



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: Joint Planning: South Campus District **DATE:** December 19, 2005

Approved

Kay Winev

Date

1/3/06

COUNCIL DISTRICT: Districts 3 and 7
SNI: University and Spartan Keyes

RECOMMENDATION

Adoption of a Resolution authorizing the City Manager to negotiate, and return to Council for approval of, a memorandum of understanding between the City of San Jose and San Jose State University to include certain specified matters necessary for the development of a joint plan to determine appropriate land uses and shared opportunities in the area of the City commonly known as the South Campus/Spartan Keyes area.

The memorandum of understanding shall include, but not be limited to, describing and defining all of the following matters:

- (1) the project;
- (2) the geographic area of the project;
- (3) the process and projected timelines for developing and completing the project;
- (4) the responsibilities of each agency in performing tasks required to develop and complete the project;
- (5) the lead agency for preparation of environmental review of the project under the California Environmental Quality Act, and the method by which each agency will be responsible for compliance with any adopted mitigation measures;
- (6) the proposed budget and method of financing of each agency for the project;
- (7) the types and scope of work of consultants desired to assist in the development and completion of the project and the proposed budget for such consultants;
- (8) the plan for community/stakeholder involvement in the project planning process; and
- (9) any other matter deemed necessary or advisable to the preliminary planning and development of the project.

This project is aligned with Economic Development Strategy #3: "Develop Strategic Partnerships with San Jose State and Other Universities to Drive Innovation and Economic Impact."

BACKGROUND

Since adoption of the Economic Development Strategy in November 2003, the University and City Administration have been working closely to identify and implement high-priority collaborative projects that achieve mutual goals.

Both parties view the South Campus District as having the potential to meet a range of important objectives. For the City, South Campus District has the potential to provide an improved recreation amenity for area residents, as well as a regional amenity for sports events and tournaments (youth, amateur, professional). For the University, South Campus is key to meeting campus academic, intramural, and intercollegiate needs—intramurals becoming increasingly important as the university increases on-campus housing. Both parties are interested in exploring how the area can improve parking capacity, pedestrian accessibility, available housing, and help revitalize surrounding neighborhoods and business areas.

The recommendation is to conduct a joint planning process with a vision to create a dynamic, mixed-use multi-purpose recreation and housing district in the South Campus/Muni Stadium/Kelly Park/Logitech area (South Campus District) and immediate environs that serves a variety of customers—SJSU academic/intramural activities, intercollegiate athletics, neighborhood resident recreation (inc. students), youth/adult amateur athletic leagues, professional athletics and faculty/staff of SJSU.

Both parties see two overarching benefits to this collaboration:

- Planning proactively together maximizes the resources and experience that can be brought to bear on the project area, and the benefits that can accrue to both institutions and to the community at large.
- Planning proactively together helps prevent the kind of one-sided initiative by either party that could undermine the area's potential, our strengthening city-university relationship, and our broader collaborative agenda.

The collaborative planning process would begin its organizing phase in January, 2006 and be completed in 24 months.

ANALYSIS

City and university staff have identified the following general parameters for the joint planning initiative. Following approval of this recommendation by Council, an important next step is to finalize these parameters and set them forth in an appropriate legal agreement between SJSU and the City.

Geographic Project Area

The recommended core Project Area is the South Campus, Muni Stadium, Logitech Ice Center, Kelly Park, and adjacent Spartan-Keyes areas (Attachment: South Campus Plan Area). The Plan process will also explore linkages and impacts to the broader periphery region.

Stakeholder Engagement

The City and University acknowledge that many diverse stakeholders have an interest in the outcome of this project. The joint planning process will involve extensive stakeholder engagement. This will include University Stakeholders and City Stakeholders, as well as Community Stakeholders. Examples of key Community Stakeholders include adjacent neighborhoods (South University, Spartan Keyes), Downtown residents, citywide/regional stakeholders, youth/adult amateur athletic leagues, and nearby/downtown business representatives.

A *Stakeholder Working Group* would include representatives from the University, City, and the other stakeholders identified above. This group would serve in an advisory role, helping to integrate stakeholder input and staff/consultant research to develop recommendations.

Five-Phase Process

The City and University envision a five-phase planning process over a two-year period.

- *Phase I: Preparation* (months 1-4)—Create legal agreement between city and university pursuant to the parameters authorized by Council, design stakeholder engagement process, appoint Stakeholder Working Group, retain consulting expertise, finalize process steps
- *Phase II: Research/Fact Base* (months 5-8)—collect information; identify opportunities, constraints, and preliminary vision; fast-track assessment of potential use of Measure P funds
- *Phase III: Alternatives Analysis* (months 9-12)—develop and analyze draft alternatives, stakeholder engagement around potential alternatives
- *Phase IV: Full Plan Development* (months 13-18)—select preferred alternative; prepare the land use development, operations, and maintenance plan; identify cost estimates and financing source; prepare master environmental document; SJSU presents plan to Trustees for review and approval.
- *Phase V: Approval Process* (months 18-24)—City approves the land use plan and environmental document with formal agreement of the University.

This process design described above would be refined during Phase I, incorporating additional input.

Deliverable

The end product is envisioned as a plan that includes recommendations for the following:

- Major land uses and densities
- Development opportunities for joint facilities
- Housing and retail development opportunities
- Streetscape upgrades
- Walking course and pedestrian corridors
- Leverage of area assets (Spartan Stadium, Logitech Ice Center, Muni Stadium, Kelly Park)
- Transportation, parking approach, pedestrian connections to area assets and trails
- Land acquisition and reuse
- General Plan and zoning recommendations
- Financial requirements and financing sources (including potential for investment of some remaining Measure P funds in the Project Area)

Ultimately, the project will be judged a success if the University, City, and nearby neighborhoods and business areas are supportive of the approved plan for South Campus District, and if the implemented project meets each partner's objectives and our shared objectives.

A New Model

Across the country, there is renewed interest in significant collaborations between urban universities and their host cities. San Jose's joint library is recognized as a successful example of this collaboration. Yet, San Jose and SJSU will be pioneering a new model in undertaking such a significant joint land use planning effort. There are few, if any examples, to follow. Done well, both institutions will reap exceptional benefits, and together we will gain recognition for another innovative partnership.

Key to our success will be designing a joint planning process that meets both institutions needs: a planning process that is consistent with City processes and policies, as well as consistent with those of the California State University Trustee and Chancellor's Offices.

Honorable Mayor and City Council

December 19, 2005

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PUBLIC OUTREACH

Outreach to date has focused on exploring potential for this project within the University (e.g., leadership, departments) and City (various departments). As described above, outreach to various public stakeholders will be an integral part of joint planning process.

COORDINATION

This memo has been coordinated with the Department of Planning, Building, and Code Enforcement; Department of Parks and Recreations; the Redevelopment Agency; and the City Attorney's Office.

COST IMPLICATIONS

Over the term of the project, the City and University anticipate each contributing \$175,000 to fund the consulting costs (planning, facilitation, and any environmental document) associated with this project. In addition both sides will contribute staff time. For the City, the long range-planning staff efforts are expected to cost approximately \$139,000 over the next two years. General Fund budget actions to support these efforts may be brought forward either as part of the 2005-2006 Mid-Year Budget Review or once the contract is finalized.

CEQA

Not a project.

A handwritten signature in black ink, appearing to read "Paul Krutko", with a long horizontal stroke extending to the right.

PAUL KRUTKO

Director, Office of Economic Development

SOUTH CAMPUS PLAN AREA




CITY OF
SAN JOSE
OFFICE OF ORGANIZATION
Department of Planning, Mapping
and Code Enforcement
Planning Services Division

-  Core Planning Area
-  Peripheral Planning Area


Scale: 1" = 600'