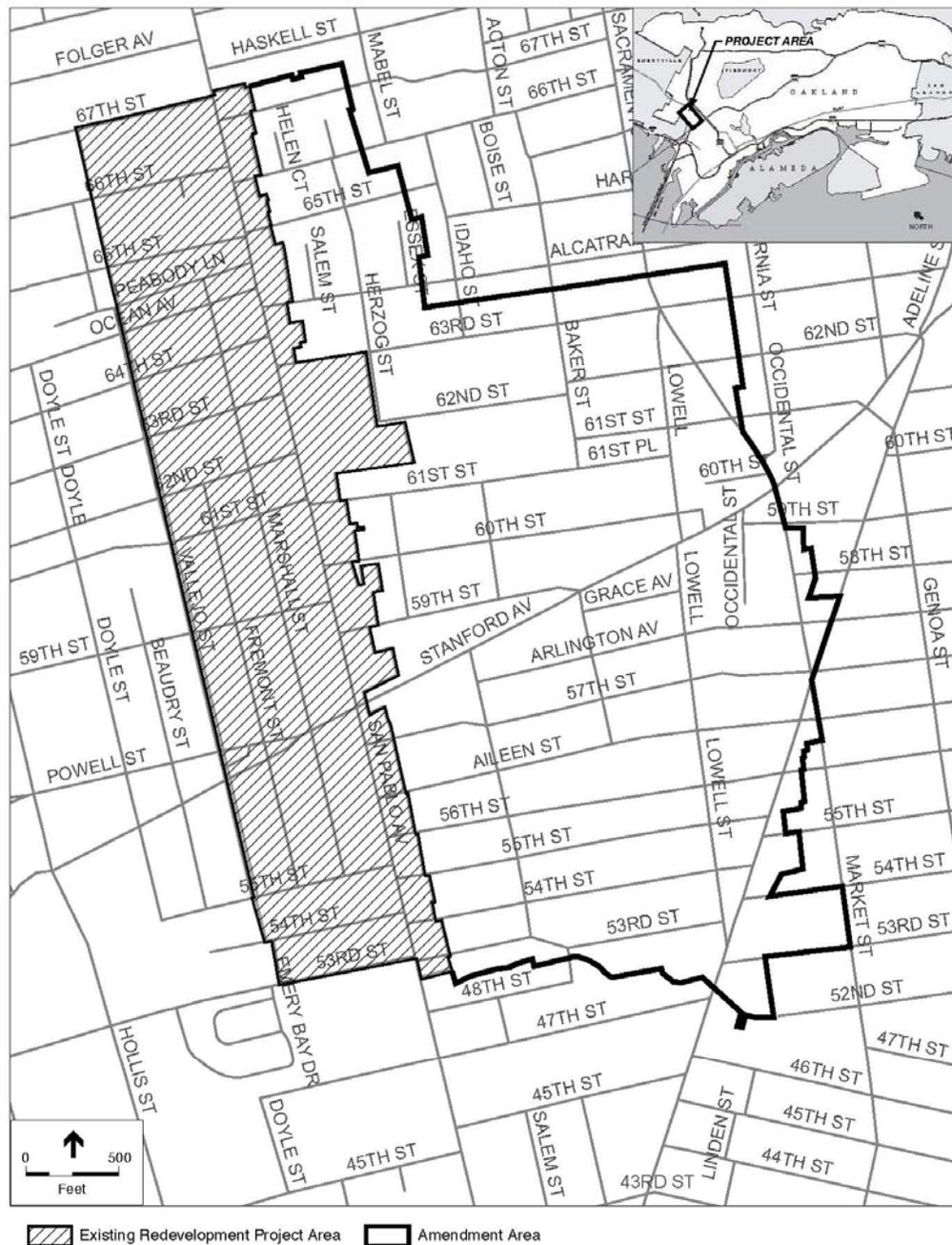


#6	<p>Location: The Lowell/Gaskill neighborhood (Amendment Area), an area that covers approximately 150 acres in North Oakland, generally between 67th Street to the north, 53rd Street to the south, San Pablo Avenue to the west, and the intersection of Adeline and Market Streets to the east.</p> <p>Proposal: Scoping Session for a Draft Environmental Impact Report (DEIR) to receive comments on implementation of proposed amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan to expand the Project Area boundaries to include the Amendment area, to increase the bonding capacity to finance the proposed redevelopment activities in the Amendment area, and to renew the existing eminent domain authority to extend beyond 2012.</p> <p>Applicant: Redevelopment Agency of the City of Oakland</p> <p>Contact Person/Phone Number: Kathy Kleinbaum, Redevelopment Project Manager, (510)238-7185</p> <p>Case File Number: ER11-001</p> <p>Planning Permits Required: To be determined</p> <p>General Plan: Mixed Housing Type Housing and Business Mix</p> <p>Zoning: R-40, R-50, HBX-1, C-25</p> <p>Environmental Determination: An Environmental Impact Report (EIR) will be prepared for the proposed redevelopment plan amendments.</p> <p>Historic Status: The Amendment Area includes a few buildings that are listed on the Local Register and multiple Potentially Designated Historic Properties.</p> <p>Service Delivery District: 2</p> <p>City Council District: 1 - Brunner</p> <p>Status: The Notice of Preparation will be distributed on March 16, 2011</p> <p>Action to be Taken: Receive public and Commission comments about what information and analysis should be included in the Draft Environmental Impact Report</p> <p>For Further Information: Contact case planner Ulla-Britt Jonsson at (510) 238-3322 or by email at ujonsson@oaklandnet.com</p>
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SUMMARY

The City of Oakland Community and Economic Development Agency, Planning and Zoning Division, is preparing a Draft Environmental Impact Report (DEIR) for the following Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan (“Project” or “Proposed Amendments”):

1. To expand the Project Area boundaries to include the Lowell/Gaskill neighborhood (Amendment area).
2. To increase the bonding capacity to finance the proposed redevelopment activities in the Redevelopment Project Area so that proposed redevelopment activities in the Amendment Area can be financed without drawing from the existing bonding capacity, which is required to implement the existing Redevelopment Plan. The bonding capacity cap would be increased in an amount proportional to the redevelopment needs of the Amendment Area.
3. To renew the existing eminent domain authority to extend beyond 2012.



Existing Redevelopment Project Area Amendment Area

SOURCE: City of Oakland, 2009

Amendments to BMSP . 210505.02

Figure 1
 Broadway/MacArthur/San Pablo
 Amendment Area Map

The DEIR will address the potential environmental effects for each of the environmental topics outlined in the California Environmental Quality Act (CEQA). The City has not prepared an Initial Study and all CEQA topics will be addressed in the DEIR.

California Redevelopment Law (CRL) and California Environmental Quality Act (CEQA) guidelines require that the Agency prepare specific documentation including a blight study, a Preliminary Report and a programmatic Environmental Impact Report (EIR) prior to authorization of the proposed amendment to the redevelopment plan.

This scoping session is being held to solicit additional public and Commission comments on what information and analysis should be contained in the DEIR.

PROJECT LOCATION

The Lowell/Gaskill neighborhood is an area that covers approximately 150 acres in North Oakland, generally between 67th Street to the north, 53rd Street to the south, San Pablo Avenue to the west, and the intersection of Adeline and Market Streets to the east. (See map page 2). The parcels in the area are generally built out with urban uses including an established residential neighborhood with older industrial structures used for warehousing and manufacturing.

Light industrial activities are focused along the arterial corridors such as Stanford Avenue and Lowell Street. Many of the existing industrial structures are in disrepair and potentially abandoned. On July 20, 2010, the City Council adopted the Lowell/Gaskill neighborhoods area as a Redevelopment Survey Area which is being studied for the purpose of amending the Broadway/MacArthur/San Pablo Redevelopment Plan to include this area.

BACKGROUND

The Broadway/MacArthur/San Pablo Redevelopment Project Area was designated as a redevelopment Survey Area on November 18, 1997 and was adopted as a Redevelopment Project Area on July 25, 2000. The Project Area, which comprises approximately 676 acres, includes two sub-areas: the area between 27th and 42nd Street from Telegraph Avenue to Broadway, and San Pablo Avenue between 53rd and 67th Street. The initial focus of the area was to revitalize Broadway Auto Row, the portion of Telegraph Avenue between the downtown and the MacArthur BART Station, and the Golden Gate District of San Pablo Avenue. The Project Area Committee (PAC) for this Project Area was seated in April 2000, and remains active past their required three year period through annual extensions approved by City Council. The Redevelopment Plan was amended on March 6, 2007 by Ordinance No. 12787 C.M.S. to restrict the eminent domain powers over residential properties in the Redevelopment Plan.

In 2009, the City received a petition request, signed by over 500 residents who live adjacent to the San Pablo sub-area to have the boundaries of the Broadway/MacArthur/San Pablo Redevelopment Project Area expanded to include approximately 1,300 parcels that make up the Lowell/Gaskill neighborhood. On July 20, 2010, the Oakland City Council adopted Resolution 82912 C.M.S. which designated this area as a redevelopment survey area. The redevelopment survey area was adopted for the purpose of exploring the feasibility of amending the existing Broadway/MacArthur/San Pablo Redevelopment Plan to expand the boundaries to include the Lowell/Gaskill neighborhood. Including this area within the Project Area will enable the Agency to use tax increment financing and other redevelopment tools to alleviate blighting conditions and

to assist with the overall revitalization of this portion of North Oakland.

A primary reason community members in this area wish to be part of a redevelopment area is to rehabilitate Lowell Street, an industrial street located in the middle of a primarily residential area. Lowell Street presently has no sidewalks, poor street lighting, vacant buildings and lots, and has been an on-going community concern due to speeding cars and illegal dumping. Other target areas for streetscape and infrastructure upgrades include Stanford Avenue, Market Street, and Adeline Street.

Additionally, there are deficiencies in the housing stock of the proposed survey area that warrant assistance to low and moderate income households. Such preservation efforts for the existing housing stock could include grants or low-interest loans to assist in the elimination of health and safety violations such as hazardous electrical and plumbing conditions and general dilapidated conditions.

PROJECT DESCRIPTION

The proposed CEQA Project is the implementation of the three Proposed Amendments to the Broadway/MacArthur/San Pablo Redevelopment Plan:

- The first amendment would expand the Project Area boundaries to include the 1,300 parcels and 150 acres that is the Lowell/Gaskill neighborhood (Amendment Area) (see map on page 2). Redevelopment activities envisioned for the Amendment Area would focus in the area along Lowell Street and Stanford Avenue and include streetscape improvements, right-of-way adjustments, building renovations, and new housing, live/work, industrial incubator, and/or commercial development consistent with the existing HBX Housing and Business Mix Zone and General Plan land use designation. Other redevelopment programs within the Amendment Area would be consistent with those currently being implemented through the existing Redevelopment Plan.
- The second amendment would renew eminent domain authority for the Redevelopment Plan to extend beyond 2012. However, the Agency does not anticipate use of eminent domain to facilitate the redevelopment activities described above.
- The third amendment would increase the bonding capacity cap in the Redevelopment Project Area so that proposed redevelopment activities in the Amendment Area financed without drawing from the existing bonding capacity, which is required to implement the existing Redevelopment Plan. The bonding capacity cap would be increased in an amount proportional to the redevelopment needs of the Amendment Area.

The DEIR will analyze the effects of changes in the environment resulting from the Proposed Amendments and implementation of redevelopment project activities resulting from those amendments. CEQA provides that all public and private undertakings pursuant to a redevelopment plan shall constitute a single project, and a programmatic EIR will be appropriate for purposes of the redevelopment plan amendment process.

GENERAL PLAN ANALYSIS

The General Plan designations in the area are Housing and Business Mix for the parcels along Lowell Street and Mixed Housing Type for the remainder of the parcels within the area. The Redevelopment Plan Amendment will not include any proposed changes to the General Plan for this area.

PROBABLE ENVIRONMENTAL EFFECTS

The City is seeking comment on the potential impacts of the Proposed Amendments that should be studied in the DEIR. It is anticipated that the Proposed Amendments may have environmental impacts on the following, all of which will be addressed in the EIR: aesthetics, shadow and wind; air quality; biological resources; cultural and historic resources; geology, greenhouse gases; hazardous materials; hydrology, water quality and water supply; land use; noise; population and housing; public services and utilities; soils and seismicity; and traffic, transportation and circulation, among other topics.

The DEIR will also examine a reasonable range of alternatives to the project, including the CEQA-mandated No Project Alternative, and other alternatives that may be capable of reducing or avoiding potential environmental effects.

PURPOSE OF THIS SCOPING SESSION

This public hearing is not a review or consideration of the merits of the project. The main purpose of this scoping session is to solicit comments from both the Commission and the public on what types of information and analysis should be included in the DEIR. Comments about the issues that should be considered, the types of information that should be included, and the range of alternatives to the project that should be assessed are all appropriate comments. This scoping session is not a review or consideration of the merits of the project. There will be a full public process to consider the project itself; this process will be initiated within the next month to six weeks, as described in the previous section of the staff report.

CONCLUSION

Staff requests the public and the Planning Commission to provide comments and direction on what types of information and analysis should be considered in the DEIR.

Respectfully Submitted:

Ulla-Britt Jonsson, Planner II

Approved for forwarding to the
City Planning Commission:

Eric Angstadt
Deputy Director of the Community and
Economic Development Agency