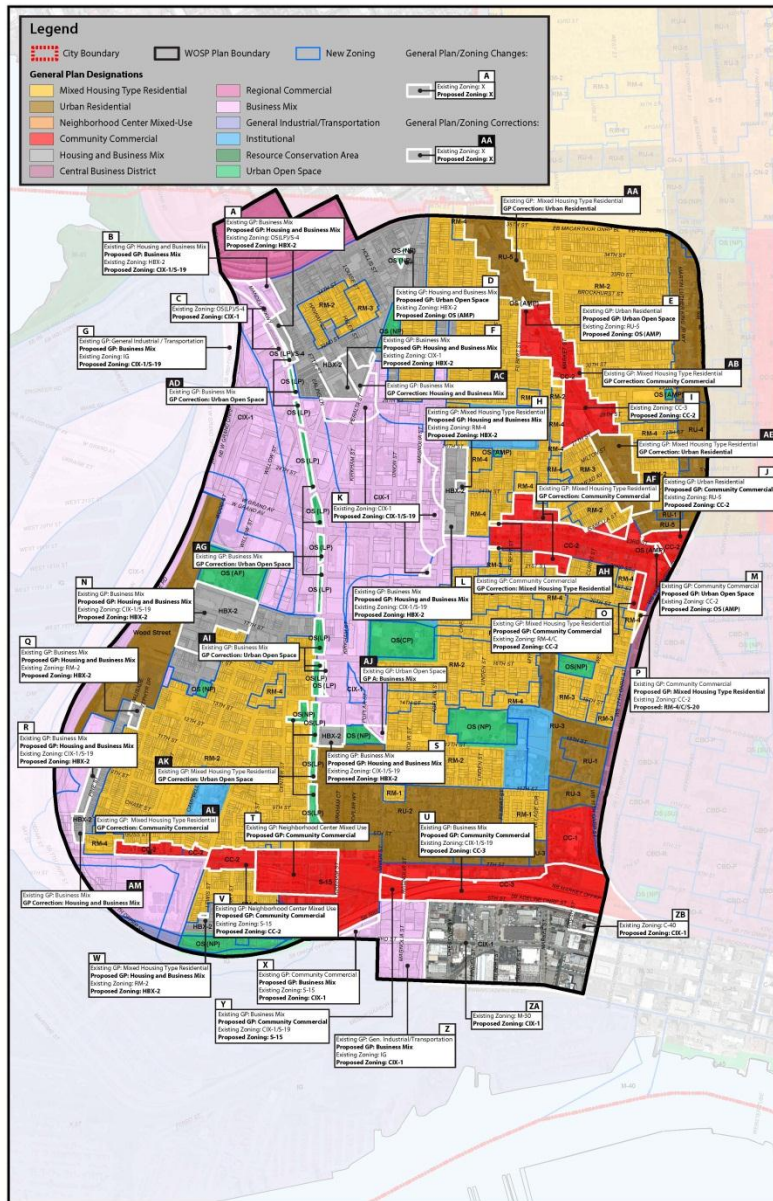
- Encourage mixed use development of multi-family residential development over ground floor commercial activities
- Enhance streetscape and increase commercial uses to activate street
- Revitalize existing commercial center on south side of West Grand Avenue



Existing facilities to be Enhanced  
 Residential  
 Retail/Commercial



Existing facilities to be Enhanced  
 Residential  
 Low Intensity Business Mix/Light Industrial  
 Retail/Commercial



# Proposed General Plan & Zoning Amendments

# Other Plan Elements

- ❖ **Overlay Zones & Design Guidelines** to refine existing Zoning requirements
- ❖ **Transportation Enhancements** to link West Oakland BART Station and existing/future West Oakland employment centers to MacArthur / 19<sup>th</sup> /12<sup>th</sup> St. BART Stations, Downtown, and Jack London Square
- ❖ **Strategies for Retaining Existing West Oakland Assets**
  - Historic Resources, Creative Economy/Cultural Arts

# Other Plan Elements, cont.

---

- ❖ **Strategies for Removing Barriers to Economic Development** - Blight, Crime, Brownfields
- ❖ **Transportation & Infrastructure Improvements**
- ❖ **Support for Urban Open Space Concepts** - West Oakland Reforestation Plan, West Oakland Walk
- ❖ **Recommendations for Broader Concerns** - Affordable Housing, Equitable Development & Community Health
- ❖ **Implementation Program**

# Draft Environmental Impact Report (DEIR)

---



- ✓ Aesthetics, Shadow & Wind
- ✓ Air Quality
- ✓ Biological Resources
- ✓ Cultural & Historic Resources
- ✓ Geology & Soils
- ✓ Greenhouse Gas Emissions/Climate Change
- ✓ Hydrology & Water Quality
- ✓ Land Use & Planning
- ✓ Noise
- ✓ Population, Housing & Employment
- ✓ Public Services & Recreation
- ✓ Transportation
- ✓ Utilities & Service Systems

# Draft Environmental Impact Report, cont.



- ❖ Analyzes impacts of development recommended in the West Oakland Specific Plan
  
- ❖ Cultural & Historic Resources findings (**Impact CR-1**):
  - Plan doesn't propose demolition of any Local Register properties
  - Requires that any changes to Local Register properties adhere to Secretary of the Interior's Standards
  - With compliance with City's Standard Conditions of Approval (SCAs), Plan will not cause an adverse change in significance of an historic resource

# Draft Environmental Impact Report, cont.



- ❖ **Impact CR-2:** Development in accordance with Plan could cause a substantial adverse change in significance of archeological resource - *impact reduced to less than significant with application of SCAs*
- ❖ **Impact CR-3:** Cumulative development could cause substantial adverse change in historic or archeological resource - *impact reduced to less than significant with application of SCAs*



# Draft Environmental Impact Report, cont.



**All impacts determined to be '*Less than Significant*' vis-a vis Cultural Resources**

## Alternatives Evaluated in DEIR

- ❖ **Alternative 1: No Project**
- ❖ **Alternative 2: Reduced Project**
- ❖ **Alternative 3: Commercial & Jobs Emphasis**
- ❖ **Alternative 4: Maximum Theoretical Build-out**

# Continued Application of Existing Historic Resource Regs



Following Existing City Policies Still In Effect

- ❖ **Policy 3.5 of Historic Preservation Element** (requires City to make findings with regard to quality of existing resource & quality of proposed design before approving development)
- ❖ **Policy 3.7 of Historic Preservation Element** (requires that developer attempt to relocate rather than demolish historic resources)

# Continued Application of Existing Historic Resource Regs

---



- ❖ **Chapter 17.136.070 of Planning Code** (ensures character-defining elements of designated landmarks are not adversely affected when exterior alteration is proposed)
- ❖ **Chapter 17.136.075 of Planning Code** (requires specific findings for demolition or removal of any Landmark, Heritage Property, or structure rated “A” or B)

# NEXT STEPS

---

- ❖ **Additional Opportunities for Comment on DEIR & Specific Plan:**
  - City Planning Commission hearing - **February 24, 2014**
  - Parks & Recreation Advisory Commission - **March 12, 2014**
  
- ❖ **DEIR Comment Period – open until **March 17, 2014****
  
- ❖ **Final Plan & Final EIR - June/July 2014**