

A REPORT FORWARDING RECOMMENDATIONS ON INDUSTRIAL LAND USE POLICY AND PROPOSED CRITERIA FOR THE CONVERSION OF INDUSTRIAL LAND TO NON-INDUSTRIAL USES**SUMMARY**

On June 1, 2005 staff presented to the Planning Commission an information report on industrial land use. The same report was presented to the Community & Economic Development Committee of City Council on June 14, 2005. Staff has prepared this current report, forwarding specific options and recommendations for Oakland's industrial land, including proposed Criteria for General Plan Amendments involving the conversion of industrial land to allow residential activities. The analysis was focused on land within current industrial general plan designations, and delineated as seventeen different sub-areas. (See Attachment A). Staff requests that the Planning Commission discuss the information and recommendations contained in this report, including the proposed Criteria for the Consideration of General Plan Amendments from Industrial to Non-Industrial Uses; provide staff direction about follow up actions or policy direction. Staff presented this report to the City Council on November 8, 2005 Community & Economic Development Committee meeting and will forward the Committee's comments to the Commission on November 16th. Staff will ask the CED Committee to place this item on the December 6, 2005 City Council agenda. Following that meeting, staff will return to the Planning Commission with final proposed Criteria and other information as requested by the City Council.

This report provides the following industrial land strategies for consideration by the Planning Commission:

- A "Baseline" scenario (Exhibit D-1), taken directly from the 1998 General Plan, with all seventeen sub-districts remaining industrial. The "Baseline" alternative assumes continuance of the current General Plan designations and maps, with adoption of the four new industrial zoning districts, prepared and presented to the Zoning Update Committee over the past two years (2002-2004), after final review by the Planning Commission.
- Two Industrial Land Use Alternatives, Alternative #1 and Alternative #2 (Exhibits D-2 and D-3), are presented to the City Council for discussion purposes. Based on Council discussion and recommendations, the City could continue to allow, as dictated by current regulation, applicant-initiated requests for an individual General Plan Amendment for a specific site.
- In all cases, Criteria for General Plan Amendments from Industrial to Non-Industrial designations should be reviewed and adopted as a Guidance Document, to assist the Planning Commission and City Council in the consideration of all individual applications for General Plan Amendments that will reduce the supply of industrial land in the City.

RESEARCH METHODOLOGY

Staff's analysis and recommendations involved the creation of seventeen distinct industrial sub-areas based on existing characteristics and contribution to the City in commercial/industrial employment (Attachment B1 & B2 and individual Sub-area sheets in Attachment F). The Baseline analysis and the Two Industrial Land Use Alternatives in this report have been formulated based on research conducted by staff, using data from the Alameda County Assessors Office and the State of California Employment Development Department (EDD). This information was enhanced by interviews with local commercial/industrial businesses and commercial/industrial real estate brokers based on their knowledge of the field. The direction of City policy will have an effect on broader issues, such as the ability of the Port of Oakland to expand, the future selection of land use alternatives at the Oakland Army Base, as well as the supply of land for the ever-increasing housing demand in the East Bay. This report could not fully capture the potential of the Army Base to accommodate and retain local industry, nor did it include the displacement of existing industrial activities there when the leases expire in August 2006. Nevertheless, the land use alternatives at the Base should be discussed in consideration of the issues and alternatives raised in this report.

BACKGROUND and ECONOMIC TRENDS

The interest in new residential construction within Oakland has increased dramatically within the last two years. With most of the larger infill opportunity parcels already developed, homebuilders are now looking to the industrially-zoned areas for opportunities for new housing development. Housing prices have increased dramatically, but the demand for urban-area units continues. More housing for Oakland residents is needed, and an infusion of new residential units can in itself stir economic revitalization of the West, Central and East Oakland areas, especially those near major transportation corridors.

Productive activities, including manufacturing, assembly, repair, distribution and warehousing are important activities for the economy of Oakland (See Attachment F). Current construction, wholesale and manufacturing uses citywide provide approximately 23,309 jobs (*citywide*), per 2004 EDD data. Transportation and Warehousing uses provide *an additional 23,855 jobs*, including Port and Airport-related employment.¹, making *total industrial employment in Oakland today at least 47,154 jobs*. While both of these employment numbers decreased in the 2001-2004 period, the actual number of firms increased from 1,777 total firms in these sectors in 2001 to 1,984 firms in 2004. (See C&E).

The State of California Department of Commerce estimates the following job multipliers. An Industry Spending Multiplier shows the jobs generated as an industry buys goods and services from other industries in the area. Often an Industry Consumer Spending Multiplier is even

¹ Citywide numbers, aggregated by the Economic Development Alliance for Business, from EDD data 2004. Numbers generally in this report are generally and estimate, as many firms in Oakland may report as originating from another jurisdiction, or may report under other NAIC code categories. The direct employment in industrial jobs characterized in this report is increased by related supporting jobs, often found in both industrial and commercial sectors. The retention or loss of a single industrial job may related directly to the retention (or loss) of additional jobs

higher, includes all jobs generated from industry spending, plus the jobs generated by employees own consumer spending as a result of being employed.

Table 1. Industrial Multiplier Effect on Jobs- Specific to Alameda County*

Industry	Industry Spending Multiplier*	Industry Consumer Spending Multiplier*
Manufacturing	1.28	1.43
Beverages	2.28	2.42
Building Construction	1.49	1.66

Source: California State Department of Commerce- Alameda County data

(Note: All of the jobs multipliers already include the initial direct job; therefore the indirect job impact is the multiplier minus one.

KEY ISSUES AND IMPACTS

Local Employment

Oakland's capacity to support multiple diverse local industries and the local capacity to support Port of Oakland expansion are central to the issue of industrial land supply retention. As more industrial activities are pressured out of Oakland, workers in Oakland will have to commute large distances to communities that still attract industrial jobs, or retrain workers for service and other jobs, which are lower generally in pay scale than most industrial jobs. City staff sorted employment by zip code and aggregated it to specifically analyze employment for the 17 Industrial Sub-areas. In this research, staff noted the absence in the data of substantial known-Oakland employers and also discrepancy in the accuracy of numbers reported, both of which suggest an under-reporting of overall employment. Possible reasons for this include a) EDD data is self-reported by the business and the business may register under a number of *NAIC* or *SIC* code types at the company's discretion; b) some companies report data from a headquarters outside of Oakland, c) companies that have expanded rapidly, or have moved out of Oakland, or have relocated to Oakland in the past two years may not be reported. Attachment C is a sample map showing larger industrial employers in Oakland, but noting that the exhibit is a sample only, not an accurate representation of all employment, limited by the accuracy of the data available to staff.

The following table provides information from staff data research. More realistic sampling of employment numbers, based on direct contact with individual Oakland businesses, is provided through the Business Profiles within each Sub-Area description found in Attachment F of this Report. An in-depth survey of industrial businesses will be conducted by the Oakland Commerce Corporation over the next six months and will include employment data.

Table 2. Distribution of Oakland Firms employing over 20 persons by Industrial Activity Type

NAIC SECTOR	FIRMS W/ 20+ EMPLOYEES	FIRMS W/ 50+ EMPLOYEES	FIRMS W/ 100+ EMPLOYEES	Sub-Areas with Most Activity
Manufacturing : NAIC:33100-33999	42	15	9	Sub-Areas: 11A, 13, 3
Construction NAIC: 236-23800	21	15	7	Sub areas: 11A , 13, 7 & 3
Wholesale NAIC :420000	32	7	2	Sub-areas: 11A & 15
Transportation & Warehouse NAIC:480-490000	25	16	16	Sub areas 14 & 4
TOTAL IN ALL SUB-AREAS	120 FIRMS	43 FIRMS	34 FIRMS	

Source: Employment Development Department, 2004 Aggregated by staff per Sub-areas

Note to Data: Firms by No of Employees calculated specific to Sub Area Analysis

Employees per Four Selected Industrial Sectors calculated per Zip Code Totals include some of Chinatown/Jack London, Airport Port and Army Base.

2. Demand for Industrial Land

The prevalent assumption under-lying the residential conversion of industrial land is that industrial activities are moving out, and that local firms are leaving the area rather than investing in additional capital upgrades. However, staff interviews with large firms show that many of Oakland's larger companies prefer to remain in Oakland due to the proximity to air and sea freight services, the presence of local suppliers satisfying their "just in time" requirements, as well as the preferences of company owners to remain living and working in Oakland as a lifestyle preference, versus relocating themselves and their families out-of-state. The educated labor force in the Bay Area is an advantage to most businesses. However the increasing costs of industrial land and the high cost of living are a disadvantage for company employees and limit the ability of a company to grow within Oakland. The following table characterizes some of the

types of industrial activities that have contacted CEDA staff for location assistance over the past four months.

Table 3. Sampling of Businesses Seeking Space (Expansion, New or Re-location) in Oakland: Summer 2006

Business Type	(e) or New	Site Sq. Ft Needs	Staff Action
Food Manufacturer	Existing Business	Five-acres/ or 100,000 sf site	Continue to work on strategies
Yogurt Company	Oakland resident-Business in Marin	Seeking 3,000-5,000 sf	Located successfully in West Oakland
Chocolate Company	Moving second operation to Oakland from LA	Need 5,000-7,000 production space.	Identifying appropriate locations in Oakland.
Culinary Academy	Catering Business in Richmond	Need 7,500 sf site to combine catering biz w/ new Culinary Academy- potential to employ 20+ .	Assisting w/ site search.
Bakery	Oakland residents-were in So San Fran	Seeking 8,000-10,000 sf primary production space for 12 employees	Leasing 9,000 sf in N. Oakland manufacturing bldg.
Beverage Company	Business relocated to Oakland from Emeryville	Purchase of 15,000 sf building	Located in Sub-area 11A.
Pre-Packaged Foods	Located in Hayward	Looking for new production facility	Like Oakland, but decided to remain where they are.
Printing Company	Oakland resident owned.	Downsizing (sending part of production out of state) but keeping 40,000 sf in Oakland	Staff assisting with site search, preferably in West Oakland.
Bakery	Existing Oakland biz with partial operations in Hayward. Managed by Oakland resident(s).	At 65,000 sf site in Oakland- want to consolidate and expand to 100,000 sf	Staff assisting in site selection and financing strategies for relocation and expansion.
Gymnastics/Recreation	New to Oakland	Seeking 10,000 sf	Located successfully

			on Embarcadero.
Engineering & Design/R&D	Existing Oakland biz, moved here from Redwood City	Seeking new 30,000 sf facility to expand business with 23 employees.	Could not find suitable site/price-relocating out-of-state drawn by incentives.
Industrial Developer	New to Oakland	Seeking 3-5 acre site for new Industrial condos	Staff helping with site alternatives
Beverage Company	Existing in Oakland	Needed infrastructure improvements to expand production.	City provided improvement.

3. Demand for Residential Land

Despite the substantial number of jobs being supported by Oakland industrial businesses, there is a compelling argument to ease the ever-increasing housing demand within the inner East Bay. Oakland in particular offers proximity to multiple freeways and to San Francisco, access to an international airport, fine weather and educational and cultural amenities. The ongoing work towards completion of the 19-mile Waterfront Bay Trail provides an ideal opportunity to locate additional quality housing on the Waterfront. Based on all of these factors, large tracts of industrial land in East Oakland's traditionally-industrial San Leandro Street corridor are currently being evaluated by major homebuilders in an effort to capture economies of scale in the present hot housing market.

The newly-adopted *Oakland Housing Element* (June 14, 2004) reports that the City of Oakland should accommodate the delivery of 7,733 new housing units by the June 2006 to fulfill its State regional housing needs allocation. The City calculates that it had fulfilled 3,168 of those units up to the year 2002, and, at the time of the *Housing Element* adoption, had 5,146 units in pre-development, of which 3,804 were market-rate. The *Housing Element's* estimate of possible units which could be delivered through opportunity sites was 8,420-10,490 per present zoning and general plan designations (*City of Oakland Housing Element, June 2004, page 4-3*). Notably, the *Housing Element* estimates only include sites which are presently zoned to allow residential development.

The Housing Element opportunity sites focused on larger sites suitable for multi-unit housing. Many sites are within the transit corridors or at BART stations, and in higher-density and mixed use development Downtown as part of the 10K program. The redevelopment of vacant sites within single family zones would contribute additionally to these numbers. Given this, the question remains of whether the development of housing within the limited supply of industrial land, which represents less than 13% of the total City land supply, is necessary. About one-half

of the identified housing opportunity sites are in East Oakland. The Characteristics of Opportunity Sites table (p. 4-24) notes a potential of 1,350-1,750 new housing units within East Oakland, with another 1,850 at Transit Villages, including at the Coliseum BART Station. Another 1,400 units are possible within the West Oakland and North Oakland areas, again, based on existing general plan and zoning designations.

The transportation corridors in Central and East Oakland present excellent opportunities for redevelopment. The Housing Element identified potential for 800-1,200 additional housing units along International, MacArthur and Foothills Boulevards (pages 4-23). These corridors tend to be under-developed in motels and single story commercial uses, some of which conflict with the adjacent residential areas such as auto body shops. Such heavier commercial uses would be better located within industrial areas, allowing the maximum utilization of infill sites within existing city transit routes and adjacent to existing developed residential areas. Such actions would lead to the betterment of the older existing neighborhoods. The redevelopment of housing and mixed use on such transportation corridors would lead to the improvement of the existing neighborhood, which would be stimulated by the rising property values.

PROPOSED POLICY

1. Adoption of Criteria for General Plan Amendments

The adoption of Criteria for General Plan Amendments for the Conversion of Industrial Land to Non-Industrial Designations is needed. The Criteria will give the Planning Commission and City Council guidelines with which to guide privately-initiated individual site-specific General Plan Amendment applications. Applicants for conversion should be required to meet a minimum number of these criteria. Buffering features, such as wall and distance of separation between uses, should be required of the new development and such buffers should be adopted in Zoning Code or incorporated as a project-specific condition of approval for the proposed new development.

Staff-Recommended Criteria for Conversions of Industrial Land to Residential Uses

1. General Plan –Consistency with Other Elements of the General Plan

a. A project should fulfill other essential policies of the General Plan and should be able to support the attainment of other general plan goals for the adjoining neighborhood and not merely support an individual development project.

b. New residential development, which is proposed as a consequence of a general plan amendment from industrial to non-industrial zoning, should not be located within close proximity to an industrially-zoned parcel in a manner so as to negatively impact the ongoing operations and viability of any existing industrial business, including areas of the property planned for business expansion in the future.

2. Economic Benefit

a. The project will not be located on industrially-designated lands that otherwise could be feasibly continued or be re-developed in a commercial/industrial scenario, and therefore can contribute to the local economy with jobs.

b. The conversion shall not have a negative operational impact on any adjacent or nearby existing business with significant local employment or which contributes as a major supplier to other significant Oakland-based business(es).

c. The conversion would not take away the right of a business, which has been in its location prior to 1998 (adoption of the City of Oakland General Plan), to operate in a manner that is consistent with other aspects of the City of Oakland Zoning Code.

3. Environmental Quality

a. The proposal shall provide a quality residential environment and shall include sufficient mitigations and buffering within the project to mitigate the negative impacts from existing legally-operating businesses in the adjoining area.

4. Transportation Modes and Transit Oriented Development

a. Sites that allow direct access to a city truck route, rail spur or other means of direct freight and cargo access should not be converted. Such sites should be protected for their contributions to the essential operations of the local economy.

b. New development should promote the use of alternative modes of transit and pedestrian/cyclist amenities for access over private vehicle use, while not interfering with ongoing use of existing streets for commercial vehicles and trucks.

c. Streetscape improvements triggered by any new development shall be planned to accommodate on-going freight and truck-based cargo travel on any City-designated Truck Route.

2. General Plan Mapping Scenarios for Industrial Land

Staff has provided the City Council with “Baseline” information based on industrial general plan designations. Alternatives #1 and #2 are intended to assist the City Council to assess and formulate future policy direction for areas of the City where changing conditions or market opportunities are driving interest in mixed use or residential activities. In the “Baseline” recommendation, no industrial lands are lost; a total of 1,972 privately-held; non-Port acres are retained and protected. If *Alternative 1* were implemented, there would be a *loss of up to 385 acres* of dedicated commercial/industrial land and the loss of up to 2,983 industrial jobs potential through the redevelopment in either residential or mixed-use alternatives. If *Alternative 2* were implemented, there would be a *loss of up to 626 acres* of dedicated commercial/industrial land and up to 3,593 jobs for redevelopment in both residential and commercial alternatives.

BASELINE: EXISTING CONDITIONS PER GENERAL PLAN of 1998

Retain areas currently designated as General Industrial and Transportation and Business Mix and promote protection of these areas. Adopt the draft Health and Safety Zone, which provides additional environmental assurance for residential areas adjoining industrial zones. Adopt within the new industrial zones CIX (Commercial & Light Industrial), IBX (Light Industrial Business Mix), IO (Industrial Office Park), IG (General Industrial) buffering regulation and development standards for areas on the boundary of industrial and residential zones, and for those transitioning to mixed use or residential uses.

POTENTIAL LOSS OF INDUSTRIAL LAND: ZERO

POTENTIAL LOSS OF JOBS THROUGH BASELINE: ZERO (not including existing jobs in Housing & Business designated areas)

Baseline Policy 1: Retain and protect general industrial areas, consistent with the General Plan. New zoning should be adopted that includes protections, especially for warehouse & distribution uses that complement Port of Oakland expansion. Conversion of properties to Work Live should be prohibited. Areas of the City to be included in this Industrial Retention Zones include Sub-areas 2 (36 acres), 3 (161 acres), 5 (72 acres), 6 (113 acres), 7 (167 acres), 8 (50 acres), portions of 11A (100 acres).

Total Retention in General Industrial: 699 acres

Baseline Policy 2: Retain Light Industrial areas for the larger parcels or those that contribute significantly to production/ small scale manufacturing and the warehouse and distribution uses, while allowing a range of commercial uses within such areas, including retail activities. Encourage redevelopment in campus-style Industrial Business park activities in Sub-area 4 (west of Tidewater). Retain portions areas which contribute significantly to commercial/industrial activities. Sub-areas 1 (34 acres), 4 (40 acres e of Tidewater), 9 (26 acres), 10 (55 acres), 11 (70

acres), 11A (100 acres), 13 (366 acres), 14 (at least 373 acres- more within Airport itself), 15 (96 acres), 16 (50 acres) , 17 (63 acres).

Total Retention in Light Industrial Use: 1,273 acres

Baseline Policy 3: Encourage new residential development in areas designated for Housing and Business Mix and residential as well as mixed-use existing commercial Designations (Neighborhood Center Mixed Use, Community Commercial, Central Business District) including but not limited to the following areas, which may already allow residential development per the general Plan: parts of 11 (93 ac), a portion of 11A (up to 50 ac), a portion of 16 (25 acres).

Total Transition of Industrial Land to Residential or Mixed Use: 168 acres (in addition to acreage in existing Housing & Business Mix areas)

ALTERNATIVE 1: RETAIN THE INDUSTRIAL CORE AREAS AND ADJACENT LIGHT INDUSTRIAL TO RETAIN JOBS AND THE MULTIPLE BENEFIT OF SUPPORTING OTHER CORE OAKLAND BUSINESSES, WHILE TRANSITIONING EDGE AREAS AWAY FROM GENERAL INDUSTRIAL AND TOWARDS LIGHTER IMPACT INDUSTRIAL, COMMERCIAL AND RESIDENTIAL USES

POTENTIAL LOSS OF INDUSTRIAL LAND THROUGH ALTERNATIVE 1: 385 ACRES

POTENTIAL LOSS OF JOBS THROUGH ALTERNATIVE 1: 2,983 industrial jobs potentially lost

Alternative #1 Policy 1. Retain General Industrial lands to retain industrial employment, support key Oakland business activities and support the Port of Oakland and Airport expansions, including Sub-areas 2 (36 acres), 3 (161 acres), 5 (72 acres), 6 (113 acres), 7 (167 acres), 8 (50 acres).

Total Retention in General Industrial: 599 acres

Alternative #1 Policy 2. Retain Light Industrial Areas where it currently exists and is not in direct conflict with residential uses and can continue benefiting the City with jobs and a sound tax base in Sub-areas 9 (26 acres) , 13 (366 acres), 14 (at least 373 acres- more within Airport itself), 15 (96 acres) , 17 (63 acres) , 11a (at least 100 acres).

Total Retention in Light Industrial Use: 1,024 acres

Alternative #1 Policy 3. Allow the conversion of Industrial opportunity areas (those currently underutilized with existing industrial activities) to mixed use or residential uses, while protecting existing businesses in those areas, including Sub-areas 1 (34 ac), 4 (West of Tidewater only- 40 acres) 10 (55 ac), 11(70 acres), selected areas of 11A (up to 100 acres), and portions of 16 (50 acres).

Total Transition of Industrial to residential or mixed use: 349 acres.

Alternative #1, Policy 4: Guide the transition through a City-initiated rezoning update in the Coliseum Area Sub area 12* (west side of San Leandro Street) consistent with the Regional Commercial general plan designation adding Independent Way and portions of the Coliseum

parking lot adjacent to Coliseum Way and West of San Leandro Street to a non-residential, commercial designation to encourage regional commercial activities. (*Total in No 12 is 246 acres, of which 36 acres are in industrial use and 50 acres in commercial use per County records-2005).

Total conversion of Industrial to regional commercial: 36 acres.

ALTERNATIVE 2: RETAIN ONLY THE CORE INDUSTRIAL AREAS IN EAST OAKLAND TO SUPPORT JOBS AND SUPPORTIVE COMPLIMENTARY INDUSTRIES, WHILE TRANSITIONING OTHER AREAS TO RESIDENTIAL MIXED USE AND COMMERCIAL USES INCLUDING RETAIL AND OFFICE. DELINEATE AN INDUSTRIAL PROTECTION ZONE AND ZONING THAT PROHIBITS ANY CONVERSION OF PROPERTIES TO USES WHICH HAVE POTENTIAL TO RESTRICT THE ABILITY OF GENERAL INDUSTRIAL BUSINESSES TO OPERATE.

POTENTIAL LOSS OF DEDICATED INDUSTRIAL LAND THROUGH ALTERNATIVE 2: 626 ACRES

POTENTIAL LOSS OF JOBS THROUGH ALTERNATIVE 2: 3,593 industrial jobs potentially lost

Alternative #2 Policy 1. Retain Core General Industrial in areas that have direct access to rail, truck routes, are large parcel configurations, that have potential to continue the industrial job base in Oakland, including Sub-areas 2 (36 acres), 3 (161 acres), 5 (72 acres), 6 (113 acres), 7 (167 acres), and portion of 8 (20 acres).

Total Retention in General Industrial: 569 acres

Alternative #2 Policy 2. Retain Light Industrial in areas that contribute to the expansion of air freight, cargo, trade and other warehouse and distribution uses and which can be developed compatibly with neighboring commercial uses, including Sub-areas 4 (east of Tidewater 40 acres), 11A (100 acres), 13 (366 acres), 14 (373 acres).

Total Retention in Light Industrial: 879 acres

Alternative #2 Policy 3: Allow the gradual transition on an application basis, of areas which have significant potential as new commercial mixed use or residential areas, and which complement other large-scale public improvements such as waterfront parks, trails, and publicly-landscaped boulevards, including areas 1 (34 acres), 4 (West of Tidewater- 40 acres), portions of 8 (30 acres), 9 (26 acres), 10, (55 acres), 11 (70 acres), 11A (100 acres) 16 (50 acres).

Total Potential Loss of Industrial Land – 305 ACRES

Alternative #2 Policy 4: Transition areas to Regional Commercial, allowing light industrial in appropriate locations, taking advantage of freeway visibility, larger parcel configurations, access from regional transportation corridors and transit centers, including Sub areas 4 (40 acres East of Tidewater), 12 (36 acres in industrial use), 16 (50 acres-portion fronting Lower Mandela Parkway), 15 (96 acres) and 17 (63 acres).

Total Potential Loss of dedicated Industrial Land: 285Acres

OTHER KEY ISSUES

Environmental Concerns Regarding Residential Development in Industrial Areas

New non-industrial development on existing industrial lands will necessitate the review of environmental quality factors and potential risks to new residents resulting from their intentional location near industrial activities. Existing conditions of concern include, but are not limited to:

- Air quality for incoming residents, existing non-residential levels of noise, presence of trucks and heavy commercial vehicles, proximity to on-grade rail crossings etc.
- Requirements for local stormwater management plan relative to permeable surfacing as mandated by State law.
- Environmental clean up of properties (Brownfields), depending on the future occupancy type of the buildings and the nature of proposed activities (industrial, commercial, residential, open space). The extra burden of environmental review and clearance of Brownfields sites will impact staff resources.
- Increase of traffic congestion and degradation of existing air quality in neighborhoods due to increase vehicles resulting from infill housing and commercial mixed use development. Infill development adjacent to transit and freeway on and off ramps could will benefit the regional air quality but could increase congestion and degrade air quality in the immediate neighborhoods.

ACTION REQUESTED OF THE PLANNING COMMISSION:

Staff requests that the Planning Commission

- 1) Consider the attached Criteria for General Plan Amendment for the conversion of industrial land to mixed use or residential designations;
- 2) Discuss the "Baseline" and two industrial land use alternatives contained in this report; and,
- 3) Provide staff direction about follow up actions or policy direction; and
- 4) Forward recommendations and comments to the City Council.

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Attachments:

- A. General Plan Map of Industrial Areas
- B 1: Map of Industrial Sub-Areas West Oakland
- B 2: Map of Industrial SubAreas- East Oakland
- C. Major Employers per EDD Data 2004
- D-1 Baseline Industrial Land Use Policy Alternative
- D-2 Alternative 1, Industrial Land Use Policy
- D-3 Alternative 2, Industrial Land Use Policy
- E. Citywide Employment per Select Industrial Activities
- F. Sub-Area Information