The Council of the City of San José convened in Study Session at 2:07 p.m. in Council Chambers at City Hall.

Present: Council Members - Campos, Chirco, Constant Cortese, Nguyen, Pyle, Williams; Reed.

Absent: Council Members - Liccardo. (Excused)

Vacant: - Districts 4 and 6.

Staff: Director of the Office of Economic Development Paul Krutko, City Attorney Richard Doyle, City Clerk Lee Price and Legislative Secretary Ursula Hawkins.


Welcome and Opening Remarks

Mayor Reed outlined the agenda for the day and noted that today is the beginning of the process for a new General Plan update.

Overview of the San Jose 2020 General Plan, including its Major Strategies

Director of Building and Code Enforcement Joseph Horwedel introduced the panelists: Deputy Director of Building Planning and Code Enforcement Laurel Prevetti, Planning Services Principal Planner Stan Ketchum and Counter to Council Community Member Autumn Gutierrez. Director Horwedal added that the presentation focused on seven major strategies, including Economic Development, Growth Management, Downtown Revitalization, Urban Conservation/Preservation, Greenline/Urban Growth Boundary, Housing and Sustainable City.

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Director Horwedel outlined the vision, comprehensive approach and outreach plan and noted that in upcoming study sessions, Staff will include updated data to better analyze the goals and targets outlined in the General Plan, beginning with the Employment Lands Study Session in March 2007.

Council comments and questions followed.

Proposed Approach to a Comprehensive Update of the General Plan

Deputy Director of Building Planning and Code Enforcement Laurel Prevetti outlined the proposed approach to a comprehensive update of the General Plan. She stated that Staff is looking forward to taking advantage of technology, beginning with the Cities website and hiring consultants to track demographic trends. Deputy Director Prevetti added that the General Plan is about community values and at the completion of the analysis, Staff will identify and analyze alternative futures.

Autumn Gutierrez stressed to Council that it is important to include the community in the planning process and that communication is critical for a successful Master Plan. She recommended to the City Council that the General Plan be distributed in layman terms to the community and that the City institute a Master Calendar.

Council questions and comments followed.

Vice Mayor Cortese recommended the formation of a neighborhood data base that is comprehensive and inclusive of all information kept by the Council offices.

In a comment regarding hiring consultants for the City to draft projections, Mayor Reed asked Staff to consider how valuable those projections would be over using the projections that others have already made, such as Association of Bay Area Governments. Deputy Director Prevetti suggested that the City may want to redirect some of the funding budgeted for consultants toward an assessment of existing conditions.

Deputy Director Prevetti reported that early outreach will be conducted in the Spring, and based on that outreach a budget estimate and work plan will be developed for Council consideration in May 2007.

Autumn Gutierrez provided an overview of what might be in the scope of a General Plan update from a community perspective.

Council comments and questions followed.

Proposed Community Outreach Prior to the Formal Initiation of a General Plan Update

Planning Services Principal Planner Stan Ketchum provided an outline of the proposed community outreach to take place prior to the formal General Plan update, including interest-based and geographical meetings.
Next Steps

Deputy Director Prevetti outlined the next steps and stated that Staff will return before Council on May 3, 2007 to formally initiate the plan updates to the General Plan, including a proposed budget and work plan. She stated that Staff suggestions on a community engagement strategy will be provided on May 3, 2007 and the question of whether a task force should be used in the development of the General Plan will be put for Council direction.

Public Comments

There were no public comments.

Mayor Reed adjourned the Study Session at 3:40 p.m.

Minutes Recorded, Prepared and Respectfully Submitted By,

Lee Price, MMC
City Clerk

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