



AGENDA REPORT

TO: HONORABLE BOARD OF SUPERVISORS
AND CITY COUNCIL

DATE: December 2, 2013

FROM: Susan S. Muranishi, County Administrator
Deanna J. Santana, City Administrator

RE: Joint Meeting on Coliseum City

RECOMMENDATION

The Alameda County Administrator and the Oakland City Administrator recommend that the Board and Council:

Receive a Presentation and Engage Discussion on the Coliseum City Development Project and Master Plan, its Goals and Framework, and Implications for the Use and Disposition of Land which is Jointly Owned by the City and County

EXECUTIVE SUMMARY

Staff from the County of Alameda and the City of Oakland are pleased at this opportunity to discuss the effect of the Coliseum City development project on the City/County-owned Coliseum property, in a special joint meeting of the two legislative bodies which will bear responsibility for its review, approval and oversight. Any successful effort to retain our local sports franchises in modern facilities, and to maximize the value of the jointly-owned land, will require an unprecedented level of collaboration between the Council and Board.

Please accept our welcome to this first of what we hope will become regular joint meetings of our governing bodies, and thank you Board President Carson and Council President Kernighan for making this meeting possible. The County and City are beginning to engage in a complex process of negotiating with our sports franchises, their respective leagues, and third party developers, and performing the level of due diligence investigation of any potential agreements that the residents and businesses of the County and City deserve, and demand. It is only through our joint commitment to this difficult yet essential process that we will end with a deal that meets the needs of all parties involved, and most especially those whom we represent.

In addition to the decisions we will need to make together in the coming months, staff felt it was important to convene this joint meeting to reach common understandings on the way in which

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the County and City will work together to achieve our goals. Such a framework for how decisions will be made by the governmental entities jointly and separately needs to speak to each party's roles in negotiations, assets held jointly and separately, and the benefits to be accrued to the County and City from the successful completion of our efforts. While reaching a common framework for negotiation and decision making will not be simple, it is nonetheless essential, and staff are pleased that this first joint meeting affords us the opportunity to fully engage this discussion.

Attachment A to this cover letter is a Power Point presentation that staff will discuss at our December 2 meeting. We look forward to elaborating upon it, answering questions and identifying areas for further exploration, as we engage to jointly chart the best course for the County of Alameda and the City of Oakland in the Coliseum area.

Respectfully submitted,

_____/S/_____
Susan S. Muranishi
County Administrator
County of Alameda

_____/S/_____
Deanna J. Santana
City Administrator
City of Oakland

Coliseum City

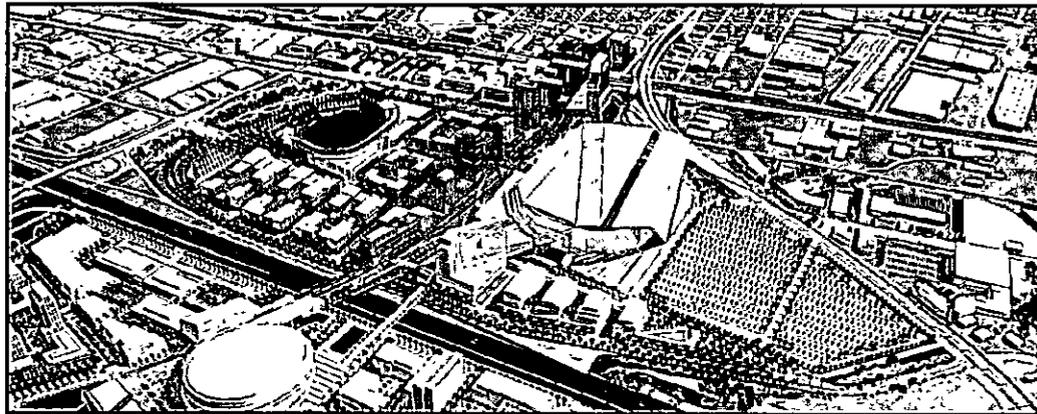
A Proposed Redevelopment of the Oakland/Alameda County Coliseum Complex

Special Joint Meeting of the
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City Council Chambers

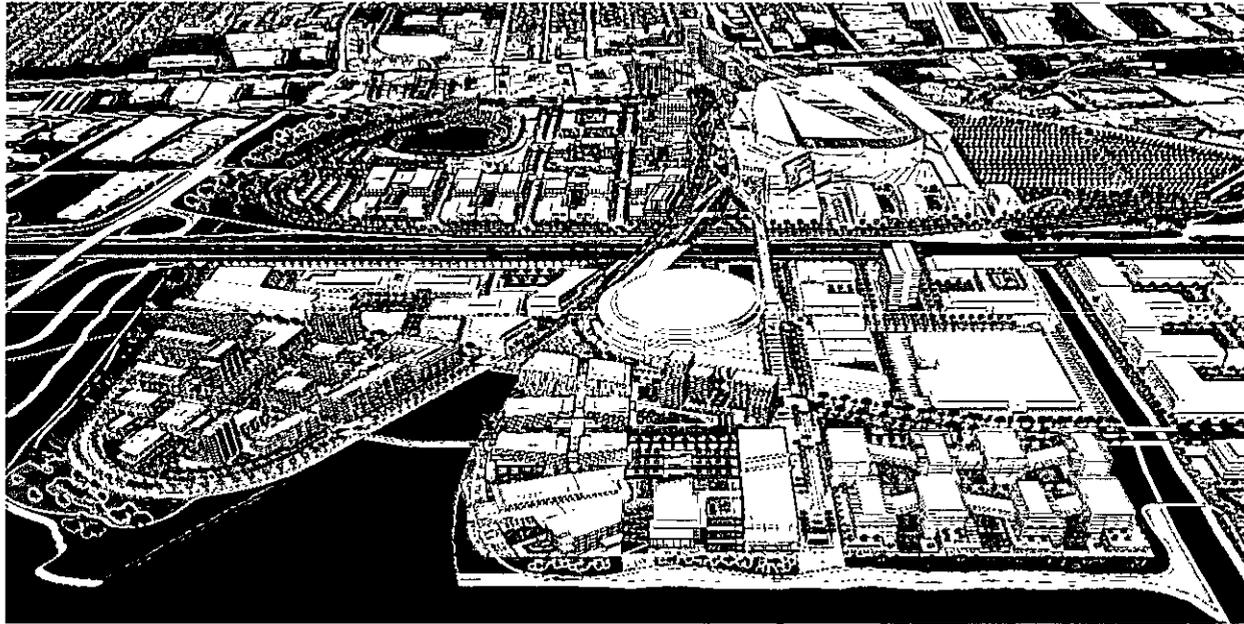
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Agenda

- Coliseum City Concept
- Master Plan and Phasing
- Goal and Key Elements of ENA



Coliseum City

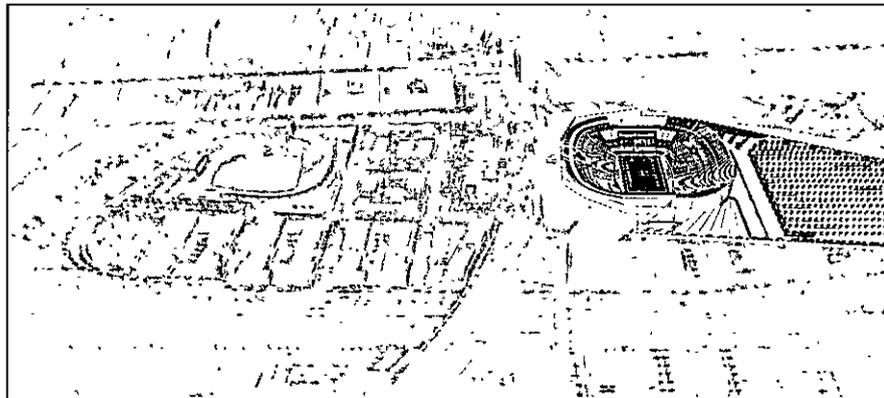


Coliseum City Concept

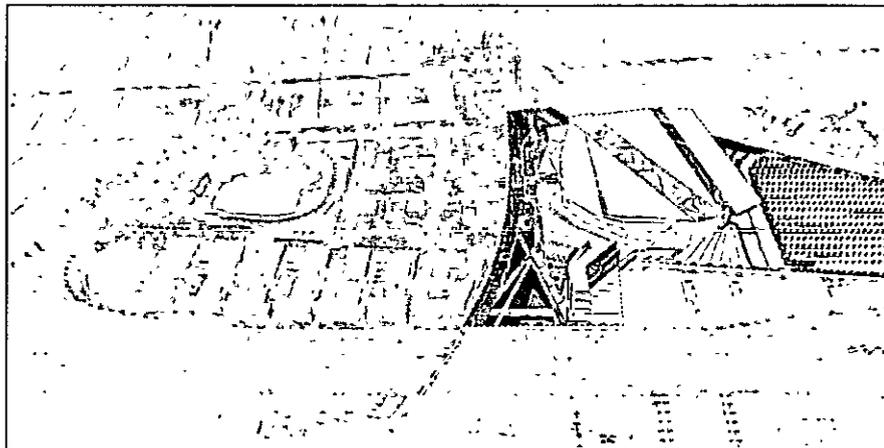
- Re-creation of a sports and entertainment district supported by a complement of new private and public investments.
- Area A – Redevelopment of 230 acres anchored by Sports, Entertainment, commercial and Science and Technology sector land uses.
- Area B – Redevelopment of 120 acres anchored by Sports, the Science and Technology sector and Residential land uses.
- Areas C and D – Redevelopment of 330 acres for use by Science and Technology Sector.

Coliseum City

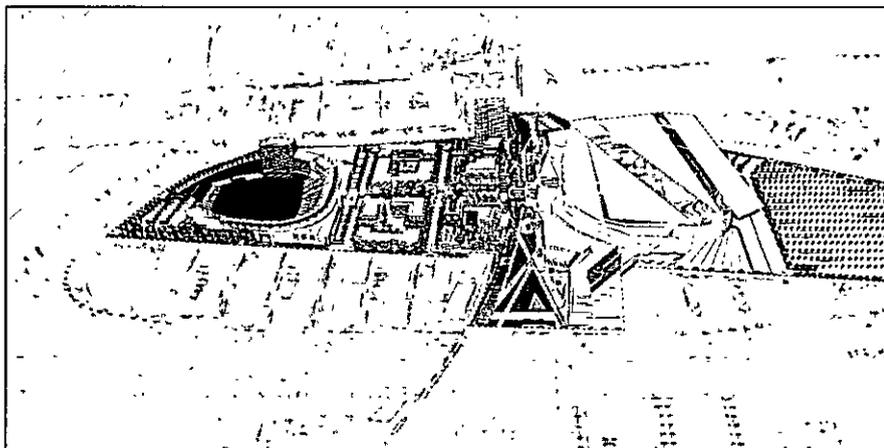
**Area A
Phase I**



**Area A
Phase II**



**Area A
Phase III**



Master Plan and Phasing of Area A

PHASE I: Football Stadium

- ❑ Property Transfer
- ❑ Infrastructure for the entire site, including utilities
- ❑ Transportation improvements including roadways and new BART concourse and platforms
- ❑ 55k-70k seat multi-use stadium w/parking and ancillary uses
- ❑ Completed 2018

PHASE II: Retail, Housing & Entertainment

- ❑ 40,000 SF of retail (restaurants, shops, bars)
- ❑ 1 Standard 3.5 Star hotel with 220 rooms
- ❑ 837 housing units (condos)
- ❑ Initiated 2019

PHASE III: Ballpark District

- ❑ MLB Stadium - 39,000 Seat
- ❑ Parking - 15,050 spaces
- ❑ 225,000 SF of retail
- ❑ An additional 4 Star "Upscale" hotel with 258 rooms
- ❑ 837,000 SF of Office/Science and Technology
- ❑ Commencement to be negotiated

ENA : Goals

- ENA to culminate in successfully Negotiating a Disposition and Development Agreement (DDA) to include the following elements:
 - Enter into DDA as early as Summer 2014
 - Commitment of anchor tenants
 - Terms for the transfer of land
 - Schedule by which the development occurs
 - Public and Private financial obligations, commitments and benefits
 - Infrastructure cost and funding sources
 - Job creation and Community Benefits, including local hire

ENA : Goals (continued)

- Retain the Oakland Raiders and Oakland based sports franchises
- Provide support mechanisms to underwrite development of re-envisioned Coliseum City
- Identify equity partners for development potential
- Create Master Plan for Coliseum City vision
- Provide necessary site infrastructure
- Ensure development plan that addresses existing debt and provides capital partners for new development
- Negotiate deal with equitable distribution of financial responsibility
- Address outstanding debt (Oakland-Alameda County Coliseum Complex Improvements)

ENA : Key Elements

- Assemble a team with financial and development capacity – Colony Capital, Bay IG, JRDV and HKS (Completion by Nov/2013)
- Terms: 12 months with 6 month extension (Commenced Oct/2013)
- Market Data Analysis:
Includes Primary Research Consumer Focus, One on One Interviews Market Research, Conjoint Market Research Analysis (Completion by Feb/2014)
- Public Benefits Analysis:
Developer shall submit to the City a public benefits analysis of the Project (Completion by Mar/2014)
- Tenant Negotiations:
Bay IG on behalf of Developer shall use good faith efforts to commence negotiations with the Oakland Raiders and National Football League (NFL), Oakland Athletics and Major League Baseball (MLB), and the Golden State Warriors and the National Basketball Association (NBA) (Commenced Nov/2013)
- Infrastructure Investment:
Developer shall submit to a public infrastructure investment strategy (Completion by Feb/2014)
- Property Negotiations:
Structure for Negotiations (Completion by Nov/2013)
Engage City and County parties (Completion by Jan/2013)
- Specific Plan/EIR/CEQA (Not a part of Master Developer ENA – Completion by Summer 2014)