

# CITY OF OAKLAND



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Planning and Building Department  
Bureau of Planning

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Arts Campus Holdings LLC  
235 Montgomery St Suite 2700  
Atten: Marc Babson  
The Emerald Fund  
San Francisco, CA 94104

June 10, 2019

Dear Mr. Babson,

I am transmitting the approved scope of work which includes schedule and budget for the requested environmental review, pursuant to CEQA, of a project concept for redevelopment of the California College of the Arts campus located at 5200 Broadway, case file number ER19003. I would like to clarify that this request is limited to CEQA review and that an application for planning entitlements is not yet submitted. This scope of work is therefore based on the project concept that was submitted for pre-application review.

During the preapplication review conducted by the Bureau of Planning, staff expressed concerns about the density and intensity of the project description and about the scale of development proposed within this Area of Primary Importance (API). As the project description remains unchanged in the environmental review application, the Bureau of Planning would like to again advise you that staff has the following continuing concerns, as excerpted from the previously communicated pre-application comments.

- A mixed-use housing and commercial development concept is supported
- Inclusion of arts production and artist dedicated housing concept is supported
- The density and intensity of development requested is not supported.
- The tower form of development is not supported due to height and urban form out of context with the surrounding area.
- Concern about proposed heights within the California College API, especially any Height Zone of 160.
  - Permitted heights for adjacent properties range from 35-75 feet. The greatest height in the vicinity is 75' at the rear portion of 5050 Broadway.
  - Concern about neighborhood context and visual character
  - Concern about the extent of grading and expansion of footprints within the API
    - This issue is tied to the comment about addressing contributing characteristics of the designated API.

In addition, I would like to advise you that the schedule you requested to acquire planning entitlements by June 2020 cannot likely be achieved because the proposed schedule did not factor in the time required for pre-application, for review of the CEQA scope of work or for legislative action for the required General Plan amendment and rezone. Please note that an optimistic schedule for the CEQA review would deliver a final EIR for this project concept by July 2020. Entitlement hearings would occur after that point and could possibly take an additional six months for such a complex project.

At this juncture, the work program outlined in this scope can be initiated and we anticipate that the analysis will provide a disclosure document that can meet CEQA requirements. However, I want to advise you that that environmental review of the project concept as articulated in this scope may identify impacts. Given the amount of time and investment that an environmental review project of this type takes, the Bureau of Planning seeks to communicate our continued concerns.

We are available to meet with you to discuss project description alternatives, and encourage you to consider that possibility.

If you are ready to proceed with the attached scope of work, please sign the document and return an electronic version to me. Please return the original signed document to me through the U.S. mail. I will subsequently distribute signed copies to all parties. You will need to complete or revise your contract for services with UPP consistent with the revised scope. We are already working on the Notice of Preparation and I expect to be able to publish it according to the attached schedule.

If you have further questions please contact me at 510-238- 3472, [rlind@oaklandnet.com](mailto:rlind@oaklandnet.com).

Sincerely,



Rebecca H Lind  
Planner III

Cc William Gilchrist  
Ed Manasse  
Catherine Payne  
Betty Marvin  
Jordan Flanders

Enclosure: Preapplication memo