

Chapter 2

Project Description

Introduction

David S. Taylor Interests, Inc., proposes a mixed-use development consisting of residential units, and office space, with ground-floor retail space and structured parking on a site consisting of the western two-thirds of the block bordered by 3rd Street, Franklin Street, 2nd Street, and Broadway in the Jack London Square District of Oakland, California.

Project Location

As shown in Figure 2-1, “Regional Location,” the proposed project site is located in the EPP area of downtown Oakland, California. More specifically, as shown in Figure 2-2, “3rd and Broadway Project Vicinity,” the site consists of the western two-thirds of the block bounded by 3rd Street, Franklin Street, 2nd Street, and Broadway. The project site is approximately 35,000 square feet (sf), or 0.80 acre.

The project site consists of five parcels located at 200 Broadway, 210 Broadway, 228 Broadway, 419 3rd Street and 447 3rd Street, identified by Assessor’s Parcel Numbers (APN) 001-0141-002-01, 001-0141-003, 001-0141-005-01, 001-0141-006, and 001-0141-011 (see Figure 2-3, “Site Plan”). The project applicant has not acquired one of these parcels, located at 200 Broadway, at the time of preparation of this EIR.

The project site is presently occupied by corner buildings containing restaurants, fronting Broadway. Three-quarters of the project site is a publicly-available surface parking lot that accommodates up to 73 vehicles. The project site is bordered by commercial development and the Produce Market District (produce district). Produce market buildings occupy the rest of the block adjacent to the project site and the area across 2nd and 3rd Streets (see Figure 3B-1, “Historic Districts in the Project Area”).

Proposed Project

Project Objectives

The project applicant's primary objective is to construct a high-density, transit-oriented, urban infill, mixed-use residential and commercial development in the EPP district of downtown Oakland. The secondary objectives of the project are to:

- expand residential opportunities and enhance the attractiveness of the lower Broadway area as a desirable place to live;
- provide for a broad mixture of activities within the Estuary area;
- reinforce retail, dining and entertainment uses along the waterfront, and extend these uses along Broadway to create a regional entertainment destination;
- develop the Estuary area in a way that enhances the City's long-term economic development;
- create greater land use continuity and more consistent scale and form along the Broadway corridor above and below Interstate 880;
- encourage the use of upper building levels throughout the entire day and evening to stimulate the surrounding commercial area; recognize, acknowledge, and preserve the historical importance of the produce district and encourage activities that create a viable urban mixed-use district surrounding this area; and
- create for sale residential opportunities in the lower Broadway area in a manner consistent with the General Plan's goals and objectives, including the creation of a 24-hour community.

Project Characteristics

The proposed project consists of approximately 245,000 sf of new development that includes 109 market-rate for-sale housing units, ground-floor retail, and four levels of office space. A parking structure containing 290 parking spaces is also proposed as part of the project, within the proposed building, for a total of 355,000 sf of new development on the project site. Table 2-1 details the proposed project.

Table 2-1. Proposed Project Development

Type of Use	Area (gsf)	Parking (spaces)
Residential	137,000	140
Retail	8,000	0
Office	100,000	150
Subtotal	245,000	
Parking (gsf)	110,000	
Total	355,000	290

Source: David Taylor, Interests, Inc., 2001

The area of the project site is approximately 35,000 sf, including the parcel at 200 Broadway (see Figure 2-3, “Site Plan”). The project includes demolition of two existing buildings located at 200 and 228 Broadway.

The design of the proposed project includes a 186-foot-tall (about 14-story) tower at the Broadway/3rd Street corner and along Broadway, with a 155-foot-tall (about 12-story) building mass along Broadway and portions of 2nd Street and 3rd Street, and with two 80-foot-tall (5-story) lower building volumes located at the sidewalk edge along Broadway, 2nd Street, and portions of the 3rd Street frontage, and adjacent to the existing two- and three-story buildings on the rest of the project block (see Figure 2-4, “Section”). Figures 2-5 through 2-8 present conceptual elevations of the proposed building as seen from 3rd Street, Broadway, 2nd Street and Franklin Street, respectively.

The ground floor of the building would contain 8,000 sf of retail uses with wide storefront bays and canopies/awnings over the sidewalk that reflect the historic architectural elements of the adjacent produce district. The storefront elements at the pedestrian level would be articulated and would include character-defining historic references from nearby buildings. The next four floors, Levels 2 through 5, will contain office space along Broadway with parking on the eastern portions of these floors. The façade of these portions of the building reflects the industrial character of the area by using brick and glass that recalls the large multiple-sash industrial windows that are typical of this area. The top nine floors, Levels 6 through 14, of the residential portion of the building would have a streamlined appearance. The design intent for the upper portion of the building is simplicity and elegance, related proportionally to the lower portions of the building.

Vehicle access to the parking structure would be from both 2nd and 3rd Streets, with loading access occurring from 2nd Street.

Project Construction and Schedule

The project sponsor expects environmental review, project review, and design to be completed in mid 2002. If the project is approved and building or site permits issued, project construction would be anticipated to commence in 2002 and last

between 20 to 24 months. Construction activities associated with the project would include grading and earthmoving, hauling materials, and building structures, which might necessitate the use of pile driving. Initial occupancy would occur in mid-2004.

Required Entitlements, Permits, and Approvals

This EIR is prepared as a requirement of the process for acquisition of all necessary City entitlements, permits, and agreements for this proposed project, including without limitation:

- Conditional Use Permit under Section 17.56.090 to locate off-street parking, loading, and driveways within 75 feet of the front lot line;
- Design Review;
- Subdivision and other Map Approvals, as needed;
- Demolition Permit; and
- Tree Preservation and Removal Permit.

Alternatives to the Proposed Project

In addition to analysis of the proposed residential/office mixed-use project, this EIR includes consideration of the No-Project Alternative, a Primarily Residential Mixed-Use Alternative, a Primarily Office Mixed-Use Alternative, and a Lower Height and Mass Alternative. The Primarily Residential Mixed-Use and Primarily Office Mixed-Use alternatives are briefly described below and discussed in detail in Chapter 5, “Alternatives.”

Under the Primarily Residential Mixed-Use Alternative, the project would include a total of 120 market-rate for-sale-housing units, 10,645 sf of street-level retail and structured parking for 229 cars in a building that would be 175 feet tall. The project site and building footprint for the Primarily Residential Mixed-Use Alternative is slightly smaller than for the proposed project because the parcel at 200 Broadway is not included in the project site for this alternative.

Under the Primarily Office Mixed-Use Alternative, the project would include a total of 210,750 sf of office use and 8,000 sf of street-level retail space and structured parking for 315 cars in a building that would be 209 feet tall. The project site for the Primarily Office Mixed-Use Alternative is slightly smaller than for the proposed project because the parcel at 200 Broadway is not included in the project site for this alternative.

Under the Lower Height and Mass Alternative the project would include a total of 155,980 gsf with 30 residential units (30,000 gsf), 8,000 gsf of ground-floor retail, 80,000 gsf of office space, and 106 on-site parking spaces. The project site for the Lower Height and Mass Alternative is smaller than the proposed project

because the parcel at 200 Broadway is not included in the project site for this alternative.

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