

To: Sean Parks, LPA Liaison to IDA

From: Ray San Fratello

Re: Industrial Land Use Policies

Sean, I have had a chance to review the Industrial Land Use Policies and would make a number of general comments on them in regard to their relationship to the future land use element/map development:

- I can understand the notion of separating light industrial use from light industrial. Who would define what level of noise, light and glare, vibration, visual impacts, hazards etc. that would relegate a project or a proposal to a heavy industrial land use site or a light industrial one?
- The policy states that a heavy industrial site because of its "detrimental impacts" would be "segregated" from other uses. Would this mean in locations where there are no people or other businesses, or perhaps would need to be buffered in some fashion? On the other hand, the initial policy 1.1.1. states that these industrial sites shall be located with direct access to rail systems, collector or arterial roadways, and as infill where this use is established. Will these two potentially contradictory notions make it very difficult to site lands for heavy industrial sites or make the cost of mitigating the impacts so enormous that good projects may never get off the drawing board due to high front end development costs?

The above questions beg a number of other issues on where industrial sites are located and how much land needs to be set aside. Here are my comments:

- "Industrial" Development has changed over the years to the more expansive "economic" development term. Commercial development, particularly high end office, corporate headquarters, high technology projects, among others are a standard part of the ED picture. Who has input or jurisdiction on what is needed in these areas and where should sites be located? Corporate Parks? Multi-use DRIs etc? How would the county incentivize targeted categories of development to potential locations if it chose to do so?
- How much land is currently developed for commercial and industrial use? What percentage per capita is it? How much land is currently available?
- If current figures show residential land uses are currently generating 80%* ^{Per} Annual Report of property tax collections and commercial industrial only 20% how do we

change this number over time to say 60% - 40% or even 50% - 50%; and how much more land should be sited for commercial uses to facilitate the shift, especially when we know that commercial/industrial uses require only 25 cents worth of services for every dollar in taxes paid, whereas residential use requires over \$1.20 in services for every dollar paid in taxes? Where is the best balance of both?

- Current BEBR projections predict we will need to create over 90,000 new jobs to accommodate people moving into the county over the next 20 years. In addition, nearly 40% of our citizens leave Lake County every day to go to work in other counties, clog the roads, spend money elsewhere, etc. We need a plan to address diversifying the economy and determine how that plan translates into where future commercial/industrial land designations are located, how big they are, and what uses they will be approved for.
- Finally, how will we incorporate the findings of the county's undertaking of a 20 year economic development vision and strategic plan into the future land use map? As you may know, the IDA asked over two years ago that this study take place in anticipation of the dialogue we are now having. Not being experts in this area the IDA felt that this study would be another timely planning piece and would ensure the thorough development of pertinent information for the LPA and County Commission to consider.

Sean, the economy is not a static thing that can be turned on or turned off like a spigot. It is a dynamic, fluid engine that ebbs and flows according to market forces and can be nurtured or stifled based on government programs, philosophies, regulations, customer service orientation, etc. The one thing you can't have is status quo. The economic environment is either expanding or shrinking. Good overall planning, an agreed upon countywide vision based on inclusive participation of the public and private sectors, intergovernmental cooperation and the leadership of elected officials along with the professionalism of staff can manage our growth and keep the economy finely tuned. When done thoughtfully and cooperatively we can diversify the economy, create better paying jobs for our citizens, increase the tax base and produce a higher standard of living and robust quality of life. If you will it, it is not a dream.