

# Upper Broadway Advocates

Landmarks Preservation Advisory Board  
Oakland Planning Commission  
Rebecca Lind  
City of Oakland  
Bureau of Planning/Zoning Division  
250 Frank H. Ogawa Plaza, 2nd Floor  
Oakland, California 94612

**Subject: PLN20141, ER19003 - - 5212 Broadway**

Dear Members of the Landmarks Preservation Advisory Board and Oakland Planning Commissioners:

Thank you for the opportunity to provide these preliminary comments on the DEIR for 5212 Broadway, the California College of the Arts (CCA) campus redevelopment site. Attached is a detailed analysis conducted by the Steering Committee of Upper Broadway Advocates. As you may know we have met extensively with the developer and their project team. This cover letter only summarizes our concerns. The attached documents provide additional rationale and legal and regulatory citing.

## **Affordability:**

Oakland has overbuilt luxury housing and underbuilt affordable and “workforce housing”. This project is designated as a Housing Opportunity site of the Housing Element but does not encourage new affordable housing in higher resource neighborhoods or promote the development of mixed-income housing to reduce income-based concentration.

### Potential Mitigations:

- 20% of the units should be affordable to moderate- and low-income residents, and should include three-bedroom units.

## **Historic Preservation**

The proposed project would transform one of Oakland’s oldest and most historic remaining and intact educational campuses, and the site of one of California’s longest-standing and most distinguished colleges of the arts. The developer would demolish all but two the 12 buildings on the site; those two predate the 70-year CCA “period of significance” (1922–1992). All 10 of the college-era buildings would be demolished.

Potential Mitigations:

- The Historic Preservation Alternative should be studied in greater depth and with subvariants. Adaptively reuse college-era buildings
- Mitigations lean too heavily on documentation
- Facade improvement program contribution insufficient
- Reuse can add value, significance, and a sense of history to the project
- Design is not better than or equal to what is being replaced
- Historic landscape: is the landscape plan adequate?
- Is the design contextually sensitive?
- Potential development of the Broadway-Pleasant Valley parcel in conjunction with the CCA parcel

**Pedestrian Safety:**

Major intersection at Broadway and Clifton is already confusing and dangerous for pedestrians (mostly seniors and teenagers).

Potential Mitigations:

- Conduct a TDM plan that is subject to community input and review.

**Traffic/Transit:**

The Project area is already severely congested, and the Project will make that worse. - The Project will increase traffic to and from the site by a factor of 21 times that of CCA. The proposed mitigation will disperse over 90% of this traffic onto residential streets. Mitigations to improve safety, will further constrain Broadway's efficiency

Potential Mitigations:

- Consider an alternative mitigation approach that uses Roundabouts
- Multi-Intersection Redesign (from 51<sup>st</sup> through Broadway Terrace)

**Cultural Resource Losses:**

Retention of artwork is not commensurate with the destruction of the Campus Era API and it violates the Project Design Guidelines to "maintain historic resources"

Potential Mitigations:

- Require developer to preserve the facades of as many Campus Era buildings and integrate them into the proposed new building facades.

**Zoning:**

At 113.42 units per net acre, the density levels of this proposed project with 448 units on 3.95 acres *far exceeds* the City's minimum residential density, standards of high-density, and even that of more recent, large developments by more than double. CC-2 is incompatible with current buildings and new zoning on three sides of the property. With the site topography rising 20 to 30 feet, buildings which are 95 feet in height will appear as if 115 to 125 feet in height,

more than double compared to surrounding buildings and almost double that of the revised zoning on three sides.

Potential Mitigations:

- Conduct an analysis using Type V over I construction and with saving just one of the CCA-era buildings, perhaps Treadwell.
- Apply zoning that is more appropriate for dense housing and doesn't destroy any sense of transition between a traditional residential neighborhood and a larger commercial environment
- Let the massing be built on the one site next door that is already zoned CC-2.

**Visual Simulations and Conclusions:**

There are shortcomings and omissions in all twelve of the DEIR photo simulations which affect the conclusion in the DEIR that there are no significant visual impacts

Potential Mitigations:

- Produce more accurate and honest visual simulations that show the actual visual impact of the project.

**Neighborhood Impact:**

The recommendation to install a median on Broadway to prevent people entering or exiting Clifton from Broadway is flawed. Forcing drivers to turn right on Broadway (away from the direction most want to go) will result in 2 negative neighborhood impacts:

- much more pollution resulting from extra miles driven
- the use of nearby residential streets as cut-through thoroughfares.

Potential Mitigations:

- Roundabouts (traffic circles) should be seriously studied to help facilitate traffic in this already confusing intersection.

**Trees/Open Space:**

The DEIR needs more clarity with regard to trees and open space.

Potential Mitigations:

- Further study of the API impact of the destruction of Eucalyptus Row. Page and Turnbull's extensive report
- Carving out more open space such that the overall reduction does not exceed 20%, resulting in approximately 70,00 square feet.
- The replacement trees do not meet City standards for replacement trees. For example, OMC Sec on 12.36.060, Subsec on B.3

We appreciate the flexibility of the developer and generally support housing on this site, but request that the LPAB and the Planning Commission use the full force of their positions to implement these mitigations as a way to minimize the significant negative impact this project will have on our community.

Sincerely,

UBA Steering Committee: Myrna Walton, Janis Brewer, Michael Reardon, Nicole Lazzaro, Kirk Peterson, Leslie Correll, Jennifer McElrath, Thomas Lollini, Steve Cook, Joe Johnston

Upper Broadway Advocates, 5253 College Avenue, Oakland CA, 94618

## AFFORDABILITY

UBA has consistently advocated for 20% affordable units: the CCA project proposes 10%

We believe the term "luxury housing" applies perfectly to this project. Rockridge is the wealthiest and one of the most beautiful neighborhoods in Oakland, with a vibrant shopping district and close to all forms of transportation and freeways. Situated high on a hill, with magnificent views overlooking the bay, residents will enjoy a park-like setting full of trees, a lounge, a two-story amenity building and special viewing terraces closed to the public.

Surely the rents will match the sky-high views. Cannot these luxury rents subsidize additional affordable units? This would be an appropriate mitigation for the loss of an historic district, as well as any variances or exclusions sought by the developer.

The 10% affordable units will not house any low income tenants, as the rents will reflect an income limit of 110% of the area median income, which means that the income limit for a family of four will be \$162,700 (2023) (Note that the AMI for Oakland, as opposed to Alameda County) is lower. There are no three-bedroom units that would accommodate larger families.

The site has been designated as a Housing Opportunity site in the recently adopted Housing Element. It states the following actions:

- 5.2.2: Promote infill, transit-orient development (TOD), and mixed-use development.
- 5.2.8: Encourage new affordable housing in higher resource neighborhoods.
- 5.2.10: Promote the development of mixed-income housing to reduce income-based concentration.

In this high resource neighborhood, 20% of the units should be affordable to moderate and low income residents, and should include three bedroom units.



DRAFT February 2, 2024

(By electronic transmission)

Landmarks Preservation Advisory Board  
Oakland Planning Commission  
Rebecca Lind  
City of Oakland  
Bureau of Planning/Zoning Division  
250 Frank H. Ogawa Plaza, 2nd Floor  
Oakland, California 94612

**Subject: PLN20141, ER19003 - - 5200 Broadway**

Dear Members of the Landmarks Preservation Advisory Board and Oakland Planning Commissioners:

Thank you for the opportunity to provide these preliminary comments on the DEIR for 5200 Broadway, the California College of the Arts (CCA) campus site, an Area of Primary Importance with landmark buildings and National-Register-eligible and contributing buildings.

Oakland Heritage Alliance has met with the development team on several occasions. The applicant has provided some updated information which is not reflected in this long-running DEIR. The below comments will be followed with our final comments after we complete our study of the DEIR.

However, our initial responses can be summarized as follows.

The proposed project would transform one of Oakland's oldest and most historic remaining and intact educational campuses, and the site of one of California's longest-standing and most distinguished colleges of the arts. Oakland Heritage Alliance urges the Board and the Commission to require a project modification to promote meaningful retention of CCA's century-long presence, history, and contributions to the arts.

The developer proposes to build a new mixed-use project, including up to 510 residential units in two residential buildings up to 10 stories in height, on the site of 100-year old CCA campus. The developer would demolish all but two the 12 buildings on the site; those two predate the 70-year CCA "period of significance" (1922–1992). All 10 of the college-era buildings would be demolished.

The Historic Resources Evaluation prepared by Page & Turnbull makes the following findings most significant to the Board's and Commission's deliberations:

- The CCA campus as a whole is significant as a historic district eligible for the California Register of Historical Resource.

- The college buildings represent a physical embodiment of the school’s commitment to contemporary themes in architecture and design, as classrooms and studios were housed in buildings that went beyond utilitarian institutional needs.
- The CCA campus is an Area of Primary Importance (API) identified by the Oakland Cultural Heritage Survey (OCHS), with all 12 of the extant structures considered contributing buildings, and is eligible for the National Register of Historic Places.
- Four buildings, including two of the 10 college-era structures proposed for demolition, are recommended individually eligible for listing on the California Register of Historical Resources.

In light of these findings, Oakland Heritage Alliance requests that the Board and Commission at a minimum require a project modification to retain a greater representative presence of the historic college campus:

**1. The Historic Preservation Alternative should be studied in greater depth and with subvariants. Adaptively reuse college-era buildings.** To achieve greater residential density and better feasibility than shown in this alternative, prepare an additional or variant preservation alternative for Planning Commission and City Council consideration. The developer’s response to demolishing all structures from the college period is installing an exhibit in the former Treadwell Estate carriage house and submitting documentation. However, the carriage house long predates college use of the site. Place such an exhibit in a college-era building. Not reflected in the out-of-date DEIR project description is the developer’s more recent proposal to build an “amenities” structure. This presents an obvious opportunity for adaptive reuse. Study an adaptive reuse which could house residential, live/work, commercial, or art studios as well as the developers' proposed amenities uses.

**2. Mitigations lean too heavily on documentation.** However valuable such documentation, it is no substitute for intact structures from the college’s century of intensive use of the site. Documentation is an adjunct and very useful, but it is not adequate for mitigating the destruction of an API and 10 of its 12 buildings, from the college period.

**3. Facade improvement program contribution insufficient.** We appreciate the idea of contributing to the city's façade improvement program but it is not adequate to the scale of the proposed loss of cultural resources and local history.

**4. Reuse can add value, significance, and a sense of history to the project.**

Other efforts in Oakland (see attachment) have worked out well, such as

- the recent relocation and restoration of the Club Knoll at the Oak Knoll development;
- the preservation of about 11% of the 1000-foot-long Ninth Ave. Terminal at Brooklyn Basin, along with some trusses and partial walls used in the landscape design;
- the front of the former cable car barn, which now houses Whole Foods on Bay Place, ;

- about half the historic Ky Ebright Boathouse, moved a short distance and now part of the new-construction T. Gary Rogers Boathouse, home to the UC Berkeley rowing team.

**5. Design is not better than or equal to what is being replaced.** Although the developer has shown us somewhat more decorated and elaborated renderings, and we appreciate the proposed lowering by one floor of the very wide Building B to improve context for Macky Hall (Treadwell Mansion), this project does not yet present something the criteria requiring design better than what it is proposed for demolition. Again, retaining college-era buildings would help tie this project to the 100-year use of the site as a college of the arts.

**6. Historic landscape: is the landscape plan adequate?** The project's full or partial removal of landscape features has the potential to affect the integrity of the Treadwell Estate Landmark. The extent of this impact should be more closely considered, particularly in conjunction with a modification to promote retention of college-era buildings. In addition, a main characteristic of this site has long been its tree canopy. We cannot tell from the proposal so far whether enough trees are being preserved, whether they are the correct varieties, and whether new trees will be large enough to present a green enough landscape in the face of the major new construction.

The intrusive visual impact of Building B as a backdrop to the Hale-Treadwell House could be mitigated by providing trees along Building B's west elevation with ultimate heights equal to at least 80% of the building height and preferably more. For this strategy to be effective, there should be a deed restriction that mandates the trees to be maintained in perpetuity to promote natural growth form and attain an ultimate height equal to at least 80% of the building height.

**7. Is the design contextually sensitive?** The Historic Preservation Element of the Oakland General Plan and the Demolition Ordinance require sensitivity to local surroundings. While the developer has made changes (though not reflected in the DEIR) to surface materials and ornamentation, we question whether the forms are contextually compatible with the neighborhood. In particular, the massive Building B appears too wide (perhaps an opportunity to break it up by incorporating a historic structure), and the building top along Broadway requires much greater refinement, perhaps further set back or other treatment to soften the relationship to the street. The Board and Commission must react to the DEIR, not the developer's later renderings.

In the DEIR renderings, Building A's two Broadway elevation end bays are too close to the Broadway wall, creating a visual conflict with the wall and compromising the visibility for the view corridor toward the Hale-Treadwell House when viewed from Broadway north of the corridor. The end bays should be set back to the same setback line as the rest of the building. The floor area contained in the end bays could be redistributed to the interior courtyard. The trellis over the gate is especially intrusive, and should be deleted or at least set back.

**8. Increasing the Scope of Environmental Review.** Lastly, we again point to the large adjacent blighted empty lot at Broadway and Pleasant Valley as a logical place to build dense housing. The Planning Commission should consider potential development of the Broadway-Pleasant Valley parcel in conjunction with the CCA site in order to more accurately assess traffic, public



service, and other environmental impacts and avoid the piecemealing of environmental review of residential development on and in the vicinity of the CCA campus site.

Sincerely,



Daniel Levy  
President

cc: William Gilchrist, Ed Manasse, Robert Merkamp, Catherine Payne, Neil Gray, Heather Klein, Pete Vollmann and Betty Marvin, Bureau of Planning/Zoning

Attachments:

All of these projects represent adaptive reuse of all or parts of historic structures. They help retain a sense of place and history in their various contemporary uses.

<https://www.eastbaytimes.com/2021/09/17/with-move-of-historic-clubhouse-oak-knoll-development-reaches-another-milestone/>



Part of the historic Ky Ebright boathouse was moved when the building came down to make way for a Signature Properties development on Glascock. About half of the old structure was preserved, and reused as part of the new T. Gary Rogers rowing facility.

<https://robertselectric.com/client-showcase/cs-commercial-electrical/t-gary-rogers-rowing-center-uc-berkeley/>



About 11% of Ninth Ave. Terminal was preserved in place. This historic break-bulk maritime shipping building was originally 1000 feet long, Now the headhouse is adaptively reused, some of the old trusses and wall remnants retained as part of the landscape design.



The large back portion of this former cable car barn (later a car dealership) was replaced, and the front section retained and restored.



## **PEDESTRIAN SAFETY**

UBA supports the recommendation of a complete TDM plan. However, since very few pedestrian safety details are offered in the DEIR, we have no way to accurately evaluate what impacts this project will have on pedestrian safety. We do know the following:

1. Students and seniors frequently pass directly in front the of the project location several times a day;
2. The layout of sidewalks, traffic signals and crosswalks is already confusing;
3. Student pedestrians (traversing Broadway, Clifton and Pleasant Valley from Oakland Tech to the Oakland Tech Upper Campus) are distracted;
4. Senior citizens and residents of the two senior living facilities within 3 blocks of the proposed project have hearing impairment and mobility challenges that leave them vulnerable to catastrophe.

### Potential Mitigations:

- As our elected officials you must protect them through carefully studied and tested traffic and signaling changes. These should be subject to community review and input.

# CCA Site DEIR/PDP Design Critique

## Summary of Comments on CCA DEIR/PDP Traffic & Transportation Issues

Prepared by Tom Lollini

February 2, 2024

### Executive Summary: Traffic & Transportation

#### **The Project area is already severely congested, and the Project will make that worse:**

The traffic impacts analyzed in this DEIR, will exacerbate congestion in an already congested series of intersections along Broadway, including Pleasant Valley/51<sup>st</sup>, Coronado, College Ave., Clifton & Broadway Terrace. *Cumulative levels drop to Levels E and F.* Beyond vehicle traffic, there are eight intersecting bicycle lanes, six bus lines requiring five bus stops flanking both sides of Broadway, 51<sup>st</sup> and College, fast food service access points, and hundreds of students marching through this area in both directions on an hourly basis to reach their classes at Oakland Tech's Upper Campus.

#### **The Project will increase traffic to and from the site by a factor of 21 times that of CCA:**

Anticipated vehicle trips from the project will be 2,259 trips/day, vs. the CCA's 100 trips/day.

#### **The proposed mitigation will disperse over 90% of this traffic onto residential streets:**

A median is to be added to Broadway at Clifton to prevent left-in and left-out movements forcing project generated traffic to enter in from and leave onto eastbound Broadway. This is expected to disperse trips heading north, west or south throughout neighborhood streets. The project's estimated total AM+PM peak hour trips is 350 trips/day! These trips include large service vehicles. *The DEIR projects an additional 340 trips/day during peak hours will be buzzing through the neighborhoods.*

#### **Mitigations to improve safety, will further constrain Broadway's efficiency:**

Sidewalk widening, and bus stop islands separating bike lanes from vehicle traffic, will further narrow the lanes, slowing traffic, a good thing, but they will also reduce efficiency, increasing wait times and lower levels of service along Broadway.

#### **REQUEST: Consider an alternative mitigation approach that uses Roundabouts**

#### **Why Roundabouts?**

According to the Federal Department of Transportation roundabouts result in:

- 30-50% increase in intersection efficiency
- 75% reduction in vehicular points of conflicts
- 76% reduction in injury accidents for vehicles, bicyclists and pedestrians
- Lower CO2 emissions
- Lower cost to install and maintain and have a lifecycle 2½ times a signaled crossing

Since the street improvement plan will not be determined until an application for a building permit is submitted, the city should test the value and viability of the attached proposal to introduce three interlinked roundabouts to this area.

**Please review the attached Roundabout Proposal and the attached analysis upon which our traffic and transportation comments are based.**

# CCA Site DEIR/PDP Design Critique

## TRAFFIC & TRANSPORTATION COMMENT SUMMARY

1. **Changes in the regulatory framework for assessing significant impacts under CEQA leaves little leverage to force changes to projects.** The current focus is tied to reducing GHG emissions by concentrating housing development near existing local and regional transit access points. Allowed reductions in off-street parking requirements implicitly reduces traffic impacts.
2. **Traffic Improvement requirements and their specific design is deferred until a project application is in the building permit process.** Digging through the appendices and fine print there are references to the following issues and probable solutions (*circa pp. 1376*)
  - a. **The project will generate ~2,160 net new trips/day** at Clifton & Broadway.
  - b. **Four of the six intersections analyzed will be operating at LOS E or F** under cumulative analysis including the project.
  - c. **Consultant TDM Recommendations** include: (*Fehr&Peers Draft Memo, 6/6/22*)
    - i. **Coordination of traffic signal timing along the Broadway corridor** to support inbound AM peak traffic and outbound PM peak traffic.
    - ii. **Adding a raised median on Broadway at Clifton** to eliminate left turns into and out of Clifton and forcing those exiting Clifton to turn right onto Broadway and seek alternative routes to go north on College, south on Broadway, west/east on 51<sup>st</sup>/Pleasant Valley. (*See Tables 16 & 17: pp 23-25, shown below, for diversion rates which range from 30 to 60 additional peak hour trips on four nearby streets, yet do not degrade LOS parameters.*)
    - iii. **Eliminating parking on Broadway to enable right lane onto Clifton.**
    - iv. **Widening and improving sidewalk clear widths to 8 feet for pedestrians along the project frontage.**
    - v. **Constructing a bus boarding island at College & Broadway**
3. **Multi-Intersection Redesign:** Based on the above, UBA should insist on a collective redesign of the 5 intersections clustered between 51<sup>st</sup> and Broadway Terrace to:
  - a. **Improve LOS outcomes,**
  - b. **Enhance pedestrian safety** for both residents and the thousands of daily Oakland Tech student pedestrian trips, and
  - c. **Reduce GHG emissions** caused by congestion, extensive wait times and multiple traffic diversions into the adjacent neighborhoods found due to Cumulative Impacts. (*See Lollini Roundabout Proposals*)

# CCA Site DEIR/PDP Design Critique

## Section V. C. TRAFFIC & TRANSPORTATION IMPACTS

### 2. Regulatory Setting:

- **Subsection a. State and Regional Framework:** Points out new state laws These changes include the elimination of auto delay, LOS, and other similar measures of vehicular capacity or traffic congestion as a basis for determining significant impacts. As part of the new CEQA Guidelines, the new criteria *“shall promote the reduction of GHG emissions, the development of multimodal transportation networks, and a diversity of land uses.”* The final guidelines were finalized in December 2018 and took effect statewide in July 2020.
- **Subsection b. General Plan:** There is a lot of discussion of various Land Use and Transportation Policies and Programs, including five outcomes from the **2017 Pedestrian Master Plan**, none of which seem to be directly addressed in the proposed project. Rather, they are deferred to final design and mitigations that might be developed in the future as the project moves to final approvals. There is a caveat that not all General Plan objectives can be met in every project.
- **Subsection e. City of Oakland Equitable Climate Action Plan (ECAP):** This includes five Transportation and Land Use Policies (TLU-1,2,4,5,& 8) focused primarily standard mitigations to reduce Greenhouse Gas emissions (GHG).
- **Subsection f. Standard Conditions of Approval:** The City’s Standard Conditions of Approval (SCA) that directly pertain to transportation and circulation and that apply to the project are listed below. If the project is adopted by the City, all applicable SCAs will be adopted as conditions of approval and required, as applicable, of the project to help ensure no significant impacts. Because the conditions of approval are incorporated as part of the project, they are not listed as mitigation measures.
  - Actual transportation improvements design is deferred until a project permit application is submitted.
    - Herewith: **SCA-TRANS-3: Transportation Improvements (#82)**
      - Timing: Prior to issuance of a demolition, grading, or building permit.
      - Requirement: The project applicant shall implement the recommended on- and off-site transportation related improvements contained within the Transportation Impact Review for the project, an event that will occur during the building permitting process.

### 3. Project Transportation Characteristics

- **The project is expected to generate 2,259 additional trips, including 180 morning and 169 evening peak hour trips.** (Table V.C-3: See below)

# CCA Site DEIR/PDP Design Critique

## c. Trip Generation

Trip generation for the project was estimated using the Trip Generation Manual, 10th Edition (2017) published by the Institute of Traffic Engineers (ITE), as presented in Table V.C-3. The project's on-site residential, office, and retail/café uses are expected to generate 2,259 daily vehicle trips, including 180 morning and 169 evening peak hour trips on a typical weekday.

**TABLE V.C-3 PROJECT TRIP GENERATION**

Use	Setting/Location	Size	Daily	Weekday AM Peak Hour			Weekday PM Peak Hour		
				In	Out	Total	In	Out	Total
Multi-Family Housing (Mid-Rise) <sup>a</sup>	Dense Multi-Use Urban	510 Occupied Dwelling Units <sup>e</sup>	1,953	40	108	148	87	51	138
Office <sup>b</sup>	General Urban/Suburban	16,945 sq.ft. <sup>e</sup>	170	17	3	20	3	16	19
Café/Retail <sup>c</sup>	General Urban/Suburban	1,408 sq.ft. <sup>e</sup>	160	8	6	14	9	5	14
Café/Retail (Internalization - 15%) <sup>d</sup>			-24	-1	-1	-2	-1	-1	-2
<i>Project Trip Generation</i>			<b>2,259</b>	<b>64</b>	<b>116</b>	<b>180</b>	<b>98</b>	<b>71</b>	<b>169</b>
CCA Campus	Urban	Existing to be removed	100	12	2	14	2	8	10
<i>Existing CCA Campus Trip Generation</i>			<b>-100</b>	<b>-12</b>	<b>-2</b>	<b>-14</b>	<b>-2</b>	<b>-8</b>	<b>-10</b>
<b>Net New Trips</b>			<b>2,159</b>	<b>52</b>	<b>114</b>	<b>166</b>	<b>96</b>	<b>63</b>	<b>159</b>

<sup>a</sup> Land Use Category 221- Multi-family Housing (Mid-Rise) in a Dense Multi-Use Urban Setting

<sup>b</sup> Land Use Category 710- General Office Building in a General Urban/Suburban Setting

<sup>c</sup> Land Use Category 932- High Turnover (Sit Down) Restaurant in a General Urban/Suburban Setting

<sup>d</sup> Internalization of trips/mixed use credits (i.e., retail customers originating from project office or residential uses).

Source: Trip Generation Manual (10<sup>th</sup> Edition), ITE, 2017.

## Non-CEQA Transportation Assessment

**Table 5** shows that the addition of project traffic would worsen vehicle delays at the study intersections. The intersection of *Broadway/51<sup>st</sup> Street* serves as a downstream bottleneck for vehicles traveling southbound along the Broadway corridor, causing upstream queueing impacts at the intersection of *Broadway/Broadway Terrace* in the morning peak hour in both the Existing and Cumulative scenarios. The intersection of *Broadway/51<sup>st</sup> Street* also becomes a downstream bottleneck in the evening peak hour in the Cumulative scenario due to the projected growth in vehicle volumes; the intersection lacks the capacity to serve the projected demand.

The intersection of *Broadway/51<sup>st</sup> Street* also serves as an upstream bottleneck for vehicles traveling northbound along the Broadway corridor in the evening peak hour. This intersection currently operates independently and is not coordinated with any of the other intersections along the corridor. Simulation results are provided in **Attachment C**.



# CCA Site DEIR/PDP Design Critique

**Consultant Recommendation 1:** Traffic signals at the four signalized study intersections along the Broadway corridor should be interconnected to provide coordination in the southbound direction during the morning peak period and in the northbound direction during the evening peak period.

**Consultant Recommendation 2:** Construct a raised median on Broadway between College Avenue and Broadway Terrace. Left turns into and out of Clifton Street at the intersection of *Broadway/Clifton Street* would be prohibited with this installation.

On-street parking on the east side of Broadway between College Avenue and Clifton Street should be removed and converted to additional queue storage for the northbound right-turn pocket at the intersection of *Broadway/Broadway Terrace* and into the project site. Paint "KEEP CLEAR" pavement markings at the intersection of Broadway/Clifton Street in the right-turn pocket.

**Table 5: Intersection Level of Service Results**

Intersection	Control	Peak Hour	Existing No Project		Existing Plus Project		Cumulative No Project		Cumulative Plus Project	
			Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS
1 Broadway/ Broadway Terrace	Signal	AM	13.7	B	19.6	B	<b>85.3</b>	<b>F</b>	<b>91.4</b>	<b>F</b>
		PM	8.7	A	13.3	B	<b>72.6</b>	<b>E</b>	<b>76.4</b>	<b>E</b>
2 Broadway/ Clifton Street	SSSC <sup>1</sup>	AM	5 (19)	A (C)	5.6 (24.1)	A (C)	10 (26)	B (D)	<b>12.7 (37.8)</b>	<b>B (E)</b>
		PM	8 (27)	A (D)	8.6 (26.1)	A (D)	17 (26)	C (D)	<b>18.9 (52.2)</b>	<b>C (F)</b>
3 Broadway/ College Ave	Signal	AM	12.6	B	13.7	B	20.0	B	22.2	C
		PM	17.3	B	17.6	B	37.0	D	39.0	D
4 Broadway/ Coronado Ave	Signal	AM	12.2	B	14.8	B	20.3	C	22.0	C
		PM	21.8	C	23.1	C	40.8	D	42.6	D
5 Broadway/ 51 <sup>st</sup> St	Signal	AM	43.2	D	46.3	D	<b>58.2</b>	<b>E</b>	<b>65.4</b>	<b>E</b>
		PM	51.3	D	<b>62.0</b>	<b>E</b>	<b>89.9</b>	<b>F</b>	<b>91.9</b>	<b>F</b>
6 Clifton Street/ Project Driveway	SSSC <sup>1</sup>	AM	-	-	7.9 (19.0)	A (C)	-	-	<b>64.4 (&gt;99)</b>	<b>F (F)</b>
		PM	-	-	<b>23.3 (40.8)</b>	<b>B (E)</b>	-	-	<b>87.8 (&gt;99)</b>	<b>F (F)</b>

Notes:

- SSSC = side street stop-controlled intersection; average delay or LOS is followed by the delay or LOS for the worst movement in parentheses.

Source: Fehr & Peers, 2022.

## Vehicle Queuing at Clifton Street

The addition of project traffic would substantially increase queuing on the westbound approach at the intersection of *Broadway/Clifton Street*, as presented in **Table 6**. The finding above is contingent upon vehicles obeying the existing "KEEP CLEAR" striping on Broadway at the Clifton Street intersections to allow left turn movements out. Observations have found that this striping is not always followed.

# CCA Site DEIR/PDP Design Critique

**Table 8: Mitigated Intersection Level of Service Results – Cumulative Conditions**

	Intersection	Control	Peak Hour	Cumulative No Project		Cumulative Plus Project		Cumulative Plus Project Plus Mitigation	
				Delay	LOS	Delay	LOS	Delay	LOS
1	Broadway/ Broadway Terrace	Signal	AM	85.3	F	89.8	F	67.9	E
			PM	72.6	E	76.8	E	56.0	E
2	Broadway/ Clifton Street	SSSC <sup>1</sup>	AM	10 (26)	B (D)	14 (48)	B (E)	8.6 (11.8)	A (B)
			PM	17 (26)	C (D)	18 (44)	C (E)	10.6 (22.3)	B (C)
3	Broadway/ College Ave	Signal	AM	20.0	B	22.3	C	19.0	B
			PM	37.0	D	36.5	D	43.9	D
4	Broadway/ Coronado Ave	Signal	AM	20.3	C	23.2	C	16.0	B
			PM	40.8	D	40.7	D	26.6	C
5	Broadway/ 51 <sup>st</sup> St	Signal	AM	58.2	E	66.0	E	71.3	E
			PM	89.9	F	91.4	F	82.0	F
6	Clifton Street/ Project Driveway	SSSC <sup>1</sup>	AM	-	-	64.4 (>99)	F (F)	3.8 (10.6)	A (B)
			PM	-	-	87.8 (>99)	F (F)	17.5 (36.1)	C (E)

Notes:

1. SSSC = side street stop-controlled intersection; average delay or LOS is followed by the delay or LOS for the worst movement in parentheses.

**Table 16: Weekday Peak Hour Potential Neighborhood Traffic Diversions**

Roadway	Morning Peak Hour	Evening Peak Hour
Thomas Avenue	30	40
Monroe Avenue	30	40
Manila Avenue	50	60
Bryant Avenue	40	50

Source: Fehr & Peers, 2022.

# CCA Site DEIR/PDP Design Critique

**Table 17: Weekday Peak Hour LOS with Potential Trip Diversions (Due to Left Turn Restrictions at Broadway/Clifton)**

Intersection	Control	AM Peak Hour				PM Peak Hour			
		Existing without Project		Existing with Project Mitigation		Existing without Project		Existing with Project Mitigation	
		Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS
1 Thomas Avenue/Broadway Terrace	SSSC	1.3 (12.7)	A (B)	1.6 (13)	A (B)	0.8 (11.6)	A (B)	1.1 (12.4)	A (B)
2 Thomas Avenue/Monroe Avenue	SSSC	1.7 (9.5)	A (A)	2.6 (9.9)	A (A)	1.5 (10.5)	A (B)	2.5(11)	A (B)
3 Broadway/Manila Avenue	Signal	8.8	A	9.3	A	10.6	B	11	B
4 Bryant Avenue/Manila Avenue	SSSC	3.2 (9.4)	A (A)	3.5 (9.5)	A (A)	2.4 (9.8)	A(A)	2.5 (10.1)	A (B)
5 Bryant Avenue/College Avenue	SSSC	1.5 (14.4)	A (B)	2.2 (15.5)	A (C)	0.9 (14)	A (B)	1.7 (17.5)	A(C)

**Notes:**

SSSC = side street stop-controlled intersection; average delay or LOS is followed by the delay or LOS for the worst movement in parentheses. Delay reported in seconds per vehicle.

Source: Fehr & Peers, 2022.

## Traffic and Transportation Analysis for Project Alternatives

No Project Alternative: No Impacts

Proposed Project: Standard Conditions of Approval/No Impacts

General Plan Alternative (w/o rezoning): Can avoid VMT Impact by reducing parking count.

*Note: Moot due to 2023 rezoning.*

Historic Preservation Alternative: Can avoid VMT Impact by reducing parking count.

Historic Preservation With Tower: Can avoid VMT Impact by reducing parking count.

# CCA Site DEIR/PDP Design Critique

## Summary of Comments on CCA DEIR/PDP Sustainability/Ecology

### SUSTAINABILITY & ECOLOGY COMMENT SUMMARY

Though the project proposes to comply with federal, state, regional and local policies, it does not really advance these agendas in any clear or innovative ways. For example:

- No on-site energy generation, such as rooftop solar to screen mechanical equipment and create a skyline for the taller elements of the project.
- No window shading elements to reduce solar gain or create visual interest.
- No storm-water retention and reuse features in the landscape design.
- No-discussion of energy use reductions beyond basic code requirements.
- No proposed on-site electrical share-vehicle access as a GHG mitigation measure

### Subsection V. E. GHG Emissions and Energy

- In short, the project is compliant if it follows all federal, state, regional and local policies and standards. For example: In *Table V.E-4 ECAP Consistency Checklist*: one aspect related to pedestrian safety is generic:

8) Would the project prioritize sidewalk and curb space consistent with the City's adopted Bike and Pedestrian Plans? (The project should not prevent the City's Bike and Pedestrian Plans from being implemented. For example, do not install a	Yes	The project provides bikeways and pedestrian walkways, as well as bicycle parking, and is consistent with the Bike and Pedestrian Plans and will not prevent the Plans from being implemented.
--	-----	--

# CCA Site DEIR/PDP Design Critique

JANUARY 2024  
DRAFT EIR

CCA OAKLAND CAMPUS REDEVELOPMENT PROJECT EIR  
VII. ALTERNATIVES ANALYSIS

TABLE VII-1 ALTERNATIVES COMPARISON

Project/Alternative	Residential Units	Civic/Office Space (Sq.Ft.)*	Parking Spaces	Publicly Accessible Open Space (Sq.Ft.)
Project	510	16,945	268	63,727
No Project/Reuse Alternative	17	93,000	41	87,779
General Plan Amendment (No Rezoning) Alternative	95	87,000	41	87,779
Historic Preservation Alternative	306	57,000	236	50,000
Historic Preservation with Tower Alternative	446	57,000	291	50,000
Small Housing Campus Alternative	97	77,000	55	87,779

\* Alternative office square footage conservatively rounded up to the nearest thousandth for alternatives.  
Source: Mithun, 2012. EIR Alternatives, June. Urban Planning Partners, 2022.

TABLE VII-2 PRESERVED BUILDING SQUARE FOOTAGE FOR EACH ALTERNATIVE

Building	Alternative					
	Current Project	No Project/Reuse	General Plan Amendment (No Rezoning)	Historic Preservation	Historic Preservation w/Tower	Small Housing Campus
1. Facilities	-	1,402	-	-	-	1,402
2. B Building	-	4,933	-	-	-	4,933
3. Oliver Ralls Sculpture Studio	-	7,655	-	-	-	7,655
<b>4. Noni Eccles Treadwell Ceramic Arts Center*</b>	-	<b>11,606</b>	<b>11,606</b>	<b>11,606</b>	<b>11,606</b>	<b>11,606</b>
5. Martinez Annex	-	5,262	5,262	-	-	5,262
6. <b>Martinez Hall*</b>	-	<b>8,513</b>	<b>8,513</b>	<b>8,513</b>	<b>8,513</b>	<b>8,513</b>
7. <b>Founders Hall*</b>	-	<b>26,012</b>	<b>26,012</b>	<b>26,012</b>	<b>26,012</b>	<b>26,012</b>
8. <b>Macky Hall</b>	<b>7,760</b>	<b>7,760</b>	<b>7,760</b>	<b>7,760</b>	<b>7,760</b>	<b>7,760</b>
9. <b>Carriage House</b>	<b>2,622</b>	<b>2,622</b>	<b>2,622</b>	<b>2,622</b>	<b>2,622</b>	<b>2,622</b>
10. Irwin Student Center	-	-	7,716	-	-	-
11. <b>Barclay Simpson Sculpture Center</b>	-	<b>2,644</b>	<b>2,644</b>	-	-	-
12. Raleigh and Claire Shaklee Building	-	14,263	14,263	-	-	-
<b>Total</b>		<b>92,925</b>	<b>86,651</b>	<b>56,766</b>	<b>56,766</b>	<b>76,018</b>

Note: Buildings listed in **bold** are individually eligible for listing in the California Register and as a Oakland Landmark. All buildings are contributors to the California Register- and National Register-eligible CCAC Historic District Area of Primary Importance (API). Buildings with \* are examples of Late Modern Architecture.  
Source: LMS\*, 2020. CCA Existing Buildings Rehabilitation Pricing Package.

# Upper Broadway Roundabouts

## *What's the problem roundabouts might solve?*

- 1) Congestion due to high school student pedestrian traffic, drop-off & pick-up multiple bus lines, and vehicle traffic
- 2) Large development sites in the area could add ~2-3,000 residents + retail
- 3) Multi-phase signals at 4 intersections within 1,000 feet back up traffic in multiple directions causing long delays and shortcutting thru neighborhoods
- 4) No left turn from College onto north Broadway forces U-turns and shortcuts
- 5) Pedestrians & bicycles at high risk from multiple directions at each intersection



# Roundabout Benefits

*Why Consider Roundabouts? The Federal Transportation Administration gives 15 reasons why roundabouts are better than signalized intersections*

## Safety & Efficiency Benefits

- *90-100% reduction in traffic fatalities*
- *76% reduction in injury crashes*
- *30-40% reduction in pedestrian crashes*
- *Reduction in severity of crashes*
- *75% fewer points of conflict than four-way intersections*
- *30-50% increased intersection capacity*

## Environmental Benefits

- *Lowers CO<sub>2</sub> emissions*
- *Reduced fuel consumption*
- *Reduced noise pollution*

## Financial Benefits

- *Lower installation costs*
- *Lower operating costs*
- *Longer life cycle (25 years vs. 10 years)*

## Aesthetic Benefits

- *Wider sidewalks and more generous streetscape by reducing turn lanes*
- *Fewer signals and signage*
- *Establish community identity/placemaking*

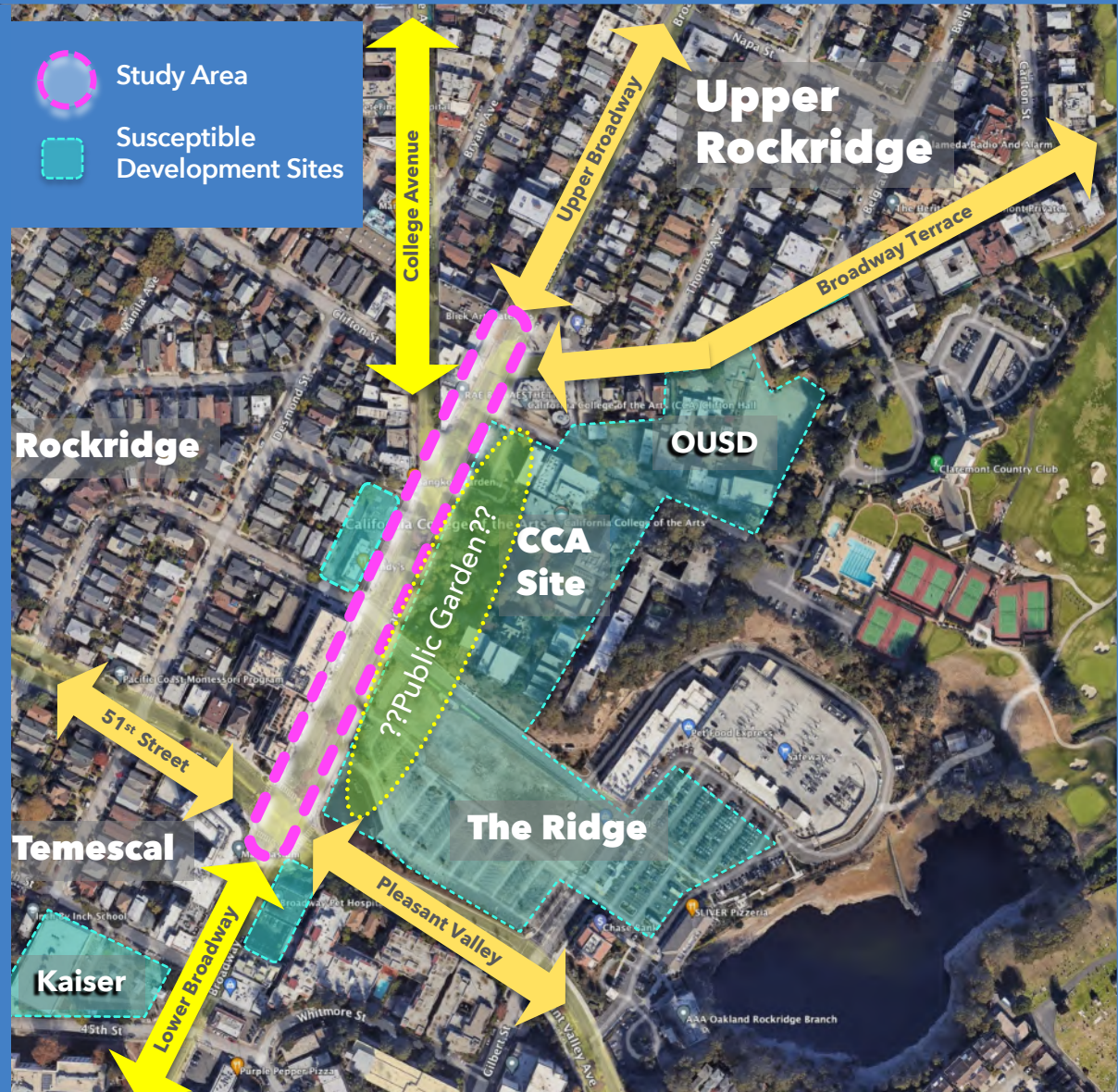


UC Merced Campus  
Parkway Plan

# Upper Broadway Context

## Placemaking Opportunities

- 1) Terminating College Avenue at a public garden activated by moderate to high-density housing at opportunity sites
- 2) Unifying streetscape along Broadway to create a single urban place that mediates scale and character of old and new development
- 3) Creating a Transit Hub connecting to BART, and Oakland and SF Downtowns
- 4) Increasing diversity of area housing types to meet the needs of multiple generations
- 5) Smooth out traffic flows for buses, cars, and bicycles with clear, short, and safe pedestrian crossings

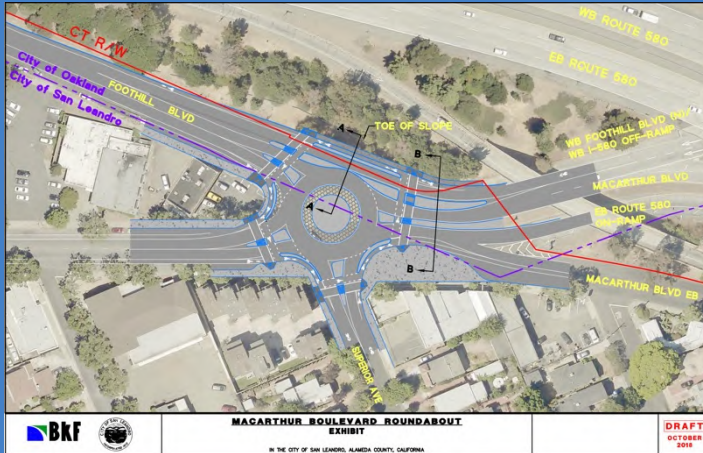




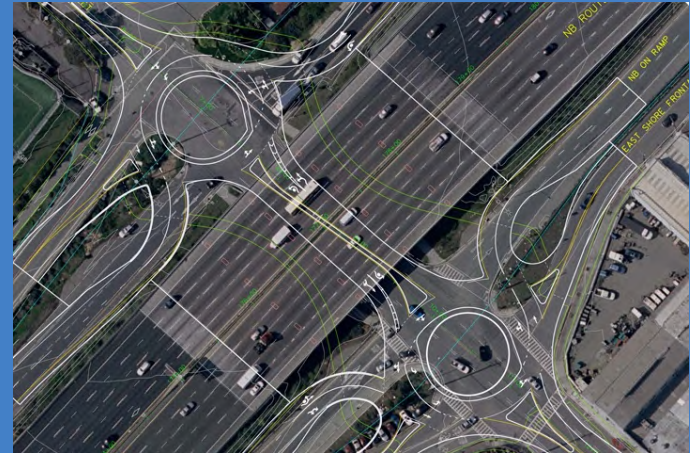
# Roundabouts Opportunity Areas



# Roundabout Examples



MacArthur Roundabout in Design: Oakland



Gilman & I-80 Roundabout Underway: Berkeley



USDOT Generic Two-Lane Roundabout



European placemaking at very high volume

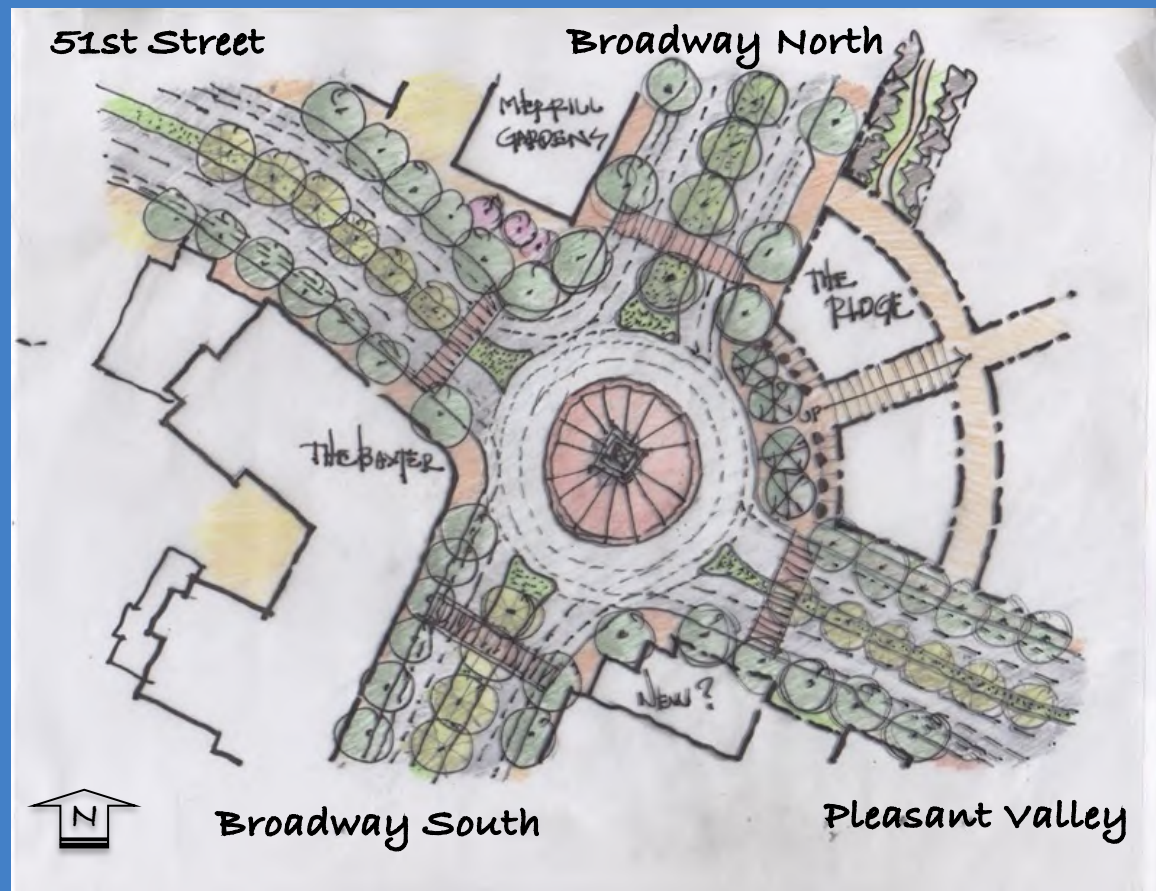
# Pleasant Valley & 51<sup>st</sup> Street

## Transition From Major Mixed-Use Corridor To Neighborhoods

- Terminates Broadway's Higher Density Mixed Use Development Zone
- Provides a Landmark for Urban Wayfinding
- Streetscape and Crossings Create Pedestrian Friendly Environment

### Sketch Study

- 180' Diameter
- 2-Lanes



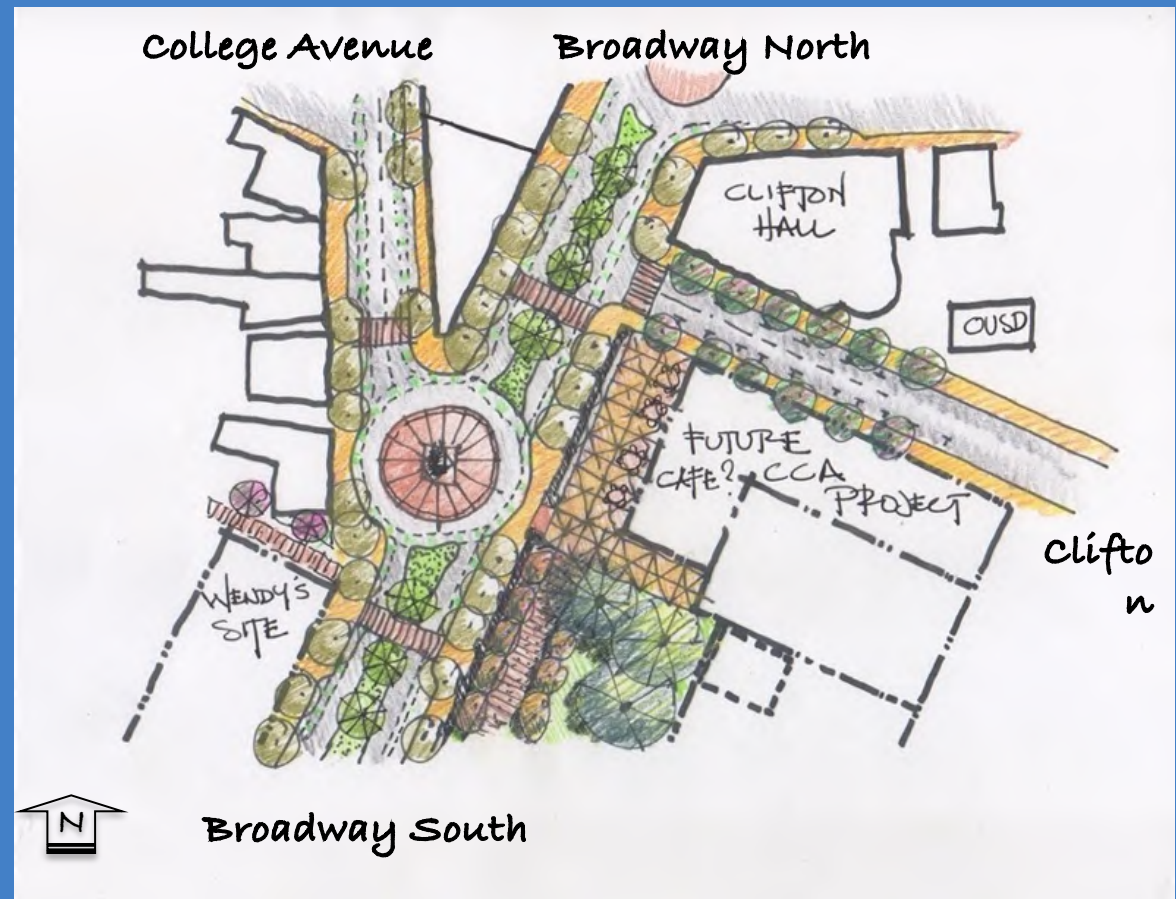
# College Avenue

## Placemaking at the Terminus of a Primary Commercial Corridor

- Transportation Hub for AC Transit
- CCA Historic Gateway to Plaza and Park at College Avenue Terminus
- Streetscape and Crossings Create Pedestrian Friendly Environment

### Sketch Study

- 120' Diameter
- Transition from 1 to 2 Lanes



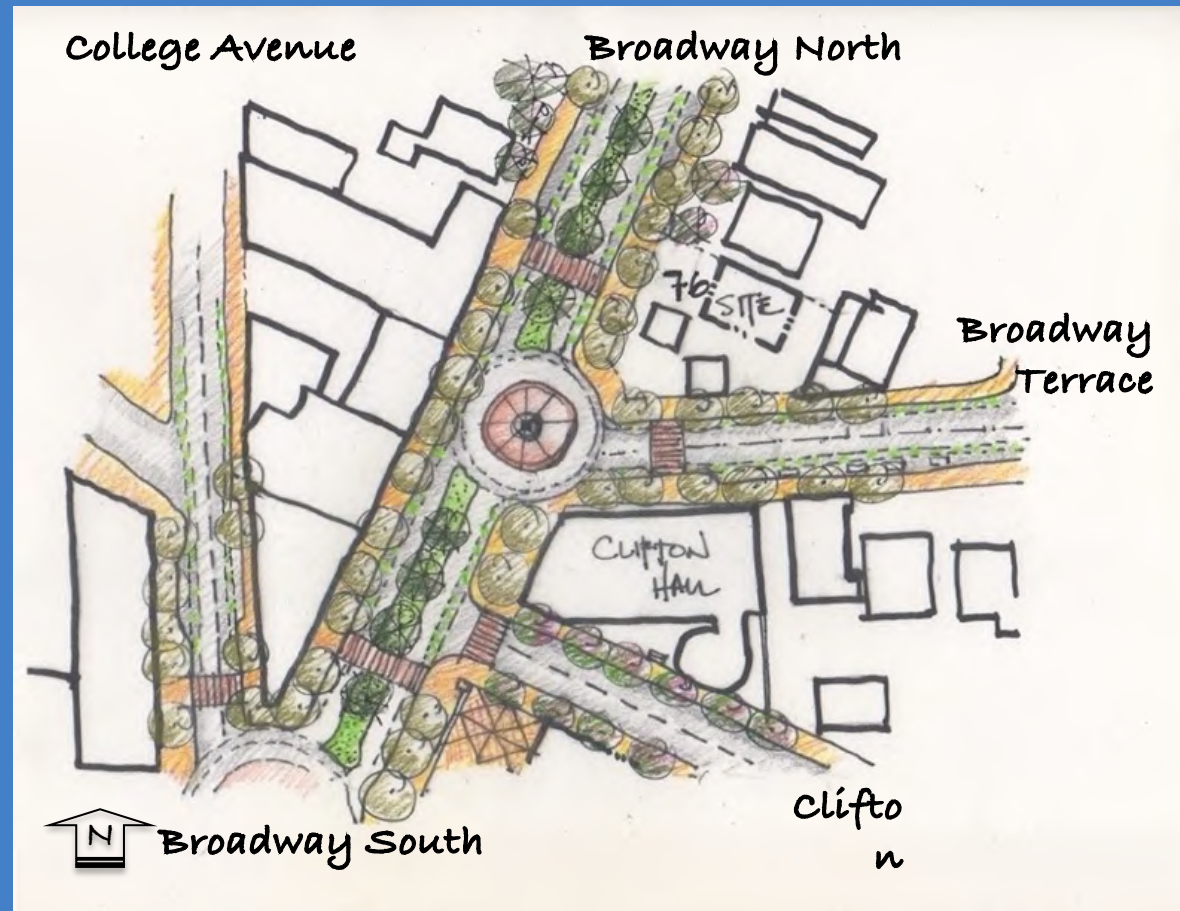
# Broadway Terrace

## Upper Broadway

- Transitions to Two-Lane Residential Boulevards of North Broadway & Broadway Terrace
- Tree Planted Median Provides Safe Crossing Zones along Broadway
- Integration of Upper & Lower Rockridge Areas could extend to Highway 13 at North

### Sketch Study

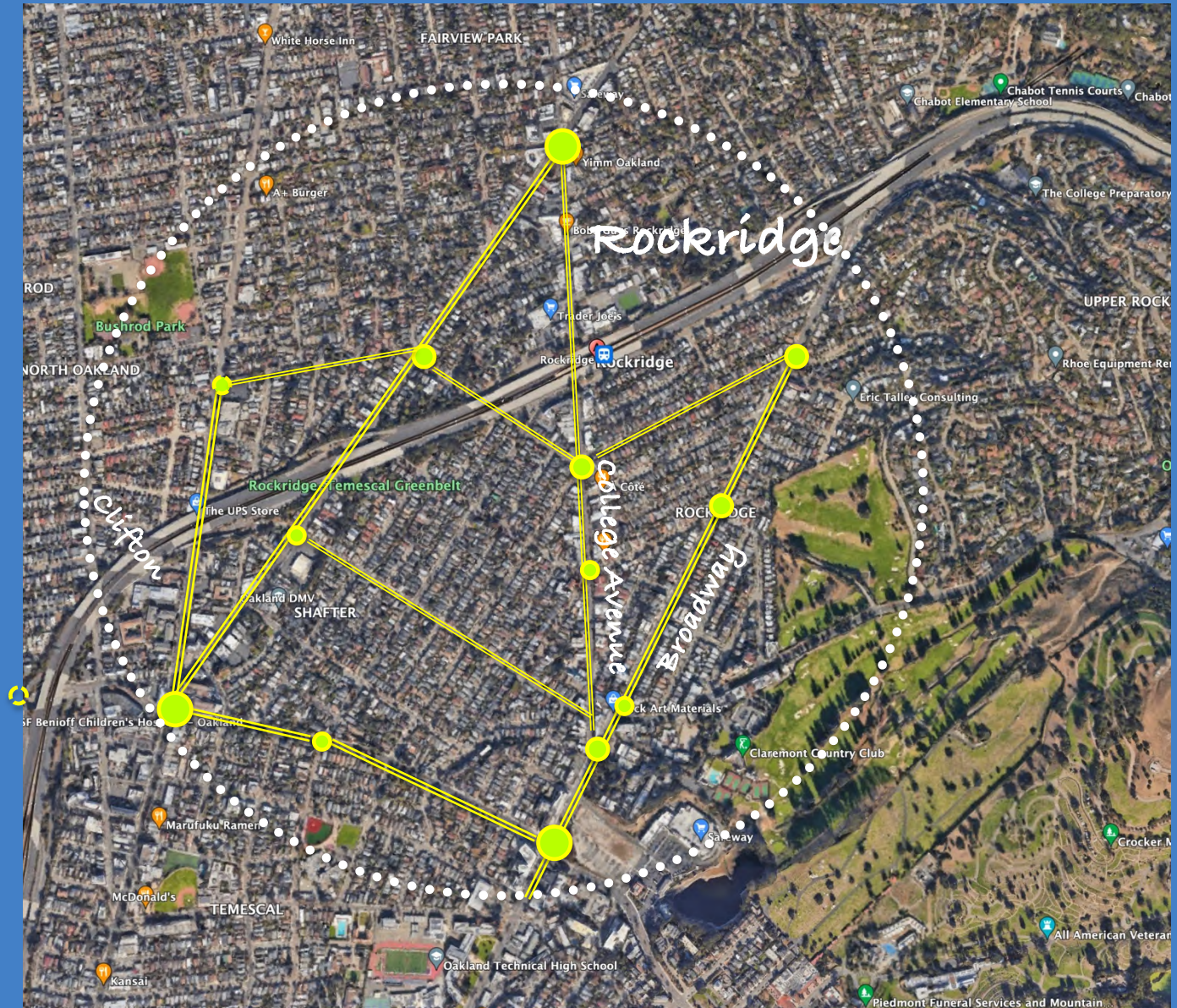
- 90' Diameter
- 1 Lane



# Imagine a New Gateway to Rockridge



# Circulation Framework for Rockridge?



# Upper Broadway Advocates

## **UBA's Recommendations of Historic Resources to be Incorporated into New Design of CCA Campus Re-development**

In an attempt to strike a reasonable balance between local desire to retain the flavor and heritage of California College of Arts and Crafts (now CCA) and CCA's desire to redevelop the parcel into significant, income producing housing development, Upper Broadway Advocates offers the following list of recommended retentions of historically and culturally significant resources currently on the CCA campus. We feel that this represents a reasonable compromise due to the proposed destruction of the site's Arts & Crafts legacy. Clearly, local residents are in favor of developing housing on the site, although the exact amount of density is in question, but at the same time they are adamant that a significant amount of the College's arts contribution be retained.

We are all indebted to Page and Turnbull's extremely thorough Historic Resource Evaluation (HRE) produced in November, 2019. Their summary findings are:

*Page & Turnbull (2019 HRE) finds that all twelve buildings on the CCA Oakland campus are historic resources for the purposes of CEQA. Six buildings on the CCA Oakland campus qualify as individual historic resources for the purposes of CEQA—Macky Hall, Carriage House, Martinez Hall, Founders Hall, Noni Eccles Treadwell Ceramic Arts Center, and Barclay Simpson Sculpture Studio. The campus as a whole, including the twelve extant buildings and associated landscape features, was found to be a California Register-eligible historic district and an Oakland Area of Primary Importance (API), and is, therefore a historical resource for the purposes of CEQA.*

Understanding that not all of the 12 existing buildings may be safe and/or suitable for habitation of any type, we request that significant historic elements from 6 individual historic resources (Macky Hall, Carriage House, Martinez Hall, Founders Hall, Noni Eccles Treadwell Ceramic Arts Center, and Barclay Simpson Sculpture Studio) be either re-used or artfully incorporated into the new design, preferably as outdoor, public art or as architectural features that are easily accessible to the public. Additionally, we request that some community-based arts instruction and/or artist studio space be included in the final design



## **Architectural Elements and Artifacts:**

1. **Macky Hall** – Retain in its entirety; interior renovations to accommodate nonprofit arts programs and affordable community meeting space. Retain the lawn and view corridor.



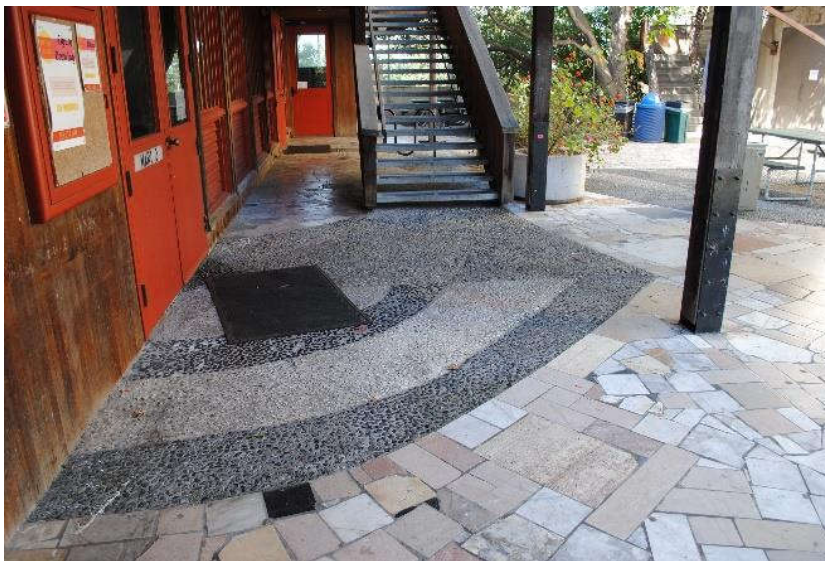
2. **Carriage House** – Retain in its entirety; interior renovations to accommodate nonprofit arts programs and affordable community meeting space.



3. **Martinez Hall Mural**– Retain in its entirety the mural on west façade for use on a new façade of another proposed building.



4. **Founder's Hall** – Carefully retain irregular, polychromatic flagstone and pebble patio (between Martinez Hall and Founders Hall) and repurpose it to another location within the proposed development. Alternatively, artistic masons could be hired to recreate the patio in another location on the site.



5. **Noni Eccles Treadwell Ceramic Arts Center** – Recover all found ceramic pieces behind the Hall and commission a CCA graduate to create a mural, permanent wall art or other installation somewhere outdoors within the new development.



6. **Barclay Simpson Sculpture Studio** – Retain and reuse North façade of the Sculpture Studio (glass block windows and ventilation stack), incorporating into another proposed building.



7. Build into the design of proposed buildings the recurring design element of **glass canopies** such as those found on Founder's Hall.



8. Retain **portions of Founder's Hall** (façade, stairwell, etc.) to reuse in other buildings as historic examples of the Brutalist Concrete Architecture Movement.



9. Entire Broadway Wall, Stairs and Carriage Gate



10. **North façade of Facilities Building.** The first non-residential building on campus, the Facilities Building has a North Façade that should be retained and repurposed as an important example of the early work of architect Frederick Meyer and, notably, built by CCAC students as a woodworking shop in 1922.



**Additional Historically Significant Art and Architecture:**

1. Faun sculpture west of Founder's Hall (c. 1926)



2. Sundial west of Founder's Hall (c. 1920's)



3. **Concrete water fountain** south of Carriage House (date unknown)



4. **Infinite Faith sculpture** east of Irwin Student Center (c. 1959)



5. **Celebration Pole** west of Student Center (c. 1982)

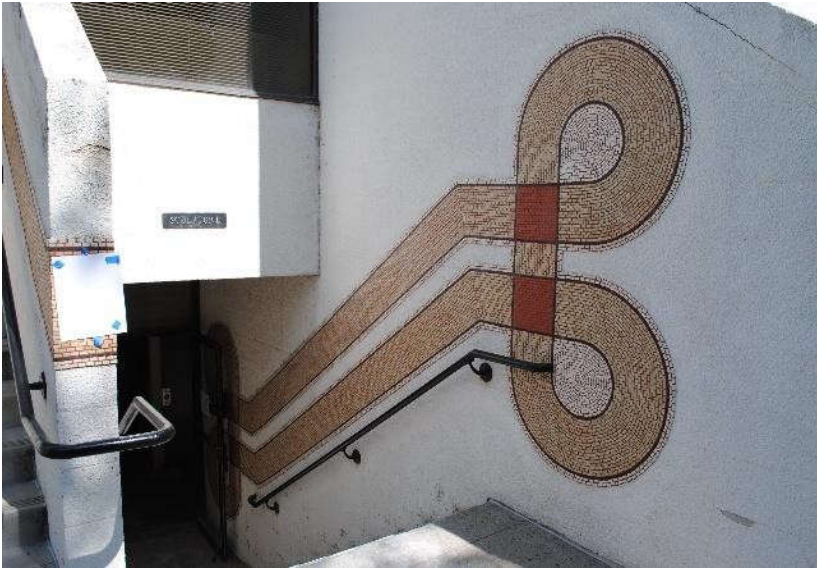


6. **Building B tile water fountain** (Building B: Frederick H Meyer, architect, c. 1926)





7. **Shaklee Building Entrance mosaic, east façade (c. 1979)**



8. **Stairs with Ceramic Pots** South of the Carriage House (c. before 1935)



9. **Bell Tower** south of Irwin Student Center (c. 1920's)



10. Retain **all nonpermanent concrete and sculptural pieces**: benches, pots, abstract figures, etc. (from various eras) and incorporate into new development.



We suggest that, where feasible, CCA alumni, faculty or students be hired to coordinate and execute the repurposing of the historic elements listed above.

### **Community Arts Education and Artist Studio Space**

We envision utilizing Macky Hall as both a community arts program space and artist studio space where the educational arts legacy of CCA can be preserved and perpetuated. Partnership with locally-based community arts nonprofits is vital to fulfill this vision. UBA is ready to reach out through its vast network to identify organizations and artists for this endeavor. Additionally, UBA will work with Emerald to secure funding from the City and or other nonprofits to ensure this space is viable for arts education and the production of art in perpetuity.

## CULTURAL RESOURCES

Many of the CEQA alternatives studied in the DEIR will destroy or partially destroy the CAC API. Very little attempt has been made to honor the cultural influences of the CCA Campus Era history. The developer should be required to integrate into its proposed buildings existing Campus Era building features at a level commensurate with the destruction of the API. See attached **UBA's Recommendations of Historic Resources to be Incorporated into New Design of CCA Campus Re-development**. The proposals to integrate some of the site's original artwork and architectural details is inadequate as they do nothing to reflect and honor the Campus Era API architecturally. . Goes against the developer's own Design Guidelines: "Transformation of the Property should **maintain historic resources**, respect character-defining landscape qualities, and reflect past uses while providing public access and activities in the Rockridge neighborhood along a commercial corridor."

If the developer is going to destroy the API, then they should be made to make attempts to repurpose several existing building facades into the new structures. There is wide and recent precedent for reusing existing facades in multi-unit housing projects in Oakland:

The Broadway (3093 Broadway), The Assembly (260 30<sup>th</sup> Street) and Broadstone AXIS (2820 Broadway) all successfully integrated their original building facades. Instead of destroying the entire Campus Era API, the developer should be required to re-use some facades in their new buildings. This would effectively honor the Design Guidelines Goals: "*Celebrate the legacy of the Estate and Campus eras.*"

## Zoning and Density:

At 113.42 units per net acre, the density levels of this proposed project with 448 units on 3.95 acres *far exceeds* the City's minimum residential density, standards of high-density, and even that of more recent, large developments by more than double, to the *detriment of not meeting other project objectives*:

- While the density of the detached-unit residential zones in Rockridge have approximately 10 units per net acre, that measure for multi-unit buildings nearby on Broadway and Broadway Terrace ranges from 30 to 40, and 50 to 60 for Baxter and Merrill Gardens. Ninety is certainly doable, even if, as planned, the Privately Owned Publicly Accessible Open Space (POPOS) is 37% of the site.
- A density of 90 feet with 356 units would still greatly exceed high density measures, and roughly based on earlier Emerald Fund figures and figures from the Turner Center, could be accomplished with Type V over I (wood over concrete) construction for savings of around \$25 M. No analysis was done by Emerald Fund with Type V over I construction and with saving just one of the CCA-era buildings, perhaps Treadwell. Doing so would retain a usable, arts building for about \$7M and break up the monolithic Building B, and still allow for affordable housing onsite.
- The zoning request to take the RM-3 parcel all the way to CC-2 is excessive, even with the proposal for 448 units, and CC-2 is incompatible with current buildings and new zoning on three sides of the property. RU-3 and RU-4 could even possibly suffice since most of the site is residential, as could CN-1 to match the CCA parcel bordering Broadway. The sides closest to the property are zoned RM-4, RD (institutional), and CN-1, with RU-2 and RU-4 also in the immediate vicinity. The zoning needs to be appropriate for dense housing, but it doesn't mean it has to be so dense as to not fit in, destroy every CCA-era building, create safety issues (emergency access & traffic re-routing), and destroy any sense of transition between a traditional residential neighborhood and a larger commercial environment.
- Opening the door to enable more than CN-1 would destroy having that transitional space between zones, assuming transitional space is still part of the General Plan. With the site topography rising 20 to 30 feet, buildings which are 95 feet in height will appear as if 115 to 125 feet in height, more than double compared to surrounding buildings and almost double that of the revised zoning on three sides. And with the massing proposed, these buildings would be more like four times the size of any residential building in the vicinity. Let the massing be built on the one site next door that is already zoned CC-2.

# CRITIQUE OF VISUAL SIMULATIONS AND CONCLUSIONS-CCA DEIR

1 February 2024 Michael Reardon

**There are shortcomings and omissions in all twelve of the DEIR photo simulations** which affect the conclusion in the DEIR that there are no significant visual impacts.

**Following are the primary problems with the simulations.**

1. **Distant Views.** With the exception of Views A, B, and C, all of the views are from between 1/4 of a mile to over a mile away. Not more proximate views is misleading. A tenet of perspective is that objects get smaller with distance. Views D, E, F, G, H, I, and J give the impression that the project is much smaller than closer views would show.
2. **Station Point Selection.** Many of the simulations have trees and buildings that screen the view of the project. These can be all more successful in showing the project by moving the station point 50-100 feet to avoid blocking views of the project. Because of this there is an impression that the project has little visual impact. This will be illustrated below.
3. **Private Views.** Views G and H are from private property. According to the the DEIR (p. 547) "CEQA does not consider impacts to private views". The views from the Country Club Golf Course and St. Mary's Cemetery are not public views and shouldn't be included.
4. **Missing Obvious Views.** There are no views from publicly significant viewpoints, such as the intersection of Broadway and Pleasant Valley, Broadway and College, near the intersection of Broadway and Broadway Terrace, and Broadway Terrace. Because these highly visible and public viewpoints are not included some obvious views of the project are not evaluated. Not including these is misleading.

**Following are evaluations of each simulation and suggested superior viewpoints.**



**A-View from Coronado Avenue, p. 540.** This viewpoint is far down Coronado Avenue. Buildings and trees obscure visibility of the project. .



**This is a superior view from Coronado Avenue** that should be simulated. Showing the project from Coronado closer to Broadway eliminates the obfuscation of trees and buildings.



***B-View from Pleasant Valley Avenue, p. 541***

The view of the hillside and project is almost completely blocked by the Chase Bank Building. It is also likely that more of Building B would be visible and probably higher.



**This is a superior viewpoint from Gilbert and Pleasant Valley just west of the view above. There is a clear view of the project.**



***C-View from Napa Street and Thomas Avenue, p. 542***

This viewpoint is 1000 feet from the project. The hill and trees obscure much of the project.



**A superior viewpoint is south down Thomas from the DEIR viewpoint. The view of the project is less obscured.**



***D-View from Broadway near Oakland Tech High School, p.543***

This viewpoint is over **1/4 mile** away from the project, on the far east of Broadway, ensuring that the project isn't visible.



**This is a superior viewpoint further north from the DEIR viewpoint at Broadway and Pleasant Valley, a very busy intersection. The project is clearly visible.**



***E-View from College Avenue and Kales Avenue, p. 544***

This view is also **1/4 mile** from the project, ensuring it appears small in the distance and obscured by buildings and trees. The view is also facing oncoming traffic, where no one would stand. This viewpoint also ensures more trees are obscuring the project.



**This is a superior viewpoint from College Avenue closer to Broadway and the project.**



**F-View from Emerson Elementary School, p. 545** This is a very questionable viewpoint. Not only is it almost **1/2 mile away**, but it is from a semi-public location. There are far superior views, see below.



**G-View from Claremont Country Club Golf Course, p.546** A viewpoint from a private golf course isn't allowed in an EIR: p. 547 **"CEQA does not consider impacts to private views."**



**H-View from St. Mary Cemetery, p. 547** Similar to the golf course, a view from private property isn't allowed. The viewpoint is 2800 feet away and obscured by tombstones and trees.



**I-View from Broadway near Highway 24 p. 548** This view is 8/10 of a mile from the project, ensuring that it appears small in the overall view. This may be a useful viewpoint, but there are far superior options closer to the project.





***J-View from Interstate 580/Highway 24,p. 549***

This viewpoint is over a mile away from the project. Of course it appears small and insignificant.

**Following are viewpoints that were not simulated but offer complementary if not superior views** of the project. CEQA calls for “representative viewpoints” from public vantage points, which is why the golf course and cemetery should not be included.

It is noteworthy that the major intersections of Broadway/Pleasant Valley and Broadway/College were ignored. Broadway Terrace was also excluded, even though it is a major thoroughfare. Broadway was ignored except for some distant views, although it is the address of the project. Following are some of the views of the excluded vantage points.



**Intersection of Broadway and Pleasant Valley,** a major intersection not included.



**This is a simulation** from a similar station point showing the project at an earlier stage. The massing is similar. to the current project. This demonstrates that there should be a DEIR simulation from this vicinity. There are significant visual impacts.



**Intersection of Broadway and College**, another major intersection not included.



**This is a simulation** from a similar station point showing the project at an earlier stage. The massing is similar to the current project. This demonstrates that there should be a DEIR simulation from this vicinity. There are significant visual impacts.

**Broadway looking south.** The only DEIR viewpoint on the northern part of Broadway near Highway 24 is almost a mile away. Another major thoroughfare mostly not included.



**This is a simulation** from a similar station point showing the project at an earlier stage. The massing is similar to the current project. This demonstrates that there should be a DEIR simulation from this vicinity. There are significant visual impacts.



**This is a simulation west of the project** along Broadway. This demonstrates the value of simulations that are closer to the project than most of those in the DEIR. More of these should be included to truly evaluate the scale of the project and its visual impacts.



**Another possible viewpoint from Pleasant Valley.** No banks in the foreground and a clear view of the project.



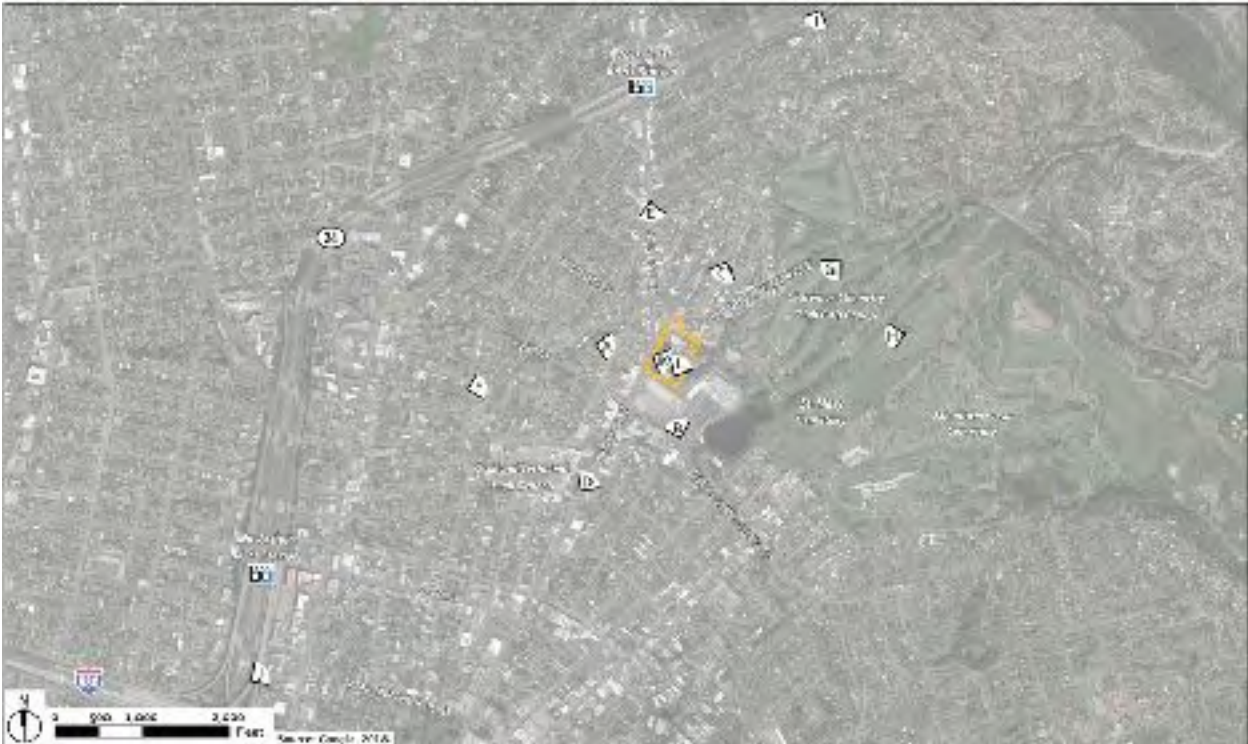
**Another possible viewpoint from Broadway Terrace,** much more highly trafficked than the intersection of Thomas and Napa Streets.

**This analysis shows that many significant viewpoints were not included. Coupled with the poor selection of station points the DEIR visual analysis is severely lacking.** It shows that the station points weren't adequately considered to show the true visual impact of the project.

***This calls into question the DEIR conclusion that there aren't any significant visual impacts from the project and that no mitigation measures need be taken.***

**Only with a comprehensive visual analysis will the EIR be complete and credible.**

**Key to Views**



## Trees and Open Space:

The DEIR needs more clarity with regard to trees and open space. The DEIR does not adequately address the Oakland Conservation Policy. The historic Eucalyptus Row is part of the APL but is being destroyed. There is no city precedent for this. Privately owned but publicly accessible Open space (POPOS) on the current Oakland Campus is 87,779 square feet. The project proposes to reduce the POPOS by 30,346 square feet or 34.57%. In a neighborhood that already lacks sufficient parkland for its residents and visitors, this proposal is an affront to the fabric of our community.

### Potential Mitigations:

- The number of trees to be removed has been stated as both 75 and 97. Applicants should clarify. The number of existent trees at the pre application should be retained or replaced, including those who have died in the interim
- The draft DEIR states that "in the event that replacement trees are required but cannot be planted due to site constraints, an in-lieu fee ... may be substituted for required replacement plantings, with all such revenues applies toward tree planting in city parks, streets and medians." We object to this provision. Surely there is plenty of space for all 97 trees to be replaced on site or with 10 feet.
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- Further study of the applicable Conservation regulations:

*Policy CO-7.3: Forested Character. Make every effort to maintain the wooded or forested character of tree-covered lots when development occurs on such lots.*

*Policy CO-7.4: Tree Removal. Discourage the removal of large trees on already developed sites unless removal is required for biological, public safety, or public works reasons.*

*Policy CO-7.5: Non-Native Plant Removal. Do not remove non-native plants within park and open space areas solely because they are non-natives. Plant removal should be related to other valid management policies, including fire prevention*

- Further study of the API impact of the destruction of Eucalyptus Row. Page and Turnbull's extensive report
- Carving out more open space such that the overall reduction does not exceed 20%, resulting in approximately 70,00 square feet.
- The DEIR states that the City's goal is 10 acres of parkland per 1,000 residents. In North Oakland the existing park area, including public schoolyards and athletic fields, is 1.18 acres per 1000 residents, well below the City's target. The private amenities building should be replaced by open space and trees.
- The replacement trees do not meet City standards for replacement trees. For example, OMC Section 12.36.060, Subsection B.3 states that:

*"Replacement plantings shall be required in order to prevent excessive loss of shade, erosion control, groundwater replenishment, visual screening and wildlife habitat in accordance with the following criteria: 3. Replacement trees shall be of twenty-four (24) inch box size, except that three fifteen (15) gallon size trees may be substituted for each twenty-four (24) inch box size tree where appropriate."*

- We recommend that at the very least, large box (minimum 24" box, but 5'x 5' to replace the larger trees) be written into the Conditions of Approval (COAs).