

## DISCUSSION DRAFT (10/2/14)

### East Bay Leadership Council Land Use Task Force Northern Waterfront Initiative: Land Use Goals and Strategies

**Comment [ELS1]:**

General comment requesting specific steps for cities to work together to promote goals.

**1. Recognize value of industrial uses to regional economy:**

- a. Document current employment, taxes and economic stimulation
- b. Publicize benefits to increase public awareness

**2. Identify potential for industrial development:**

- a. Catalog types of industrial uses that realistically can be attracted
- b. Survey businesses and brokers to identify key needs and concerns
- c. Forecast realistic demand for land (by location/size/features)
- d. Sponsor annual progress meeting of agencies and brokers

**3. Protect existing supply of industrial land and industrial uses:**

- a. Discourage conversion to other designations/uses
- b. Discourage incompatible uses nearby
- c. Consider "right to operate" notice requirements for new residents

**4. Inventory vacant and underutilized sites with industrial potential:**

- a. Create regional database available to agencies and brokers
- b. Encourage cooperation and referrals among jurisdictions

**5. Promote consistent land use designations and treatment among jurisdictions:**

- a. Update "industrial" land use general plan and zoning descriptions
- b. Recommend performance standards as criteria for allowing uses
- c. Simplify and improve certainty in permitting processes

**Comment [ELS2]:**

1. Recognize each city has different land and zoning constraints, "one size fits all" may not be feasible?
2. Who pays for work to implement changes?
3. Consider whether this will be seen as asking cities to give up some land use control?

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## Northern Waterfront Industrial Land Use Issues

### 1. **Protect Existing Supply of Industrial Land**

- a. Identify and protect prime industrial lands (based on parcel size, adjacent land uses, access, infrastructure, and location)
- b. Adopt policies to protect supply of industrial land that include mitigating the conversion of industrial land to non-industrial use and making a finding that there is a sufficient supply of industrial zoned land to meet the current and future industrial growth needs and land for local employment that will ensure a jobs/housing balance.

### 2. **Ensure an Adequate Supply of Industrial Land to Support Employment Growth**

- a. Inventory industrial land (by zoning classification) to identify the amount of vacant, underutilized, and buildable land available for future development with a Focus on the availability of buildable land
- b. Prepare and maintain a 10-year forecast of the demand for industrial zoned land and industrial employment growth
- c. Identify and create priority industrial development areas for Advanced Manufacturing

**Comment [ELS3]:** Consider including some commercial land as well, as certain "industrial" uses may also be appropriate for some commercial districts (e.g., in Pittsburg, biotech or advanced manufacturing operations could be appropriate in the CS, CO, or CW districts).

### 3. **Adopt General Plan Policies to Support Employment Generating Land Uses**

- a. Strengthen Northern Waterfront as a major regional job center which support economic growth and job creation
- b. Add General Plan goals and policies to the required Land Use Element and include an optional Economic/Fiscal Development Element that the Northern Waterfront is a preferred location for targeted manufacturing jobs and home to a diverse mix of businesses and industries that attracts investment, increases the tax base, generates public revenues, creates employment, and maintains a balance of jobs and housing.
- c. General Plan policies should support targeted industry clusters including related and supporting uses.

**Comment [ELS4]:** Supporting these uses in other areas beyond the Northern Waterfront would also have a positive impact.

### 4. **Review and update industrial zoning and permitting processes**

- a. Current industrial zoning does not account for modern low-impact, high-performance mixed use industrial development, consider development of a model industrial zoning ordinance that could be used and adopted by all jurisdictions.
- b. Coordinate industrial land use regulations among local jurisdictions within the Northern Waterfront

**Comment [ELS5]:** Commenter questions feasibility of adopting uniform regulations. The model ordinance approach in 4.a. is a more appropriate goal. By including land use classifications and applicable performance standards in a model ordinance, the likelihood of establishing commonalities among various jurisdictions seems stronger. This would facilitate easier comparison and cross-analysis by interested parties while working within the existing framework of each jurisdiction's zoning ordinance.

### 5. **Adopt Performance Based Industrial Zoning Model**

- a. Adopt performance based zoning to eliminate the need for administrative review or land use permits in most industrial districts
- b. Use performance standards to mitigate potential adverse impacts such as sound, smoke, odor, fumes, dust, glare, emissions, vibration, noise, truck traffic, and hours of operation.
- c. Develop a mitigated negative declaration process and standardized conditions that could be adopted to streamline the permitting process.

**Comment [ELS6]:** Reconsider if this wording captures what we can/should realistically recommend. Perhaps modify to state that performance based standards will assist in determining if the use requires public review (land use permits). This would eliminate a lengthy process for projects that won't have impacts but will allow for public input and environmental review when appropriate.

**Comment [ELS7]:** Provide more explanation regarding recommended treatment of CEQA.