

**CITY OF OAKLAND** FILED  
**AGENDA REPORT** THE CITY CLERK  
 OAKLAND

2007 DEC 26 AM 10: 14

TO: Office of the City Administrator  
 ATTN: Deborah A. Edgerly  
 FROM: Community & Economic Development Agency  
 DATE: January 8, 2008

RE: **Report and Recommendation on Funding A Public Planning Process and Adoption of a Specific Plan for the Area from 19<sup>th</sup> Avenue to 54<sup>th</sup> Avenue and between Interstate 880 and the Estuary**

**SUMMARY**

The Community and Economic Development Committee (CEDC), at their September 11, 2007 meeting, directed staff to develop a draft work plan and budget to conduct a public planning process and adopt a Specific Plan for the area from 19<sup>th</sup> Avenue to 54<sup>th</sup> Avenue and between Interstate 880 and the Estuary. The area is identified in the Estuary Policy Plan (EPP) as the San Antonio/Fruitvale District, involving the central Estuary lands also identified as the Brooklyn Basin, Kennedy Tract and the Tidewater areas. This work would build on the existing EPP, adopted by the City Council and the Port of Oakland in 1998. Part of the EPP included an implementation program with the following Policy MF-3:

*“Adopt and enforce development regulations which reflect the land use policies established by the Estuary Policy Plan. Eighteen unique land use classifications are recommended in the EPP. They should form the basis of future regulatory controls to be enforced to insure project consistency with the EPP and ultimately with the General Plan.”*

At the November 13, 2007 CEDC meeting, the Committee directed staff to work with the Redevelopment Agency to determine a source of funds for the project.

**FISCAL IMPACT**

The fiscal impact to the City would be up to \$2.5 million depending on actual contract amounts for the work involved in preparing the EIR and parts of the Specific Plan. The cost of the plan is proposed to be funded 90% by the Coliseum Redevelopment Area and 10% from the Central City East Redevelopment Area:

Ent	Fund	Fund Desc	Org	Project	Program	FY 07-08	FY 08-09	FY 09-10
5	9450	Coliseum: Operations	88659	S82600	0000	135,000.00	1,350,000.00	765,000.00
5	9540	CCE Operations	88699	S233310	0000	15,000.00	150,000.00	85,000.00
Total						150,000.00	1,500,000.00	850,000.00

Item: \_\_\_\_\_  
 CED Committee  
 January 8, 2007

## **BACKGROUND**

The City of Oakland was approached by a private firm interested in funding a public-private partnership to create a Specific Plan for the central waterfront area between approximately 19<sup>th</sup> and 54<sup>th</sup> Avenues and between Interstate 880 and the water. The CED Committee, at their September 11, 2007 meeting, directed staff to prepare a draft work plan, budget and recommendations on method of planning process governance for a City of Oakland funded planning process. Staff conducted three public meetings in October 2007 to gather public input on the proposed work plan and governing body. At the November 13<sup>th</sup> CED Committee meeting, staff was directed to return with a recommendation for a source of funds for the proposed Specific Plan process.

## **KEY ISSUES AND IMPACTS**

The area proposed for the Specific Plan is in parts of two redevelopment areas, Central City East and Coliseum. The approximate percentages of land in each area are 10% in Central City East and 90% in Coliseum.

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** No particular economic opportunities have been identified yet due to the preliminary stage in the planning process. However, this type of effort, involving property and business owners, public agencies, community groups and others has often resulted in the identification of new business and development opportunities through increased knowledge of the area, planned public improvements, decreasing land use conflicts, etc.

***Environmental:*** No particular environmental opportunities have been identified yet due to the preliminary stage in the planning process. However, if such a planning process were to be undertaken, completed and approved, the consequent environmental review information will likely inform future City actions concerning clean up of contaminated areas, green building, green business locations, etc.

***Social Equity:*** No particular social equity opportunities have been identified yet due to the preliminary stage in the planning process. However, it is likely that land use and public improvement discussions during the Specific Plan process would include pertinent topics such as clean up of contaminated soils and groundwater due to past industrial activities, access to public parks and open space from areas historically cut off from the Estuary shoreline and other issues.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

No changes to access have been identified.

**RECOMMENDATION AND RATIONALE**


Staff recommends the City Council authorize the funds detailed above to support the Waterfront Specific Planning process.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends the City Council by motion:

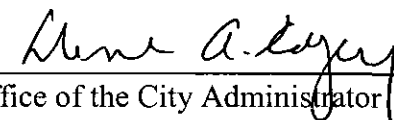
Authorize a project budget not to exceed \$2.5 million dollars, funded by percentage contribution from Central City East, 10%, and Coliseum, 90%, Redevelopment Areas with individual contracts to be awarded and approved by City Council or as otherwise allowed under the City's contracting procedures.

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:

  
\_\_\_\_\_  
Office of the City Administrator