

## **Appendix B**

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### Small Group Interview Materials

## Invitation Letter

# CITY OF OAKLAND



250 FRANK H. OGAWA PLAZA, SUITE 3315 • OAKLAND, CALIFORNIA 94612-2032

Community and Economic Development Agency  
Planning & Zoning Division

(510) 238-3941  
FAX 510) 238-6538  
TDD (510) 839-6451

Date

<<Name>>

<<Organization>>

<<Address>>

<<City>>, CA <<Zip Code>>

Subject: Community Participation Process  
Proposed Oak-to-Ninth Mixed Use Project

Dear <<Name>>,

The City of Oakland is currently reviewing and evaluating a proposed development plan for the area along the Oakland estuary identified as “Oak-to-Ninth Avenue.” You have been identified as a key community representative to contact in order for the project team to learn more about your organization’s interests and concerns regarding development in this area.

The proposed plan submitted by Oakland Harbor Partners, LLC includes up to 3,100 residential units, 200,000 square feet of ground floor commercial space, 3,500 structured parking spaces, approximately 27 acres of public open space, two renovated marinas, and a wetlands restoration area. This proposed plan was developed six years after the adoption of the Estuary Policy Plan (EPP) which is the current policy framework for Oakland’s estuary area. The development proposal now before the City represents a significant departure from the vision set forth in the EPP, in response to site constraints and market conditions. This new proposal must be carefully reviewed and evaluated by the City and its community members.

The City has hired Public Affairs Management (PAM), a consulting firm that specializes in working with communities, to conduct an outreach process to obtain broad community input on the proposed development plan. PAM will conduct a series of small group meetings later this month and then a large public meeting. The large community meeting will include a summary presentation of the major issues and topic areas discussed during the small group interviews. PAM will produce a final report for the City that documents the comments and issues raised throughout this community participation process. This report will assist the City in evaluating the merits of the project and provide additional information to the consulting team working on the environmental review document.

You are invited to attend a small group meeting to discuss the proposed development plan. You will be contacted by a project team member from Public Affairs Management to schedule a date and time in the next few weeks. Each meeting will last approximately 60 to 90 minutes and will include several organizations with similar interests. We hope that you will be able to meet with PAM. If you are unable to participate, we would appreciate it if you could send another representative from your organization.

Please note that this public participation process will not substitute for the formal public hearing and development review process that the City must complete prior to making a decision about the project. Rather, this public participation effort will help to inform the public, decision-makers and staff as to the most important elements about the proposed project, the Estuary Policy Plan goals and objectives for the area, and for the site itself.

For additional information about the public outreach process, please contact Hanna Doerr at Public Affairs Management, at (415) 227-1100 ext. 11 or by email at [h.doerr@pamsf.com](mailto:h.doerr@pamsf.com). Any other questions about the proposed project can be addressed to Margaret Stanzone, Project Manager, City of Oakland, Planning and Zoning, at (510) 238-4932 or [mstanzone@oaklandnet.com](mailto:mstanzone@oaklandnet.com).

Sincerely,

Claudia Cappio  
Director of Development

## Agenda

Oak to Ninth Street Project  
Small Group Meetings  
February 1-3, 2005



**AGENDA**

**Introduction** (10 min.)

- Introductions of participants
- Purpose of the meeting
- Desired outcomes
- How the information will be used

**Background** (10 min.)

- Evolution of Proposed Plan
- Public Involvement to Date
- Project Schedule

**Questions & Discussion** (1 hour)

- Important aspects of existing site
- Plan issues to address
- Plan strengths
- Other people to contact
- Best way to update community

**Next Steps** (5 min.)

- Comment summary to participants and City
- Community meeting (will notify)
- DEIR public comment summer or fall '05

*Thank you for your participation!*

## Frequently Asked Questions



## Oakland Waterfront Community Participation Project

### Frequently Asked Questions

January 11, 2005

Below are responses to “frequently asked questions” that we anticipate being asked about the public participation process for the proposed Oak to Ninth Mixed Use Development Plan.

#### **1. What is planned for the public outreach process? When are activities expected to occur?**

The public outreach process includes opportunities for the public to provide input on the Proposed Oak to Ninth Development Plan. This process could include trade-offs and potentially difficult choices for the City’s decision-makers. A goal of the public outreach process is to inform the public about these trade-offs so there is broad community understanding regarding redevelopment of the site. In June 2004, three public scoping meetings were held to provide input for the environmental review process. In the next month, Public Affairs Management (PAM) will conduct a series of interviews with various stakeholders. These will be small group meetings which will include organizations with similar interests. Following these meetings, PAM will conduct a public meeting where community members will be asked for specific comments on the Proposed Oak to Ninth Development Plan. There will also be many additional opportunities to comment during the public review process when the Planning Commission and City Council consider the Plan later in the year.

#### **2. How can I get my input included in the discussions?**

Send us your comments or attend a public meeting. Written comments can be mailed to: City of Oakland, CEDA – Planning & Zoning Division, Attn: Margaret Stanzione, 250 Frank Ogawa Plaza, Suite 3315, Oakland, CA 94612. Or, send your comments by email to [mstanzione@oaklandnet.com](mailto:mstanzione@oaklandnet.com). Also, contact the City to make sure you are on the project mailing list so you will be notified of upcoming public meetings concerning the project. Notices for hearings before the Planning Commission and the City Council are mailed to everyone on the mailing list. Notices of upcoming meetings are also listed on the City’s website at <http://www.oaklandnet.com/government/ceda/revised/planningzoning/MajorProjectsSection/oaktoninth.html>

#### **3. How is this outreach effort related to the EIR process?**

While these community participation activities (small group interviews and a community meeting) are not a part of the formal environmental review or development process, summary reports from all public meetings will be available to the public, to the City, Port, developer and EIR consultant team for their review and consideration.



#### **4. Why is the proposed plan different from what was outlined in the City's Estuary Policy Plan?**

The Estuary Policy Plan (EPP) was a general concept plan that helped the City and the Port look at the redevelopment of former heavy industrial land into recreational and mixed use land uses. With further consideration of economic market conditions and site constraints, the proposed Oak to Ninth Mixed Use Development Plan has been submitted to the City for review and consideration. Oakland Harbor Partners is proposing a Plan that expands the allowable land uses, such as residential, and extends the vitality of Oakland's neighborhoods and downtown along the waterfront. Their Plan includes open space, trails, public gathering places and commercial uses, as described in the EPP, along with more extensive residential development than is currently allowed due to State Lands Commission restrictions. It is the City's challenge to work with all parties in further refining the Plan so that it meets the objectives of the EPP while still being economically viable, and balances the needs for environmental clean up, provides recreational facilities adjacent to the Estuary, and addresses the strong housing demand in the Bay Area.

#### **5. How can we be sure that community needs are addressed as part of the project design?**

Be involved and stay involved. All public comments (written and verbal) from the upcoming public meetings will be documented and provided to the public and City decision-makers throughout the review process. In addition to the large public meeting conducted by PAM in February/March, there will be Planning Commission and City Council meetings that you can attend later in the year. All public meetings will be publicly noticed and listed on the City's website.

#### **6. When will the City make a decision about the final project?**

Several major steps need to take place prior to a final decision on the project. After the stakeholder interviews and the large public meeting are conducted by PAM, the Draft Environmental Impact Report will be released for public comment in the spring or summer of this year. Responses to comments will then be prepared and the Final Environmental Impact Report will be published. The project will then be considered by the Design Review Committee, the Landmarks Preservation Advisory Board, the Planning Commission and the City Council. The Planning Commission will review the Final Environmental Impact Report and the proposed project and make a recommendation to the City Council in the Fall. The City Council will then certify the Final Environmental Impact Report and make a decision about the project by the end of year 2005. Only after these steps can the City and Oakland Harbor Partners enter into a development agreement. In addition, there may be other approvals required by regional State and Federal agencies regarding soil contamination, water quality, and proposed activity along the shoreline.

**7. Who will make the final decision on the proposed plan?**

The City Council will make the final decision on the proposed plan. The project sponsors will also be required to receive approval from other agencies on the project, as described in item #6 above.

## Sign-in Sheets



P A M



PUBLIC AFFAIRS  
MANAGEMENT

# OAKLAND WATERFRONT PUBLIC PARTICIPATION

Business Associations

February 1, 2005 (1:00-2:30pm)

NAME & AFFILIATION	ADDRESS	PHONE NUMBER	E-MAIL
✓ Bruce Kern/EDAS	1221 OAK ST.	(510) 272-3074	bKern@EDAS.org
✓ PJ CALIHAN	-	570-334-4265 570-261-4449	PJCALIHAN@AOL.COM



# OAKLAND WATERFRONT PUBLIC PARTICIPATION

Housing

February 1, 2005 (3:00-4:30pm)

NAME & AFFILIATION	ADDRESS	PHONE NUMBER	E-MAIL
Roy Beauford OCC	1924 9th AVE # 410 Oakland, Ca 94606	510 757 9572	WhiteRoy@hotmail.com
Susan Dembowski-OCC	7 West View Place Oakland Berkeley CA 94705 Resident	510 649-0240	Susan@iqc.org
Maria Aguilar	2727 - J 21st Ave. Oakland 94606	(510) 873-6501	m.a.-ag@icpar.org acgov.org
Ana Magavern	Oakland Community Organizations (510) 7200 Bancroft Ave Eastmont Mall # 2, Upper Level	(510) ext 435-1444, 308	anamagov@aaklandcommunity.org
Lynette Jhee EBALOC	310 - 8th St # 200 Oakland, CA 94609	(510) 289-5353 X 317	ljunglee@ebaloc.com





# OAKLAND WATERFRONT PUBLIC PARTICIPATION

Community and Urban Development Issues

February 2, 2005 (1:00-2:30pm)

NAME & AFFILIATION	ADDRESS	PHONE NUMBER	E-MAIL
✓ Amy Tanner URBAN ECOLOGY	414 13th St. #520 Oakland, CA 94612	510-251-6329	amy@urbaneecology.org
✓ Howard Greenwith EBASE	1714 Franklin St. Oakland, CA 94610	843-7106 x17	howard@workingeastbay.org
✓ Victor Rubin PolicyLink	101 Broadway Oakland Ca 94607	510 663-2333 x326	victor@policylink.org
✓ Ando Nelson Urban Strategies Council	672 13th St. Oakland, CA	463-2882	andyn@urbanstrategies.org
✓ Jennifer Lin APEN	310-8th St. #212 Oakland, CA 94607	510-834-8920 x309	jenny@apen4ej.org
✓ Julia Lieu Asian Health Services	878 Webster Street Oakland, CA 94607	510-980-6830 x267	jliou@ahschi.org
✓ Pamela Drake	4133 Balfour Ave Oakland 94610	810-431-1257	pameladrake@sbcglobal.net





P A M



PUBLIC AFFAIRS  
MANAGEMENT

# OAKLAND WATERFRONT PUBLIC PARTICIPATION

Citizen Groups

February 3, 2005 (10:30-12:00pm)

NAME & AFFILIATION	ADDRESS	PHONE NUMBER	E-MAIL
✓ Bernie Chuang 5th Ave Water Coal.	499 Embarcadero, Stey 9-A Oakland, Ca 94606	(510) 883-1212	ichuang@pacbell.net
✓ ETHAN SILVA 5th Ave PRC	499 Embarcadero OAKLAND, CA 94606	510 763-6252	ETHAN SILVA @ WELLS.COM
✓ Charles WEBER 5th Ave Institute	#3 Fifth Ave OAKLAND	510.444-8541	BOB@WOODK @ AOL.COM
✓ Pam Weber 5th Avenue Institute	#3 Fifth Ave Oakland	510 444-8541	prober@wsj.com
✓ Eve Tomach 5th Ave Inst.	# 48 5th Ave Oakland	510 268 9314	-
✓ SANDRA THRENFALL WATERFRONT ACTION	P.O. Box 11456 OAKLAND 94611	510 339-7557	info@waterfrontaction.org
✓ SIMON WADDINGTON	248 3RD ST #516 OAKLAND, CA 94607	510 823-3447	simon@jacklondon.district.org
✓ Gary Knecht Pres SONIC	229 Harrison St OAKLAND CA 94607	510 893 9829	knechtgary@aol.com
✓ STEVE CANADA	78 FIFTH AVE. OAKLAND, CA. 94606	(510) 763-4572	CANADA.S@SBCGLOBAL.NET
✓ Leal Charonnet 5th Ave Waterfront Alliance	1 5th Ave #1-9 OAKLAND, CA 94606-5125	510-436 3404	GABRO@WELL.COM



# OAKLAND WATERFRONT PUBLIC PARTICIPATION

Environmental

February 3, 2005 (1:00-2:30pm)

NAME & AFFILIATION	ADDRESS	PHONE NUMBER	E-MAIL
John Bowers Golden Gate Aqueduct / Lake Merritt Frst.	Oakland 94602 1433 Hampel St	415-904-5229	jbowers45@msn.com
Anna Oursler SIERRA CLUB Stewart Port SMAre Waterfront Alliance	2530 San Pablo Ave Berkeley CA 94703 65 Fifth Ave Oakland CA 94606	510-848- 0800 x307. 763-7781	anna@sfbaysc.org stewart@earthlink.net
JOYCE ROY SIERRA CLUB	258 MATHER ST. OAKLAND 94611	510-655-7558	joyce.roy@earthlink.net
Kate O'Hara greenbelt Alliance	631 Howard, Suite 510 San Francisco	415	kohara@greenbelt.org

