



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

**SUBJECT: GENERAL PLAN
MAJOR STRATEGIES
STUDY SESSION**

DATE: January 26, 2007

Approved

Ray Wines

Date

1/26/07

COUNCIL DISTRICT: Citywide
SNI AREA: All

PURPOSE OF THE STUDY SESSION

The overall purpose of the Study Session is to prepare the Council for its upcoming budget decisions for FY07/08, of which the General Plan Update would be one of the budget considerations. Staff is seeking input on the proposed approach to Community Outreach and the scope of the workplan.

OUTCOMES

Per the attached agenda, the General Plan Study Session has the intended outcomes of:

1. Discussing the Major Strategies contained in the San Jose 2020 General Plan as the policy framework that guides growth and development;
2. Obtaining input on the proposed approach to a comprehensive update to the General Plan, particularly the initial outreach to all segments of the community; and
3. Beginning to scope the work plan for an update.

BACKGROUND

Previous Study Session

On October 27, 2006, the City Council conducted a Study Session on the “Guiding Principles” of the San Jose 2020 General Plan, discussing these principles (known as the Major Strategies), demographic trends, and the City’s employment lands. At the close of the session, the Council agreed to a series of study sessions in the first part of 2007 to discuss the Major Strategies in detail and to provide “ground rules” for a proposed comprehensive update of the General Plan.

Rules and Open Government Committee Action

At the January 25, 2007 Rules and Open Government Committee meeting, a General Plan Study Session was scheduled for Monday, February 5, 2007 from 2 to 5 p.m. in the City Council Chambers. The Committee requested that the Study Session focus not only on the Major Strategies contained in the San Jose 2020 General Plan but also discuss the proposed General Plan Update Process.

In addition, the Committee set the following Study Sessions, which are expected to build directly upon the discussion on February 5th:

- ✓ General Plan: Downtown Revitalization/1st ACT/BART on March 22
- ✓ General Plan: Economic Development/Employment Lands on March 29
- ✓ General Plan: Formal Initiation of the General Plan Update on May 3

ANALYSIS

Attached is the agenda for the Study Session, consistent with the outcomes mentioned above. Staff from several City Departments and members of the community are being invited to participate in the discussion with the City Council.

Overview of the General Plan

Although the General Plan is known primarily as the “constitution” for land use development and growth under State law, it also directs City capital investments in infrastructure (e.g., roads) and public facilities (e.g., libraries). In fact, the City Charter requires that the Capital Improvement Budget be consistent with the General Plan. In this way, the Capital Budget implements the General Plan.

Where and how San Jose grows also affects the delivery of City services, such as parks, public safety, etc. The General Plan also contains goals for the delivery of these services. The Council has adopted plans that guide facility and service investments (for example, the Greenprint) that also serve to implement the General Plan.

The seven Major Strategies serve as guiding principles of the vision for San Jose:

- ***Economic Development:*** Maximize the economic and revenue generation potential of the City’s land resources and employment opportunities for San Jose residents.
- ***Growth Management:*** Focus growth within the existing urban area to manage the delivery of City services within budget constraints.
- ***Downtown Revitalization:*** Invigorate Downtown as San Jose’s cultural center with a mix of housing, employment, convention and visitor amenities, museums, parks, linkages to San Jose State University, etc.
- ***Urban Conservation/Preservation:*** Protect and enhance San Jose’s neighborhoods and historic resources to promote community identity and pride.

- ***Greenline/Urban Growth Boundary:*** Preserve land that protects water, habitat, and agricultural resources and/or offers recreational opportunities, as well as to preserve the scenic backdrop of the hillsides surrounding San Jose. The Urban Growth Boundary is the ultimate limit of urbanization in San Jose.

- ***Housing:*** Provide a variety of housing opportunities to meet the needs of all household types and income levels within the community.

- ***Sustainable City:*** Manage, conserve, and preserve natural resources for present and future generations.

General Plan Update Approach

Rather than initiating a comprehensive update to the General Plan immediately with the Budget FY06/07, the adopted Budget includes limited staff resources from January to June 2007 to complete preliminary tasks in preparation for the formal initiation of an update. These tasks include initial outreach and related activities associated with developing a work plan and budget proposal for a proposed comprehensive update of the General Plan.

This approach was based on the Council's previous work associated with the "Counter to Council" effort and "Getting Families Back to Work Study Sessions" in 2005. One of the subcommittees of the Counter to Council Committee explored the concept of a General Plan update and recommended the initial outreach approach. This subcommittee consisted of representatives from the development community, neighborhoods, San Jose State University, and Planning staff.

At the February 5th Study Session, staff will explain the proposed approach in more detail, including a timeline. In addition to City staff, individuals from the development community and neighborhoods have been invited to participate in this discussion with the Council. The Study Session provides an opportunity for the Council's input on this approach and its implications for the update work plan.

Outreach Strategy

Planning staff are beginning to prepare for a series of meetings with residents, businesses, non-profits, advocacy organizations, City Commissions, City Departments, etc. Among other objectives, these meetings are intended to:

- (1) Describe the existing vision and role of the General Plan,
- (2) Identify potential topics for inclusion in a General Plan update, and
- (3) Obtain input on possible community involvement options for an update.

Staff is in the formative stage of developing the strategy for this initial outreach and will provide more information at the Study Session on February 5th. Staff is very interested to receive the Council's input.

POLICY ALTERNATIVES

Not applicable. No decisions are being made at the Study Session.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

The San Jose 2020 General Plan and its potential update affect all segments of the City and its diverse community, including but not limited to residents, businesses, development community, chambers of commerce, advocacy organizations, non-profits, schools, outside agencies, etc. Staff is proposing an extensive outreach effort during the spring to identify potential topics for evaluation in the Update process. The outreach approach is one of the agenda items for the study session. Internal outreach to all City departments would also occur. If the Council formally initiates a General Plan update, significant outreach and public involvement would be integral to the process.

This memorandum and agenda are posted on the City's website to facilitate the public's ability to watch, attend and/or address the Council at the Study Session.

COORDINATION

The General Plan and its update affect all City Departments, Offices, and the Redevelopment Agency. Department directors, as appropriate, will participate in the Council discussion at the Study Session.

COST SUMMARY/IMPLICATIONS

There are no cost implications of the Study Session. During the budget process for FY07/08, the Council is expected to consider a budget proposal to support a comprehensive update of the General Plan.

HONORABLE MAYOR AND CITY COUNCIL

January 26, 2007

Subject: General Plan Major Strategies Study Session

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NEXT STEPS

Based on the discussion at the Study Session, Planning staff will complete its outreach strategy and begin to conduct meetings with all segments of the community. In addition to the Council's comments at the Study Session, the community input should help inform the work plan and the community involvement process for the proposed General Plan update. Staff will be preparing a budget proposal for Council's consideration during the FY07/08 budget process. Additional Study Sessions related to the General Plan are scheduled, as mentioned under "Background."

CEQA

Not a Project.

 *Joseph Horwedel*
JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Laurel Prevetti, Deputy Director, at 408-535-7901

Exhibit

1. Study Session Agenda

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CITY COUNCIL STUDY SESSION
on the
SAN JOSE 2020 GENERAL PLAN MAJOR STRATEGIES

City Hall, Council Chambers
February 5, 2007
2:00 – 5:00 p.m.

AGENDA

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|---|-------------------|
| 1. Opening Comments | 5 Minutes |
| 2. Overview of the San Jose 2020 General Plan,
Including its Major Strategies | 60 Minutes |
| 3. Proposed Approach to a Comprehensive Update
of the General Plan | 45 Minutes |
| 4. Proposed Community Outreach Prior to the
Formal Initiation of a General Plan Update | 60 Minutes |
| 5. Next Steps | 5 Minutes |
| 6. Public Comments | |
| 7. Adjourn | |