

CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612

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Additional Deal Points for Consideration from Councilmember Nadel, District 3

Issue: Size of Project

The project sent to Design Review is much smaller than the Project in the EIR. The project size should be very clear in any PUD if a PUD is to be considered. The smaller project is preferable.

Issue: PUD – I would prefer no longer than 10 years with an option to extend with public process

Issue: Parking, Mass Transit and Traffic circulation

Any minimum project should include parking for that project and not wait for the parking structure solution until after full project build-out. All streets with access and egress into the area should be studied which was not the case in the EIR. A mass transit solution must be part of the project.

Issue: Protection of Historic Resources

The project should enhance rather than detract from Heinhold's and the Jack London cabin.

Issue: Tidelands Trust

The Tidelands Trust boundaries in this district should be made public and the project should be developed to enhance the Trust value.

Issue: Encouraging development up Broadway, extending the success of Jack London outward to downtown.

The concept of Harvest Hall, while interesting, is the concept that was originally proposed for the Produce Market when they move to a better site for them at the Army Base. The idea of having a Seattle style Pike's market at the currently existing wholesale Produce Market would have capitalized on the people at Jack London making their way

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north. Is this Harvest Hall theme the best theme to encourage that connection with areas north or will it compete with itself (supermarket at the base of new parking structure at train station, the Farmer's Market and San Francisco's Ferry Building). Have any feasibility studies been done on this theme?

Issue: Community benefits

What are the community benefits that justify a \$10 million Port subsidy? These should be developed with the council and community prior to any final agreement, clearly articulated as part of the agreement and implementation monitored. Perhaps this money should be used for the mass transit solution.

Issue: Public Art

What is the difference in value between the Port and City's ordinance on this?

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