

LAND USE POLICY

Urban Planning Partners provides land use policy services including preparing Specific Plans, Master Plans, Neighborhood and Downtown Plans, and implementing policies and development standards. Urban Planning Partners believes in a collaborative approach to land use policy planning. Experience has taught us that collaboration is important to a successful process. We know that developers and public agencies sometimes feel that the planning process is arduous and overly complicated, so it is important to keep all team members engaged.

Our approach to land use policy projects has led to the successful completion of Master Plans, Specific Plans and other policy documents and development regulations that have helped communities resolve complex issues, including providing land use flexibility and streamlining subsequent site development review procedures through innovative approaches to crafting development regulations; defining the character of new development in relationship to the surrounding community; addressing interim uses and transition of existing land uses to different uses over time; blending vision with market realities in a manner that achieves community goals; and establishing environmental performance standards to ensure mitigation of project impacts.



SELECT LAND USE POLICY PROJECTS

- ♦ *Truckee Railyard Master Plan* for the Town of Truckee
- ♦ *Fort Bragg G-P Mill Site Specific Plan and Community Outreach* for Georgia Pacific, LLC
- ♦ *MacArthur Transit Village PUD* for MTCP/City of Oakland/BART
- ♦ *Lodi Greenbelt Community Separator Advance Planning Services* for the City of Lodi
- ♦ *Pacific Pipe Zoning Assistance* for K. S. Properties, LLC
- ♦ *Tidewater Development Project Planning Services* for Paramount Development Group
- ♦ *Assistance with Oakland Zoning Ordinance Update Editing* for the City of Oakland
- ♦ *Chevron Richmond Properties Land Use Study* for Chevron Business and Real Estate Services
- ♦ *Truckee Design Charrette* for Heritage Partners
- ♦ *Northern Alameda Waterfront Specific Plan* for the City of Alameda
- ♦ *District-wide Space Needs Study* for East Bay Municipal Utility District (EBMUD)
- ♦ *Oakport Master Plan* for East Bay Municipal Utility District (EBMUD)
- ♦ *San Francisco 10th and Market Design Alternatives* for Bank of America
- ♦ *Land Use Feasibility Study* for Bank of America
- ♦ *Port 'O Call Shopping Center Reuse Study* for the City of Foster City
- ♦ *Marlin Cove Shopping Center Reuse Study* for the City of Foster City
- ♦ *Oakland Produce Distribution Center Feasibility Study* for the City of Oakland
- ♦ *High Speed Ground Transportation Economic Impacts Analysis* for Caltrans, as subconsultants to Economics Research Associates
- ♦ *Kiernan Business Park Specific Plan and EIR* for the City of Modesto
- ♦ *Alice Street Park and Waterfront Promenade* for the Port of Oakland
- ♦ *Livermore Vision Project and General Plan* for the City of Livermore
- ♦ *Growth Management Assessment Program* for the City of Tracy
- ♦ *Truckee General Plan* for the Town of Truckee