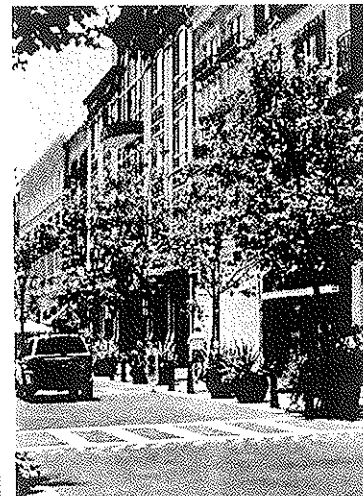
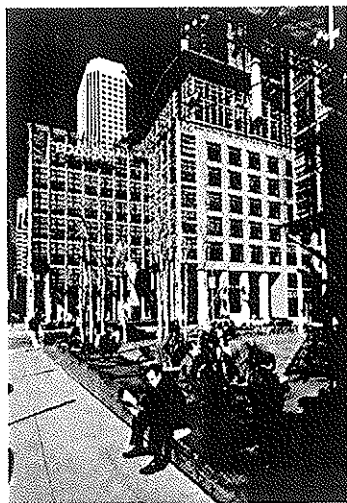
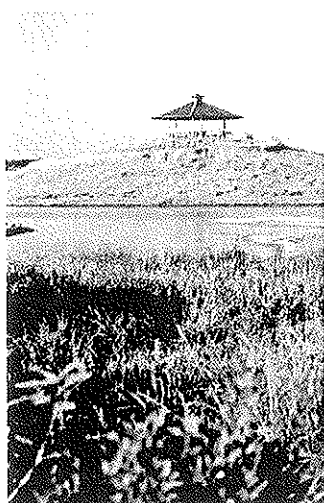


Coliseum Area Specific Plan



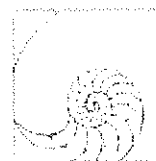
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pursue other locations. Therefore, the Oakland City Council was clear in their directions to the Coliseum Area Specific Plan consultants that the City's Specific Plan must be flexible enough to accommodate all three franchises or any combination of two, one, or even no sports franchises in the future, and to provide a development plan responsive to these potential sports venue scenarios. Furthermore, while the Coliseum City Master Plan provides one clearly defined vision of development potential, it represents only one of a number of other possible development scenarios for these properties. Currently, there are no actual development applications submitted to the City pursuant to the Coliseum City Master Plan's vision.

Buildout Assumptions

Coliseum District (Sub-Area A plus the proposed new Arena Site) Development Assumptions

In order to achieve the City's vision for future development at the Coliseum District and to help facilitate positive outcomes for retaining Oakland's major sports franchises, the Specific Plan is designed to allow a flexible and adaptable approach to development. In recognition of the uncertainties surrounding the future decisions of Oakland's sports franchises, as well as the potential for a variety of development visions for the remaining property within the Coliseum District, the Specific Plan has purposefully and intentionally been prepared as a flexible, adaptable policy and regulatory planning tool that provides an overall framework or "development envelope" for the Coliseum District (Sub-Area A and a portion of Sub-Area B), within which future development applications may be considered. Rather than prescribing a rigid or fixed land use mix, the Coliseum Area Specific Plan's approach for Sub-Area A is to identify the desired mix of future land use types sought for the District and to establish a maximum development capacity for these future uses based on their vehicle trip generation potential. Major elements of this flexible approach are as follows:

- The Specific Plan is based on the assumption that all three current sports franchises (the Raiders, the A's and the Warriors) will make independent business decisions to remain in Oakland, and at the Coliseum District, and that each of the sports franchises will have new, separate venues for their games. Thus, the Specific Plan identifies locations for construction of three new sports venues – a new Stadium, a new Ballpark and a new Arena. It is also assumed that each of these venues will be used by other non-sports-related events and attractions. The Specific Plan also acknowledges that any (or even all) of these sports franchises may make other decisions, and so provides the flexibility for development scenarios that include fewer than three (i.e., 2, 1 or even no) sports venues.
- The Specific Plan establishes a list of acceptable and desirable future land uses to be accommodated within the Coliseum District, in addition to the three new sports venues. This list of land uses includes high and medium density housing, event-based and regional-serving retail, neighborhood-serving retail, science and technology uses, office space, auto-serving retail, etc.
- The Specific Plan also establishes a "maximum development envelope" for the non-sports venue development, based on the capacity of transportation infrastructure (including existing and proposed transit and roadway systems) available to serve these future uses. Within this conceptual envelope, the Specific Plan includes policies and regulations that insure that the ultimate mix and development potential of non-sports venue land use development does not exceed the capacity of this infrastructure (see further discussion regarding the proposed Coliseum District Trip Budget, below). This approach allows for various configurations of sports-entertainment uses and other development, so long as the total non-sports venue buildout remains within the "maximum development envelope."