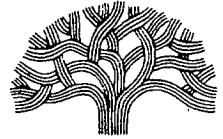


CITY OF OAKLAND



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94612-2032

Department of Planning and Building
Strategic Planning Division

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**NOTICE OF AVAILABILITY/ RELEASE OF
DRAFT ENVIRONMENTAL IMPACT REPORT (DEIR) FOR THE
BROADWAY/VALDEZ DISTRICT SPECIFIC PLAN
AND
NOTICE OF PUBLIC HEARINGS ON DEIR AND SPECIFIC PLAN**

TO: All Interested Parties

SUBJECT: Notice of Availability/Release of DEIR for the Broadway Valdez District Specific Plan, and
Notice of Public Hearing on the same.

REVIEW/COMMENT PERIOD: September 20, 2013 through November 4, 2013

CASE NO.: ZS12046, ER12-0005 (CEQA State Clearing House Number 2012052008)

PROJECT SPONSOR: City of Oakland

PROJECT LOCATION: The Broadway Valdez District Plan Area ("Plan Area") is located at the north edge of Oakland's Central Business District. The Plan Area, which includes land along both sides of Broadway, extends 0.8 miles from Grand Avenue to I-580. The Plan Area includes approximately 95.5 acres, including 35.1 acres in public right-of-way and 60.4 acres of developable land.

PROJECT DESCRIPTION: The Broadway Valdez District Specific Plan will be a 25-year planning document that provides a vision and planning framework for future growth and development within the Plan Area. The Plan provides a comprehensive vision for the Plan Area along with goals, policies and development regulations to guide the Plan Area's future development and serves as the mechanism for insuring that future development is coordinated and occurs in an orderly and well-planned manner.

The overarching goal of the Specific Plan is to create a destination retail district that addresses the City's deficiency in comparison goods shopping and to transition the Plan Area to a more sustainable mix of uses that contribute to the vitality, livability, and identity of Downtown Oakland, and address residents' shopping needs. In contrast to current land use pattern, the Specific Plan prioritizes the development of retail uses throughout the Plan Area, and particularly along the designated commercial corridors and the Valdez Triangle subarea. Adoption of and development under the Plan would ultimately transform the Plan Area's auto-orientated character into a more pedestrian-oriented mixed-use neighborhood that encourages alternate modes of transportation and around-the-clock activity with people present day and night, and on weekdays and weekends. The Specific Plan requires General Plan and Planning Code amendments (text and map changes) along with Design Guidelines to achieve the Plan goals.

For more information on the project, including draft documents, please visit the project website at:
www.oaklandnet.com/bvdsp

ENVIRONMENTAL REVIEW: A Notice of Preparation of an EIR was issued by the City of Oakland's Department of Planning and Building on April 30, 2012. A Draft Environmental Impact Report (DEIR) has now been prepared for the project under the requirements of the California Environmental Quality Act (CEQA), pursuant to Public Resources Code Section 21000 et seq. The DEIR analyzes potentially significant environmental impacts in all environmental categories/topics. The Draft EIR identifies significant unavoidable environmental impacts related to: Aesthetics, Shadow and Wind; Air Quality; Cultural Resources; Greenhouse Gases and Climate Change; Noise; and Transportation and Circulation.

The City of Oakland's Department of Planning and Building is hereby releasing this DEIR, finding it to be accurate and complete and ready for public review. **Starting on Friday, September 20, 2013**, copies of the DEIR and Specific Plan will be available for review or distribution to interested parties at no charge at the Department of Planning and Building, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612, Monday through Friday, 8:30 a.m. to 5:00 p.m. Additional copies are available for review at the Oakland Public Library, Social Science and Documents, 125 14th Street, Oakland CA 94612. The DEIR may also be reviewed at the City's "Current Environmental Review Documents" webpage: <http://www2.oaklandnet.com/Government/o/PBN/OurServices/Application/DOWD009157> and the Specific Plan may be reviewed on the project website: www.oaklandnet.com/bvdsp.

TWO PUBLIC HEARINGS WILL BE HELD BY THE CITY ON THE DEIR AND SPECIFIC PLAN:

CITY PLANNING COMMISSION PUBLIC HEARING	LANDMARKS PRESERVATION ADVISORY BOARD PUBLIC HEARING
<p>Wednesday, October 16, 6:00 p.m. Oakland City Hall Hearing Room 1 One Frank H. Ogawa Plaza Oakland, CA 94612</p>	<p>Monday, October 14, 6:00 p.m. Oakland City Hall Hearing Room 1 One Frank H. Ogawa Plaza Oakland, CA 94612</p>

Members of the public are welcome to attend these hearings and provide comments on the DEIR and Specific Plan. Comments on the DEIR should focus on whether the DEIR is sufficient in discussing possible impacts to the physical environment, ways in which potential adverse effects may be avoided or minimized through mitigation measures, and alternatives to the Specific Plan in light of the EIR's purpose to provide useful and accurate information about such factors. Comments may be made at the public hearings described above or in writing. Please address all written comments to Laura Kaminski, City of Oakland Strategic Planning Division, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, California 94612; (510) 238-6809 (phone); (510) 238-6538 (fax); or e-mailed to lkaminski@oaklandnet.com. Comments on the DEIR and Specific Plan **must be received no later than 5:00 p.m. on November 4, 2013.**

After all comments have been received, a Final EIR will be prepared and the Planning Commission will consider certification of the EIR and rendering a decision on the Specific Plan at a public hearing, date yet to be determined. All comments received will be considered by the City prior to finalizing the EIR and taking any further action pertaining to this EIR. If you challenge the environmental document or other actions pertaining to this 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 November 4, 2013. For further information please contact Laura Kaminski at (510) 238-6809 or via email to lkaminski@oaklandnet.com.

September 20, 2013



Rachel Flynn
Environmental Review Officer