

11/14/14 MARKED CHANGES TO 11/12/14 DRAFT

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

Objective: Promote land uses along the northern waterfront and nearby areas of Contra Costa County that provide high-quality employment opportunities and maximize economic benefits to the region, and champion this area as a desirable place to live and work.

1. **Recognize value of industrial uses to regional economy:**
 - a. Document current employment, taxes and economic stimulation
 - b. Publicize benefits to increase public awareness (including a database website)
 - c. ~~Redefine terms~~ Revise terminology to reduce stigma of "industrial" ~~uses~~ label (e.g., "manufacturing" "production")

2. **Identify potential for new industrial development to ensure land supply:**
 - a. Catalog types of industrial uses that realistically can be attracted
 - b. Survey businesses and brokers to identify key needs and concerns
 - c. Investigate opportunities to attract new businesses and growth sectors
 - ~~ed.~~ Forecast realistic demand for land (by location/size/features)
 - ~~de.~~ Sponsor quarterly progress meetings ~~for agencies and by~~ brokers and city/county staff

3. **Protect existing supply of industrial land and industrial uses:**
 - a. Discourage conversion to other designations/uses ~~by owners and agencies~~
 - b. Encourage agencies jurisdictions to prevent incompatible uses nearby
 - c. Consider adopting "right to operate" notice requirements for new residents
 - d. Prepare for ~~climate change and~~ sea level rise into ~~protecting~~ industrial sites, ~~rail lines, etc~~ and key infrastructure

4. **Inventory and market vacant or underutilized sites with industrial potential:**
 - a. Create regional database available to agencies and brokers
 - b. Encourage cooperation and referrals among jurisdictions
 - c. Sponsor field trips for brokers, developers, businesses, ~~agency staff which would highlight both economic development sites and environmental settings~~ and city/county staff to view local assets (potential sites, existing operations, infrastructure, amenities)

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5. **Promote consistent ~~land use designations and treatment among jurisdictions~~ and more transparent regulation of proposed uses:**
 - a. ~~Update "industrial"~~ Modernize general plan and zoning descriptions and use classifications
 - b. Recommend performance standards that recognize low-impact uses, for use as approval criteria for allowing uses
 - c. Simplify, shorten and improve certainty in permitting processes
 - d. Develop model regulations for consideration by the cities and county
 - ~~d. Consider scoring system that allows simplified permitting for low-impact uses~~
 - e. Publicize successful permitting of new businesses to attract attention, demonstrate progress, and encourage city/county efforts

6. **Showcase the Northern Waterfront for its ~~R~~regional ~~S~~setting and ~~A~~attributes**
 - a. ~~Enhance and preserve existing~~ Emphasize available multimodal access; ~~(water, rail, road, air, and mass transit), as well as and~~ proximity to major port facilities
 - b. ~~Showcase nearby shoreline parks and wetlands, trails and other quality of life amenities such as excellent schools~~ Promote quality of life amenities (e.g., recreation, open space, schools, health care) which can be used to attract ~~industry~~ businesses and retain skilled ~~workers and manager~~ employees
 - c. ~~Locate new manufacturing in proximity to large amounts of housing in East County and at the largest development currently proposed in the Bay Area, the Reuse Plan of the Concord Naval Weapons Station~~
 - d. ~~Identify and accurately describe the area labor force. Take advantage of an~~ Recognize the area's educated, skilled workforce and its unique educational/training facilities and programs
 - e. ~~Strengthen ties to and take advantage of major nearby research institutions such as U.C. Berkeley~~

7. **~~Recognize that Industrial and Manufacturing Uses also include potentially significant impacts~~**
 - a. ~~Consider impacts on adjoining local populations such as noise, pollutants and other health issues.~~