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Saltworks fight hits TV
Staff Report

The developer of a project to build up 12,000 homes on the salt ponds in Redwood City began running TV commercials yesterday that one official said is intended to dispute claims made but its opposition.

The Bay or not the Bay

"We want to be crystal clear: the site is not part of the Bay," said Jay Reed, a spokesman for the developer, Redwood City Saltworks.

That argument that it is has been made by David Lewis of Save The Bay, which has been fighting for the roughly 1,400 acres to be restored to wetlands. One of the two 30-second commercials attacks Lewis, but doesn't mention him by name.

"One person claims this industrial site is part of the Bay," the commercial's narrator says. "What do you think?"

"This is absolutely not an industrial site," Lewis said yesterday. "This is developers' spin."

'Misleading'

Lewis said the commercial is "misleading" in that it attempts to establish the site as industrial. In reality, Lewis said, only a fraction of the site is dedicated to sheds and other machinery.

Reed said the site has been used as an industrial area since 1900 and was deemed industrial by the federal government in 1940.

The commercials promote the project as meeting regional needs – housing, jobs and flood-risk reduction as well as being environmentally friendly by reducing greenhouse gases and building additional city parks.

The 30-second spots will air during evening newscasts on KTVU, KPIX, KGO and KNTV through Feb. 12, according to Reed.