

Willow Business Area

Roundtable Update on
Process Improvement and Policy:
Introduction of Suggested Changes

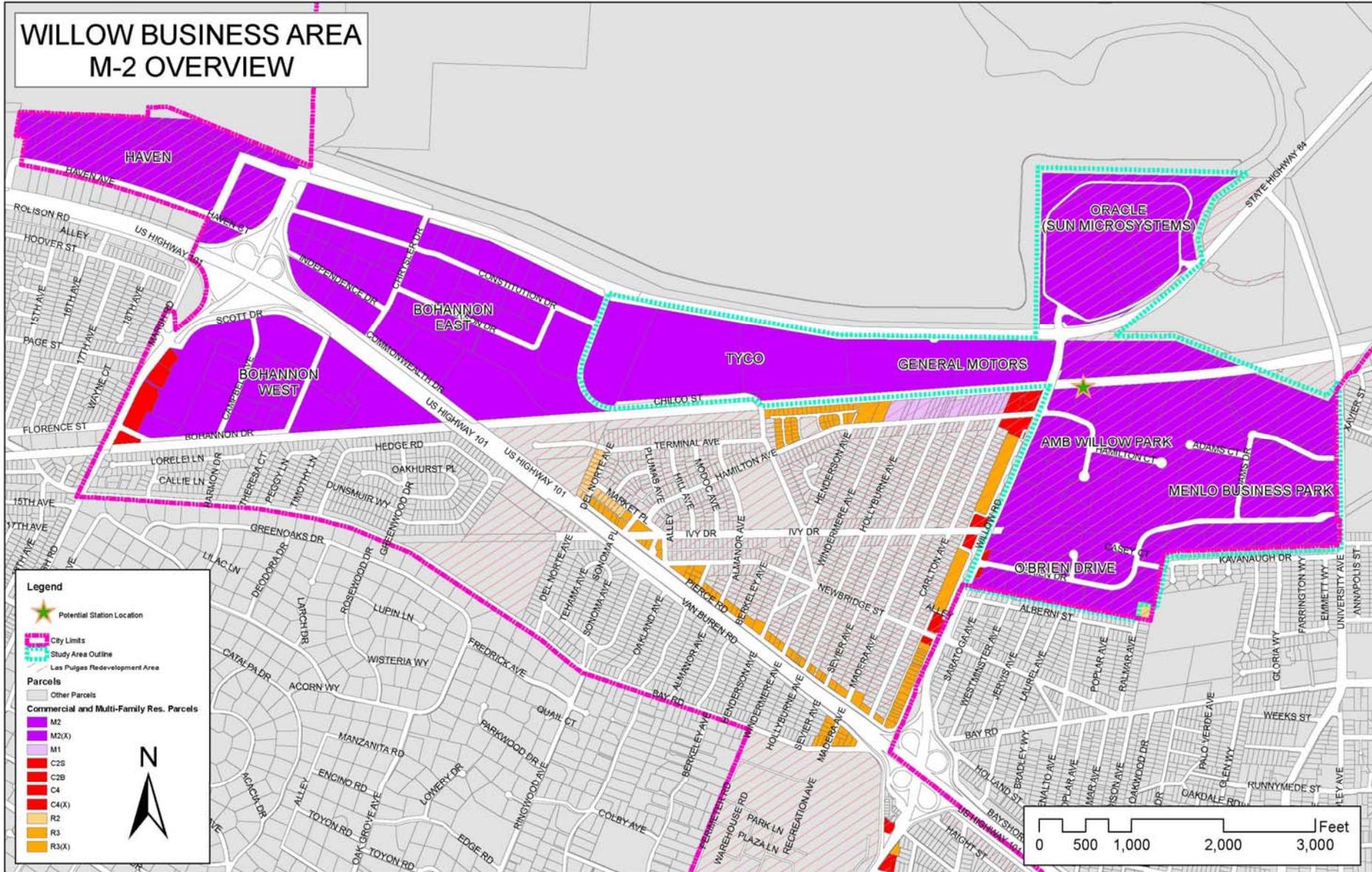
July 22, 2010

Background

- **Jan. 2007** – Council establishes goal of planning for M-2 Zoning District
- **Feb. 2008** – Council approves scope of work for Dumbarton Transit Plan
- **Nov. 2008** – Council reviews City’s Business Development Business Plan
- **Mar. 2009** – Council provides direction for coordinated environmental review for “Opportunity Areas” of Willow Business Area and updated BD Business Plan
- **May 2010** – Roundtable kicks off renewed effort focused on Willow Business Area
- **Jul. 2010** – Roundtable Update on “Game Plan”/Phased Approach

Geographic Area

WILLOW BUSINESS AREA M-2 OVERVIEW



M-2 Subareas

- 8 identified subareas in M-2

- 5 subareas near intersection of Willow Road & Bayfront Expesway
 - Menlo Business Park
 - Willow Park (Menlo Science & Technology)
 - O'Brien Drive
 - Oracle/Sun
 - GM & Tyco

- 3 subareas near Marsh Road & US 101 interchange
 - Haven Avenue
 - Bohannon West
 - Bohannon East

- Willow Business Area does not include...
 - Property zoned M-1 along Hamilton Avenue
 - Commercially zoned properties along Willow Road

Planning for M-2 in Phases

- Phase 1: Willow Business Area
 - Goal: Streamline processes to reduce turnaround time and increase certainty of standards for zoning review of permit applications to remodel and expand buildings in order to provide greater opportunity for business development that benefits the City's fiscal sustainability in the Willow Business Area.
- Phase 2: Rest of M-2 (Marsh Business Area)
 - Goal: Create a comprehensive planning framework for the rest of the M-2 zoning district.

Overview of Phase 1

Phase	Zoning Ordinance Amendment	CEQA Review	Geographic Impact Area
1.1	No	Exempt	Citywide
1.2	Yes	Negative Declaration	M-2
1.3	Yes	EIR	WBA

Phase 1.1

- Improve Business License/Zoning Compliance review by updating procedures and forms and by investing in technological improvements to access property information more quickly.
- Invest more resources in over-the-counter plan check for tenant improvements with no change of use without impacting turn around times for other plan checks.

Plan Check Options

- Regular: Approximately 4 weeks to 1st round comments
- 3rd Party: As negotiated with outside plan checker
- Enhanced Over-the-Counter:
 - By appointment approximately 1 week in advance
 - Increase from 30 minute to 1 hour appointment to accommodate more complex tenant improvements
 - Planner on-call or in attendance depending on the scope of the project
 - Dedicated conference room instead of front counter
 - Potential new fee to offset cost of additional consultant plan check service

Phase 1.2

- Create new thresholds for review procedures for use and storage of Hazardous Materials based on materials and quantities with updated requirements and specific criteria.
 - Retain consulting Hazardous Materials Specialist to review applications and help problem solve.
- Update requirements for roof mounted equipment on existing buildings to create more practical solutions for potential visual and noise impacts.
- Update requirements for maximum sign area allowances for larger parcels in M-2.

Draft HazMat Levels

	Existing		Proposed	
	Threshold	Requirement	Threshold	Requirement
Level 1	Below Fire Code Permit Amounts	No Use Permit	Below Fire Code Permit Amounts	No Use Permit
Level 2	Above Fire Code Permit Amounts	Use Permit	Above Amounts but at Diesel Generator Level	
Level 3			Above Amounts but at "R&D" Level	
Level 4			Above Amounts but at "Industrial" Level	Use Permit

Phase 1.3

- Create a new zoning district for the Willow Business Area consistent with the General Plan in order to streamline approval process for tenant improvements involving a change of use for preferred uses or construction of new square footage for preferred uses.
- Key Components:
 - EIR and Fiscal Impact Analysis would examine maximum buildout allowed under General Plan.
 - Comprehensive analysis would substitute for current use permit trigger for use changes based on structural alterations and parking.
 - Consider staff review of architectural control for minor additions with specific standards for review.
 - Consider increases in maximum building height in exchange for minimum open space requirements.
 - Potential transit center and ancillary retail services could be studied as well.
 - Redevelopment Agency could contribute to funding with reimburse provisions.

Phase 2 – Marsh Business Area

- Haven Area, Bohannon East, and Bohannon West
 - Vision Plan(s)
 - Specific Plan(s)
 - Zoning Ordinance Amendment(s)
 - Transmission Line Undergrounding Feasibility Study

Other Planning Projects

■ On-going

- El Camino Real/Downtown Specific Plan
- Housing Element Update of General Plan
- Study of Housing Options at Hamilton East and Terminal Sites

■ Future

- General Plan Update (All Elements)
- Zoning Ordinance Update
- Single-Family Residential Zoning Review
- Willow Road Commercial Corridor (Middlefield to Bayfront)

Next Steps for “Game Plan”

- **Jul. 2010** – Roundtable Feedback
- **Aug. 2010** – Planning Commission Study Session
- **Sept. 2010** – City Council study session and direction

Group Discussion

- Do these phases cover all of the areas of interest from the business community perspective?
- Questions and Comments