

ATTACHMENT A					
SAN LEANDRO GENERAL PLAN LAND USE POLICY AUDIT <span style="float: right;">Color Key: <b>Yellow</b>= this policy would benefit from additional discussion; <b>Blue</b>=move to Economic Dev Element</span>					
Doc	ID#	Topic	Title	Statement	Evaluation
GP	Goal 1	Community Standards	Community Standards	Maintain stable, safe, and attractive neighborhoods through City and homeowners association cooperation.	Goal is still valid; carry forward
GP	Pol 1.01	Community Standards	Housing Maintenance	Support the on-going conservation, maintenance and upgrading of the City's housing inventory.	Policy is still valid; carry forward. Also consistent with recently adopted Housing Element.
GP	Pol 1.02	Community Standards	Code Enforcement	Maintain aggressive code enforcement and nuisance abatement programs to ensure that San Leandro's neighborhoods remain attractive and free of public nuisances.	Policy is still valid; carry forward.
GP	Act 1.02-A	Community Standards	Unpermitted Construction	<i>Explore a variety of regulatory tools and programs to reduce the incidence of illegal construction and ensure that such construction is either removed or retroactively permitted and brought up to code when it is discovered.</i>	This continues to be a valid action--it refers to on-going efforts rather than a particular action to be finished by a given point in time. Carry forward.
GP	Act 1.02-B	Community Standards	Community Preservation Ordinance Revisions	<i>Consider revisions to the City's Community Preservation Ordinance to further reduce the potential for violations and to expedite code enforcement procedures. These revisions could include higher or accelerated penalties for repeat offenders. Explore the pro-active enforcement of community standards by Staff in addition to the current complaint-based enforcement system.</i>	Revisions were made in 2003 and 2007, and the Citations-Violations section of the Code was revised in 2006 (establishing a schedule for fines and higher penalties for repeat offenders), 2007, and 2011 (moved code enforcement oversight from BZA to a staff-based Hearing Board). Further revisions to the ordinance may not be needed, but this should be <b>replaced</b> with an action to periodically revisit the effectiveness of code enforcement activities, and the need for changes in funding and organization. Note that during 2002-2015, enforcement responsibilities were shifted to the Police Dept. <b>Add an action to pursue additional funding/staffing for enforcement.</b>
GP	Act 1.02-C	Community Standards	Mobile Home Park Improvements	<i>Pursue a variety of strategies and programs to upgrade the appearance of mobile home parks without displacing owners and tenants.</i>	Remains valid, despite funding cuts. Also referenced in Housing Element. Carry forward.
GP	Pol 1,03	Community Standards	Collaboration with Homeowners Associations	Work closely and collaboratively with homeowners associations and other community groups to address nuisances, eliminate blight, and ensure that community aesthetic standards are maintained.	Still valid, carry forward.
GP	Acr 1.03-A	Community Standards	Community Compliance Brochures	<i>Develop brochures and other public information material on the City of San Leandro Community Compliance Program and nuisance regulations. Work with homeowners associations, realtors, and other groups to distribute these materials to new residents and businesses.</i>	This information currently exists on the Police Dept. website. Update this action to reflect emphasis on web-based information (rather than "brochures").
GP	Pol 1.04	Community Standards	Front Yards	Encourage the attractive treatment of front yards and other areas in residential neighborhoods that are visible from the street. Establish limits on the paving of front yard areas.	Still valid, carry forward. However, delete second sentence, as it is an action rather than a policy and has been completed.

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GP	Act 1.04-A	Community Standards	Front Yard Landscaping Standards	<i>Consider Zoning Code revisions that establish minimum standards for front yard landscaping and limits on impervious surface coverage on single family residential lots.</i>	Residential zoning regulations were amended in 2012, and impervious surface limits have been added to address the issue of paved front yards. Bay friendly landscaping guidelines have been adopted. Suggest deleting in its entirety.
GP	Act 1.04-B	Community Standards	Boat and RV Storage and Screening Requirements	<i>Consider an ordinance prohibiting the storage of boats and recreational vehicles (RVs) within front yard driveways and requiring adequate screening where boats and RVs are stored in side yards. Concurrently with this action, encourage the development of local businesses providing storage facilities for boats, RVs, and other large personal effects to provide storage alternatives for area residents.</i>	A code amendment in 2007 limited parked RVs to one per property and limits RV storage in the front yard, but there was not an outright prohibition. It seems unlikely this action would have broad support. The second sentence is noted, but may be too operational to be included in the General Plan. Suggest deleting this action in its entirety.
GP	Act 1.04-C	Community Standards	Maintenance of Rental Properties	<i>Pursue ordinance revisions and new programs to ensure that landlords are held accountable for the appearance and maintenance of rental properties, including both yard areas and structures.</i>	This is a more generic approach to the issue of rental property condition raised during the Housing Element. Suggest retaining in the event further actions are needed in the future. Add "incentives" to the language. The program should focus on avoiding nuisance conditions and being respectful of neighbors.
GP	Pol 1.05	Community Standards	Home Occupations	Restrict home occupations in residential neighborhoods to those that have no perceptible impacts on the neighborhood.	In 2013, zoning changes were made to recognize and accommodate cottage food home occupations. Reword this to recognize the growth/viability of home businesses and to provide a more positive outlook. For instance, "Allow home occupations, provided that there are no perceptible impacts on the neighborhood or surrounding properties."
GP	Pol 1.06	Community Standards	Day Care Centers in Neighborhoods	To the extent permitted by State law, maintain regulations for large-family day care facilities (as defined by the State) and child care centers which ensure that impacts on residential neighborhoods are minimized.	Large family day care requirements were streamlined in 2012. Policy is still valid, carry forward.
GP	Pol 1.07	Community Standards	Fences	Require that any fencing in residential neighborhoods meets high aesthetic and safety standards. Residential fencing should not obstruct vehicle sight lines, should be compatible with the architectural design of nearby structures and should make a positive contribution to the character of the neighborhood.	Still valid, carry forward (could also move this to the Community Design Element)
GP	Act 1.07-A	Community Standards	Fence Guidelines	<i>Establish design guidelines for fences and incorporate these guidelines into the review process for fence applications. The guidelines should maintain the three-foot height limit on front yard fences.</i>	Actions A, B, and C were not completed. However the zoning code was amended in 2012, including design standards for fences in the RS-VP zone. Suggest merging (A), (B), and (C) into a single action to develop fence design guidelines/ standards and maintain permitting processes for fences which ensure they maintain neighborhood aesthetics.

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GP	Act 1.07-B	Community Standards	Chain Link Fencing Ordinance	<i>Develop an ordinance to prohibit new chain link fences in the street-facing yards of single family homes. The ordinance should include provisions to phase out existing street-facing chain link fences, possibly by requiring such fences to be removed or replaced when homes change ownership.</i>	Not done, although fence design review process generally precludes chain link fencing. May carry forward, and leave open the option of doing this through design standards rather than by Ordinance.
GP	Act 1.070-C	Community Standards	Through-Lot Fence Improvements	<i>Undertake a program to improve the appearance of rear yard fences on through-lots fronting major thoroughfares by making them consistent in design, materials, and overall appearance.</i>	Not done. OK to carry forward. Would require funding, which is not readily available given other priorities.
GP	Pol 1.08	Community Standards	Multi-Family Housing Upkeep	Maintain and enforce high standards of maintenance and property upkeep after multi-family housing projects are completed and occupied.	Still valid--potentially expand this, as it is worded to only apply to new multi-family projects, and those are relatively rare. Maintenance issues are much more substantial on older multi-family properties rather than brand new construction.
GP	Act 1.08-A	Community Standards	Enforcement of Approval Conditions	<i>Establish a program to periodically inspect new developments after construction to ensure that conditions of approval are being met. Establish appropriate fines, penalties, and corrective measures in the event conditions are not being met.</i>	This is still a valid issue--however, it relates less to maintenance than the implementation of conditions of approval. Reword the policy so it references using the development review process as a way to establish conditions which mitigate impacts and address maintenance.
GP	Pol 1.09	Community Standards	Graffiti and Weed Abatement	Maintain graffiti removal and weed abatement programs throughout the City and respond promptly and effectively to resident complaints.	Still valid--carry forward. Weed abatement penalties were modified in 2009 to increase fines for repeat offenders.
GP	Pol 1.10	Community Standards	Second Units	Allow second units in appropriate residential zones, subject to conditional use permit requirements which ensure that parking, design, and other neighborhood impacts are fully addressed and that other criteria and standards established by the City are met.	Update to reflect State law regarding allowance for second units without a CUP and further revisions to the second unit regs. made in 2012. Also, reword this so it is more positive. "Encourage" second units rather than merely allowing them, etc.
GP	Act 1.10-A	Community Standards	Second Unit Design Standards	<i>Develop design standards for second units which ensure that the units are architecturally compatible with the primary residence.</i>	Still valid, and consistent with Housing Element direction. Carry forward. Suggest adding a new action to continue studying second unit standards so they are easier to construct.
GP	Pol 1.11	Community Standards	Encroachment of Incompatible Uses	Protect residential neighborhoods from the encroachment of incompatible non-residential uses and disruptive traffic, to the extent possible. Zoning and design review should ensure that compatibility issues are fully addressed when non-residential development is proposed near or within residential areas.	Still a valid concept, although there is growing acceptance for non-residential uses in residential areas (e.g., "complete neighborhoods") provided they do not create adverse impacts. The focus should remain on compatibility.
GP	Pol 1.12	Community Standards	Mixed Single Family Residential/ Industrial Areas	Prohibit new projects which perpetuate a "hodgepodge" appearance of mixed single family homes and industrial uses on adjacent small lots. Encourage redevelopment projects which phase out this development pattern where it now exists.	Suggest changing this policy to clarify its intent. As worded, it could be interpreted as discouraging live-work. The intent was to avoid situations where uses such as auto repair, welding, etc. were occurring on single family streets (such as Alvarado/Thornton). Remove reference to "redevelopment projects"

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GP	Act 1.12-A	Community Standards	Non-Conforming Use Amendment	<i>Amend the City's non-conforming use regulations to eliminate provisions allowing the rebuilding of existing residences in industrial districts in the event the structures are destroyed or substantially damaged.</i>	This was not done, and should be deleted. There are few instances where houses exist in industrial zones, and housing needs are such that opportunities to rebuild should not be eliminated.
GP	Goal 2	Neighborhood Char.	Neighborhood Character	<b>Preserve and enhance the distinct identities of San Leandro neighborhoods.</b>	Still a valid goal. Retain.
GP	Pol 2.01	Neighborhood Char.	Neighborhood Centers	Encourage the improvement of small, neighborhood serving shopping areas as pedestrian-oriented centers with a mix of stores providing goods and services to the surrounding residential neighborhoods.	Still a valid policy. Retain.
GP	Act 2.01-A	Neighborhood Char.	Commercial Rehabilitation Program	<i>Continue the City's Commercial Rehabilitation Program, which promotes paint, awning, façade, and other improvements at local neighborhood centers. This program should enhance the appearance of neighborhood commercial districts and emphasize their function as local gathering places. Explore other improvements to make neighborhood shopping centers more pedestrian-friendly.</i>	Clarify that this is actually called the Façade Improvement Program and it includes two components: Commercial rehab and awning, sign, and paint program
GP	Pol 2.02	Neighborhood Char.	Neighborhood Schools and Parks	Recognize local schools and parks as key aspects of what makes a neighborhood desirable and unique. Promote activities at schools and parks that build community pride and create a sense of neighborhood ownership.	Still a valid policy. Retain.
GP	Pol 2.03	Neighborhood Char.	Pedestrian and Bicycle Improvements	Promote improvements that make San Leandro neighborhoods more friendly to pedestrians and bicyclists, such as bike lanes, street trees, and crosswalks.	Carry forward. Cross-reference Transportation Element policies on bike-ped, trails and complete streets.
GP	Pol 2.04	Neighborhood Char.	Preservation of Low Density Character	Preserve the low-density character of San Leandro's predominantly single family neighborhoods. Concentrate new multi-family development in the areas near the BART Stations and along major transit corridors such as East 14th Street. Ensure that such development enhances rather than detracts from the character of surrounding neighborhoods.	Still a valid policy. Retain. Note that the Housing Element calls for exploring ways to accommodate more units on single family lots. That is not inconsistent with this policy, because this is about "character" rather than the number of units.
GP	Pol 2.05	Neighborhood Char.	Alterations, Additions, and Infill	Ensure that alterations, additions and infill development are compatible with existing homes and maintain aesthetically pleasing neighborhoods.	Still a valid policy. Retain.
GP	Pol 2.06	Neighborhood Char.	Density Transitions	Avoid abrupt transitions from high density to low density housing. Where high-density development occurs, encourage such projects to step down in height and mass as they approach nearby lower density areas.	Still a valid policy. Retain.

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GP	Pol 2.07	Neighborhood Char.	Teardowns	Discourage “teardowns” (the replacement of smaller dwellings with larger and more expensive homes) where the existing home is in good physical condition and the proposed home would be substantially larger than the prevailing scale of the neighborhood.	Still a valid policy--retain. This has been implemented through major site plan review requirements, second story and square footage thresholds, FARs, lot coverage standards, etc. Potentially add a policy about adding units on single family properties, consistent with the Housing Element. Potentially add one or more policies on scale transitions between high density and low density. Also, should address whether this applies in multi-family areas, where more units are desired and envisioned.
GP	Pol 2.08	Neighborhood Char.	Privacy and Views	Encourage residential alterations, additions, and new homes to be designed in a manner that respects the privacy of nearby homes and preserves access to sunlight and views. Wherever feasible, new or altered structures should avoid the disruption of panoramic or scenic views.	Still a valid policy. Retain.
GP	Pol 2.09	Neighborhood Char.	Off-Street Parking	Ensure that adequate off-street parking is provided for new residential uses. Parking should be conveniently located but its visual prominence should be minimized.	Still a valid policy. Retain, although use of the term "adequate" makes this subjective. Could note that "adequate" is based on context and not a citywide standard. Should cross-reference transportation policies which speak to variable parking standards based on context, transit, unit size, etc.
GP	Pol 2.10	Neighborhood Char.	Gated Communities	Unless overriding public safety considerations exist, discourage the development of “gated” communities or the gating of already developed neighborhoods or subdivisions.	Still a valid policy. Has been implemented in practice. Retain.
GP	Pol 2.11	Neighborhood Char.	Emergency Access	Ensure that all new development is designed for adequate access by emergency vehicles.	Still a valid policy. Retain.
GP	Pol 2.12	Neighborhood Char.	Useable Open Space Provisions	Require useable open spaces for community use in large new residential developments. Wherever feasible, such spaces should contain play equipment, children’s activity areas, and other amenities that draw people outdoors, create street life, and instill a sense of community.	Still a valid policy. Retain. Could add something about designing such development to encourage walking, bicycling, health, etc.
GP	Pol 2.13	Neighborhood Char.	Harmony with Nature	Require new development to be harmonious with its natural setting and to preserve natural features such as creeks, large trees, ridgelines, and rock outcroppings.	Still a valid policy. Retain.
GP	Pol 2.14	Neighborhood Char.	Constrained Sites	Focus new housing development on underutilized or infill sites on the city’s flatter lands, rather than on previously undeveloped sites in the hills. Development on sites with significant geologic, hydrologic, or land stability constraints should be strongly discouraged.	Still a valid policy. Retain.
GP	Goal 3	New Housing Opps	New Housing Opportunities	<b>Provide housing opportunities and improve economic access to housing for all segments of the community.</b>	Still a valid goal--reinforced through 2015 Housing Element. Note, this same goal appears in the new Housing Element.
GP	Pol 3.01	New Housing Opps	Mix of Unit Types	Encourage a mix of residential development types in the City, including single family homes on a variety of lot sizes, as well as townhomes, row houses, live-work units, planned unit developments, and multi-family housing.	Still a valid policy. Retain.

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GP	Pol 3.02	New Hous-ing Opps	Mix of Price Ranges	Encourage a mix of price ranges to provide housing choices for San Leandro residents of all incomes and ages. Opportunities to include affordable units and market rate units within the same development projects should be pursued.	Still a valid policy. Retain.
GP	Pol 3.03	New Hous-ing Opps	Affordable Housing Design	Design new affordable housing to blend in with the existing fabric of the community. Affordable housing should be located in a variety of neighborhoods rather than concentrated in one particular part of the City.	Still a valid policy. Retain.
GP	Pol 3.04	New Hous-ing Opps	Promotion of Infill	Encourage infill development on vacant or underused sites within residential areas.	Still a valid policy. Retain.
GP	Pol 3.05	New Hous-ing Opps	Mixed Use on Transit Corridors	Encourage mixed use projects containing ground floor retail and upper floor residential uses along major transit corridors. Such development should be pedestrian-oriented, respect the scale and character of the surrounding neighborhood, and incorporate architectural themes that enhance the identity of adjacent commercial districts.	Still a valid policy. Retain. Cross-reference policies in the later sections on East 14th Street, Bayfair, and Downtown
GP	Pol 3.06	New Hous-ing Opps	Housing by Non-Profit Developers	Promote the participation of non-profit housing organizations in the construction of new affordable housing in San Leandro, with particular emphasis on housing for seniors and working families.	Still a valid policy. Retain.
GP	Act 3.06-A	New Hous-ing Opps	Rental Housing Production	<i>Pursue funds through a variety of government programs to assist in the creation of new affordable rental units.</i>	Still a valid policy. Retain. Note that Housing Element added an action to support tax credits, which expands on this action
GP	Pol 3.07	New Hous-ing Opps	Amenities and Social Services within New Housing	Encourage new affordable housing development to provide amenities for future residents, such as on-site recreational facilities and community meeting space. Where feasible, consider the integration of social services such as child care within such projects.	Still a valid policy, and being implemented in projects like Marea Alta. Retain.
GP	Pol 3.08	New Hous-ing Opps	Live-Work Development	Provide opportunities for “live-work” development as a buffer land use between residential and non-residential areas, and to provide a housing resource for artists, craftspersons, and persons working from home. The design of live-work projects should be sensitive to the surrounding areas.	Still a valid policy. Note that this emphasizes live-work as a buffer, and not a predominant use within industrial areas. Retain.
GP	Act 3.08-A	New Hous-ing Opps	Liive-Work Ordinance	<i>Develop an ordinance addressing “live-work” and “work-live” development in the City.</i>	This was not done, and live-work continues to be a prohibited use in all industrial areas (including I-L). This should be revisited. There may be some light industrial areas or transitional areas where live-work is acceptable.
GP	Act 3.08-B	New Hous-ing Opps	Inventory of Potential Live-Work Buildings	<i>Prepare an inventory of buildings which might be suitable for conversion to live-work uses, mixed use projects, or community facilities.</i>	This was a GPAC member suggestion from the 1999-2000 and is probably not needed given current resources on sites and buildings.
GP	Pol 3.09	New Hous-ing Opps	Executive Housing	Encourage the provision of a significant amount of executive housing as part of an effort to maintain and diversify the City’s economic base.	Still relevant, and affirmed by the Planning Commission in their discussions on the Housing Element. Note--- several new Housing Element actions have been added to implement this policy.

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Doc	ID#	Topic	Title	Statement	Evaluation
GP	Pol 3.10	New Hous-ing Opps	Conversion of Non-Residential Land to Housing and Public Uses	Encourage the development of new housing on underutilized commercial and industrial sites which meet the following criteria: (a) Sites on the edges of commercial or industrial areas adjacent to established residential areas; (b) Sites where continued use with commercial or industrial activities could perpetuate existing land use conflicts; (c) Sites with adequate infrastructure, access, and road capacity; (d) Sites which are not constrained by external environmental factors, including freeway, railroad, and airport noise; (e) Sites where conflicts with surrounding uses would not be created in the event of re-use; (f) Sites which lack "prime" qualities for commercial or industrial development, such as direct freeway or rail access; (g) Publicly-owned land which is not being used to its fullest potential. Sites meeting the above criteria should also be considered for churches, libraries, parks, community facilities, and other uses that provide necessary services and advance the quality of life in the community.	Suggest deleting "b", and eliminating "railroad noise" from "d". Also clarify that the intent is that all of these conditions (except "g") must apply when land is converted, and not just one condition. The intent of this policy was to anticipate changes in places like Alvarado Street-Williams, where there is a mix of industrial and residential use.
GP	Act 3.10-A	New Hous-ing Opps	Inventory of Vacant and Underused Sites	<i>Periodically inventory vacant and underused sites to determine which are most feasible for conversion to new uses, including schools and parks.</i>	The City is implementing a new software program to track site availability--that should be cited instead of this action. Separate processes are used to identify potential sites for parks and schools.
GP	Goal 4	Mitig. of Public Facil-ity Impacts	Mitigation of Public Facility Impacts	<b>Ensure that new residential development contributes its appropriate share toward the provision of adequate schools, parks, and other public facilities.</b>	This is still a valid goal, and it should be carried forward.
GP	Pol 4.01	Mitig. of Public Facil-ity Impacts	Concurrent Provision of Services	To the extent permitted by law, allow new residential development to occur only when the public facilities needed to serve that development are available or will be provided concurrently with the development.	Still a valid policy. Retain.
GP	Act 4.01-A	Mitig. of Public Facil-ity Impacts	Development Review	<i>Review all development proposals to assess their impacts on the demand for City services and public facilities. Identify mitigation measures as appropriate.</i>	Still a valid action, and part of the City's standard operating procedures (also required by CEQA). Retain.
GP	Pol 4.02	Mitig. of Public Facil-ity Impacts	Fair Share Contributions	Require new residential development to pay its fair share of the cost of capital improvements needed to serve that development.	Still a valid policy. Retain.
GP	Act 4.02-A	Mitig. of Public Facil-ity Impacts	Impact Fee Revisions	<i>Review the City's impact fees on an annual basis and revise them as needed in response to changing costs.</i>	Change "annual" basis to "periodic" basis. City will do a Cost of Service Study in the future and make appropriate adjustments to its fees.
GP	Pol 4.03	Mitig. of Public Facil-ity Impacts	Public Facility Development	Promote collaborative, creative solutions between the public and private sectors to develop additional schools, parks, and other public facilities in the City.	Still a valid policy. Retain.
GP	Act 4.03-A	Mitig. of Public Facil-ity Impacts	School Mitigation Incentives	<i>Explore the use of incentives and other programs encouraging developers to mitigate school impacts at a level beyond the maximum fees that may be imposed under State law.</i>	Could consider keeping this, but it has not really been implemented in the past 15 years. Might be more effective to have an action to work with School District to develop new, creative approaches.

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GP	Pol 4.04	Mitig. of Public Facility Impacts	Park and School Site Acquisition	Ensure that the feasibility of acquiring vacant or underutilized sites for park or school development is considered before approving housing development on those sites.	Suggest rephrasing: "Consider acquiring vacant or underutilized sites for park or school development in addition to facilitating private development on those sites."	
GP	Pol 4.05	Mitig. of Public Facility Impacts	Infrastructure Financing	Allow for flexibility in the financing of infrastructure improvements within new development, including the creation of special assessment districts (Mello-Roos districts) for new projects.	Still a valid policy--but mention other infrastructure financing mechanisms that should be considered (Enhanced Infrastructure Financing Districts)	
GP	Goal 5	Citizen Participation	Citizen Participation	<b>Provide for active, timely citizen participation in all stages of housing-related programs.</b>	Still a valid goal. Potentially expand so it relates not only to "housing related programs" but also to "neighborhood planning"	
GP	Pol 5.01	Citizen Participation	Coordination and Outreach	Coordinate housing plans and programs with organizations that are broadly representative of people in the community, including homeowners, renters, businesses and institutions. Collaborative, productive relationships should be promoted between City staff, elected and appointed officials, and local homeowners associations.	Add advocacy groups to the list of stakeholders.	
GP	Act 5.01-A	Citizen Participation	HOA Notification	<i>Continue the practice of sending Board of Zoning Adjustments and Planning Commission agendas and other information concerning development applications to homeowners associations and interested individuals.</i>	Still a valid action (although should clarify that this is now done electronically)	
GP	Act 5.01-B	Citizen Participation	Formation of new HOAs	<i>Promote the formation of homeowners associations in neighborhoods that presently lack such groups.</i>	Still valid. Carry forward.	
GP	Pol 5.02	Citizen Participation	Stewardship Projects	Encourage community organizations to assist in implementing General Plan policies on housing and residential neighborhoods, including neighborhood beautification and improvement projects.	Still valid. Carry forward.	
GP	Pol 5.03	Citizen Participation	Individual Participation	Encourage the participation of individuals as well as organizations in the planning process, since organizations may not always reflect individual needs and opinions.	Still a valid policy. Retain.	
GP	Act 5.03-A	Citizen Participation	Posting and Advertising Requirements	<i>Maintain posting and advertising requirements for proposed development which ensure that a high level of notification is provided to surrounding residents prior to consideration of development applications by the Zoning Enforcement Official, the Board of Zoning Adjustments, the Site Development Subcommittee, the Planning Commission, or the City Council.</i>	Still a valid action. Retain.	
GP	Pol 5.04	Citizen Participation	Cooperation with Developers	Work closely with developers and business interests to provide a constructive, cooperative attitude toward meeting the City's housing needs. Require developers to initiate early and frequent communication with affected neighborhood residents, local school boards, and homeowners associations.	Still a valid policy. Add "businesses" after neighborhood residents (in second sentence)	
GP	Pol 5.04-A	Citizen Participation	Consultation with HOAs and Neighborhood Groups	<i>Establish standard operating procedures which involve homeowners associations and other neighborhood groups at the earliest point feasible in the development review process. Consider the legal means to require developers of projects above a certain size threshold to meet with homeowners associations or other neighborhood groups as a condition of Planning Commission approval.</i>	This is currently standard operating procedure, but it is not "mandatory" as described here. Reword this to make it more positive and to acknowledge the benefits of developers communicating and consulting with neighborhood groups as part of the entitlement process.	

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GP	Goal 6	Downtown	Downtown Revitalization	<b>Foster the development of Downtown San Leandro as the geographic and social heart of the City.</b>	Still a valid goal (add "civic")	
GP	Pol 6.01	Downtown	Downtown Plan	In accordance with the adopted Downtown Plan and Urban Design Guidelines and the Downtown San Leandro Transit Oriented Development Strategy, ensure that new Downtown Development is attractive and creates an image conducive to revitalization.	Note, this was updated in 2011 to reference the TOD Strategy. Carry forward.	
GP	Act 6.01-A	Downtown	Downtown Plan Implementation	<i>Implement the policies contained in the Downtown Plan and follow the priorities and strategies established in that document. On a continuing basis, require that development proposals are consistent with the Downtown Plan and Urban Design Guidelines. Review and update the Plan on a periodic basis to reflect future conditions and opportunities.</i>	Delete this action and instead refer to the Downtown TOD Strategy and its standards and guidelines (or refer more generically to "applicable Downtown Plans and strategies".)	
GP	Act 6.01-B	Downtown	Downtown Zoning Changes	<i>Update the Zoning Code to incorporate the recommendations of the Downtown Plan and Urban Design Study and to ensure that the goals and policies in the General Plan can be successfully implemented.</i>	Delete this action, as the zoning code has already been amended to reflect the TOD Strategy.	
GP	Act 6.01-C	Downtown	Downtown Capital Projects	<i>Include public projects as defined by the Downtown Plan and Urban Design Guidelines and the Central BART Area Revitalization Plan in the City's annual Capital Improvement Program. These projects include restoring and maintaining the traditional street grid, re-establishing the historic plaza at Washington Avenue and East 14th Street, and establishing a pedestrian network throughout the Downtown and between Downtown and BART. Recommended projects should maintain strong forward momentum to facilitate Downtown's restoration as the commercial and social center of San Leandro.</i>	Most of these projects continue to be valid, but they are documented in greater detail in the Downtown TOD Strategy. Delete this action and replace with actions from that document.	
GP	Pol 6.02	Downtown	Retail-Service Improvements	Develop and implement business development strategies that improve the mix of retail and service businesses Downtown, with an emphasis on higher-end retail shops, sit-down restaurants, and entertainment uses.	Still valid, and consistent with public input	
GP	Pol 6.03	Downtown	Finance and Banking	Support the Downtown area as San Leandro's financial and banking center, working with the banks to identify creative re-use options for vacant bank buildings.	Can maintain the policy to maintain Downtown as a financial center, but delete reference to "banking" since the industry has changed radically in the last 15 yrs. Perhaps frame more broadly as a policy to update and reposition the Downtown office market to reflect the building stock and market trends	
GP	Pol 6.04	Downtown	BART Accessibility	Maintain and strengthen pedestrian and transit connections between the BART Station, Downtown, and nearby neighborhoods.	Still a valid policy. Retain. Add bicycles.	
GP	Act 6.04-A	Downtown	BART Area Streetscape Improvements	<i>Pursue streetscape improvements in the BART Station area which promote pedestrian circulation and enhance the connections between the BART Station, Downtown San Leandro, and the South-of-Marina area. These improvements should include the upgrading of West Juana and Estudillo Avenues.</i>	Update to reflect the status of current and planned streetscape improvements (lighting improvements, East Bay Greenway, etc.). Discuss with Engineering staff.	

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GP	Act 6.04-B	Downtown	San Leandro Boulevard Changes	<i>Implement a comprehensive redesign of San Leandro Boulevard along the east side of the BART Station to add a landscaped median, widen the sidewalks, provide an easier pedestrian crossing, and improve the visual quality of the BART-to-Downtown gateway. A traffic impact study should be required before implementing any change which reduces the capacity of the street.</i>	This project has been completed, and this action may be removed. Per note above, should include new actions which reflect other projects to be completed in accordance with the Downtown TOD Strategy. Could also add Safe Routes To Transit initiative.	
GP	Pol 6.05	Downtown	Pedestrian Friendly Environment	Provide public and private improvements that create a safe, friendly, and pleasurable environment for pedestrians in Downtown.	Still a valid policy. Retain. Add bicycles.	
GP	Pol 6.06	Downtown	Urban Design	Promote quality Downtown architecture that is well articulated, enhances the pedestrian setting, preserves the City's architectural heritage, and fits in with the scale and texture of existing historic structures. Discourage "franchise architecture" that will distract from creating a unique and distinctive Downtown setting.	Still a valid policy. Retain. Potentially supplement with more design-oriented policies from the TOD strategy.	
GP	Pol 6.07	Downtown	Parking	Ensure that parking for Downtown businesses remains convenient, but take steps which de-emphasize surface parking lots as a dominant feature of the Downtown landscape. Establish satellite parking areas, including attractively designed parking structures, accessed by well-defined and inviting pedestrian passageways.	Still a valid policy. Modify second sentence so it is consistent with the parking policies of the TOD strategy (and the new parking management plan, now being developed). Add language which recognizes the parking at OSI Soft, Marea Alta, the City garage, and other garages that may be built in the future.	
GP	Act 6.07-A	Downtown	Downtown Parking Structure	<i>Study the feasibility of developing an attractively designed Downtown parking structure or expanding and redesigning the existing city-owned Downtown parking garage.</i>	This has been resolved. Suggest deleting and replacing with more current parking actions from the TOD Strategy or pending parking plan.	
GP	Pol 6.08	Downtown	Coordination	Fully involve and coordinate with local business owners, property owners, adjacent residents, and business organizations such as the Chamber of Commerce and Downtown Association in all planning and development activities within the Downtown area.	Still a valid policy. Retain. Any other stakeholders to add?	
GP	Pol 6.09	Downtown	Business Partnerships	Support public and private efforts to enhance and market Downtown San Leandro. Encourage partnerships between the City, Redevelopment Agency, the Chamber of Commerce, the Downtown Association, and private entities (such as property owners, tenants, developers, etc.).	Delete "Redevelopment Agency"--rest still valid	
GP	Act 6.09-A	Downtown	Downtown Business Improvement District	<i>Support the Downtown Business Improvement District (BID) and review the goals and programs of the District annually.</i>	Change to Downtown Community Benefit District	
GP	Pol 6.10	Downtown	BART Station Area Revitalization	Foster the development of the BART Station area as a mixed use "transit village," with a full complement of office, high-density residential, and retail uses, along with pedestrian plazas, open space, BART parking, and other transit facilities (possibly including a Capitol Corridor rail station).	Policy still valid, and reinforced through TOD Strategy. Drop reference to Capitol Corridor station.	

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GP	Act 6.10-A	Downtown	Downtown BART Parking Lot	<i>Pursue the relocation of the BART parking lot on the east side of San Leandro Boulevard to a new parking garage on the west side of the station. Work with BART to facilitate the redevelopment of the vacated parking lot site with quality high-density housing or mixed use development. A minimum density of 60 units per acre should apply to the housing site, and provisions for ample open space and landscaping should be included in the project's design.</i>	Superseded by Marea Alta and Tech Campus developments. Delete and replace with action for the "next" phase of the TOD project
GP	Act 6.10-B	Downtown	Redevelopment west of BART Station	<i>Promote the development of vacant sites west of the BART station with office, high density residential, retail, and mixed uses and accompanying public plazas and open space. Development on these sites should be designed and oriented to encourage transit use, promote pedestrian activity, respect the scale of nearby neighborhoods, and create a safe, attractive street environment.</i>	Superseded by Tech Campus. Delete and replace with action for other parcels west of the station, and additional direction for the Alvarado St parcels extending to San Leandro Creek.
GP	Goal 7	Industrial-Office	Industrial and Office Districts	<b>Continue to develop a strong and healthy industrial and office employment base in the community.</b>	Still a valid goal. Suggest breaking into two goals, with one focused on land use and another focused on Economic Development
GP	Pol 7.01	Industrial-Office	Industrial Assets	Build on the strengths of the City's existing industrial base, transportation infrastructure, and proximity to Oakland International Airport in the City's business development efforts.	Still valid. Economic Development policy.
GP	Act 7.01-A	Industrial-Office	Communication and Networking	<i>Promote communication and networking among local businesses organizations through focus groups, roundtables, special events, newsletters, and other methods of sharing information and discussing business needs and priorities.</i>	Still valid. Economic Development action.
GP	Act 7.01-B	Industrial-Office	Hotels in Industrial Zones	<i>Amend the zoning code to allow hotels as a conditional use within appropriate General Industrial areas, including the Oakland International Airport gateway area along Doolittle Drive. Ensure that hotels are only permitted where they would not adversely impact adjacent active industrial uses.</i>	This implies a Doolittle Overlay Zone, or some other type of overlay where hotels are allowed. This is not really consistent with current City strategies (which emphasize hotels downtown, at Kaiser North, and at the shoreline). Suggest deleting.
GP	Pol 7.02	Industrial-Office	Economic Diversity	Promote economic diversity and the growth of new and emerging industries. Target businesses that will provide higher-paying jobs for San Leandro residents.	This is really two policies. Both are still relevant and should be carried forward. Both are economic development related
GP	Act 7.02-A	Industrial-Office	Economic Data Collection	<i>Maintain and regularly update data on local economic activities, sales and property tax trends, the characteristics of the local business community, and development opportunity sites.</i>	Still valid, potentially expand (add sales tax trends) Economic Development Element.
GP	Act 7.02-B	Industrial-Office	Economic Development Strategy Updates	<i>Periodically update and revise the City's Economic Development strategies in response to changing market conditions and economic trends.</i>	Still valid, potentially make more explicit (prepare an ED Strategy), based on stakeholder input. Economic Development Element.
GP	Pol 7.03	Industrial-Office	Sustainable Manufacturing	Promote environmentally sustainable manufacturing practices by San Leandro businesses and focus business attraction efforts on clean, environmentally-friendly businesses.	Still valid. Economic Development policy.

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GP	Pol 7.04	Industrial-Office	Tech Sector Recruitment	Attract and retain technology (“high tech”) companies by improving technology infrastructure, targeting such companies through marketing, supporting incubator and start up firms, and maintaining development regulations which facilitate the adaptive reuse of older industrial buildings.	Sounds a little simple, and dated---given all the work that has been done on the Next Gen study and Lit San Leandro. Delete and replace with a series of new Economic Dev policies	
GP	Act 7.04-A	Industrial-Office	Technology and Industry Roundtable	<i>Support the efforts of a technology and industry roundtable to foster a dialogue on the needs of technology companies and to promote the expansion of this sector in San Leandro.</i>	Reframe to reflect that this is an ongoing activity. Move to Econ Dev	
GP	Act 7.04-B	Industrial-Office	Technology Incubator	<i>Support the establishment of a high-quality private or non-profit technology incubator to attract start-up companies to the City.</i>	Rewrite following input from tech stakeholders and others. Move to Econ Dev	
GP	Pol 7.05	Industrial-Office	Redevelopment	Use the financing and incentive mechanisms available through the Redevelopment Agency to achieve business development goals, including better transitions between industrial and residential uses.	Policy void since dissolution of Redevelopment. Replace with action item (land use) about transition between industrial and residential areas.	
GP	Act 7.05-A	Industrial-Office	Business Assistance	<i>Provide City Staff assistance and outreach to existing businesses, potential new businesses, real estate brokers, and business organizations in the City.</i>	This is more of a policy than an action. Move to Econ Development and frame as a business outreach policy.	
GP	Pol 7.06	Industrial-Office	Adaptive Reuse	Encourage private reinvestment in vacant or underutilized industrial and commercial real estate to adapt such property to changing economic needs, including the creation of flex/office space.	Policy remains relevant. Retain (may keep in Land Use Element)	
GP	Act 7.06-A	Industrial-Office	Renovation Assistance	<i>Develop new programs and continue existing programs that assist local businesses in upgrading or renovating industrial and commercial buildings.</i>	Action remains relevant. Retain (may keep in Land Use Element)	
GP	Act 7.06-B	Industrial-Office	Market-Oriented Zoning Review	<i>Regularly review the Zoning Code to respond to real estate market and development trends, as well as changes in technology.</i>	Action remains relevant. Retain (may keep in Land Use Element)	
GP	Pol 7.07	Industrial-Office	Tax Base Enhancement	Encourage business development that improves the City’s ability to provide the public with high-quality services and which minimizes increases in the tax burden for existing businesses and residents.	Policy remains relevant. Retain (may keep in Land Use Element)	
GP	Act 7.07-A	Industrial-Office	Business to Business Relationships	<i>Develop mechanisms to encourage the formation of business relationships between San Leandro companies.</i>	This is vague as written, especially for an action. Reframe as a policy and move to Economic Development.	
GP	Pol 7.08	Industrial-Office	Telecommunication Infrastructure	Coordinate with the School Districts, the private sector, and local business organizations to upgrade and expand telecommunications infrastructure in San Leandro, including fiber optics, cable, DSL, and other emerging forms of information technology.	Continue this policy (in the context of the Econ Dev Element) to reflect the state of fiber optics and other information technology in the city today. Reference LIT San Leandro explicitly.	
GP	Act 7.08-A	Industrial-Office	Fiber Optics	<i>Complete the City fiber optics network now under construction in San Leandro and develop strategies for the use of surplus capacity, including assessments of future market demand. Ensure that fiber optics is used effectively as a business development tool and information resource for San Leandro businesses and an additional resource for its schools.</i>	Replace with new action item(s) about Lit San Leandro and next steps in expanding the fiber network. Also, consider other economic development initiatives related to fiber and e-infrastructure	

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GP	Pol 7.09	Industrial-Office	West San Leandro Business District	Build upon the locational strengths and transportation features of West San Leandro to support the area's continued development as a major industrial, technology, and office employment center. In accordance with the West San Leandro Plan, limit the encroachment of incompatible residential and retail uses into the area, and promote additional development and redevelopment with manufacturing, technology, warehouse and distribution, office/flex, and similar uses.	Policy remains valid, but the list of appropriate uses could be "tested" with additional public input. Also, the West San Leandro Plan is now 18 years old. Suggest deleting the reference to it, and referencing the Next Generation Study and other more contemporary efforts. It may be worthwhile to do an updated Area Plan for West San Leandro.
GP	Act 7.09-A	Industrial-Office	Doolittle Gateway	<i>Pursue streetscape improvements along Doolittle Drive between the Oakland city limits and Marina Boulevard that upgrade the appearance of this important gateway from Oakland International Airport. Improvements should include landscaping of the public right-of-way, higher design standards for properties along the corridor, and re-use of vacant or underutilized properties with higher quality uses. Where consistent with Airport Land Use Compatibility restrictions, these uses could include hotels, offices, and other activities that capitalize on the street's proximity to Oakland Airport.</i>	Some of this has been done--(Doolittle Phase I). Reference what is programmed (Doolittle Phase II) and what is desired in the coming years. This action should be updated accordingly to reflect the Next Generation Study. Also, shift focus in streetscape improvements to Marina between Merced and Doolittle.
GP	Act 7.09-B	Industrial-Office	West Davis-Eden Road	<i>Continue to allow general industrial uses along the west end of Davis Street (west of Doolittle Drive), but establish development standards and use regulations that improve the appearance of the area from adjacent streets. Encourage a long-term transition to higher value industrial uses in this area.</i>	This is still relevant -- should tie into Eden Road improvements. Potentially delete the reference to use standards and regulations, as it implies an overlay district.
GP	Act 7.09-C	Industrial-Office	Hoehner Property	<i>Support the reuse of the Hohener property with an industrial or office/flex use that enhances the economic base of the City, creates quality jobs, minimizes impacts on nearby neighborhoods, and is compatible with the uses on adjacent properties.</i>	Delete action, as the Hoehner property was subsequently redeveloped as an industrial park/distribution center.
GP	Act 7.09-D	Industrial-Office	Timothy Drive Neighborhood Improvements	<i>Implement measures to address airport and freeway noise, access and circulation constraints, and conflicts between industrial, commercial, and residential uses within the Timothy Drive neighborhood. These measures should include landscaping and buffering, and could also include additional sound insulation for homes, and redirecting business traffic to non-residential streets. The proposed Westgate Parkway extension should be designed to mitigate truck traffic and noise impacts on the Timothy neighborhood. Extensive participation by area residents should be actively encouraged for any strategy impacting this area.</i>	Delete, as the Westgate Parkway extension has been completed. Replace with a new action to monitor and address noise, truck traffic, and air quality issues in Davis West (including Timothy Dr and the area north of Davis Street). Also, consider live-work along Timothy Drive south of the residential area.
GP	Pol 7.10	Industrial-Office	South of Marina Business District	Facilitate the gradual transition of the South-of-Marina (SOMAR) area into a cohesive light industrial district characterized by light manufacturing, office/flex, research and development, bio-medical, e-commerce, and similar uses, along with complementary business services and employee amenities.	Policy remains relevant, although SOMAR is not a commonly used place name, and this area does not stand out as the area most feasible for "transformation." Based on recent trends, SOMAR is unlikely to evolve any differently than the areas west of I-880. Area functions well as is.

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GP	Act 7.10-A	Industrial-Office	SOMAR Area Plan	<i>Prepare an Area Plan for the SOMAR area, including land use and development standards, design themes and guidelines, and an implementation program. The Plan should include measures to limit the displacement of, or creation of hardships for, the existing general industrial uses within this area. It should also identify the landscaping, streetscape, transportation, and infrastructure improvements necessary to promote SOMAR's transformation into a high-quality business park environment.</i>	This was not done, as other areas had higher land use planning priority. Given the outcome of the Next Gen study, replace this with a new action about selective interventions to humanize areas of the West San Leandro industrial district, and to improve landscaping, screening, buffering, etc. throughout the area (per the Next Gen study).
GP	Act 7.10-B	Industrial-Office	Burrell Field	<i>Explore a range of options for the Burrell Field athletic complex. One option would be to enter into a partnership agreement with the San Leandro Unified School District and the private sector to upgrade the field and develop additional facilities onsite. Another would be to maintain the Field as is and develop additional facilities elsewhere in the City. In the event that relocation of the field is considered as an option, sale of the existing site shall not proceed until a suitable replacement site has been secured and a firm, contractual commitment to improve the replacement site with athletic facilities has been made. Regardless of which option is selected, the Field should remain operational and should receive a high level of maintenance.</i>	This action should be deleted, as Burrell Field has been renovated and is not relocating.
GP	Pol 7.11	Industrial-Office	Mid-Washington Business District	Promote a combination of public and private improvements to the Washington Avenue corridor between San Leandro Boulevard and Halcyon-Floresta which improve the aesthetic quality of the street and provide a more unified design identity. As property in this corridor becomes available for reuse, pursue additional light industrial, office, or commercial service (e.g., lumberyards, building materials, etc.) development on vacated sites or in vacated buildings. Such development should adhere to high standards of landscaping and screening. Zoning and design standards should be consistent with the long-term vision of this corridor as a more attractive gateway to Central San Leandro.	Suggest modifying this policy slightly to reinforce existing land uses, and hold back on transforming this into a light industrial district. The "CC" zoning in this area is working, and is what is desired by the property owners. The goal of improving the appearance of the corridor is still valid.
GP	Act 7.11-A	Industrial-Office	Rezoning Mid-Washington to Light Industrial	<i>Following adoption of the General Plan, rezone the mid-Washington Avenue corridor (San Leandro Boulevard to Halcyon-Floresta) from Community Commercial (CC) to Light Industrial (IL).</i>	This was not done during 2002-2015 due to opposition from property owners. Suggest deleting and retaining commercial zoning here.
GP	Pol 7.12	Industrial-Office	San Leandro Corridor Business District	Promote the continued transition of the San Leandro Boulevard Corridor from older industrial and heavy commercial uses to attractively designed, pedestrian-oriented mixed use and light industrial development.	This is still a valid policy, although San Leandro Blvd is not really an industrial/heavy commercial area. Consider (a) moving Pol 7.12 to Goal 6, with the discussion of Downtown, consistent with the TOD Plan; and (b) creating a separate policy or policies under Goal 6 on this portion of the TOD area (which includes most of the areas addressed in the actions below)
GP	Act 7.12-A	Industrial-Office	Alvarado at San Leandro Creek	Encourage the development of vacant and underutilized land along Alvarado Street just south of San Leandro Creek with high-quality mixed use or high-density residential development, consistent with the San Leandro Downtown TOD Strategy. Provisions for creekside park and open space, including a proposed Environmental Education Center, should be made in future development plans.	Suggest moving this to the TOD discussion in Goal 5, as this area is planned for high density mixed use and is not an industrial area.

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GP	Act 7.12-B	Industrial-Office	Park Street Island	<i>Encourage the gradual transition of the 8-acre "island" between Park Street and San Leandro Blvd to mixed use development. Future residential uses in this area should be oriented along Park Street, while the San Leandro Boulevard frontage should be used for non-retail commercial uses. Streetscape improvements, including undergrounding of utilities, should be pursued to beautify San Leandro Boulevard as a City gateway in this area. Siempre Verde Park should be maintained and enhanced as a neighborhood open space.</i>	See also the discussion of the area near Alvarado and Thornton below. Discuss this as part of the TOD rather than thinking of this as an "industrial" corridor. Note that planned improvements to Siempre Verde Park could be a catalyst for investment here.
GP	Act 7.12-C	Industrial-Office	Alvarado Commons	<i>Pursue the gradual transition of the area roughly bounded by Orchard, Thornton, Marina, and San Leandro Boulevard into a neighborhood of light industrial and incubator businesses, live-work space, multi-family housing, small professional offices and artist/craft studios, and compatible uses.</i>	This is still a valid action, although we could take it a step further and suggest zoning or other regulatory measures to advance this change. Discuss as part of TOD area.
GP	Act 7.12-D	Industrial-Office	Hudson Lumber Site	<i>Support the reuse of the Hudson Lumber site with a wide variety of uses consistent with a "Light Industrial" General Plan designation. These uses could include a full complement of telecommunications, research and development, office, work-live space, and similar uses. Opportunities for park and recreational uses should also be pursued on the site if public funding can be secured.</i>	Delete this action. This has been developed with the Preferred Freezer company and auto sales along Marina.
GP	Act 7.12-E	Industrial-Office	Estabrook Parcel Assembly	<i>Encourage the assembly of parcels along Estabrook Street to create through-lots to Marina Boulevard. In the event that such parcels are created, re-use with commercial development fronting on Marina (rather than light industrial uses fronting on Estabrook) should be promoted.</i>	This is still a valid action. Retain. Move this to the Marina Blvd discussion--Policy 8.12
GP	Act 7.12-F	Industrial-Office	San Leandro Boulevard Corridor Park and Public Facility Sites	<i>Seek opportunities within this area for new parks or other public facilities, including a linear park along San Leandro Creek and new neighborhood or community parks within future development areas.</i>	This is still a valid action, but the creek would be more appropriately addressed in the section on Downtown (or the Station area, if such a section is created). Note that master planning efforts for the creek have produced more current and specific recommendations.
GP	Goal 8	Retail-Service	Retail and Service Districts	<b>Establish excellent community and neighborhood-serving retail and entertainment uses.</b>	Still a valid goal. Retain (in Land Use Element)
GP	Pol 8.01	Retail-Service	Retail Hierarchy	Maintain a range of retail uses in the City, consisting of: (a) Regional shopping concentrated around the existing centers at Bayfair, Marina Square, and Westgate; (b) Community retail uses centered in Downtown San Leandro, reinforcing the area's image as the City center; and (c) Neighborhood shopping districts located within subareas of the City, providing basic goods and services within easy access of neighborhood residents.	Acknowledge a fourth type of retail which consists of large-scale general commercial activities such as building suppliers, lumber, home improvement, furniture, etc. that occur on the edges of industrial areas.
GP	Pol 8.02	Retail-Service	Retail Diversity	Encourage a diverse range of commercial uses in the City, offering goods and services that fully meet the needs of San Leandro residents and businesses. The City should recruit new businesses that: (a) fill gaps in the range of goods and services currently available; and (b) act as catalysts for attracting other retailers to the City.	Still a valid policy. Second sentence should be a separate policy on retail business attraction. Suggest moving this to the Economic Development Element and complementing it with policies on business expansion and retention
GP	Act 8.02-A	Retail-Service	Retail Prospectus	<i>Continue retail recruitment efforts through the City's Business Development Department, including preparation of a retail real estate prospectus and updated demographic and market information.</i>	Still a valid action--note name has changed to Office of Business Development. Move to Economic Development El

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GP	Pol 8.03	Retail-Service	Aesthetics	Upgrade the City's commercial corridors by building upon their existing strengths and improving their aesthetic qualities. The City should implement programs to underground utilities, abate weeds and graffiti, eliminate litter, improve buffers to adjacent residential uses, control excessive signage, and provide streetscape amenities and landscaping along the corridors.	Still a valid policy. Should be retained in Land Use Element.	
GP	Pol 8.04	Retail-Service	Mixed Use Commercial	Pursue the following land use and development principles in those areas designated "Corridor Mixed Use" on the General Plan Map: (a) An emphasis on pedestrian- and transit-oriented site design, rather than auto-oriented or "drive-through" design; (b) An emphasis on mixed use infill projects which incorporate upper story office or residential uses and ground floor retail uses (the General Plan should be consulted for further description of the balance between residential and non-residential uses within each mixed use area); (c) A shift toward higher value neighborhood-serving retail uses and higher-density housing.	Still a valid policy. Should be retained in Land Use Element. Suggest adjusting (b) to reference ground floor "commercial" rather than ground floor "retail"	
GP	Act 8.04-A	Retail-Service	Mixed Use Zoning	<i>Revise the San Leandro Zoning Code to create two Corridor Mixed Use zoning districts—one emphasizing a mix of commercial uses and the other emphasizing upper floor residential and ground floor retail uses. The Districts could be patterned after the existing NA-1 and NA-2 districts and would replace these districts upon adoption. Development standards for the Districts should minimize the possibility for conflicts within projects that contain both residential and commercial uses.</i>	Delete this action, since it was implemented by the SA-1, SA-2, and SA-3 districts. Replace with a district to update the NA zones through a community process.	
GP	Pol 8.05	Retail-Service	Neighborhood Shopping Centers	Promote reinvestment in the City's viable neighborhood shopping centers, with an emphasis on new retail uses that serve the adjacent neighborhoods and contribute to the overall vitality of the centers.	Still a valid policy. Should be retained in Land Use Element.	
GP	Act 8.05-A	Retail-Service	Neighborhood Shopping Center Revitalization	<i>Undertake a neighborhood shopping center enhancement and conversion strategy in which selected neighborhood shopping centers are targeted for improvements, while marginal or obsolete centers are targeted for redevelopment with non-retail uses.</i>	This was done to some extent, but it was more than 10 years ago. Suggest deleting "targeted for redevelopment" with something more positive which suggests new uses such as housing may be considered.	
GP	Pol 8.06	Retail-Service	Commercial Uses with an Industrial Character	Maintain areas in the City that are appropriate for lumberyards, construction suppliers, automotive repair shops, and other commercial uses that are industrial in character or that typically locate in industrial areas. While development standards in these areas should respect the operational characteristics of these uses, they should still promote aesthetic improvements, adequate buffering for nearby uses, traffic safety, and a more positive visual image.	Still a valid policy. Should be retained in Land Use Element.	
GP	Pol 8.07	Retail-Service	Cultural Arts and Entertainment	Provide additional opportunities for cultural, recreational, and entertainment uses in the City, including cinemas, theaters, live-performance venues, sports facilities, and art galleries.	Still a valid policy. Should be retained in Land Use Element. Could flesh out further in the Economic Development Element (with additional policies)	

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GP	Pol 8.08	Retail-Service	Visitor Services	Aggressively pursue the development of additional hotels, lodging, and conference facilities in the City.	Still a valid policy. As stated, this is more of an economic development policy than a land use policy. However, it would be worthwhile to include a policy indicating the types of areas where hotels would be appropriate (e.g., Kaiser North, Marina, Downtown, etc.)
GP	Pol 8.09	Retail-Service	East 14th Street	Facilitate the transformation of East 14th Street from an unbroken commercial “strip” into a series of distinct mixed use neighborhood centers, each with a unique design identity and mix of uses. The land use pattern should emphasize a more attractive and human scale of development throughout the corridor, with pedestrian-oriented buildings, streetscape and transit improvements, and a lively mix of higher density residential, commercial, and civic uses.	Still a valid policy. Should be retained in Land Use Element.
GP	Act 8.09-A	Retail-Service	North Area Plan Implementation	<i>Continue implementation of the North Area Plan along East 14th Street, with the intent of eliminating blight, providing new housing and retail opportunities, and bringing the quality of this area up to par with the high quality of adjacent residential neighborhoods. Pedestrian-oriented retail activities along East 14th in the North Area should be clustered near Broadmoor Boulevard and in the area from Dutton Avenue south to City Hall.</i>	Suggest changing this action to update the North Area Plan, since it is now almost 25 years old and pre-dates the BRT proposal. Much of the area is covered by the Downtown TOD Strategy. The remaining area continues to be subject to a 30' height limit. Consider allowing live-work on East 14th in this area and encouraging activity "nodes" at future BRT stations.
GP	Act 8.09-B	Retail-Service	South East 14th Street Area Activity Centers	<i>Pursue the development of a series of activity centers or “districts” along East 14th Street between Downtown and Bayfair Mall. These centers should include a predominantly residential area between McKinley School and 136th Avenue, a “Health and Wellness Center” between 136th and 139th Avenues, an “International Marketplace” between 141st and 145th Avenues, and a “Cultural Arts Center” around the Bal Theater. Zoning regulations and local business development programs should support the types of uses envisioned in each area. Catalyst projects, such as re-use of the Bal Theater and redevelopment of the Islander Motel, should be pursued to spark private reinvestment and begin the transition to new uses.</i>	This action should be updated to reflect the recommendations of the South Area Plan. The concept of themed nodes is still valid, but the mix of uses and character of each area is addressed in the South Area Plan in a slightly different way. Emphasize new housing and mixed use here.
GP	Act 8.09-C	Retail-Service	East 14th Street Zoning Changes	<i>Pursue zoning code changes along East 14th Street which enable the desired development pattern to be gradually achieved. Zoning for the East 14th corridor should provide incentives for mixed use development, such as density bonuses and allowances for shared parking.</i>	Can delete this action. It was achieved by the creation and mapping of the three SA zones. Could add replacement actions which implement the South Area Plan.
GP	Act 8.09-D	Retail-Service	East 14th Streetscape Plan	<i>Prepare and implement an urban design and streetscape plan for East 14th Street. The plan should address both the public right-of-way and development on adjacent private parcels and should cover the entire corridor from the Oakland city limits to Bayfair Mall.</i>	Delete this action. It has been completed.
GP	Pol 8.10	Retail-Service	Bayfair Mall	Promote the revitalization of Bayfair Mall and its environs by introducing new and compatible uses, including new shops, services, community facilities, restaurants, entertainment venues, and offices.	Retain this policy and expand to note the link to the BART station and the concept of TOD.

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GP	Act 8.10-A	Retail-Service	Bayfair Area Urban Design Improvements	<i>Pursue improvements to East 14th Street in the Bayfair area to make the area more attractive, distinctive, and friendly to pedestrians, bicyclists, and transit users.</i>	Continues to be relevant. Carry forward.
GP	Act 8.10-B	Retail-Service	Bayfair BART Connections	<i>Improve the pedestrian and bicycle connection between the Bayfair BART Station, adjacent transit waiting areas, and Bayfair Mall.</i>	Continues to be relevant and is a major objective of the Bay Fair TOD Plan planning process underway. Carry forward. Note: Additional actions relating to Bayfair should be added here.
GP	Pol 8.11	Retail-Service	MacArthur Corridor	Encourage mixed use development along the MacArthur Corridor, with an emphasis on: (a) Local serving commercial uses between Durant and Broadmoor, Victoria and Superior, and Dutton and Estudillo; (b) Residential and office uses between Broadmoor and Victoria; (c) Civic, office and non-retail commercial uses between Superior and Dutton. Zoning for the corridor should be flexible enough to allow a full spectrum of residential and commercial uses in all areas, with the conditional use permit process and other regulatory tools used to promote the desired mix, provide incentives for mixed use development, and buffer adjacent residential areas.	Still a valid policy. Should be retained in Land Use Element. Add an action to work with Oakland to leverage the benefits of their designated Priority Development Area (PDA) for San Leandro.
GP	Act 8.11-A	Retail-Service	MacArthur Boulevard Streetscape Plan	<i>Implement the MacArthur Boulevard Streetscape Plan, providing improvements which create a more appealing environment for pedestrians and mitigate the negative effects of the I-580 Freeway.</i>	The Streetscape Plan was adopted 14 yrs ago. Phase I improvements have been completed and Phase II is planned. Update to reflect Phase II plans (which deal principally with I-580 on and off ramps and clarity of circulation), and anything beyond.
GP	Act 8.11-B	Retail-Service	MacArthur Community Planning Process	<i>Undertake a community planning process for the MacArthur Corridor, with the objective of developing more specific standards and guidelines for the mix of uses along various segments of the corridor.</i>	This process has not yet happened, and would be beneficial to realize the full potential of the corridor. Suggest carrying it forward.
GP	Act 8.11-C	Retail-Service	Rezoning of MacArthur Corridor	<i>Pursue zoning changes along MacArthur Boulevard which promote mixed use development. The zoning designations should reflect the desired mix of uses described in Policy 8.11 for different segments of the corridor.</i>	Rezoning has not yet occurred and would still be beneficial to achieve the General Plan vision. Suggest carrying this forward.
GP	Pol 8.12	Retail-Service	Marina Boulevard	Encourage the continued improvement of Marina Boulevard between I-880 and San Leandro Boulevard as a major City gateway, shopping area, and regional auto mall. Additional shopping opportunities for San Leandro residents should be encouraged here, with a focus on high-quality retail uses and higher-end auto dealerships. Particular care should be taken in this area to relate development approvals to road capacity and to minimize further congestion as development takes place.	<b>Suggest expanding this policy to address the Marina corridor more broadly, including Kaiser Permanente and the area from Merced to Doolittle. Look at the connections from the shoreline to Downtown, and consider opportunities for new commercial uses west of I-880 along Marina as well as east. Note that the City Council has allocated funds to study urban design improvements here (per Next Gen study).</b>
GP	Goal 9	Marina-Shoreline	Marina and Shoreline	<b>Recognize and take advantage of the unique business amenities offered by the San Leandro Marina area.</b>	Suggest rewording this goal to focus on land use issues, and address economic development issues related to the marina in the Economic Development Element.

**SAN LEANDRO GENERAL PLAN LAND USE POLICY AUDIT**

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GP	Pol 9.01	Marina-Shoreline	Neighborhood Impacts	Maintain an ongoing dialogue with residents of neighborhoods adjacent to the Marina to address traffic, noise, and other issues associated with Marina operations and future development. Early and frequent opportunities for neighborhood input should be provided in Marina development decisions.	Still a valid land use policy. Retain as shown. Supplement with additional policies regarding the mix of uses envisioned by the Shoreline Development Plan.
GP	Pol 9.02	Marina-Shoreline	General Enhancement	Enhance the San Leandro Marina area as a distinguished recreational shoreline, with complementary activities that boost its appeal as a destination for San Leandro residents and visitors.	Still a valid policy. Should be retained in Land Use Element. Note recent feedback that the area should be more self-sustaining (in terms of its land uses)
GP	Act 9.02-A	Marina-Shoreline	Marina Development Opportunities	<i>Pursue the development of a new hotel at the Marina, along with complementary uses such as restaurants and ancillary retail, office, and conference facilities. These uses should be limited to the area designated as “Commercial” on the General Plan map and should be developed in a manner which mitigates impacts on traffic and community services, and minimizes impacts on the surrounding neighborhoods and park areas.</i>	Still a valid action, and consistent with the Shoreline Development Plan. However, this should be recrafted to reflect the specific mix of uses in the SDP, and the next steps needed in SDP implementation. Potentially consolidate Actions A and B into a single action regarding implementation of the SDP.
GP	Act 9.02-B	Marina-Shoreline	Long-Range Planning for the Marina Area	<i>Prepare long-range plans for the Marina area, including the park, lagoon, golf course, and surrounding shoreline neighborhoods and open spaces. Plans for the Park area should consider new recreational uses that complement existing uses, such as windsurfing, a swimming beach and paddle boat rental.</i>	Revise this action to reflect current mix of uses and plans for the Marina (see note above)
GP	Pol 9.03	Marina-Shoreline	Water-Oriented Development	Capitalize upon the Marina’s potential to attract and support water-oriented development. Future projects should be compatible with the area’s scenic and recreational qualities.	Still a valid policy, consistent with the Bay Plan and BCDC standards. Should be retained in Land Use Element.
GP	Pol 9.04	Marina-Shoreline	Revenue Generation	Encourage future uses and activities at the Marina which provide the revenue necessary to enable continued operation and maintenance of the boat berthing, basin, channel, landside, and other related facilities. These activities could include ferry service between San Leandro and other cities around the Bay.	<b>Update to incorporate current info on ferry service feasibility. The issue of revenue to operate the Marina boat basin and channel should be updated to reflect the current (and future status) of the channel.</b>
GP	Act 9.04-A	Marina-Shoreline	Marina Revenue Sources	<i>Pursue a variety of sources to augment the Marina Enterprise Fund and secure additional funds for dredging. These sources could include additional development and leases, berthing fees, and state and federal grants. The feasibility of a dual fee schedule for berthing space at the Marina (with a higher fee charged to non-San Leandro residents) should be studied.</i>	Delete and replace with more current language about the future of the channel and the boat basin.
GP	Pol 9.05	Marina-Shoreline	Marketing and Public Relations	Promote the scenic, recreational, and locational assets of the Marina and surrounding parklands in City marketing and business development strategies.	Potentially move this to Economic Development Element (City Image and Business Attraction)--it is really a citywide policy.
GP	Pol 9.06	Marina-Shoreline	Gateway Improvements	Encourage “gateway” improvements which enhance the approach routes to the Marina while minimizing the impacts of increased traffic on area neighborhoods. Improvements could include new signage, streetscape enhancement along Marina Boulevard and Fairway Drive, entry monuments and landscaping at the Marina itself, and longer-term circulation changes.	Still a valid land use policy. Carry forward and tie to other policies about the Marina Blvd corridor as an east-west connector and opportunity for reinvestment and placemaking.

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GP	Act 9.06-A	Marina-Shoreline	Marina Area Roadway and Transit Improvements	<i>Pursue roadway, transit, intersection, and signage improvements which beautify the entry to the Marina, make it easier to travel to the Marina without a car, and more evenly distribute Marina-bound trips between Marina Boulevard and Fairway Drive.</i>	Still a valid action, but update based on circulation improvements proposed as part of the Shoreline Development Plan (and Kaiser development) and the section of Marina from Doolittle to Merced.
GP	Pol 9.07	Marina-Shoreline	Urban Design	Encourage cohesive urban design and high-quality architecture at the Marina. Buildings should be oriented to maximize water views and shoreline access. Architecture, signage, lighting, street furniture, landscaping, and other amenities, should be coordinated to achieve an integrated design theme.	Still a valid policy. Retain in Land Use Element. Expand if needed to incorporate Shoreline Development Plan concepts or planned improvements.
GP	Pol 9.08	Marina-Shoreline	Pedestrian and Bicycle Circulation	Promote improvements at the Marina which enhance pedestrian and bicycle circulation through the area, including public shoreline walkways and trail connections to adjacent regional parklands and neighborhoods.	Still a valid policy. Retain in Land Use Element. Expand if needed to incorporate Shoreline Development Plan concepts or planned improvements.
GP	Pol 9.09	Marina-Shoreline	Special Events	Promote special activities, such as golf tournaments, farmers markets, and community events, in the Marina area as a means of drawing residents to the shoreline and increasing awareness and appreciation of the Marina as a community resource.	Still a valid policy. Carry forward. Can keep in Land Use Element.
GP	Goal 10	Land Use Compatib.	Land Use Compatibility	<b>Ensure that commercial and industrial projects are attractively designed and are sensitive to surrounding areas.</b>	Still a valid goal and still appropriate to retain in Land Use Element (rather than moving to Econ Dev)
GP	Pol 10.01	Land Use Compatib.	Reuse of Older Buildings	Support the reuse of underused, vacant, or obsolete industrial buildings with higher value uses that are consistent with the goals and policies of the General Plan.	Still a valid policy. Carry forward. Can keep in Land Use Element.
GP	Act 10.01-A	Land Use Compatib.	Adaptive Reuse	<i>Continue to implement zoning procedures for the re-use of older industrial buildings that specifically address parking requirements, traffic, seismic retrofitting, landscaping and building design standards, and other aspects of site development.</i>	Still a valid action. Carry forward and keep in Land Use Element.
GP	Act 10.01-B	Land Use Compatib.	Design Guidelines	<i>Develop design guidelines for new development in commercial and industrial areas to promote aesthetic improvements in these areas.</i>	As worded, this is really more of a policy than an "action." Consider reframing as such. If it is to be retained as an "action," may need to be more specific--where? This could be complemented by one or more policies/actions which implement the Next Gen study
GP	Pol 10.02	Land Use Compatib.	Off-Site Impacts	Consider the setting and context of each site when evaluating proposals for development in industrial areas. The potential for impacts on adjacent uses, including the potential for land use conflicts and increased parking demand and truck traffic, should be a key consideration.	Still a valid policy. Carry forward. Can keep in Land Use Element.
GP	Pol 10.03	Land Use Compatib.	Buffering	When new development takes place in the transitional areas between industry and housing, use a variety of buffering measures including land use restrictions, landscaping and screening, sound walls and insulation, and limits on hours of operations and activities to promote land use compatibility. The City's zoning regulations should continue to contain development and design standards that minimize the potential for conflicts between industrial and residential uses, and between commercial and residential uses.	Still a valid policy. Carry forward. Can keep in Land Use Element. Supplement with additional policies from Next Gen study.

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GP	Act 10.03-A	Land Use Compatib.	Industrial-Residential Buffering Standards	<i>Continue to implement zoning provisions for buffering along industrial/residential interface areas. These provisions—which include performance standards and lower thresholds for site plan review—should continue to ensure that land use changes are adequately reviewed and that appropriate steps are taken to avoid land use conflicts when new projects are proposed. They are not intended to apply retroactively to existing industrial uses.</i>	Still a valid action. Carry forward and keep in Land Use Element.
GP	Pol 10.04	Land Use Compatib.	Industrial Sanctuary	Protect the City’s major industrial areas from encroachment by uses that are potentially incompatible with existing viable industrial activities, or which may inhibit the ability of industry to operate effectively.	Still a valid policy. Carry forward. Can keep in Land Use Element. Balance with additional (new) policies from Next Gen study which flesh out the idea of which uses are "potentially incompatible" and which might be acceptable or "conditionally compatible".
GP	Pol 10.05	Land Use Compatib.	Retail Encroachment	To protect the City’s industrial land supply, limit the further expansion of “big box” retail and other large footprint retail uses in the City’s industrial areas. Conversion of industrial land for big box uses should only be permitted in the vicinity of the existing concentrations of such uses at I-880/Davis Street and along	Still a valid policy. Carry forward and keep in Land Use Element
GP	Act 10.05-A	Land Use Compatib.	Retail Uses in Industrial Zones	<i>Consider zoning code amendments that limit the encroachment of incompatible uses into industrial areas. Such amendments could require that new retail uses in industrial areas primarily serve local businesses or meet the needs of area employees.</i>	The City made zoning amendments in 2014 which discourage the use of key industrial buildings for storage. Consider revising this action to continue the dialogue about the types of uses that are incompatible--potentially taking a place-based approach to determining what is acceptable where.
GP	Pol 10.06	Land Use Compatib.	Light Industrial Buffers	Use the “Light Industrial” General Plan designation to create buffers between industrial and residential areas, and to facilitate the transformation of specific heavy commercial and general industrial areas to more attractive uses such as business parks.	Still a valid policy. Carry forward and keep in Land Use Element
GP	Act 10.06-A	Land Use Compatib.	Conditions of Approval	<i>On an ongoing basis, establish conditions of approval for new commercial and industrial development located adjacent to residential areas, and for new residential areas located adjacent to commercial and industrial areas, which ensure that the potential for future conflict is minimized.</i>	Still a valid action. Carry forward and keep in Land Use Element
GP	Pol 10.07	Land Use Compatib.	Relocation	Where land use conflicts cannot be reasonably mitigated, consider the relocation of isolated residences surrounded by industrial uses.	Still a valid policy. Carry forward and keep in Land Use Element
GP	Goal 11	Business Image	Business Image	<b>Preserve and enhance the qualities that make San Leandro a desirable place in which to do business, while promoting a positive image of the City to the region and the world.</b>	Retain this goal and move to new Economic Development Element
GP	Pol 11.01	Business Image	Business Assistance	Promote San Leandro’s image as a business-friendly community. Maintain programs that expedite permitting, create incentives for renovating and improving buildings, and provide a supportive environment for local businesses.	Retain (and potentially expand) policy--Economic Dev
GP	Act 11.01-A	Business Image	Favorable Business Climate	<i>Provide an array of programs that create a favorable environment for businesses in the City, including loans, land assembly, site location assistance, one-stop permitting and other financial instruments and business development incentives.</i>	Retain (and potentially expand) action--Economic Dev

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GP	Act 11.01-B	Business Image	Internet Links	<i>Establish additional links between the City of San Leandro's website and the sites of businesses and service providers located within the City.</i>	Reframe as an ongoing action (Continue to create links... etc.) Also reword this action so it doesn't sound like the City is promoting specific businesses. The intent is to provide links to business organizations such as the Chamber of Commerce and Downtown Association. Move to ED Element.	
GP	Pol 11.02	Business Image	Business Targets	Implement economic development and marketing programs that attract new businesses to the City, with particular emphasis on companies which enhance business-to-business sales, and which complement and support established businesses in the community.	This is a reasonable Economic Development Element policy, although the "particular emphasis on companies which enhance B2B sales" should be confirmed. There may be additional policies in the ED Strategy that should be added.	
GP	Act 11.02-A	Business Image	Business Directory	<i>Work with the Chamber of Commerce and Industrial Roundtable to prepare a directory of San Leandro firms and the products or services they provide. The directory should be used as a tool to promote business-to-business sales, and should ultimately be placed on the internet and linked to company websites.</i>	Confirm the status of this Econ Dev. action with staff. Is this still needed? If not, is there an equivalent new action?:	
GP	Pol 11.03	Business Image	Technology/Telecommunication Recruitment	Implement programs to attract businesses in economic sectors that are emerging or underrepresented in San Leandro. This should include the development of infrastructure to facilitate the growth of technology and telecommunication firms within the City.	Still a valid Econ Dev policy. May refine if needed to align with latest Econ Dev Strategy and Lit San Leandro	
GP	Pol 11.04	Business Image	Public Services	Support local business development efforts by maintaining the City's high quality public services, and by working with local businesses, residents, the Chamber of Commerce, and the school districts to improve the quality and image of San Leandro's schools.	Still a valid Econ Dev policy. Retain and carry forward. Could expand.	
GP	Act 11.04-A	Business Image	Educational Partnerships	<i>Promote mentorships, internships, job training programs, and other partnerships between the City, school districts, and business community to enhance and complement local educational resources.</i>	Still a valid E.D. action. Retain and carry forward. Are there any more specific steps being taken that should be referenced here?	
GP	Pol 11.05	Business Image	Quality of Life	Promote the amenities needed to attract and retain a healthy business community, including an attractive Downtown, a strong commitment to education and public safety, and improved shopping, recreational, and housing opportunities.	Still a valid Econ Dev policy. Retain and carry forward.	
GP	Pol 11.06	Business Image	Cultural and Historic Resources	Preserve and enhance the City's cultural and historic resources, and encourage and acknowledge their contribution to the City's economic development.	Still a valid Econ Dev policy. Retain and carry forward. Potentially expand (entertainment and culture, heritage tourism, etc.)	
GP	Pol 11.07	Business Image	International Trade	Assist San Leandro businesses in expanding their international trade activities. The City should create an environment that is favorable for companies seeking to establish or expand international trade operations, taking particular advantage of the proximity to the Port of Oakland.	Still a valid Econ Dev policy. Retain and carry forward. Potentially expand based on Econ Dev programs and strategy	
GP	Act 11.07-A	Business Image	Foreign Trade Zone	<i>Evaluate the feasibility of creating a foreign trade zone in the City, or pursuing partnerships with other jurisdictions to improve the viability of foreign trade in San Leandro.</i>	Revise this action--rather than proactively designating an FTZ, note that the City would support one if private enterprises sought the designation. Also, potentially add one or more actions supporting foreign investment.	

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GP	Pol 11.08	Business Image	Public Relations	Establish and maintain an aggressive public relations program in coordination with the Chamber of Commerce and the Industrial and Technology Roundtable. A variety of media, including the internet, should be used to publicize San Leandro's excellent climate, the quality of its neighborhoods, and its unique business assets and advantages.	Update to reference "Industrial Roundtable". Potentially break this into two policies--the first about relationship building with business advocacy groups and the second about marketing/ branding. Also, update this to reflect more recent marketing and branding strategies ("We Make Things", San Leandro Next, etc.)
GP	Act 11.08-A	Business Image	Cable Television	<i>Expand the use of local access cable television broadcasting in San Leandro, including coverage of public meetings and other city events.</i>	Still valid, but should be updated to reflect emphasis on streaming and web-based technology, and other E.D. initiatives.
GP	Act 11.08-B	Business Image	Made in San Leandro	<i>Initiate a "Made in San Leandro" product labeling, marketing, and publicity campaign.</i>	This was initiated--update to note that it is on-going.
GP	Pol 11.09	Business Image	Media Management	Promote positive media coverage, image-building and marketing campaigns, and special events that build civic pride and create a favorable City image.	Still a valid Econ Dev policy
GP	Goal 12	Jobs-Housing Bal.	Jobs-Housing Balance	<b>Maintain a balance between jobs and housing in San Leandro.</b>	Still a valid goal, and consistent with forecasts. Probably better suited for Econ Dev Element than Land Use, particularly since most of the policies/actions are about linking residents to jobs.
GP	Pol 12.01	Jobs-Housing Bal.	Land Supply	Ensure that land in San Leandro is zoned to accommodate a diverse mix of industrial, commercial, and residential development.	Still a valid policy--primarily land use, but can move to Econ Dev to establish the link between the two topics
GP	Pol 12.02	Jobs-Housing Bal.	Regional Coordination	Advocate for regional solutions to address the imbalance between jobs and housing in the San Francisco Bay Area. Work with other communities to achieve greater equity in the provision of affordable housing.	Still a valid policy. Carry forward (Econ Dev Element)
GP	Act 12.02-A	Jobs-Housing Bal.	Regional Coordination	<i>Participate in regional forums and discussions addressing the need to improve the jobs-housing balance in the San Francisco Bay Area.</i>	Still a valid action. Carry forward (Econ Dev El)
GP	Pol 12.03	Jobs-Housing Bal.	Job Opportunities for Residents	Promote opportunities for San Leandro residents to find suitable employment within the community. Explore ways to better match new job opportunities with the skills and needs of San Leandro residents.	Still a valid ED policy. Also, add a policy which links the schools/ educational curriculum to the economic base so students can find jobs locally after graduating.
GP	Act 12.03-A	Jobs-Housing Bal.	Local Hiring and Job Training	<i>Support programs that encourage San Leandro employers to hire local residents and provide job training and recruitment programs aimed at San Leandro residents.</i>	Still a valid action. Carry forward (Econ Dev El)
GP	Pol 12.04	Jobs-Housing Bal.	Long-Term Approach	Approach the balance between jobs and housing as a cumulative, long-term goal rather than something to be achieved through project-by-project review.	Still a valid ED policy. Carry forward (Econ Dev Element)