

3. LAND USE CATEGORIES AND METRICS

Categories

The land use categories applied to the three land use alternatives are based on those in the draft General Plan 2030. The category definitions below, paraphrased from the draft General Plan 2030, are modified as appropriate for the Study Area.



Fremont contains one of the few remaining large industrial areas within the Bay Area, and with Tesla now occupying the former NUMMI plant, it is important to allow industrial uses to continue to be viable in this area. (Fremont, CA)

Industrial – General Industrial/Manufacturing (General Industrial)

This industrial designation accommodates a broad range of uses and recognizes the greater potential of these uses to generate off-site impacts, including noise, odors, vibration, and truck traffic. Such uses include heavy manufacturing, warehousing, recycling facilities, and corporation yards, as well as uses which require handling and storage of hazardous materials, which may make it potentially incompatible with uses such as retail, office, and group assembly. Buffers and screening may be required to ensure land use compatibility between general industrial/manufacturing uses and its adjacent areas. A maximum FAR of 0.35 applies.

It should be noted that in each alternative, a minimum 15-acres of rail-related uses may occur on Parcel 1 that may alter long-term build-out on that parcel. If this were to occur, employment and development assumptions may potentially be relocated to other portions of the parcel or Study Area.



Example of new manufacturing facilities replacing an old GM plant in San Fernando Valley. (Los Angeles, CA)

Industrial – Technology/Research & Development (R&D)

This industrial designation accommodates uses related to technology and its research and development, including administrative, sales, and engineering facilities. Warehousing, wholesaling, and distribution facilities may also be located in these areas. Manufacturing and moderate levels of hazardous materials handling and storage may be permitted, provided that they do not generate significant off-site impacts, such as noise, vibration, and odor. A maximum FAR of 0.35 applies, up to 0.45 permitted for manufacturing and warehouse uses.



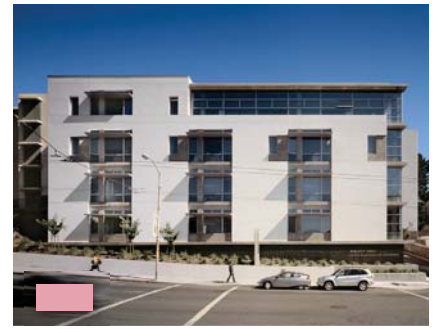
University Park at MIT is an example of a successful urban renewal project with mixed-use residential, retail, office, and biotech labs all sharing one district and a large open space. (Cambridge, MA)

Commercial/Industrial – Office/Research & Development (R&D)

This blended land use category accommodates both commercial and industrial designations, and it allows for a broad range of uses that are related to research and development, from more moderate industrial uses associated with manufacturing, warehousing, and distribution of materials to commercial office. Moderate levels of hazardous materials handling and storage may be permitted, provided that they do not generate any off-site impacts, such as noise, vibration, and odor. Unlike the Technology/R&D designation, this blended category would support higher value and potentially more intensive R&D development, along with office development. This land use category also accommodates special uses, such as entertainment, community facilities, and hotels, and vertical mixed-use development, with commercial space over ground-floor retail and services. A maximum FAR of 0.75 applies.

Commercial High Tech Office ■

This commercial designation accommodates office uses related to technological development, including administrative, sales, and other professional services. Warehousing and manufacturing facilities are discouraged and uses which generate off-site impacts, including noise, odors, and vibrations are not permitted in these areas as they may be incompatible with adjacent land uses. This land use category also accommodates special uses, such as entertainment, community facilities, and hotels, and vertical mixed-use development, with commercial space over ground-floor retail and services. The commercial high tech office areas should be characterized by a campus-like environment, with architectural and landscape standards, to maintain high standards of visual quality. A maximum FAR of 1.50 applies.



Architectural and landscape standards can help create a desirable campus-like quality for commercial office development. (San Francisco, CA)

Commercial – Retail Center ■

This commercial designation accommodates neighborhood retail and office uses, including supermarkets, drug stores, restaurants, banks, medical and dental offices, and miscellaneous small local-serving stores and services. It mainly services the day-to-day needs of local Fremont residents and workers and is located along the main thoroughfares and collector streets. A maximum FAR of 0.3 applies.



Neighborhood commercial retail center (Santa Clara, CA)

Residential – High Density ■

Three types of housing are considered for this area, consistent with Transit Oriented Development (TOD):

- Medium Density Residential: Two-to-three story town homes, built at 20 to 30 units per acre.
- Urban-Medium Density Residential: Four story stacked town homes, built at 30 to 50 units per acre.
- Urban-High Density Residential: Five story stacked flats on top of a ground-level podium parking garage, built at 50 to 70 units per acre.



Medium density townhomes. (San Jose, CA)

Medium Density Residential (20 to 30 units per net acre)

The Medium Density Residential applies to housing that is generally multi-family in character such as garden apartments, condos, flats, townhouses, and low-rise multi-family complexes. These areas retain some characteristics of a suburban neighborhood, such as landscaped yards, off-street parking, common open space, and low building heights with surface parking. Correlating zoning includes the R-3 district zones and the R-G zone.

Urban Residential (30 to 70 units per net acre)

The Urban-Medium and Urban-High Residential designation applies to stacked townhomes and flats that are four to five stories in height, with structured or podium parking. Common open space and other shared amenities are typically provided on larger parcels with these designations. Correlating zoning in Urban Residential areas includes the higher density R-3 zones and the proposed R-4 zone.



Mixed-use residential developments can accommodate ground floor retail. (San Jose, CA)

All residential land use areas permit compatible uses such as schools, child care centers, and religious facilities. The land use category also accommodates special uses, such as entertainment, community facilities, and hotels, and vertical mixed-use development, with residential space over ground-floor retail, services, and small offices. Such vertical mixed-use development would be most appropriate around the BART station.



Open space can include small pocket parks that serve the immediate neighborhood. (Portland, OR)

Open Space

This open space designation includes parks that are currently owned and operated by the City, as well as land intended to become City parks in the future. The appropriate uses are based on the park’s classification and standards, further defined in the City’s Parks Master Plan and the General Plan Parks and Recreation Element. These areas can include active and passive recreation areas, such as athletic fields, playgrounds, trails, tennis courts, and recreation centers. A maximum height limit of 35 feet, and an impervious surface coverage limit of 15 percent, applies with some exceptions allowed.

Special Uses

Of the seven land use categories mentioned, three of them – Commercial/Industrial–Office/R&D, Commercial High Tech Office, and Residential-High Density – can also accommodate what this Study is calling “special uses,” which are uses recommended by the community and City Council as possible desirable uses for the Study Area. Special uses can integrate well with the aforementioned land use categories, enhancing the area as a community hub and destination. The special uses might include:

- Regional Destination, such as a ballpark, amusement park, or other regional attractions.
- Entertainment, such as a movie theater and associated leisure recreation activities.
- Community Facility, such as a cultural arts center, library, or other form of public gathering space.
- Convention Facility, such as conference centers.
- Education, including new schools, partnerships with existing educational facilities and skills centers.
- Hotel



Special uses might include an educational or training facility (above), or hotel (below).

Methodology and Metrics

The land use alternatives (see Land Use Alternatives section) illustrate proposed changes in land use in the Study Area, reflecting potential new development, housing units, and jobs. For the purposes of this planning-level Study, development growth and future jobs are calculated for the opportunity sites only (see **Figure 2.1**), using established land use metric assumptions for various land use categories (see **Table 3.1**). The other “non-opportunity” sites are anticipated to remain in industrial use. The calculation of development area (square footage) and job growth for non-industrial lands (for the various commercial land use categories), where new roads may be introduced, assumes that 20% of the land will be set aside for roadways and is, therefore, not available for development. Calculations for industrial lands and residential development are completed on gross acreage.

For each land use category, development metrics were developed and used to calculate new non-residential construction (i.e. square footage), new residential units, and new jobs for each alternative. For the two industrial categories and commercial-retail center, the square footage calculated is based on maximum allowable Floor Area Ratio (FAR). For commercial/ industrial – high tech office/R&D blend and commercial-high tech office, square footages were calculated based on a range of FAR, since a higher variability of building types and uses are anticipated for those areas. Approximate total residential units were calculated based on the number of acres anticipated for each of the three housing type represented in Alternative 2 and Alternative 3. **Table 3.2** summarizes the assumptions made about the distribution of housing types in the Study Area.

Table 3.1: Preliminary Land Use Metric Assumptions

		Industrial - General/ Manufacturing	Industrial - Technology/ R&D	Commercial/ Industrial - High Tech Office/ R&D Blend	Commercial - High Tech Office	Commercial - Retail Center	Residential - High Density (includes support retail, schools)
Jobs per Acre Metric	<i>low</i>	15	35	50	100	40	-
	<i>high</i>	25	35	100	250	40	-
Square Footage Metric (FAR)	<i>low</i>	0.35	0.35	0.40	0.60	0.30	-
	<i>high</i>	0.35	0.35	0.75	1.50	0.30	-
Residential DU/ Acre Metric	<i>low</i>	-	-	-	-	-	20 to 30 du/acre
	<i>mid</i>	-	-	-	-	-	30 to 50 du/acre
	<i>high</i>	-	-	-	-	-	50 to 70 du/acre

Table 3.2: Preliminary Residential Metric Assumptions

Alternative	Gross Residential Acreage	Residential Type	Proposed Ratio for each Housing Type
Alternative 2 - Residential East of Tracks	53	20-30 du/acre	0%
		30-50 du/acre	50%
		50-70 du/acre	50%
Alternative 3 - Residential East of Tracks	35	20-30 du/acre	0%
		30-50 du/acre	50%
		50-70 du/acre	50%
Alternative 3 - Residential West of Tracks	37	20-30 du/acre	33%
		30-50 du/acre	33%
		50-70 du/acre	33%

The Bay Meadows redevelopment district integrates office space with a downtown retail and urban density housing, along with several parks, playfields, and festive gathering spaces, to form a cohesive and distinctive neighborhood. (San Mateo, CA)

