

# CITY OF OAKLAND

## AGENDA REPORT

OFFICE OF THE CITY CLERK

2007 JUL 29 PM 7:56

**TO:** Office of the City Administrator  
**ATTN:** Deborah A. Edgerly  
**FROM:** Community & Economic Development Agency  
**DATE:** July 10, 2007

**RE: Action on a Report and Recommendations for a Public/Private Partnership to Update the Estuary Policy Plan and Create a Public Planning Process to Adopt a Specific Estuary Plan between Interstate 880 and the Estuary from Approximately 19<sup>th</sup> Avenue to 54<sup>th</sup> Avenue Encompassing Industrial Sub-Areas 4, 4A, 11 and 11A**

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### SUMMARY

The City of Oakland has been approached by Valued Places, LLC., from West Vancouver, British Columbia, to establish a public/private partnership to update the Estuary Policy Plan and create a Specific Plan for the area encompassing industrial sub-areas 4, 4A, 11 and 11A. The proposal is for approximately two years, and involves an intensive public process to plan for the future of this section of the Oakland waterfront.

### FISCAL IMPACT

Discussion of the proposal with Valued Places, LLC will be accomplished within the Department's adopted baseline budget. Any recommendations resulting from the discussions will be brought back to the City Council with estimated costs.

### BACKGROUND

The City of Oakland is currently engaged in a process to adopt an industrial land use strategy. The proposal from Valued Places, LLC would create a more formal and in-depth plan for two industrial sub-areas than is currently being considered for those areas under the City-wide strategy.

### KEY ISSUES AND IMPACTS

Staff is seeking guidance from the Community and Economic Development Committee on two key issues:

1. Legal issues surrounding the exclusivity of a Public/Private partnership agreement and what General Plan related actions may be taken in the subject area during the planning period.

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2. Administrative procedures to ensure the City of Oakland maintains oversight and control of the planning process.

## **PROGRAM DESCRIPTION**

The current discussions with Valued Places, LLC., revolve around a proposal for a two year public planning process, including up to 10 public meetings exclusive of the public meetings held as part of the formal adoption process. Valued Places intends to work with City planning staff to create a Specific Plan for the estuary area -- from approximately 19<sup>th</sup> Avenue to 54<sup>th</sup> Avenue, between Interstate 880 and the water. The intent is to create a plan to transition this area into a job creation area with the infrastructure and amenities needed to successfully compete for the types of business sectors identified in the McKinsey Report as potential sectors for Oakland to pursue (e.g., biotechnology and niche manufacturing) and retain (healthcare).

The proposal is in the very preliminary stages and staff is seeking guidance from the CED Committee on whether to develop the proposal over the Annual Recess and return in September with a formal partnership proposal for Council action. Putting together such a proposal would require an investment of time and resources on the part of staff as well as Valued Places. Staff seeks Committee direction on whether to proceed further with a partnership agreement.

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** No economic opportunities have been identified yet due to the preliminary stage in the planning process.

***Environmental:*** No environmental opportunities have been identified yet due to the preliminary stage in the planning process.

***Social Equity:*** No social equity opportunities have been identified yet due to the preliminary stage in the planning process.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

No changes to access have been identified.

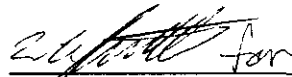
## **RECOMMENDATIONS AND RATIONALE**

Staff recommends the City Council direct staff to prepare a partnership agreement and proposed work plan and return to the CED Committee at the September 11, 2007 meeting for action on the agreement and work plan.

**ACTION REQUESTED OF THE CITY COUNCIL**

That the City Council, by motion, direct staff to prepare the partnership agreement and work plan for a public/private partnership with Valued Places, LLC., and a proposed work plan to update the Estuary Policy Plan and create a Specific Plan for industrial sub areas 4, 4A, 11 and 11A.

Respectfully submitted,




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Claudia Cappio

Development Director

Community & Economic Development Agency

Prepared by: Eric Angstadt, Community & Economic  
Development Agency

APPROVED AND FORWARDED TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE:

  
\_\_\_\_\_  
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