



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Paul Krutko

SUBJECT: North San Jose Vision 2030
Implementation

DATE: March 21, 2007

Approved	<i>Deanna Sabra</i>	Date	<i>3/21/07</i>
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At the Community and Economic Development Committee of March 19, 2007, the committee heard this report. The committee asked that this item be cross-referenced so that Council action may be taken to:

- a) Accept staff's report on the implementation of the North San Jose Vision 2030 Plan.

A copy of the staff memorandum is attached for your review. Staff will make a brief presentation at the Council meeting.


PAUL KRUTKO
Chief Development Officer
City Manager's Office

Attachment

For questions please contact Paul Krutko, Chief Development Officer at (408) 535-8182.



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Joseph Horwedel

SUBJECT: VISION NORTH SAN JOSE
IMPLEMENTATION

DATE: March 9, 2007

Approved

Paul Krutz

Date

3-12-07

The City of San Jose is moving forward with implementation of the Vision North San Jose project. The Vision North San Jose project provides for the ongoing development of North San Jose as an employment center, with a focus upon driving industries, by providing development capacity for up to 26.7 million square feet of new industrial, R&D office space. In support of the industrial development, the project provides for construction of 32,000 new housing units through the conversion of carefully selected industrial sites and for construction of up to 1.7 million square feet of neighborhood serving retail. The project also includes funding and construction of a package of local and regional transportation infrastructure improvements valued at approximately \$570 million. Specific policies to implement the Vision are currently established within the North San Jose Area Development Policy and the City's General Plan.

Private property owners and developers have responded favorably to the Vision North San Jose project as evidenced by the number and breadth of privately initiated development projects proposed to the City.

- Industrial Projects: The first industrial project approved following adoption of the Vision North San Jose project, a 5-story, 208,000 square foot R&D building for Cadence Design Systems, had a groundbreaking ceremony on February 14, 2007. The new building will house engineers who develop cutting-edge design automation software and hardware used to create integrated circuits and electrical systems for the global electronics industry. Construction also continues for the expansion of the eBay campus located within the new Core Industrial area. Other industrial projects are in the early planning stage.
- Residential: The City is currently reviewing several residential development proposals that potentially could result in construction of the entire number of units (8,000) allowed in the first phase set forth in the North San Jose Area Development Policy. The first two residential projects have hearings scheduled for March and April. These include a 100 unit, 100% affordable housing project on North Fourth Street and a zoning to allow 600 multi-family units in five buildings on the north side of Montague Expressway, west of North First Street. Several other residential projects will likely follow in the next few months.

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- Commercial: In addition to the neighborhood commercial space incorporated into some of the proposed residential projects, the City has received applications for two major commercial developments in the North San Jose area. These include a proposed Lowe's to be located on Ridder Park Drive, on the east side of Interstate 880, and a multi-tenant shopping center modeled on the Rivermark center in Santa Clara, to be located on the east side of North First Street, just south of Highway 237.

Additional planning and design work is underway to support implementation of the Vision North San Jose project. This includes a contract with an urban design consultant to be considered by the City Council on March 13th, and contracts with engineering firms to perform design work for street improvements. Additionally, staff anticipates an aggressive schedule for the urban design consultant's work, including significant community outreach efforts in the next two or three months. The City is also funding an assessment study for school facilities for the portion of the North San Jose Policy area located within the Santa Clara Unified School District.

Within the past few months, the City has conducted several community meetings related to implementation of the project. These include meetings held for specific development proposals, a general community meeting on the project, and presentations at neighborhood association meetings. Several hundred people have participated in these meetings, demonstrating an active interest in the ongoing implementation of development projects in North San Jose.

Issues raised at these meetings echo or reinforce the public input received during the outreach conducted prior to adoption of the Vision North San Jose project in 2005. Specifically, identifying sites for parklands and other community services as part of the planning for the new residential areas is a key concern of the community. The community is also concerned about increases in traffic levels, the impact of intensification upon existing services and property values, and the interface between new and existing development. The appropriate interface between new and existing development will be a primary component of the work to be completed by the urban design consultant and will also be addressed by staff as implementation of the Project continues.

Because staff is obligated to continue processing the privately initiated development proposals in the pipeline, staff is working with the developers and the community to plan for parklands and other services in advance of the completion of the work of the urban design consultant. This effort requires the cooperation of the private developers. At present, the design of most of the proposed residential development projects has not been fully resolved and some will require significant modifications by the developer in order to be found consistent with the adopted Vision and North

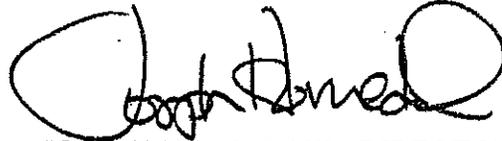
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San Jose Area Development Policy. Specific issues that need to be addressed include the size and location of proposed neighborhood parks, the provision of new public streets and the incorporation of pedestrian oriented or transit oriented design features. As these issues are adequately resolved, development proposals will be scheduled for hearing before the City Council and/or other bodies as appropriate.

A handwritten signature in black ink, appearing to read "Joseph Horwedel". The signature is stylized with large, sweeping loops and is positioned above the printed name.

JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Andrew Crabtree, Principal Planner, at (408) 535-7893.