



MEMORANDUM

DATE: March 17, 2015

TO: Erik Calloway

FROM: Dan Gira, Erika Leachman

SUBJECT: Potential Alternatives to Peery park Specific Plan for EIR

This memorandum identifies initial potential alternatives to be analyzed in the Peery Park Specific Plan (Project) Environmental Impact Report (EIR).

Purpose of Project Alternatives

The state Guidelines for implementation of the California Environmental Quality Act (CEQA) require that EIRs identify evaluate a reasonable range of alternatives that would avoid or reduce the significant environmental impacts of a proposed project, while still attaining most of the basic project objectives.

Alternatives to the proposed Project are identified, screened, and recommended to either be retained for further analysis or eliminated as described below. The Alternatives screening process consisted of the following steps:

Step 1: Define the alternatives to allow comparative evaluation.

Step 2: Evaluate each alternative in the context of the following criteria:

- The extent to which the alternative would accomplish most of the basic goals and objectives of the Project;
- The potential feasibility of the alternative, taking into account site suitability, economic viability, availability of infrastructure, General Plan consistency, and consistency with other applicable plans and regulatory limitations;
- The extent to which the alternative would avoid or lessen one or more of the identified significant environmental effects of the Project; and
- The requirement of the state CEQA Guidelines to consider a “no project” alternative and to identify, under specific criteria, an “environmentally superior” alternative. For example, pursuant to State CEQA Guidelines section 15126.6, subdivision (e), “if the environmentally superior alternative is the ‘no project’ alternative, the EIR shall also identify an environmentally superior alternative among the other alternatives.”

Step 3: Determine the suitability of the proposed alternatives for full analysis in the EIR based on Steps 1 and 2 above. Alternatives considered to be unsuitable, were eliminated, with appropriate justification, from further consideration.

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Peery Park Specific Plan EIR**Potential Project Alternatives**

Project Alternatives	Key Features	Key Outcomes
No Project (Status Quo)	<ul style="list-style-type: none">• No change to existing Industrial land use and zoning (M-S and C-1)• Continued piecemeal development of individual properties• No new Development Standards• No uniform public improvement plan	<ul style="list-style-type: none">• Incrementally fewer impacts (e.g., transportation and utilities)• No community benefits or coordinated District improvements - streetscape, activity centers, transportation, etc.• Reduced tech based employment opportunities.
Proposed Project	<ul style="list-style-type: none">• Moderate intensification of Industrial and Commercial land use• Changes to zoning development standards to allow targeted mixed use activity centers and revitalized business subdistricts	<ul style="list-style-type: none">• Provision of community benefits and coordinated District improvements - streetscape, activity centers, transportation, etc.• Increased tech-based employment opportunities
Reduced Project	<ul style="list-style-type: none">• Reduced intensification of Industrial and Commercial land use• More restrictive zoning development standards to reduce the Project's proposed intensity of development within activity centers and business subdistricts	<ul style="list-style-type: none">• Incrementally fewer impacts (e.g., transportation and utilities)• Reduced community benefits or District coordinated improvements - streetscape, activity centers, transportation, etc.• Reduced tech based employment opportunities
Intensified Tech-based Buildout	<ul style="list-style-type: none">• Increased intensification of Industrial and Commercial land use.• More permissive zoning development standards to increase the Project's proposed intensity of development within activity centers and business subdistricts.	<ul style="list-style-type: none">• Potentially increases in impacts - transportation and utilities• Increased community benefits or District improvements - streetscape, activity centers, transportation, etc.• Substantial increase in tech-based employment

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	opportunities
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Descriptions of Potential Alternatives

- 1) **No Project Alternative** – Under the required No Project Alternative, the Project would not be adopted and piecemeal development and redevelopment would occur in accordance with land use designations and provisions of the 2011 General Plan, existing Zoning Ordinance for M-S and C-1 zone districts, and the City's Industrial Design Guidelines. Over the long-term, the No Project Alternative would substantially reduce overall development of the Project area when compared to the Project. Specifically, the amount of Class A office space and mixed use commercial that could be developed under the draft Project would be substantially reduced. Instead, this alternative would favor development of more R&D type uses under the current Industrial–Service (M-S) zoning with associated reductions in potential future employment. This alternative would incrementally reduce some potential impacts of the proposed Specific Plan, such as traffic congestion, utilities, and jobs-housing balance. However, this alternative would also not provide the community benefits of the Project, including streetscape improvements, activity centers, and employee amenities.
- 2) **Reduced Project Alternative** – The goal of this alternative would be to reduce potential future development to reduce environmental impacts, such as traffic congestion and air quality. Under this alternative, the Project would include use of development standards to limit the height and or Floor to Area ratio (FAR) of potential development across the Project area. For example, existing industrial areas may be limited to 2-3 stories with moderate FARs to promote R&D uses and limit overall area-wide development potential. Activity centers and those areas targeted for high-tech mixed use Class A office space may also be restricted using height limits and FAR. Buildings in such areas may be reduced to 3-5 stories when compared to the proposed Project. This Alternative would limit development, while retaining some of the areas of the proposed Project designated to support and attract high profile firms, as well as the proposed new activity centers. This alternative would incrementally reduce potential impacts, but would not as effectively attract high-profile firms and increase employment within the Project area. The incremental reduction in impacts would also be associated with the loss of employment opportunities and community benefits associated with the proposed Project.
- 3) **Intensified Tech Based Buildout Alternative** – The goal of this alternative would be to intensify and concentrate development within the proposed activity centers and edges of the Project Area to increase the employment and economic viability of Peery Park beyond the proposed Project. Under this alternative, the Project would include use of development standards to increase the height and or FAR of potential development across the Project area. For example, activity centers and those areas targeted for high-tech

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mixed use Class A office space may involve increased height limits and FAR to increase the overall development capacity of the Project area for tech-based development. Buildings in such areas may be increased to 5-8 stories when compared to the proposed Project. This alternative would focus development on areas of the proposed Project designated to support and attract high profile firms, as well as the proposed new activity centers. This alternative may incrementally increase some potential impacts, but would more effectively attract high-profile firms and increase employment within the Project area. The incremental increase in impacts would also be associated with the increase of employment opportunities and community benefits associated with the proposed Project.

Alternatives Considered and Discarded.

- 1) Increased Housing and Tech-Based Development Alternative** – This alternative would include both increased housing and greater amounts of new mixed use office/ tech-based development to balance housing and employment opportunities. Balancing job opportunities and housing within the Project area would likely reduce overall traffic impacts while increasing the amount of allowable tech-based development and would minimize potential decreases in future employment associated with constructing housing rather than industrial uses. This alternative was discarded as it is inconsistent with the existing General Plan framework for the area and initial City Council direction regarding the goals and objectives for Peery Park.
- 2) Moffett Federal Airfield CLUP Consistency Alternative** – This alternative would ensure that the Project is completely consistent with the guidelines for Moffett Federal Airfield Comprehensive Land Use Plan (CLUP), thereby avoiding or reducing potential impacts to land use and aircraft hazards. This alternative would be the same as the proposed Project, except that maximum allowable building heights would be reduced and land uses would be restricted in all areas subject to CLUP restrictions. Because the employment density within the CLUP Safety Zones would be less, this would further reduce the number of employees subject to aircraft safety hazards as well as reducing traffic generation and other impacts. This alternative was discarded because it did not meet the Project objectives or initial City Council direction regarding the goals and objectives for Peery Park.