

Development Activities Meeting Report (Version: 06/24/2020)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: 3400 Fifth Ave/ Parking Lot	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident):
Parcel Number(s): 28-F-63; 28-F-67; 28-F-68; 28-F-69	Oakland Planning & Development Corporation (OPDC)
Application Number: BDA-2025-11995	Oakland Business Improvement District (OBID)
Meeting Location: Zoom (Virtual)	Hill District Collaborative
Date: March 9, 2026	Area residents and stakeholders
Meeting Start Time: 5:30 PM	City Planning Staff
Applicant: Luciano Sciulli	Approx. Number of Attendees: 18
Boards and/or Commissions Request(s): Zoning Board of Adjustment (ZBA)	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

The applicant introduced himself, Luciana Sciulli, owner of Sciulli's Pizza. What are planning a mixed-use parking lot along Halket St located at the rear of Sciulli's building on Fifth Ave. By mixed-use, I mean validated parking for Sciulli's Pizza and La Prima Espresso Company, which is one of our tenants, as well as paid parking for other businesses in the Innovation Tower and nearby areas. Everyone needs parking in this part of Oakland.

The lot is 65 by 60 feet, with cars entering and exiting from Euler Way rather than Halket Street, so there would be minimal traffic impact. It would look almost identical to the parking lot next door at Children's Hospital, with a simple entrance gate and exit gate. The design includes the amount of green space required by the city, and although the lot is small, it would serve an area where parking is extremely limited. This project would be a big benefit to the business district by providing a dedicated place for customers to park without worrying about tickets or walking multiple blocks.

Parking has been a challenge in Oakland. In May 2025, I purchased the lot from Walner Capital. In 2021, the city granted an exemption allowing Walner Capital, PJ Dick, and the University of Pittsburgh to use the lot for construction parking during the building of the Innovation Tower. For the past five years, it has essentially functioned as a parking lot with a double-wide trailer and vehicles. Our plan uses the same basic concept but makes the site cleaner and more attractive, adding trees, bushes, landscaping, hard surface paving, lights, and improved safety. That section of Halket currently has no streetlights, so lighting would help the entire area. This would be especially important for small businesses like mine, which don't benefit from the foot traffic near the universities and hospitals. We're more secluded on this end of Oakland, and if someone can't find a spot on the 3400 block of Forbes, they're unlikely to stop. Having a small 14-15 space parking lot would make a meaningful difference. It's not large, but it would benefit both small and large businesses, as well as future development.

I'm also willing to let the community use the lot on weekends for farmers markets or community events. We've been at the corner of Fifth and Halket for 46 years, with no intention of leaving. We're one of the longest-running businesses in Oakland, and adding parking would help ensure we're still here for another 50 years. This project would support

Sciulli's Pizza, La Prima Espresso, and other businesses by giving customers, patrons, doctors, professors, and students a convenient place to park. All entrances and exits would be through the alleyway, not across sidewalks.

The blueprint shows green space at the corner of Euler Way and Halket, with trees to be discussed with the city. There are two dedicated spaces along Euler Way for DoorDash, GrubHub, and other delivery drivers. An ADA parking space is located directly next to the sidewalk for easy access. Pedestrian entrances and exits would be on the sidewalk, placed between the parking spaces. The eight-foot-wide parking spaces accommodate pickup trucks and SUVs but not large box trucks. It's meant for compact and mid-sized vehicles.

This parking lot would greatly strengthen the business district on Halket and Forbes by offering a reliable place for people to pull in, patronize businesses, and support future growth. It wouldn't change anything that hasn't already been occurring on the site for six years—it would simply improve and formalize it. We are also widening the sidewalks back to five feet, replacing the current narrow three-foot section. Right now, telephone poles block the walkway and prevent wheelchair access. Restoring full ADA-width sidewalks will make the area more accessible and safer. Overall, this is a simple, small parking lot that would benefit the community, local businesses, and the entire district.

Note: Representation from the Hill District Collaborative was present at the DAM, as this project is positioned within the RCO geographic boundary of the HDC.

Input and Responses

Topic / Issue	Recap
Zoning - variances	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> Clarifying questions about the zoning requirements, which variances are needed, and how the zoning relates to the goals of the Oakland (Neighborhood) Plan <p><u>Who raised it:</u> OPDC representative</p> <p><u>City Planning Staff Response:</u> City planning staff explained the two variances required: 1.) Variance for use (commercial parking not permitted in U-CE) and 2.) Variance for mixed-use development standards (surface parking prohibited). These zoning standards stem from the Oakland Plan's goals to limit surface parking, aimed at reducing vehicle congestion and urban heat island effect, improving land use efficiency, and discourage long-standing practices of demolishing buildings only to use the land as parking for years</p>
Zoning - site feasibility	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> While the zoning is aspirational, unique site-specific factors make conformance with the zoning challenging The lot is small, not in a prominent position (situated to the side/rear of Fifth and Forbes), and is already functioning as a de facto parking area No feasible alternative development type due to size and configuration Questions as to whether the zoning fully accounts for the needs of long-established small businesses <p><u>Who raised it:</u> OPDC; OBID</p> <p><u>Applicant Response:</u> Acknowledged and agreed</p>

<p>Commercial (primary) vs. Accessory use</p>	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> • Questions about whether the project could avoid the variance for commercial parking if it were structured strictly as accessory parking. <p><u>Who raised it:</u> OPDC, OBID</p> <p><u>City Planning Staff Response:</u> For cases with multiple variance request, the ZBA may grant a selection and deny others. The ZBA prefers applicants select one clear path rather than negotiate between options at the hearing.</p>
<p>Parking operations and access control</p>	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> • The applicant emphasized the need for controlled access to prevent misuse and unrestricted parking by unrelated parties, which has been an ongoing problem in the district. <p><u>Who raised it:</u> Applicant</p> <p><u>City Planning Staff Response:</u> Plan to consult the zoning staff on whether controlled access (such as gates or validation systems) could be permitted without triggering commercial-use classification.</p> <p><u>Follow-up:</u> Zoning staff confirm that accessory parking lots may have access control (i.e. gate), and this does not designate them as a commercial use.</p>
<p>Landscaping & streetscape</p>	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> • Requests for green buffers, visual screening, and improved pedestrian experience. • Idea of capturing stormwater on-site to reduce impermeable impact. <p><u>Who raised it:</u> General audience</p> <p><u>Applicant Response:</u> Applicant expressed willingness to add trees, shrubs, and consider potential stormwater features.</p>

Recording: [video1480556873.mp4](#)

Planner completing report: Christian Umbach, Senior Planner