

From: david needham

Sent: Wednesday, August 24, 2016 11:41 AM

To: Johnson, Kenneth

Cc: Lentz Cliff-on-sbcglobal; Liu, Lori; Conway, Clarke; Davis, Madison; O'Connell, Terry; Spediacci, Sheri

Subject: Letter to Planning Commission Regarding the Brisbane Baylands - 08.24.2016

Dear Brisbane Planning Commission,

Upon review of the Planning Commissions recommended use of the Brisbane Baylands, I would like to express my concern that it may not address all components of sustainability that Brisbane should consider when evaluating alternative uses of this land. In that context, when discussing sustainability, typically there are the following components: a. Environmental, b. Economic, and c. Social (or Community). These components are common to both business and macroeconomic measures of the sustainability of an ecosystem (i.e. Triple Bottom Line and/or Sustainability Circles).

In that context, it is my opinion that the Planning Commission's proposal is weighted most heavily to Environmental sustainability. While incredibly important, a land use / development recommendation should seek to strike a balance between Environmental, Economic and Social sustainability. If a balance is not stricken across all dimensions, none of the constituents win. In the context of the Baylands, we have several constituents that need to win in order for this to be a positive outcome for all: the Community, the City government and the Developer (UPC).

The current proposal, which recommends 1 to 2 million buildable s.f., utility scale renewable energy production and expansion for Recology, in my opinion, does not sufficiently address the elements of Economic or Social sustainability that would make this a win for all three constituents previously mentioned.

To deliver the Environmental sustainability that the Planning Commission wishes to see, there must be suitable economics for any landowner / developer (in this case UPC) to warrant their investment. It is my opinion that the recommendation does not create suitable economics for the developer. Absent suitable economics, there is no business incentive to invest the money and time required to remediate the lands or create the beautiful open spaces that the community wishes as an outcome of the project.

To deliver Economic sustainability, it will require that we, Residents, City Council and the Planning Commission, seek to strike a balance between the UPC land use application and an alternative plan more in line with the Community Proposed Plan that recommended other uses such as Hotel & Conference, R&D, Cultural & Entertainment and Mixed Use. Absent a variety of uses, both the Developer and the City will not see long term sustainability in the project. We should seek to create an ecosystem that will attract tenants to the project by including other uses that will foster the creation of amenities + diversity desired in modern work environments. As ultimately, economic sustainability will be measured through the companies (tenants) domiciled in the Baylands, the number of jobs created and tax revenues generated.

We need not look further than Sierra Point to see that absent a strong ecosystem, we will see high vacancy rates despite a growing commercial real estate shortage in the Bay Area.

It is my belief that if we are to address Economic sustainability, an output of the system will be the funding required to address the elements of Social (or Community) sustainability we also seek. As ultimately, jobs + tax revenues pay for the things that matter most to our community: education, police + fire safety, transportation, culture and community amenities (pool, recreation, etc..).

As a 3rd generation Brisbane resident, parent of three children (enrolled @ BES) and a senior executive at a mission driven firm in Silicon Valley, I am trying to present a point of view that reflects someone whom is invested in the long term success of our community and someone whom also has to balance the various elements of sustainability on a daily basis as part of my job. Currently, it is my opinion that the recommendation being presented by the Planning Commission to City Council does not sufficiently address all of the elements of sustainability needed to make this viable for our Community, the City or the Developer.

If you wish to engage me further in this conversation, I am more than willing to make myself available to discuss this more.

My sincere thanks for taking the time to read this letter,

David A. Needham

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