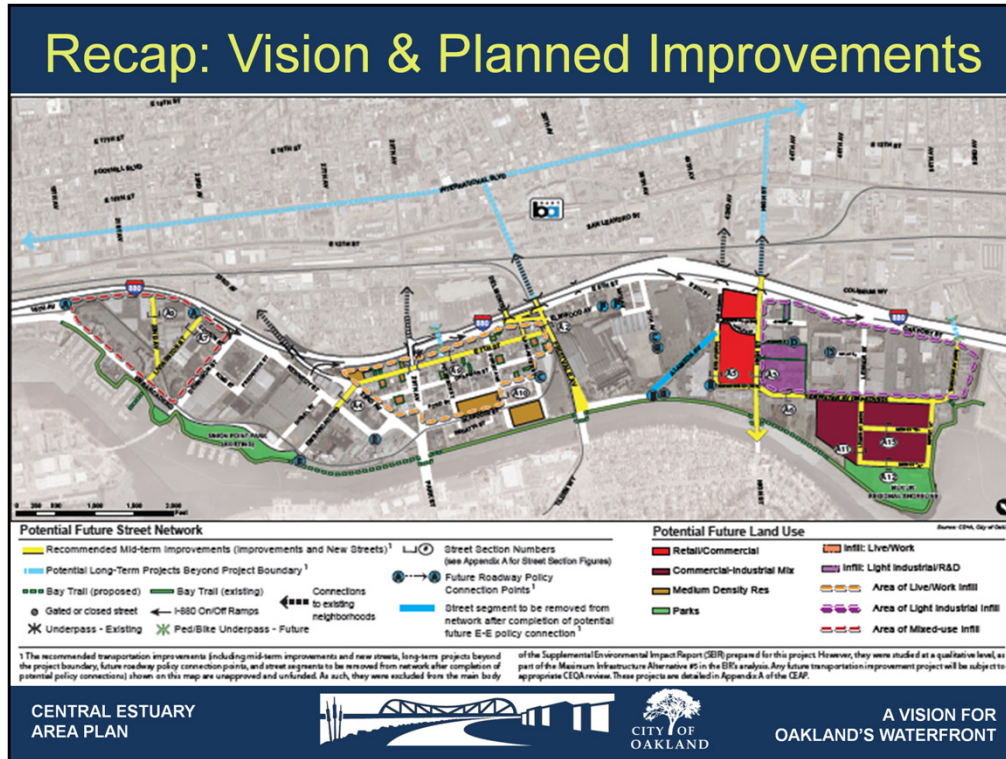




1. I'm here with Strategic Planning Manager Ed Manasse and Tim Rood, principal with Community Design + Architecture (the consultant hired to help prepare the plan) and John Cook who prepared the EIR for the project



- Overview – prominent characteristics: waterfront adjacency, access to rail, water and freeway transportation, and mixture of industrial, commercial and residential properties, as well as infrastructure such as bridges and wharves
- The Jingtowntown/Elmwood area functions as the residential heart of the area. To the left and right are opportunities for industry to continue with access to the waterfront, rail and freeway. [Con Agra and Owens-Brockway] Vision – continue diverse and eclectic building forms, new development should incorporate artistic elements reflective of the neighborhood character
- The Jingtowntown neighborhood is buffered from its industrial neighbors by Fruitvale Ave and 23rd Ave, both leading to bridges to the City of Alameda. The neighborhood has access to the greater Fruitvale neighborhood including Fruitvale Station (via Elmwood Ave undercrossing) and Fruitvale BART (via Fruitvale Ave) however, the lack of sidewalks and buffer from the railroad tracks make walking unpleasant.
- Embarcadero Cove: boat related activities and small offices and restaurants Vision – focus on waterfront, similar uses developed at greater intensities
- Mixed Use Triangle custom production (wine) and adaptive reuse of warehouses (for work/live, offices and educational facilities) – this is an example of how change has occurred in the area while retaining its historical character (by adaptively re-using warehouses) which is encouraged to continue
- Food Industry Cluster: larger scale food processing and food warehousing/distribution operations Vision – encourage light industry, especially food-related and compatible – adaptive reuse, or construction of new buildings on large parking lots and underutilized sites
- Union Point Park – represents one of the existing assets of the area; the area is relatively well served with open space (Bay Trail Connection)
- Region-serving retail uses, capitalizing on the close proximity to the I-880, including the Home Depot and warehousing buildings are found in the south-central part of the area Vision – improve public facades of the Owen's Brockway Plant (through murals, etc.), development of additional region service retail at home depot area
- The southern area is home to wholesale businesses, container storage, industrial uses and the Martin Luther King Jr. Regional Shoreline Park. Vision – retain existing manufacturing and construction related industries as well as new and more intensive office and research and development

Final Plan and Design Guidelines



1. We're here tonight with a final plan and Final EIR
 1. Recommend adoption of the Plan to City Council
 2. Adopt the CEQA findings and Standard Conditions of Approval, Mitigation Monitoring and Reporting Program
2. The plan presents a compilation of **goals and objectives, desired future land use character designations, recommended transportation improvements and design guidelines** that, in combination with **new zoning districts**, will **transform the area into a cohesive, yet distinct and eclectic working waterfront**.

In addition to a final plan, we also have:

final design guidelines document, zoning and general plan amendments

Discuss previous review

Advisory board meetings summer 2012

Planning commission winter 2012

Discuss changes resulting from feedback received at previous meetings

- Strengthened the write up on the role of the plan (as a vibrant well connected working waterfront)
- Importance of connections to greater Oakland area emphasized in map refinements and text additions (clarified that road widths included in the cross sections in Appx A are maximums)
- Graphics have been improved
- Zoning – refinements to permitted, conditionally permitted uses; reduced setback requirements for narrow lots; revised home occupation regulations to foster historic preservation and continuation of the artisan/crafts character of the area
- Included a new section on character-defining features of the Central Estuary; added more examples of artistic elements throughout the guidelines

Final Supplemental EIR

Significant and Unavoidable Impacts

Air Quality	Exposure to toxic air contaminants and odors
Greenhouse Gas Emissions/ Global Climate Change	Greenhouse gas emissions from multiple sources
Transportation/Traffic	Degraded level of service at intersections and roadway segments in both 2020 and 2035 conditions

A Statement of Overriding Considerations is proposed indicating that the significant and unavoidable impacts of the Project are determined to be acceptable in light of the benefits of the Project (intensification of employment generating land uses, etc.)

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The Final EIR includes a response to comments as well as certain revisions:

- updated Standard Conditions of Approval – clarifying details of idling times, clarifying requirements of city transportation plan
- revised maps – to reflect changes in Estuary Policy Plan classifications and to clarify historic map is graphic in nature
- clarified which transportation projects were pending and proposed, vs. those recommended by the plan

One of the advantages of this planning effort was the preparation of this EIR; in the future projects consistent with the vision of the Plan may be able to streamline the environmental review process by tiering from this EIR

Benefits of this project (justifying adoption of a Statement of Overriding Considerations) include:

- Updated Estuary Policy Plan goals and policies
- Achieves the objective of improving the attractiveness of the area as a place to live and work (through improved zoning standards and design guidelines)
- Desired land use program creates employment opportunities and increases in revenue (sales, property and other taxes) for the City

How to Implement the Vision of the Plan?

- Interdepartmental Coordination
- Incremental Approach to Development
- Infrastructure Funding Mechanisms

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Interdepartmental Coordination

- Many departments contributed to the development of the Central Estuary Area Plan, a model that must continue for successful implementation. Critical departments include:
 - Economic Development;
 - Public Works; and
 - Planning and Building, among others
- Collaboration among neighboring jurisdictions (City of Alameda) and other agencies (CALTRANS, etc.) will also be needed

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Political support also essential to Plan implementation

Incremental Approach to Development

- The timing of development, extending over 20 years, will create a challenge to matching efficient infrastructure improvement projects to development
- The cost to construct infrastructure improvements is more than individual developers can shoulder
- Critical follow up actions:
 - Prioritization of Planning Area infrastructure projects, in light of other citywide priorities
 - Development of additional funding mechanisms to address the Plan Area's infrastructure deficiencies

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Use of the City's Standard Conditions of Approval, public/private partnerships and development agreements are ways the City currently obtains infrastructure improvements associated with individual development projects. Additionally, the Capital Improvement Program (CIP) is another way of funding the construction of public infrastructure improvements. However, other funding methods are needed.

Infrastructure Funding Mechanisms

Funding Mechanism	Description and Improvements Funded	Requirements
Development Impact Fees and In-lieu Fees	Fund improvements that offset the impact of new development	City would need to prepare a complex Nexus study to determine relationship between fee's use and impact of new development.
Mello-Roos Community Facilities District (CFD)	A CFD could levy additional property taxes on land located inside the district to pay for new infrastructure.	Requires 2/3 approval by the voters to form district and issue bonds. The particular method of allocating the special tax, and the facilities and services to be authorized, would need to be specified.
One Bay Area Grant (OBAG)	Distribute federal transportation dollars regionally. Grant funds cover, in part, local street and bicycle and pedestrian improvements.	Investments primarily directed to Priority Development Areas (PDAs) or major connections to these areas. Competitive process.

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Next Steps

- Planned adoption hearings
 - 5/28 Community and Economic Development Committee of the City Council
 - 6/4 City Council

Visit the project webpage for the Plan, Design Guidelines, Zoning Chapter, and Estuary Policy Plan Amendments

www.oaklandnet.com/Central_Estuary_Plan

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