



# CITY OF OAKLAND

Community and Economic Development Agency, Planning & Zoning Division  
250 Frank H. Ogawa Plaza, Suite 3315, Oakland, California, 94612-2032

2009 JUN 29 PM 1:11  
**NOTICE OF PREPARATION OF A  
DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE  
SAFEWAY REDEVELOPMENT PROJECT (BROADWAY @ PLEASANT VALLEY AVE.)**

The Oakland Community and Economic Development Agency, Planning and Zoning Division, is preparing a Draft Environmental Impact Report ("EIR") for the Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue) (the "Project") as identified below, and is requesting comments on the scope and content of the EIR. The EIR will address the potential physical, environmental effects for each of the environmental topics outlined in the California Environmental Quality Act ("CEQA"). The City has not prepared an Initial Study.

The City of Oakland is the Lead Agency for the Project and is the public agency with the greatest responsibility for approving the Project or carrying it out. This notice is being sent to Responsible Agencies and other interested parties. Responsible Agencies are those public agencies, besides the City of Oakland, that also have a role in approving or carrying out the Project. When the Draft EIR is published, it will be sent to all Responsible Agencies and to others who respond to this Notice of Preparation ("NOP") or who otherwise indicate that they would like to receive a copy. Responses to this NOP and any questions or comments should be directed in writing to: Darin Ranelletti, Planner III, City of Oakland, Community and Economic Development Agency, 250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612; (510) 238-3663 (phone); (510) 238-6538 (fax); or dranelletti@oaklandnet.com (e-mail). Comments on the NOP must be received at the above mailing, fax, or e-mail address **by 5:00 p.m. on July 27, 2009**. Please reference case number ER09-007 in all correspondence. In addition, comments may be provided at the EIR Scoping Meeting to be held before the City Planning Commission. Comments should focus on discussing possible impacts on the physical environment, ways in which potential adverse effects might be minimized, and alternatives to the project in light of the EIR's purpose to provide useful and accurate information about such factors.

**PUBLIC HEARING:** The City Planning Commission will conduct a public hearing on the scope of the EIR for the Project on **July 15, 2009**, at **6:00 p.m.** in Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA.

**PROJECT TITLE:** Safeway Redevelopment Project (Broadway @ Pleasant Valley Avenue)

**PROJECT LOCATION:** 5050-5100 Broadway, Oakland, CA (APN 014-1242-002-03 & 014-1242-005-07) (located at the northeast corner of Broadway and Pleasant Valley Avenue) (see map on reverse)

**PROJECT SPONSOR:** Safeway, Inc., Northern California Division

**EXISTING CONDITIONS:** The 15.4-acre project site is the location of the existing Rockridge Shopping Center, which contains several retail stores including Safeway, Long's Drugs (now CVS), and others totaling approximately 185,000 square feet of commercial space. The site is not listed on the Cortese List of hazardous waste sites.

**PROJECT DESCRIPTION:** The Project includes the demolition of the Safeway and Long's Drugs stores, along with other adjacent stores, and the redevelopment and remodeling of the site with the construction of a new Safeway store, a new CVS store, and other commercial buildings. The project would contain a total of approximately 304,000 square feet of commercial space and 1,006 parking spaces. Also proposed are modifications to adjacent streets including additional vehicle travel lanes and/or turn lanes.

**PROBABLE ENVIRONMENTAL EFFECTS:** It is anticipated that the Project may have environmental impacts on aesthetics, traffic/circulation, air quality, noise, geology/soils, hazards/hazardous materials, hydrology/water quality, utilities/service systems and biological resources. It is anticipated that the Project will not have significant environmental impacts on agricultural resources, cultural resources; land use plans and policies; mineral resources; population and housing; public services, recreation and cumulative growth. Nevertheless, these environmental factors will be analyzed in the EIR.

The Draft EIR will also examine a reasonable range of alternatives to the Project, including the CEQA-mandated No Project Alternative, and other potential alternatives that may be capable of reducing or avoiding potential environmental effects.

June 26, 2009  
File Number: ER09-007

Eric Angstadt  
Deputy Director, Community and Economic Development Agency  
Environmental Review Officer

# Safeway Redevelopment Project Site

(Broadway @ Pleasant Valley)

