

## GENERAL PLAN GOALS AND POLICIES

Staff has identified the following General Plan goals and policies which support the approval of PLN21-0031:

- **Land Use Policy LU-7.11 – Mid-Washington Business District.** Sustain the mid-Washington corridor between San Leandro Boulevard and Halcyon Drive/ Floresta Boulevard as a mixed industrial and commercial district. While the existing commercial zoning may be retained in this area, it is envisioned as a diverse business corridor including a variety of uses, including manufacturing, warehousing and distribution, heavier commercial activities, and general commercial and service uses.
- **Land Use Policy LU-10.4: 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.
- **Land Use Policy LU-7.2 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 and space for technology-driven businesses.
- **Economic Development Policy ED-1.1 Leveraging San Leandro's Assets.** Build on San Leandro's strengths, including its central location, transportation infrastructure, affordability, industrial land supply, and business-friendly reputation to leverage economic growth and private investment in the city.
- **Economic Development Policy ED-1.2 Maintaining San Leandro's Competitive Advantage.** Maintain and protect San Leandro's inventory of larger scale industrial sites and buildings with easy access to freeways, rail, airports, and seaports. Discourage the conversion of industrial uses to commercial and residential uses except where part of a carefully targeted citywide strategy.
- **Economic Development Policy ED-1.10 Tax Revenues.** Encourage development that generates sales tax, property tax, and other revenues that sustain municipal services.
- **Community Design GOAL CD-6.** Ensure that new construction and renovation contributes to the quality and overall image of the community.
- **Community Design Policy CD-6.8 Commercial and Industrial Standards.** Improve the visual appearance of the City's commercial and industrial areas by applying high standards of architectural design and landscaping for new commercial and industrial development and the re-use or remodeling of existing commercial and industrial buildings.
- **Community Design Policy CD-6.9 Siting of Parking Lots.** Encourage the placement of parking lots to the rear of businesses rather than along the street frontage so that they become a secondary feature of commercial development rather than the dominant feature. Where large surface parking lots must be provided, require screening and landscaping to improve and soften their appearance.