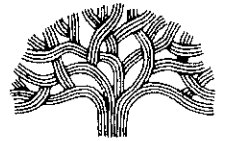


CITY OF OAKLAND



250 FRANK H. OGAWA PLAZA, SUITE 3315 • OAKLAND, CALIFORNIA 94612-2032
Planning and Building Department (510) 238-3941
Bureau of Planning FAX (510) 238-6538
TDD (510) 839-6451

TO: All Interested Parties, including business and property owners in the Coliseum Area:

SUBJECT: Notice of Coliseum Area Specific Plan adoption public hearings at City Council

The City of Oakland (City) is sponsoring the Coliseum Area Specific Plan, in an area located in the City of Oakland, and covering an area of approximately 800 acres bounded by 66th Avenue and East Creek Slough to the north, San Leandro Street and Hawley on the east, Hegenberger Road on the south, and San Leandro Bay and the Doolittle Drive to the west. The Plan Area includes the Oakland Alameda County Coliseum and Arena and the Oakland Airport Business Park. The Plan Area is located between Downtown Oakland and Oakland International Airport, proximate to the cities of Alameda and San Leandro.

PROJECT DESCRIPTION: The City proposes to adopt the Specific Plan to transform the underutilized land around the Oakland-Alameda County Coliseum and Arena into a world-class sports, entertainment and science & technology district that boasts a dynamic and active urban setting with retail, entertainment, arts, culture, live and work uses. The area is located in the center of the Bay Area and has many highly sought development assets, including freeway connectivity, immediate BART access at the Coliseum Station, the Oakland International Airport, waterfront views and development opportunities.

On March 11, 2015, the Oakland City Planning Commission recommended that the City Council adopt the Coliseum Area Specific Plan, certify the Environmental Impact Report (EIR), and adopt the General Plan and Planning Code (zoning) amendments associated with the Plan. These amendments include:

- adoption of associated General Plan amendments (both to the *Estuary Policy Plan* and the *Land Use and Transportation Element* of the Oakland General Plan);
- Planning Code amendments (including the creation of six new zoning designations), changes to the Zoning Maps (note that City zoning changes will **not** supersede the Port of Oakland's Land Use Development Code (LUDC) in areas under the land use jurisdiction of the Port of Oakland (i.e. the Oakland Airport Business Park).

The adoption of the Coliseum Area Specific Plan and related actions will be considered by legislative action at public hearings: the Oakland City Council will consider adopting the Plan, certifying the EIR, and adopting the General Plan and Planning Code (zoning) amendments associated with the Plan.

For more information on the project, including draft documents, please visit the project website at: www.oaklandnet.com/coliseumcity.

ENVIRONMENTAL REVIEW: The City of Oakland's Bureau of Planning released the Final Environmental Impact Report on **February 20, 2015**, finding it to be accurate, complete and ready for public review. Copies of the FEIR and Final Specific Plan will be available for review or distribution to interested parties at no charge at the Planning and Building Department, 250 Frank H. Ogawa Plaza, Suite

#3315, Oakland, CA 94612, Monday through Friday, 8:30 a.m. to 5:00 p.m. Additional copies are available for review at the Oakland Public Library, Social Science and Documents, 125 14th Street, Oakland CA 94612. The FEIR, the Specific Plan and all associated Plan documents may also be reviewed on the City's website: www.oaklandnet.com/coliseumcity.

Members of the public and all interested parties are welcome to attend the following public hearings and provide comments. If you challenge the EIR or other actions pertaining to this Project in court, you may be limited to raising only those issues raised at the public hearings described below or in written correspondence directed to Devan Reiff, Planning and Building Department, 250 Frank H. Ogawa Plaza, Suite # 3315, Oakland, CA 94612, and received by **4:00 p.m. on March 31, 2015**. For further information, please contact Devan Reiff at (510) 238-3550 or via email to dreiff@oaklandnet.com. Please refer to case number ER 130004; or see the project website for additional public hearings, at <http://www.oaklandnet.com/coliseumcity>.

PUBLIC HEARINGS WILL BE HELD BY THE CITY ON THE FINAL SPECIFIC PLAN, EIR AND RELATED ACTIONS:

1. **March 24, 2015 at 1:30 pm.** The Community & Economic Development Committee of the City Council will conduct a public meeting on the EIR, Final Specific Plan, and Related Documents in Hearing Room 1, City Hall, 1 Frank H. Ogawa Plaza, Oakland CA 94612.
2. **March 31, 2015 at 6:30 pm.** The City Council will conduct a public hearing at a regularly scheduled meeting of the City Council in Council Chambers, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA.94612., to consider, as recommended by the City Planning Commission:

(A) Certifying the Environmental Impact Report And Making Related CEQA Findings; (B) Adopting the Coliseum Area Specific Plan And Related General Plan Amendments; (C) amending the Oakland Planning Code To Create The D-CO Coliseum Area District Zone Regulations and Make Conforming, but Non-Substantive Changes To Other Planning Code Sections, As Well As Adopting revised Zoning And Height Area Maps.
3. **April 21, 2015 at 6:30 pm.** During the regularly scheduled meeting of the City Council in Council Chambers, City Hall, 1 Frank H. Ogawa Plaza, Oakland, CA.94612, the City Council will consider final passage of Planning Code Amendments, and Zoning and Height Area Maps.

All public hearings will have materials available for the public to review on the City's project website: <http://www.oaklandnet.com/coliseumcity>.

CASE NO.: ZS13-103, ER13-0004 (CEQA State Clearing House Number 2013042066)

Dated: March 13, 2015

