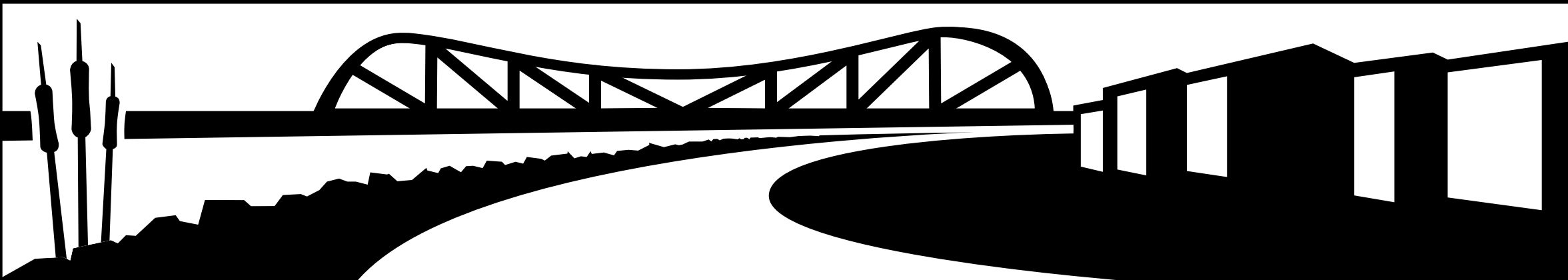
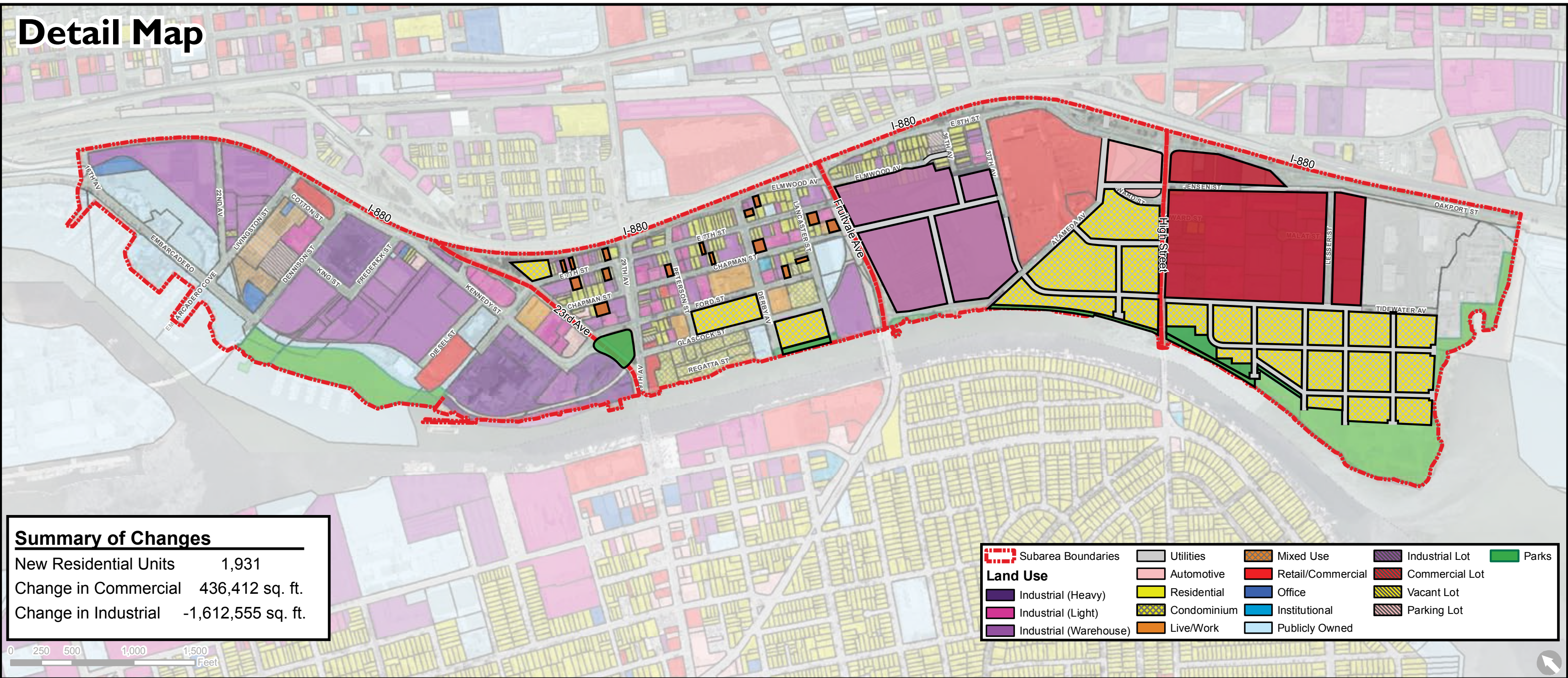
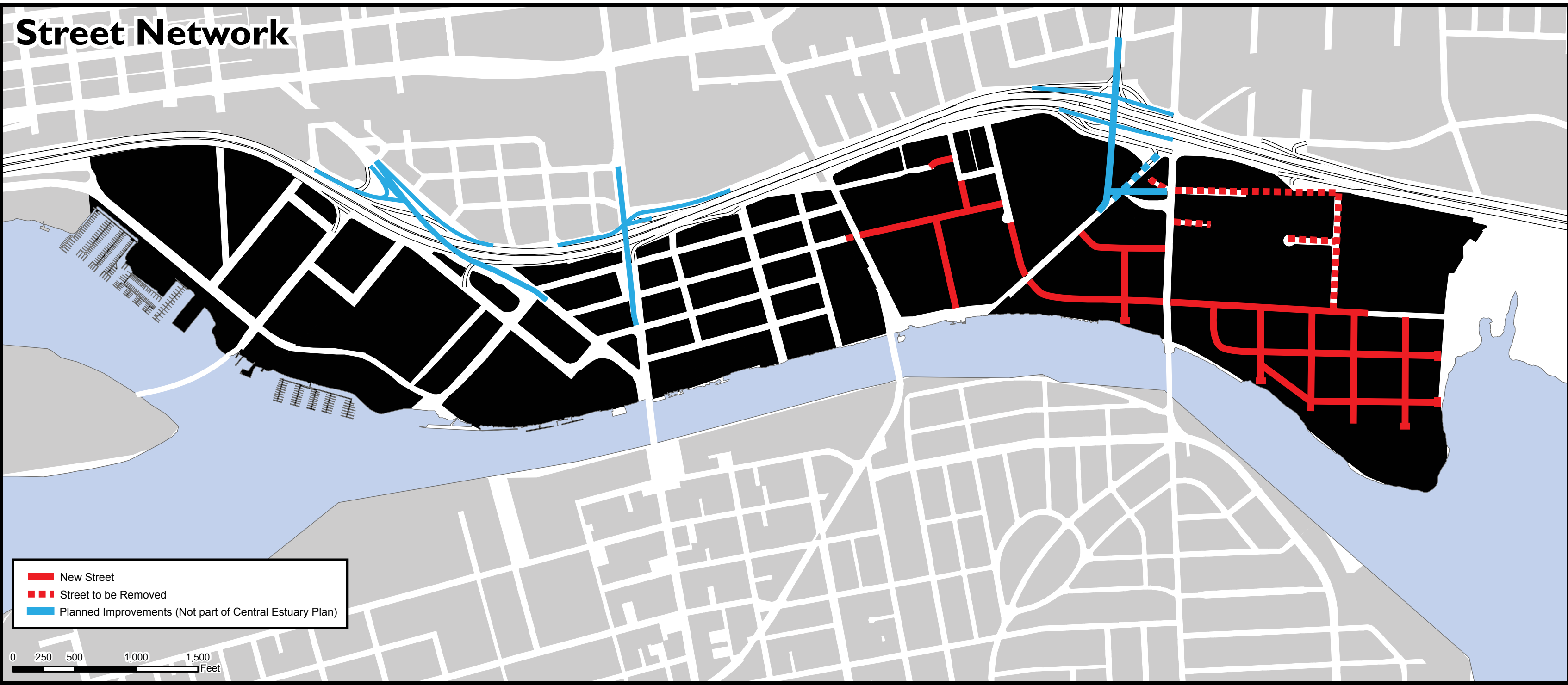
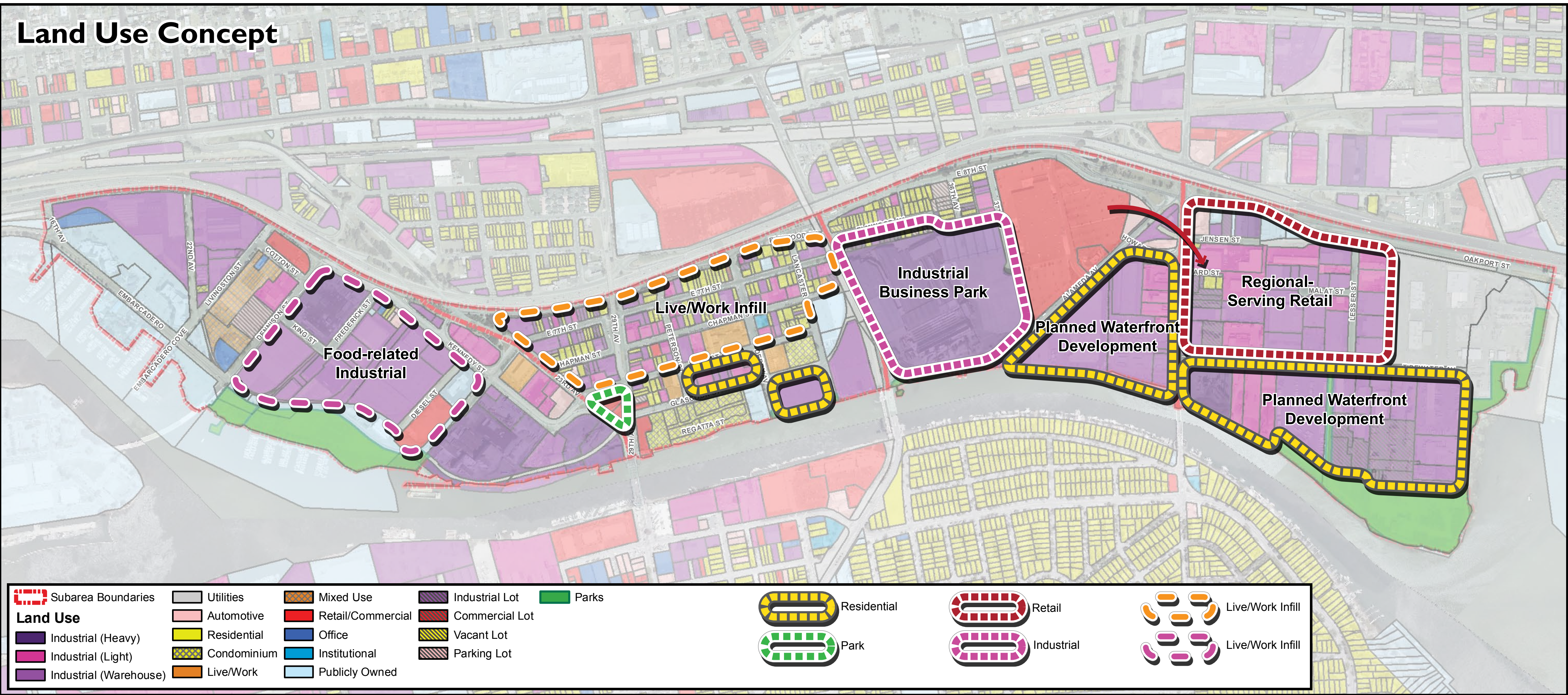


Alternative I

Alternative I strikes a balance between industrial and residential development by securing an industrial future in the west Subarea, protecting the food-related industries anchored by ConAgra from residential and mixed-use encroachment.

At the Owens-Brockway site, a new industrial business park is envisioned, while limited live/work infill and two medium-sized condominium developments expand on the current trend toward residential uses in the central-west Subarea.

Intensive residential development, as well as regional retail development, is envisioned in the eastern end of the Plan Area, in place of existing underutilized industrial lands.

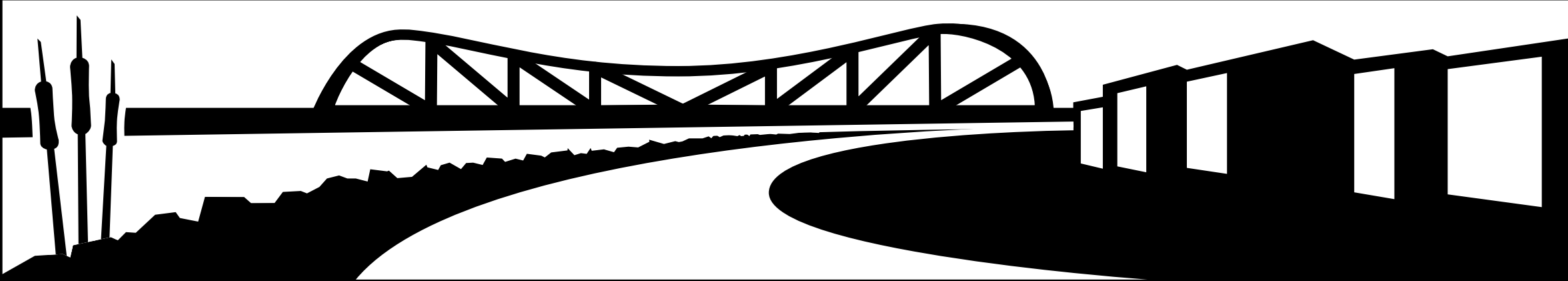
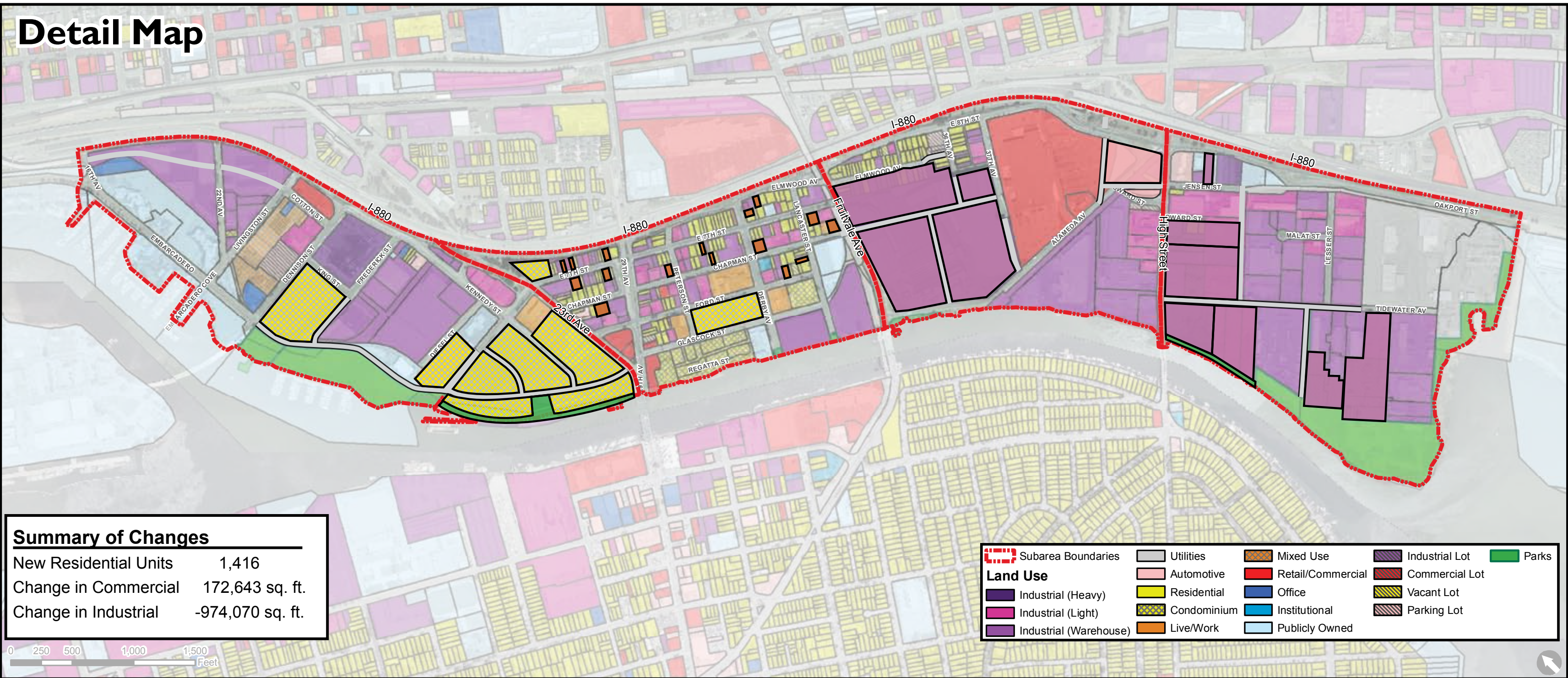
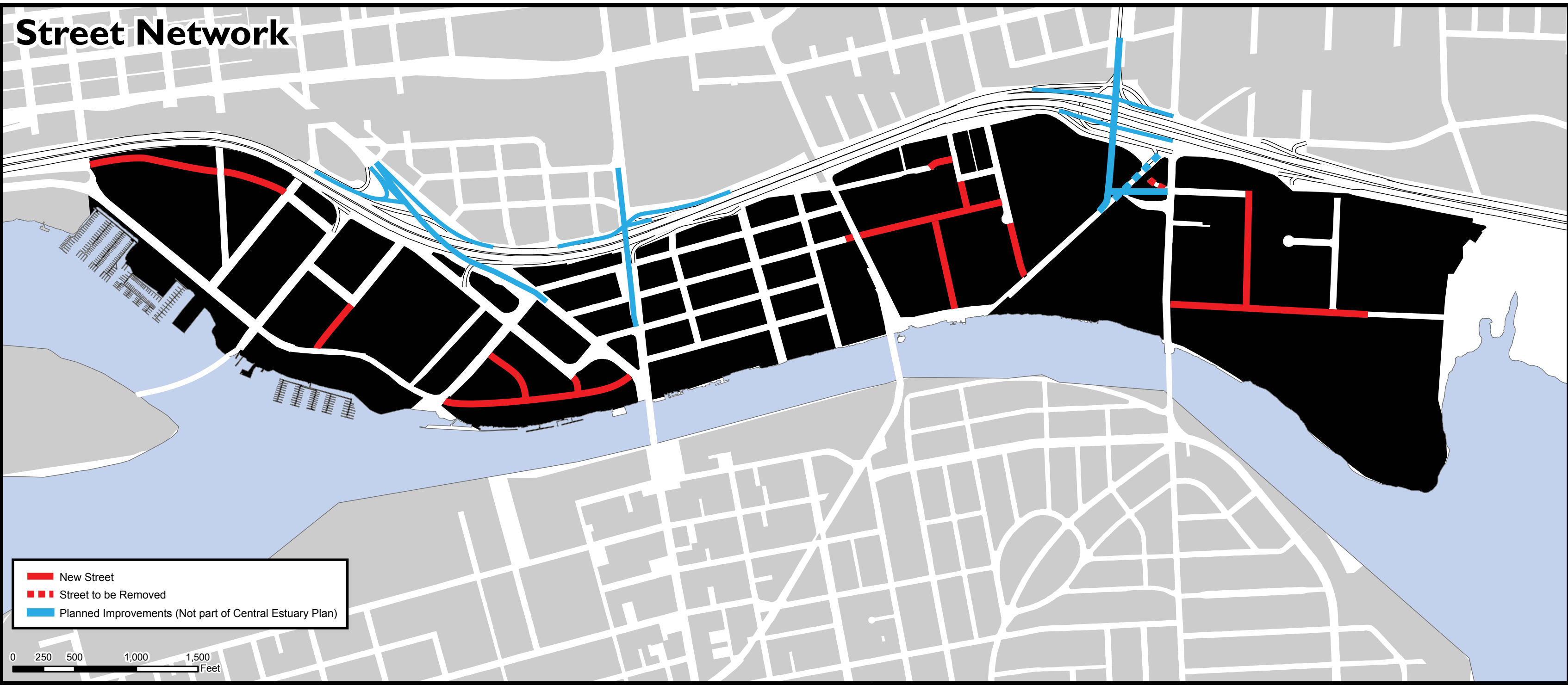
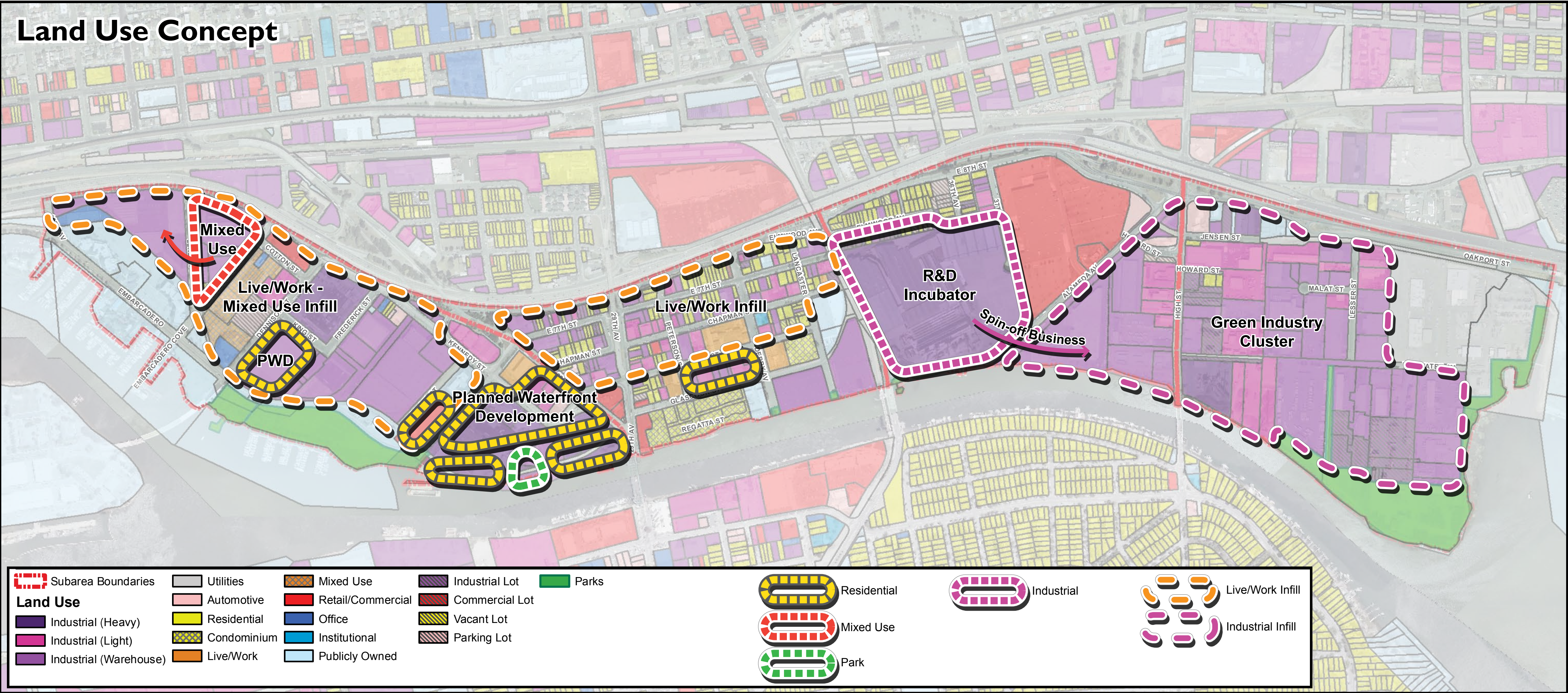


Alternative 2

Alternative 2 also strikes a balance between industrial and residential development, focusing industrial uses and job growth in the eastern Subareas and residential and mixed-uses in the western Subareas.

Creative infill development has brought rise to a diversity of businesses and residential uses around Embarcadero Cove. Alternative 2 encourages this vibrancy through development of additional mixed-use infill in the west Sub-area, and envisions adjacent planned waterfront development on the ConAgra site to connect with concurrent residential development and live/work infill in the central west Subarea.

In the eastern Subareas, the Owens-Brockway site is imagined as a research and development (R&D) facility that serves as an incubator for new businesses, which can spin-off into adjacent underutilized industrial lands.

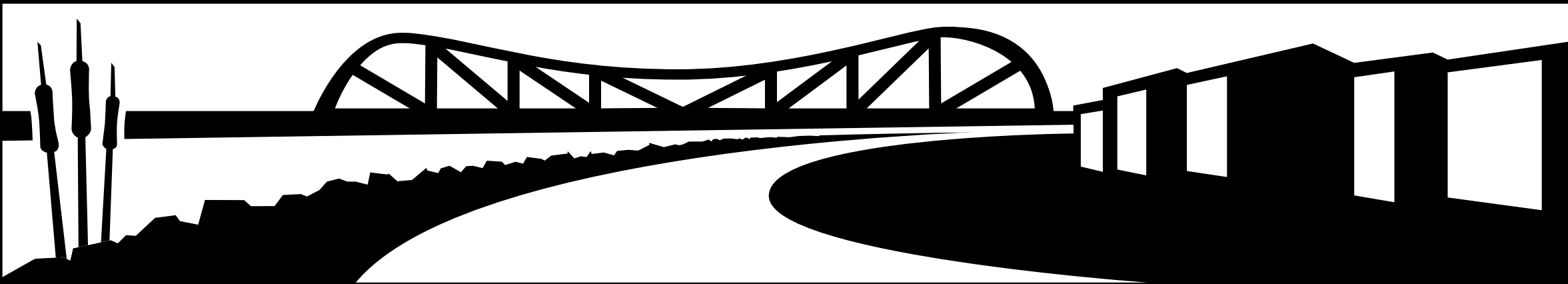
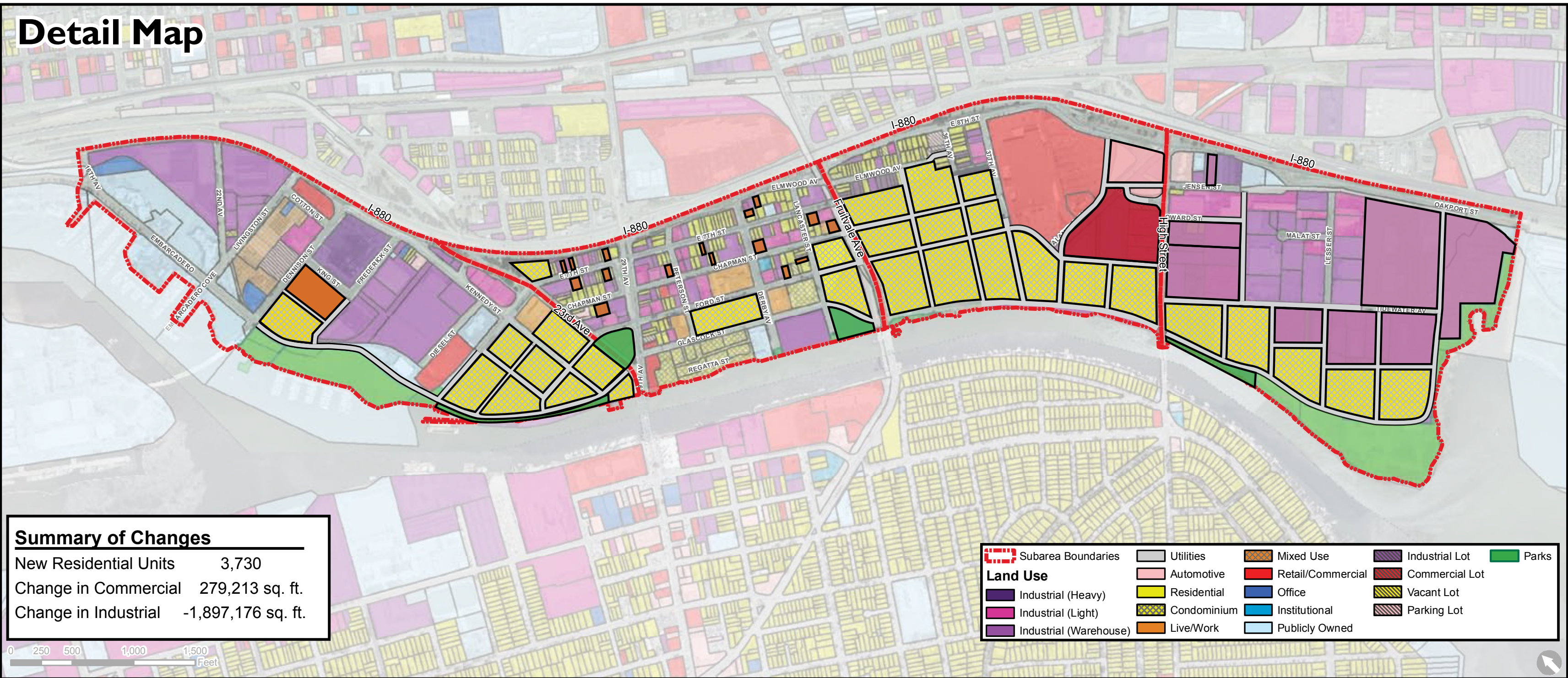
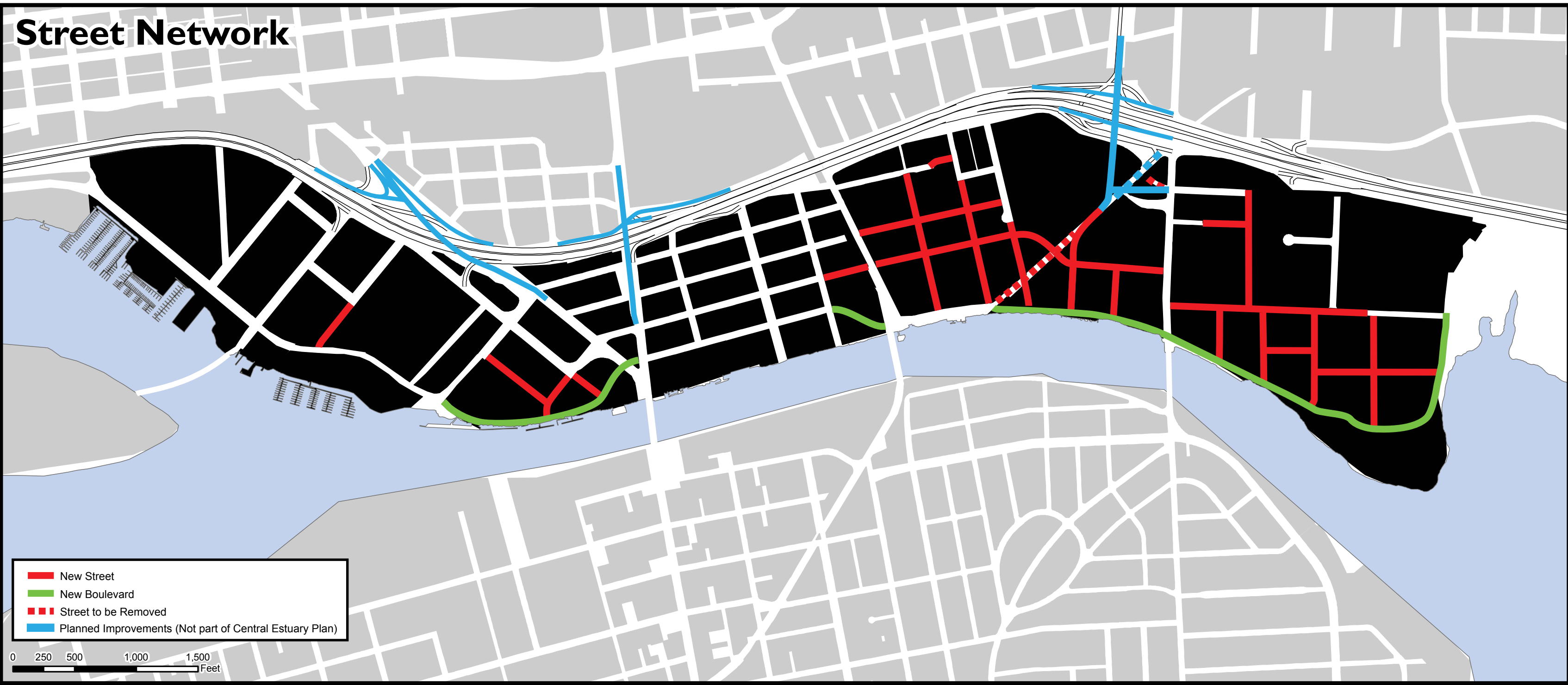
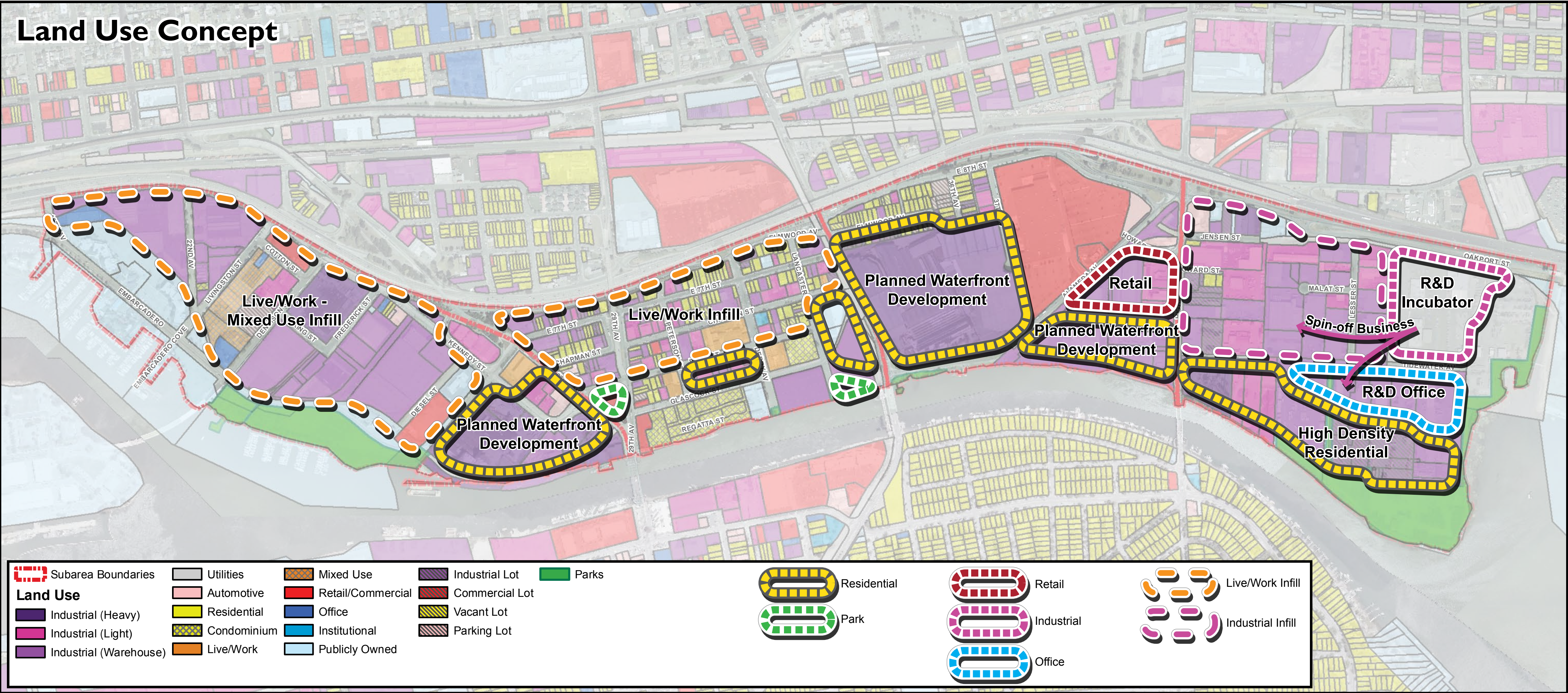


Alternative 3

Alternative 3 maximizes waterfront residential development opportunities while providing targeted industrial space for the two major industrial opportunities – green and bio technology startups and food production - in the Plan Area.

The residential development ranges from medium-density condominiums to high-density residential towers and townhomes and includes additional retail development.

Alternative 3 provides the necessary development opportunities and associated revenues to facilitate the creation of a continuous Embarcadero boulevard as envisioned by the Estuary Policy Plan.

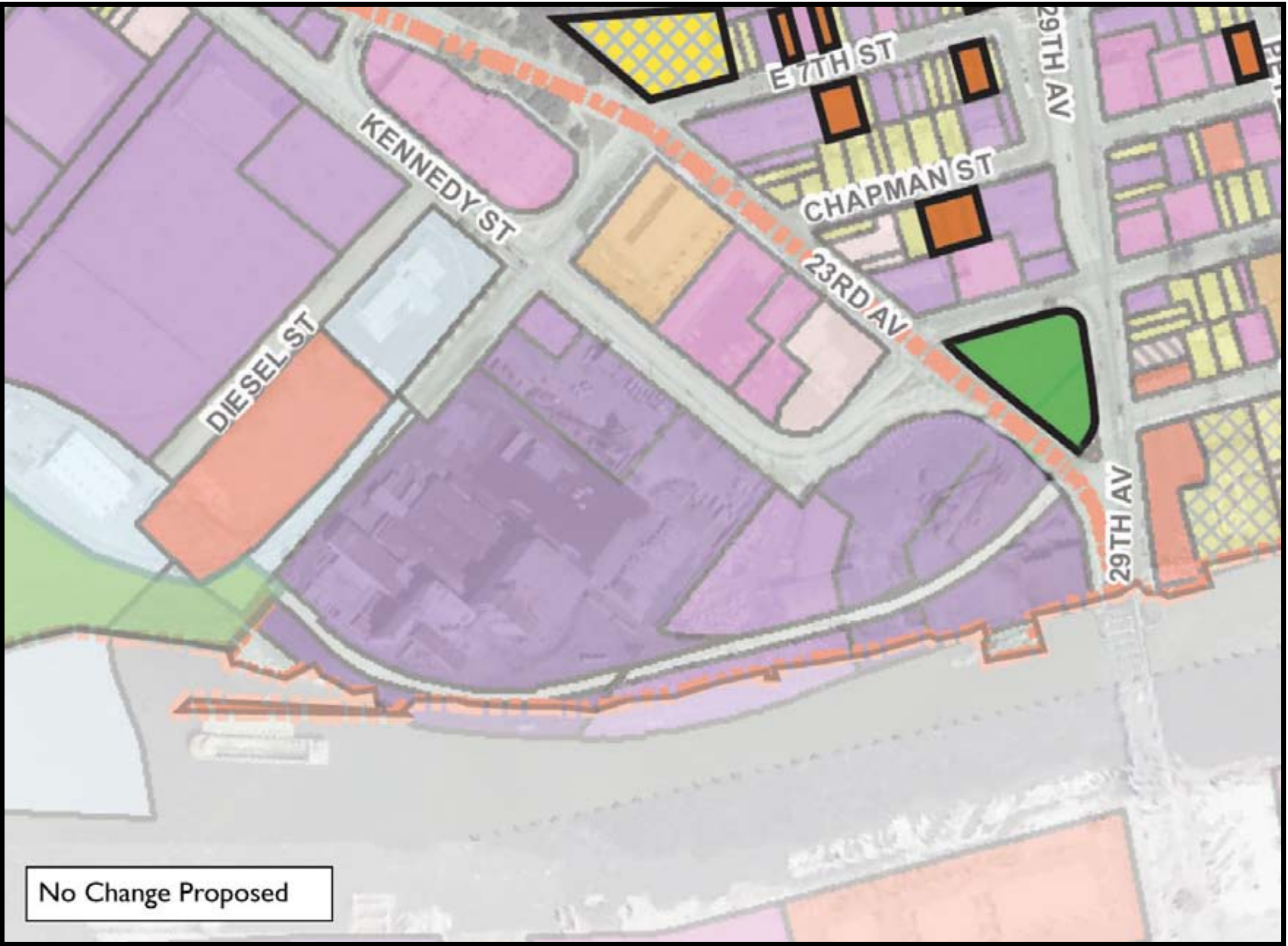


ConAgra Site Concept Plans

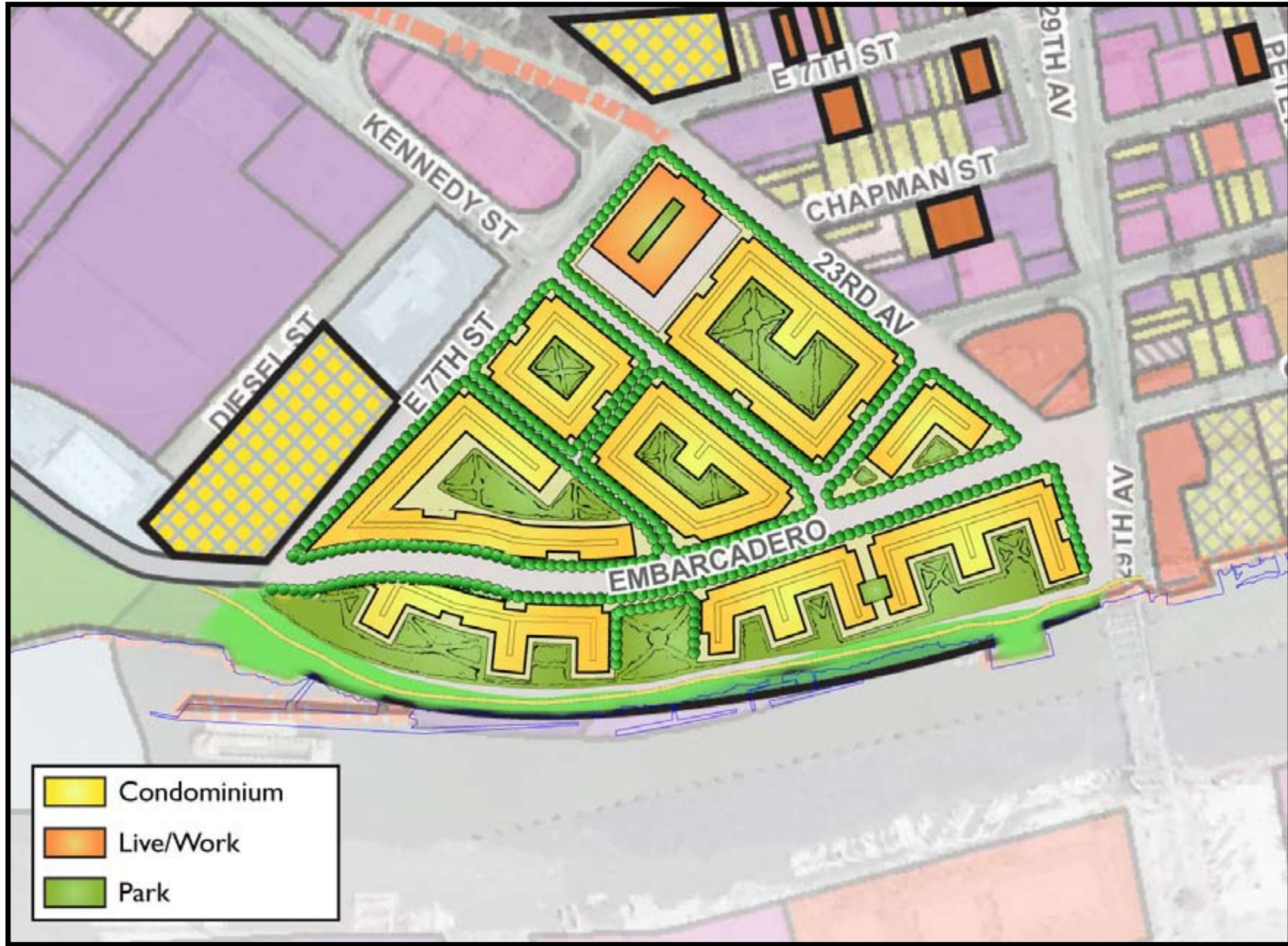
What do you think should happen on the ConAgra site?

Alternative 1 proposes no change to the site;
Alternatives 2 and 3 propose new street configurations and medium-to-high-density residential development.

Alternative 1



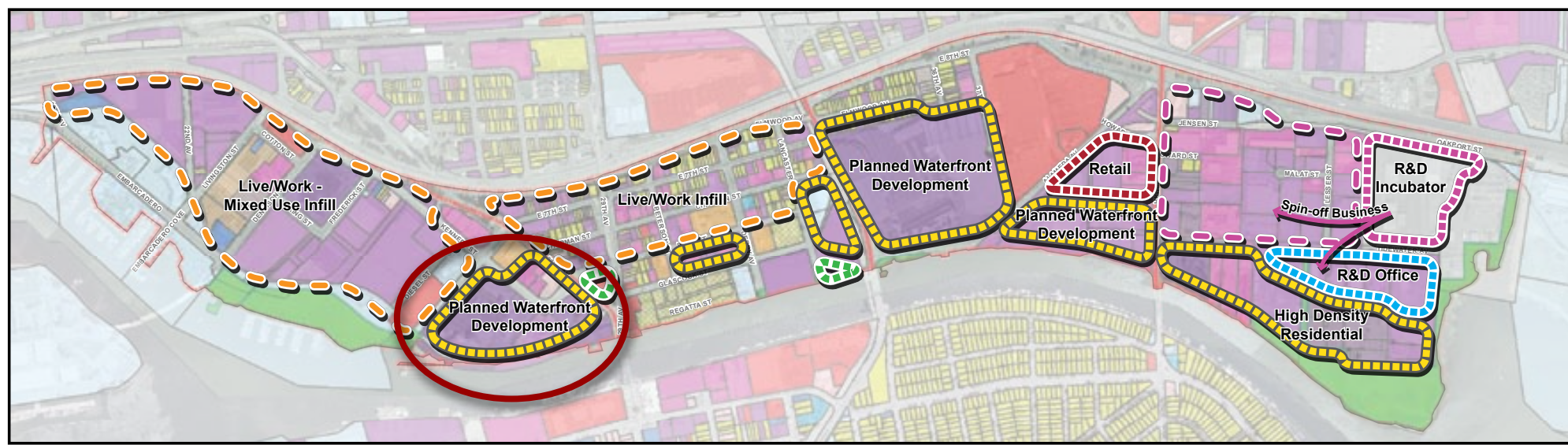
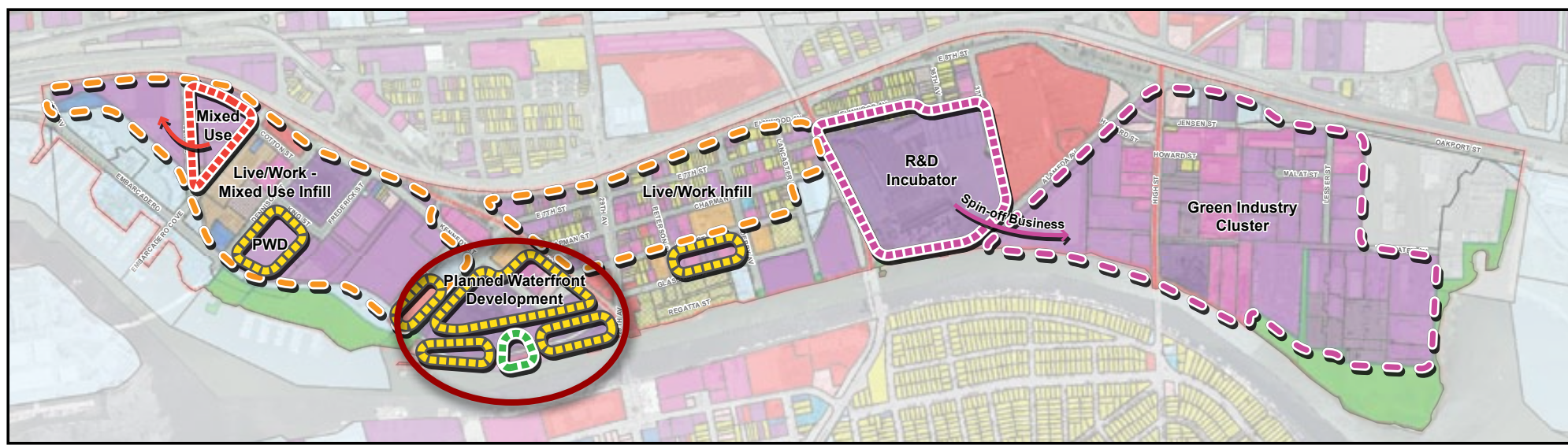
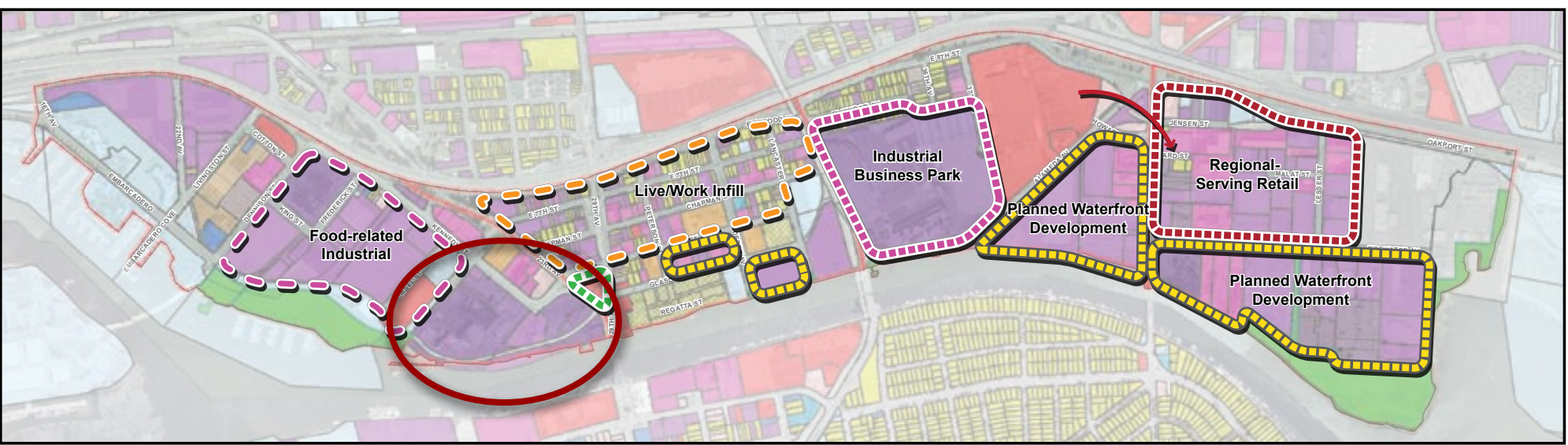
Alternative 2



Alternative 3



Key Maps:

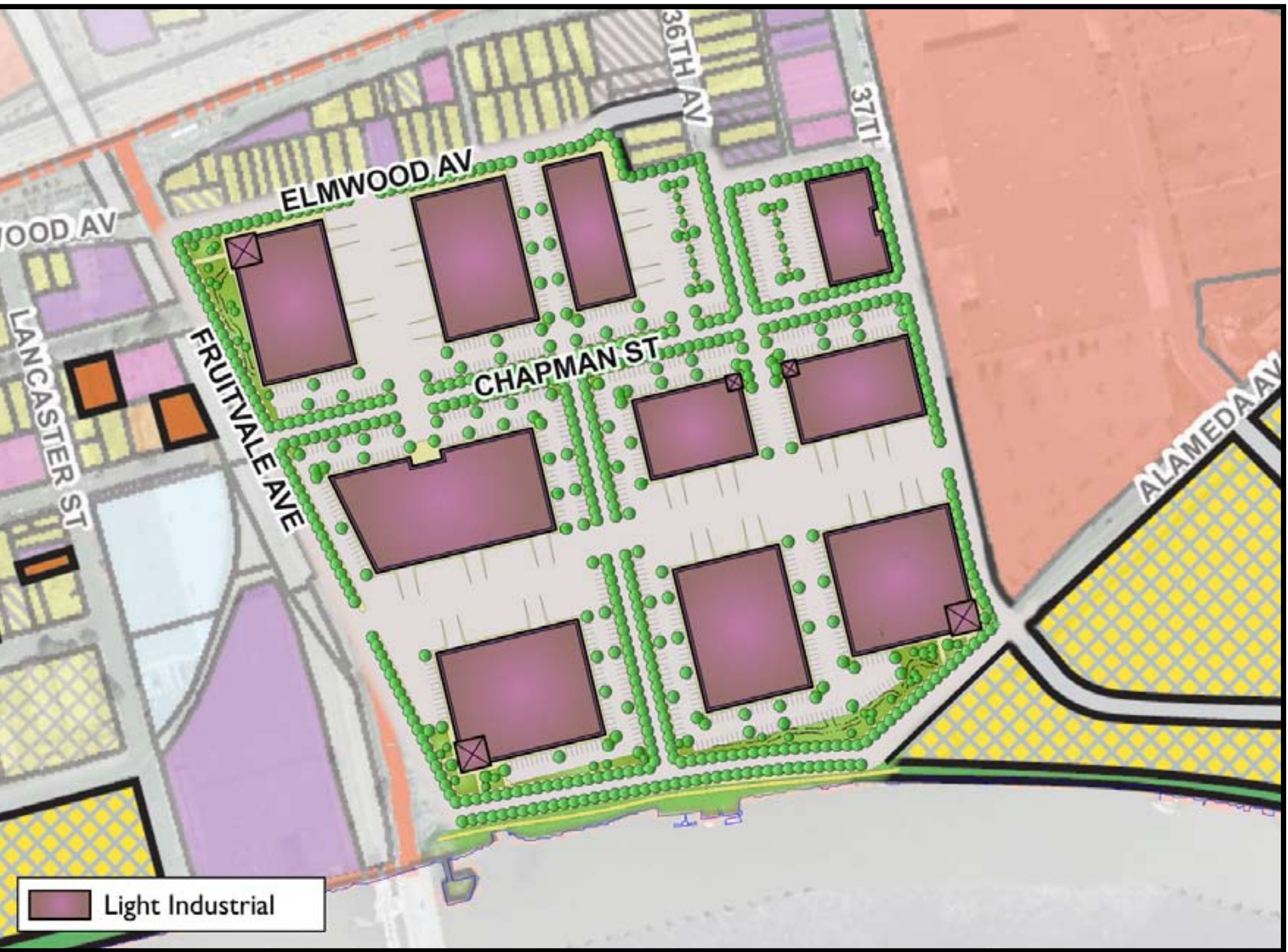


Owens-Brockway Site Concept Plans

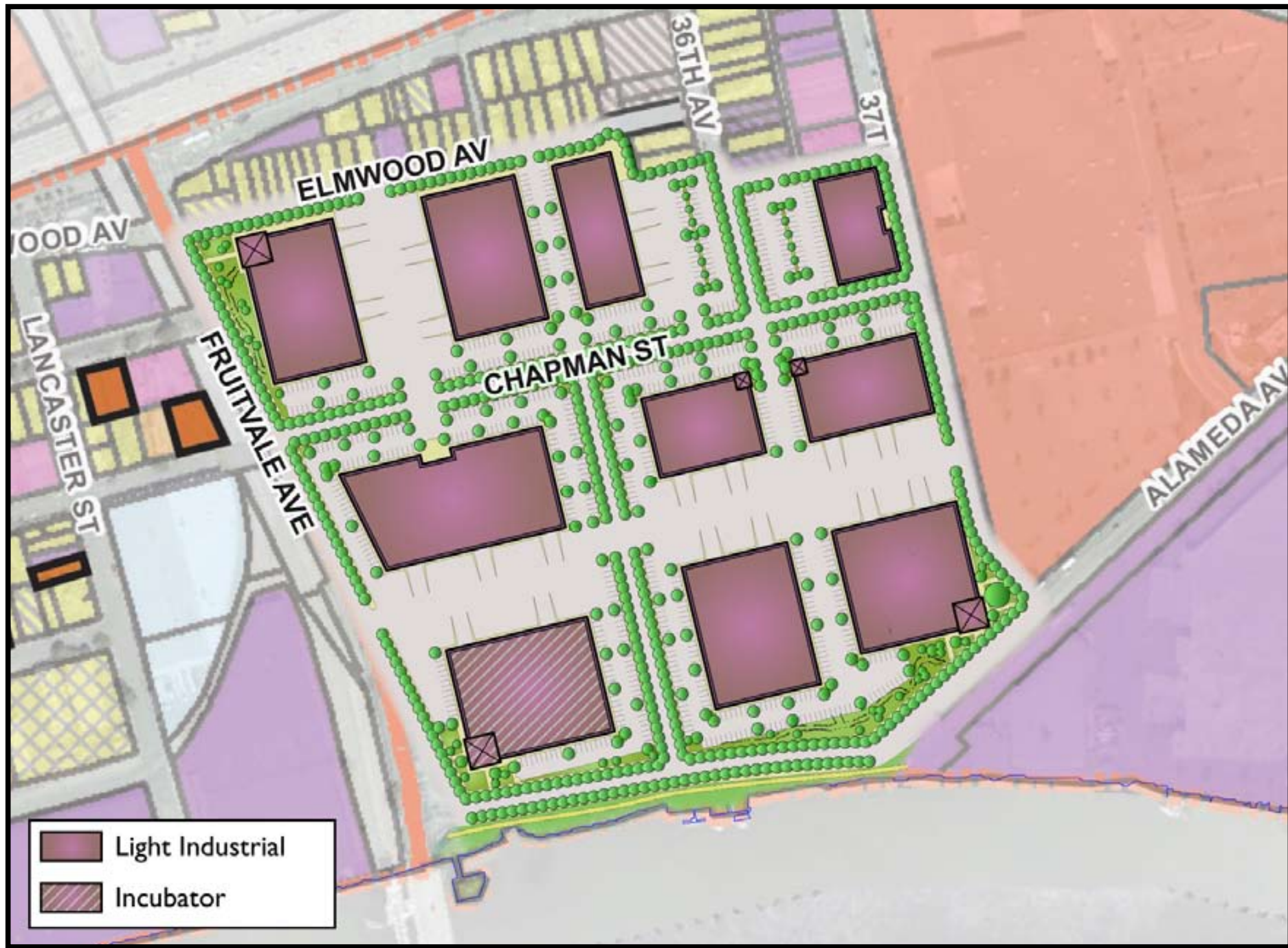
What do you think should happen on the Owens-Brockway site?

Alternative 1 proposes new street configurations and a light industrial business park; Alternative 2 proposes a similar concept, with the addition of an R&D business incubator facility; and Alternative 3 proposes new street configurations and medium-to-high-density residential development.

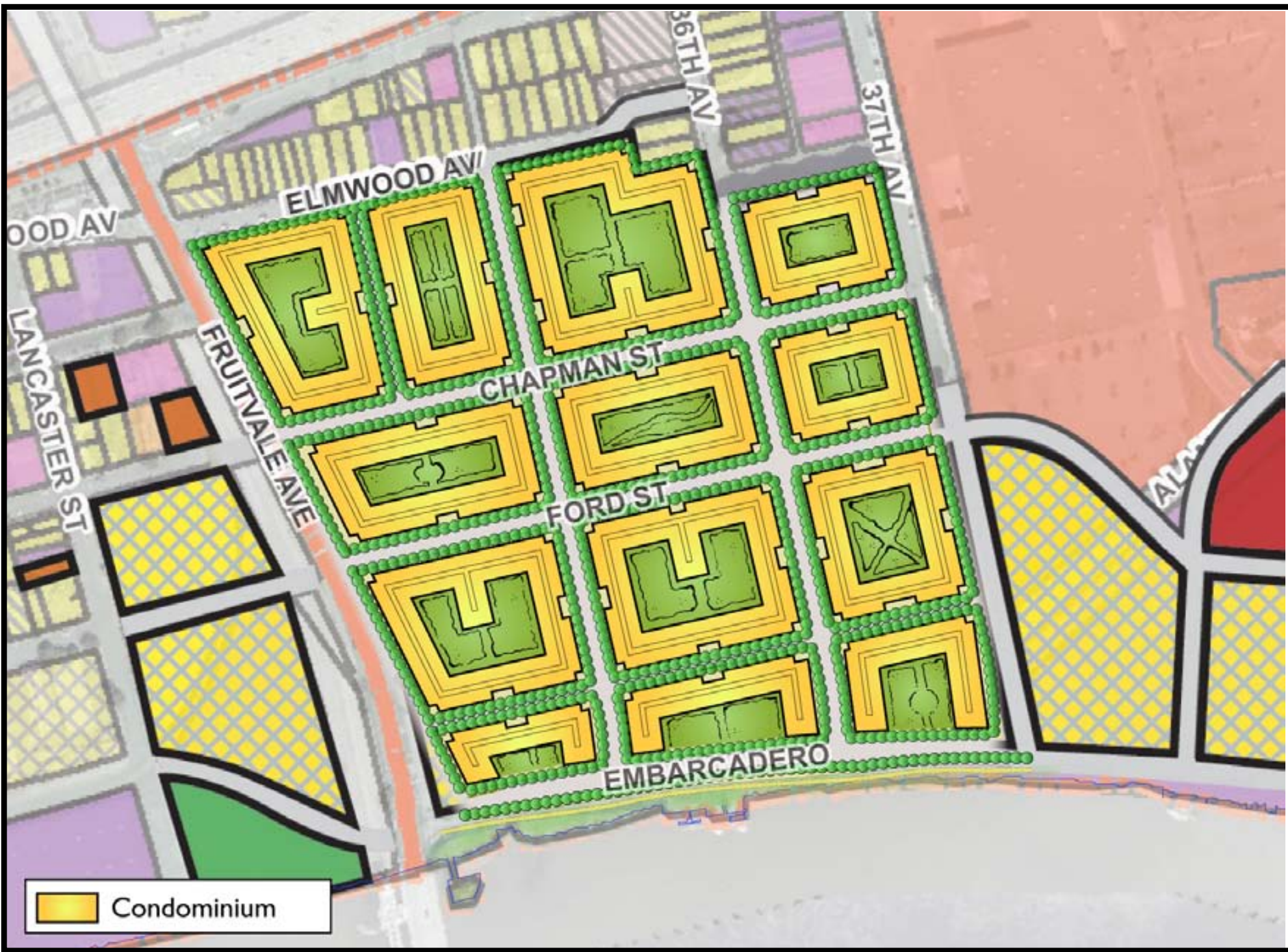
Alternative 1



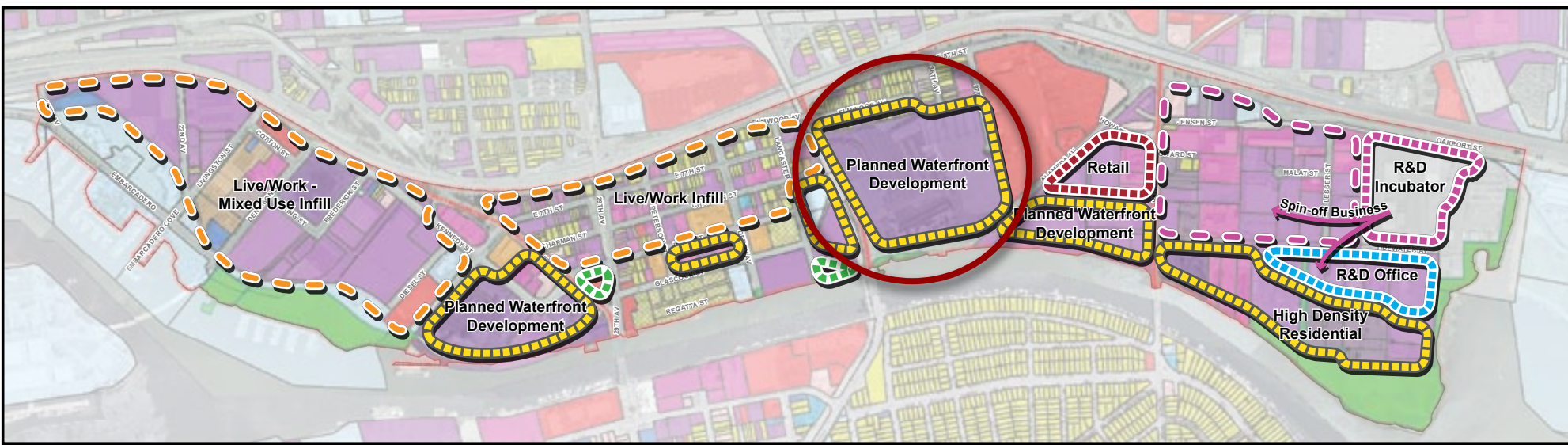
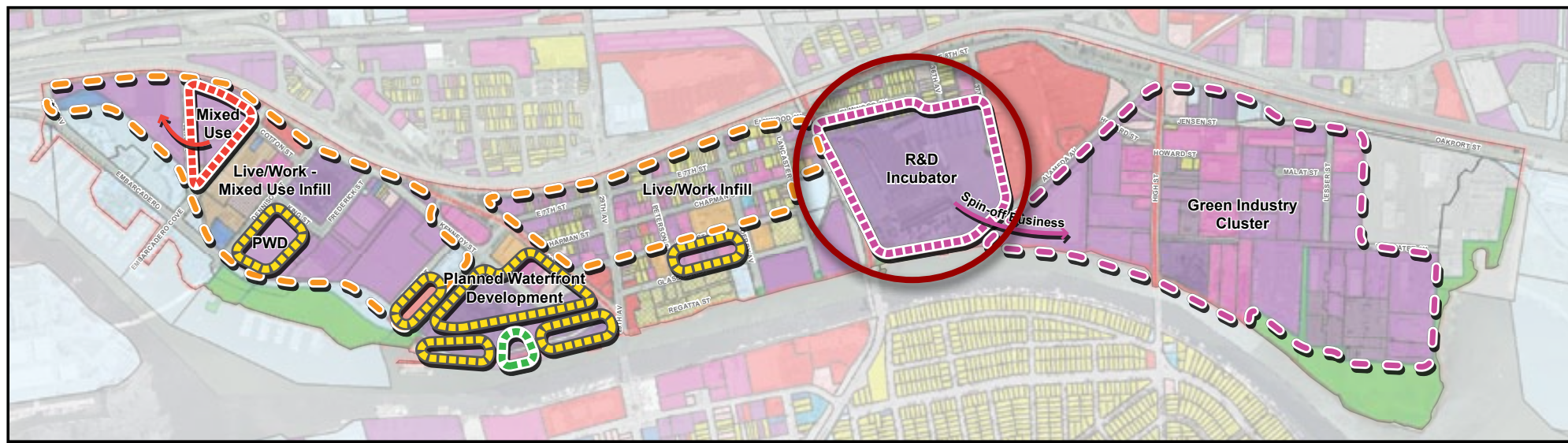
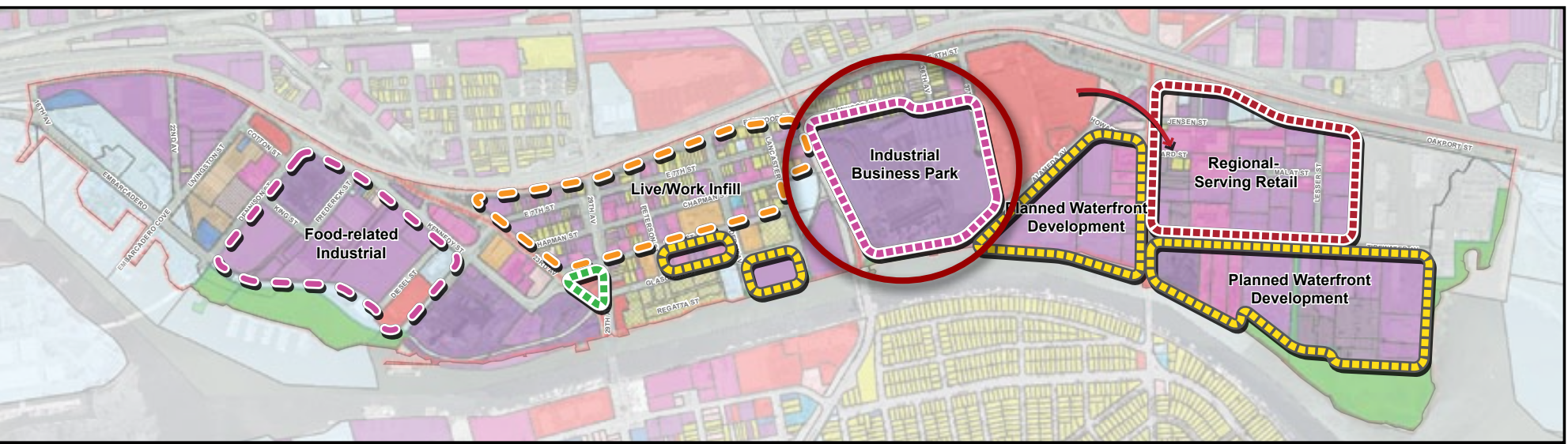
Alternative 2



Alternative 3



Key Maps:

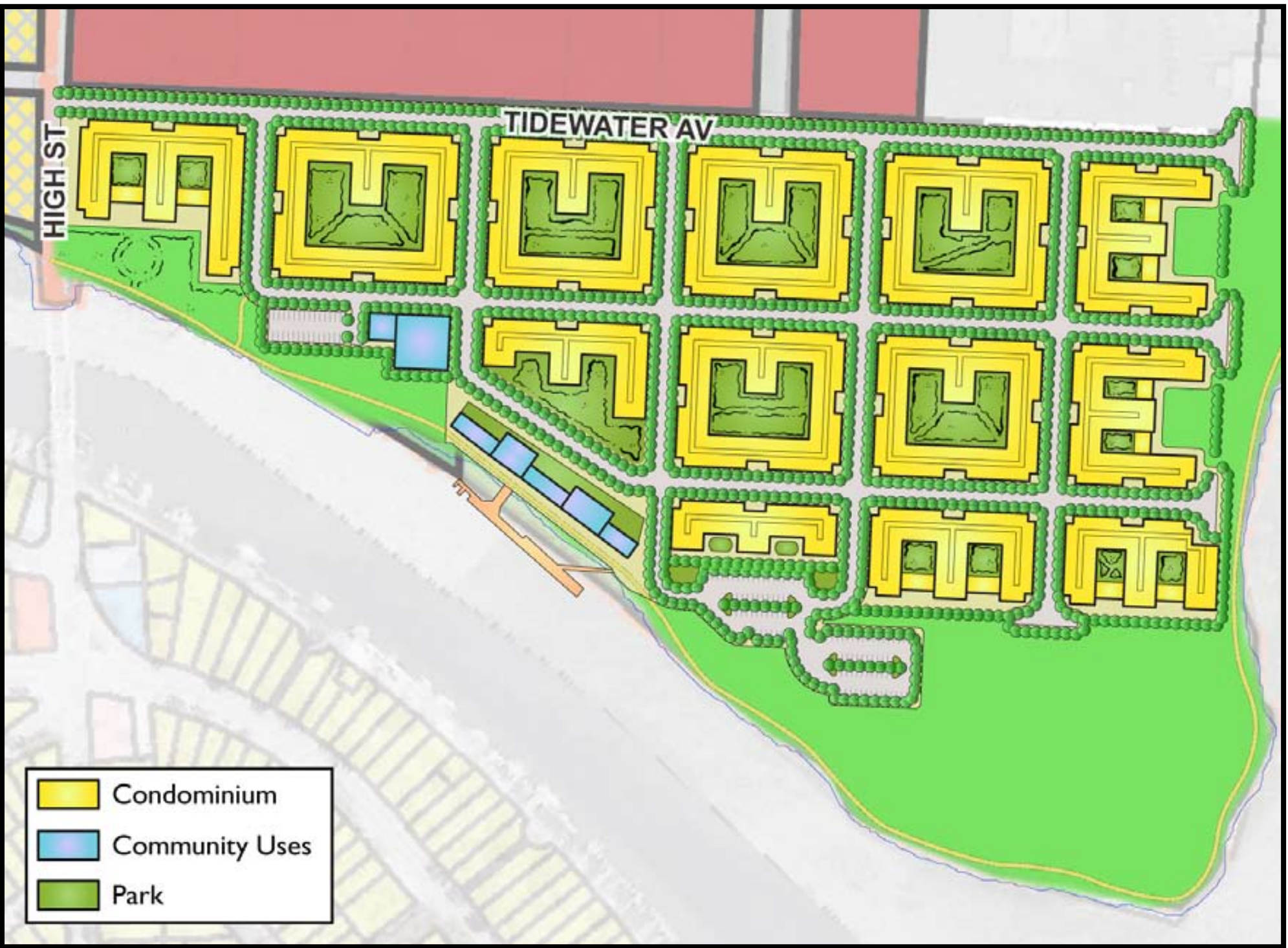


South of Tidewater Concept Plans

What do you think should happen South of Tidewater Avenue?

Alternative 1 proposes new street configurations and medium-to-high-density residential development; Alternative 2 proposes infill light industrial development; and Alternative 3 proposes new street configurations, high-density residential, and light industrial R&D development.

Alternative 1



Alternative 2



Alternative 3



Key Maps:

