



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: SEE BELOW

DATE: April 12, 2007

Approved

Ray Winer

Date

4/12/07

COUNCIL DISTRICT: City-Wide
SNI AREA: Not Applicable

SUBJECT: SPRING 2007 GENERAL PLAN REVIEW OVERVIEW

RECOMMENDATION

Accept the Overview.

OUTCOME

The Overview can provide information for the Council to consider when evaluating individual General Plan amendment proposals during the Spring 2007 General Plan Review.

BACKGROUND

This memorandum provides a comprehensive overview of privately initiated General Plan amendment proposals for eight sites for consideration by the City Council during the Spring 2007 General Plan Review. While separate staff reports and memoranda address the specific issues associated with each proposed General Plan amendment, this memorandum provides a summary of some of the broader issues associated with this group of amendment proposals.

ANALYSIS

Citywide land use policy issues addressed in the Spring 2007 Review of the General Plan include intensification of uses on infill sites, conversion of employment lands to other uses, and the relationship of this General Plan Review hearing cycle to future General Plan Reviews and the Comprehensive General Plan Update.

Intensification of Uses on Infill Sites

All of the pending General Plan amendments included in the Spring 2007 Review cover sites located in areas that are surrounded by development, and that have urban infrastructure and services in place. Most of these sites are also already developed. The pending amendments propose intensification of

land uses on these sites, including increases in density and expansions of the mix of uses allowed on these sites. Intensification of development on infill sites is identified in the General Plan as an important tool for implementing the General Plan Growth Management Strategy, consistent with the Greenline/Urban Growth Boundary Major Strategy.

Industrial Conversions

Pending General Plan amendments for six of the eight subject sites involve allowing non-industrial uses on sites currently designated for industrial uses. Of these six sites, four sites are proposed for conversion of employment uses to residential uses (file nos. GP05-04-08, GP05-04-09, GP06-04-01, and GP05-06-01/GP05-06-02). Of the remaining two sites, one site (GP06-07-04) is proposed for conversion of Light Industrial to potentially commercial uses (changing Light Industrial to Combined Industrial/Commercial), and the second site (GP07-04-01) is proposed for a broader array of commercial uses (changing Industrial Park with Mixed Industrial Overlay to Combined Industrial/Commercial).

Cumulatively, approval of all the proposed General Plan amendments would potentially result in a long term net loss of approximately 65 acres of industrial land and 2,860 jobs, as well as a net gain of approximately 3,300 dwelling units. However, of these totals, approximately 30.4 acres of industrial land, 1,122 jobs, and 1,670 dwelling units have been accounted for previously in the analysis for the adoption of the North San Jose Area Development Policy.

As recently discussed in the Study Session with the City Council on March 29, 2007, the conversion of employment lands to residential uses has implications for the long-term fiscal condition of the City and, consequently, for the City's ability to deliver services. The Study Session discussion also confirmed the economic value and scarcity of Light Industrial and Heavy Industrial lands remaining in the City of San José.

With these considerations in mind, staff has analyzed each proposal for consistency with the San José 2020 General Plan Major Strategies, goals, and policies. For the proposals involving the conversion of industrial lands to other uses, staff also considered each proposal in accordance with the criteria in the *Framework, as a Guideline, to Evaluate Proposed Conversions of Employment Lands to Other Uses* (Framework), and the findings in the *San José Neighborhood Retail Model Summary Report*. In addition, for the three sites located in the North San José Development Policy Area (GP05-04-08, GP05-04-09, and GP07-04-01) consistency with the criteria of the North San José Area Development Policy was a key consideration for staff in determining whether or not to recommend approval of each proposed amendment.

Staff recommended approval of all three proposals involving the conversion of industrial lands to residential uses for sites in close proximity to existing or future rail stations (GP05-04-08, GP06-04-01, and GP05-06-01/GP05-06-02). One of these three sites is located on North First Street near the River Oaks Light Rail Station; the second site is located adjacent to the future Berryessa BART station; and the third site is located in the southern part of the Midtown area, adjacent to the Race Street Light Rail Station. In addition to providing future transit ridership, each of these proposals is generally consistent with the criteria in the Framework. The proposal for the site on North First Street (GP05-04-08) is consistent with the North San José Area Development Policy and specifically identified as a potential residential site in the adopted Policy document.

Staff recommended approval of another proposal in the North San José Development Policy Area, for a vacant site; this recommendation is based on consistency with the *San José Neighborhood Retail Model Summary Report* (GP07-04-01). As stated above, this proposal is to expand the types of commercial uses allowed on the subject site.

For the 3.6-acre site located on Senter Road between Wool Creek Drive and Quinn Avenue (GP06-07-04) that is proposed for conversion from Light Industrial to Combined Industrial/Commercial, Planning staff recommends denial, and the Planning Commission recommends approval. Although this site is relatively small, it is located in a larger area designated for Light Industrial uses, and is adjacent to the Monterey Corridor 2 Subarea, which is identified in the Framework as an area to preserve for Driving and Business Support Industries. The Combined Industrial/Commercial land use designation allows light industrial uses; however, it is more typical for commercial uses to operate on sites with this land use designation. The applicant originally proposed General Commercial on this site. As discussed in the staff report, Planning staff recommends no change to the General Plan, but states that should the City Council choose to change the land use designation on the site, Combined Industrial/Commercial is preferred to General Commercial. During the Planning Commission discussion of this item, the applicant acknowledged that Combined Industrial/Commercial will meet the applicant's objectives, and Office of Economic Development staff stated that Combined Industrial/Commercial is an appropriate compromise because this land use designation allows small business uses.

There is one General Plan amendment proposal for an industrial conversion to residential uses on a site in the North San José Development Policy Area that both staff and the Planning Commission do not support (GP05-04-09). This lack of support is based upon staff's and the Planning Commission's conclusion that the proposal is generally inconsistent with the General Plan Major Strategies, goals, and policies and the North San José Area Development Policy.

Annual Review of General Plan amendments involving Industrial Conversions and Comprehensive General Plan Update

The General Plan amendments proposed for consideration during the Spring 2007 General Plan Review are "pipeline" proposals, the majority of which were submitted prior to 2007. Consistent with recent Council direction, future General Plan amendment proposals that involve the conversion of industrial land to non-employment uses may be more appropriately reviewed once a year, to better assess the potential cumulative effects of the conversions upon the City's economic and fiscal health.

Staff has concurrently begun an extensive initial public outreach and education effort to increase public awareness of and involvement in the Comprehensive General Plan Update process. The Comprehensive General Plan Update is intended mainly to focus on broader issues and not on specific parcels. General Plan Reviews of parcel-specific land use amendments will continue to occur while the Comprehensive General Plan Update process is ongoing.

POLICY ALTERNATIVES

Not applicable.

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)**

Although this item does not meet any of the above criteria, staff followed Council Policy 6-30: Public Outreach Policy. A notice of the public hearing was published in a local newspaper, the Post-Record. This memorandum is also posted on the City's website. Staff has been available to respond to questions from the public. Public hearing notices of each General Plan amendment proposal discussed in this memorandum were sent to owners and tenants within a 500-foot or 1000-foot radius of each of the subject sites, and community meetings were held for individual General Plan amendment proposals.

COORDINATION

The staff reports for the General Plan amendment proposals discussed in this memorandum were coordinated with the Department of Public Works, Fire Department, Police Department, Environmental Services Department and the City Attorney.

FISCAL/POLICY ALIGNMENT

This project is consistent with applicable General Plan policies.

COST SUMMARY/IMPLICATIONS

Not applicable.

BUDGET REFERENCE

Not applicable.

CEQA

CEQA: Not a project.

For 
JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

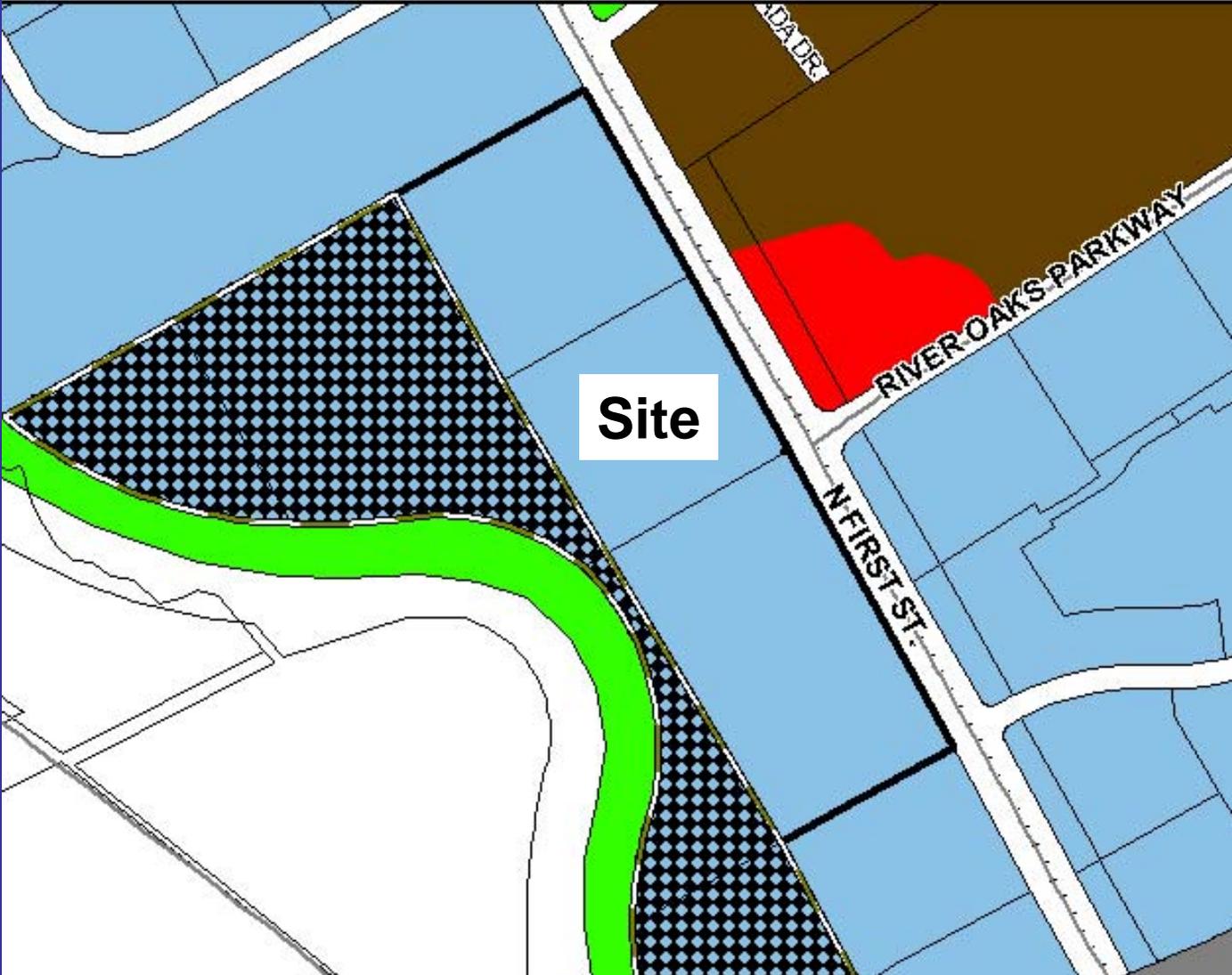
Overview of General Plan Amendments

San Jose 2020 General Plan

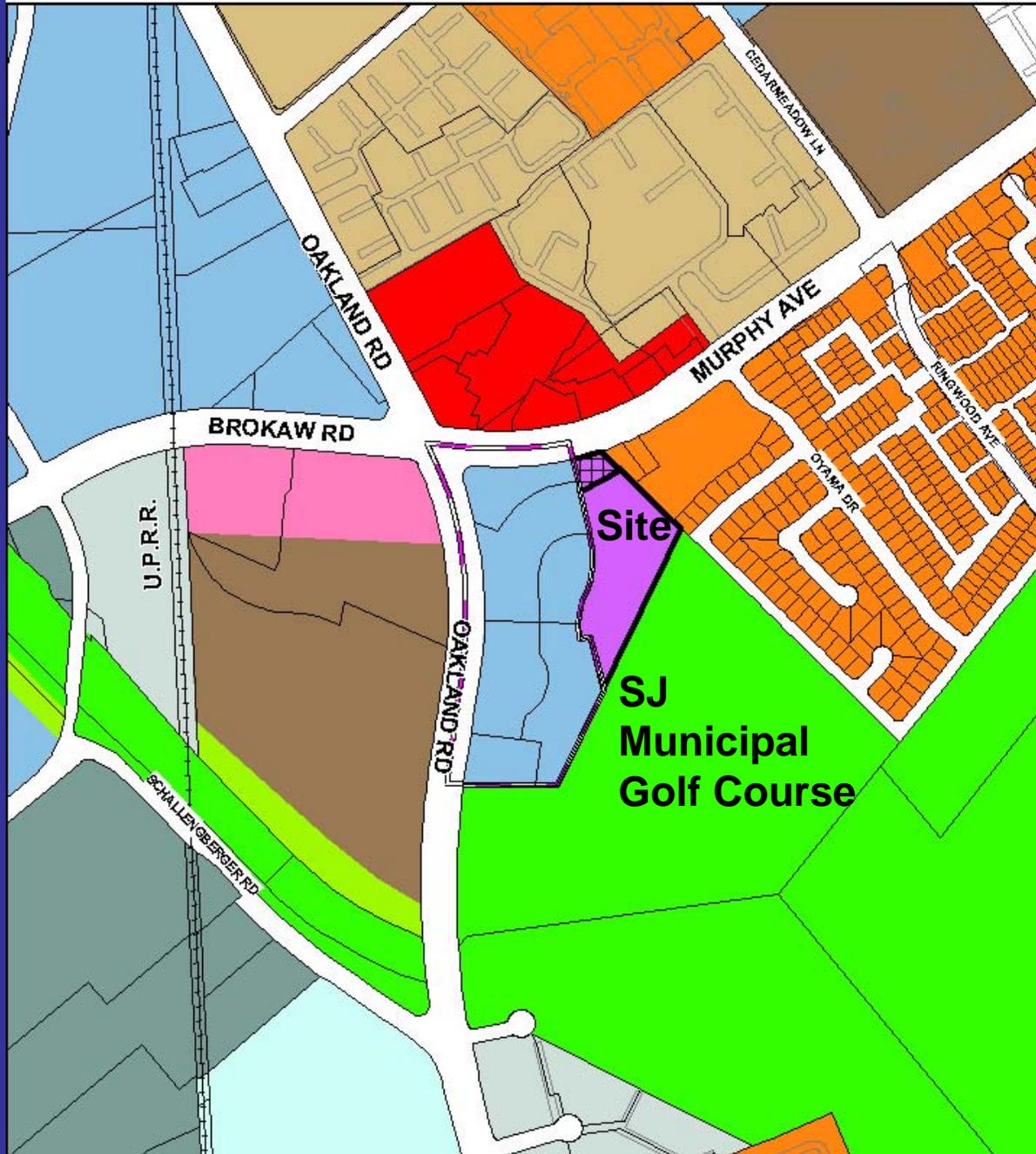
Major Strategies

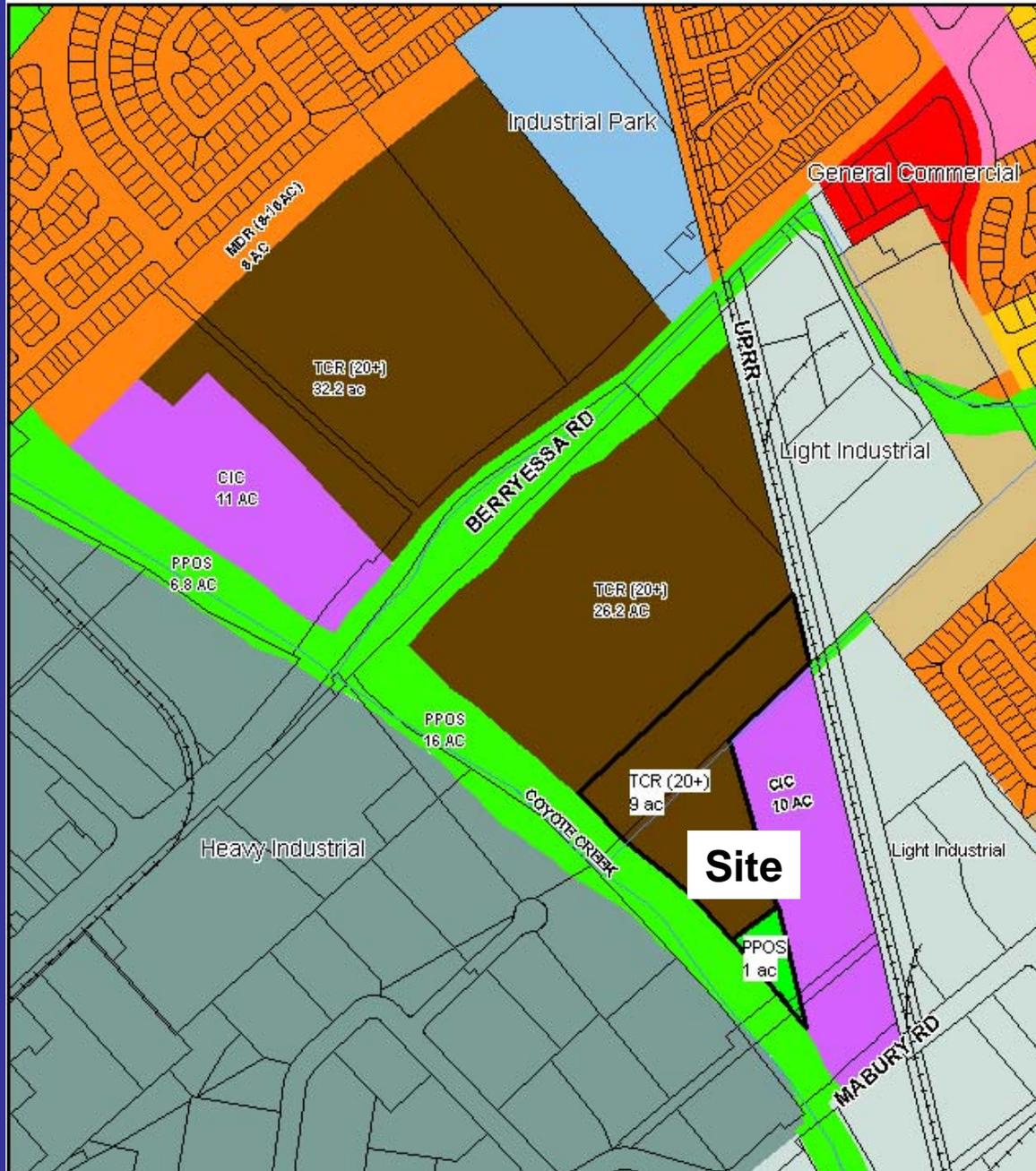
- The Greenline / Urban Growth Boundary
- Growth Management
- Sustainable City
- Economic Development
- Downtown Revitalization
- Housing
- Urban Conservation/Preservation

- Anticipated by Vision North San Jose
- No Net Change to Jobs or Housing Capacity



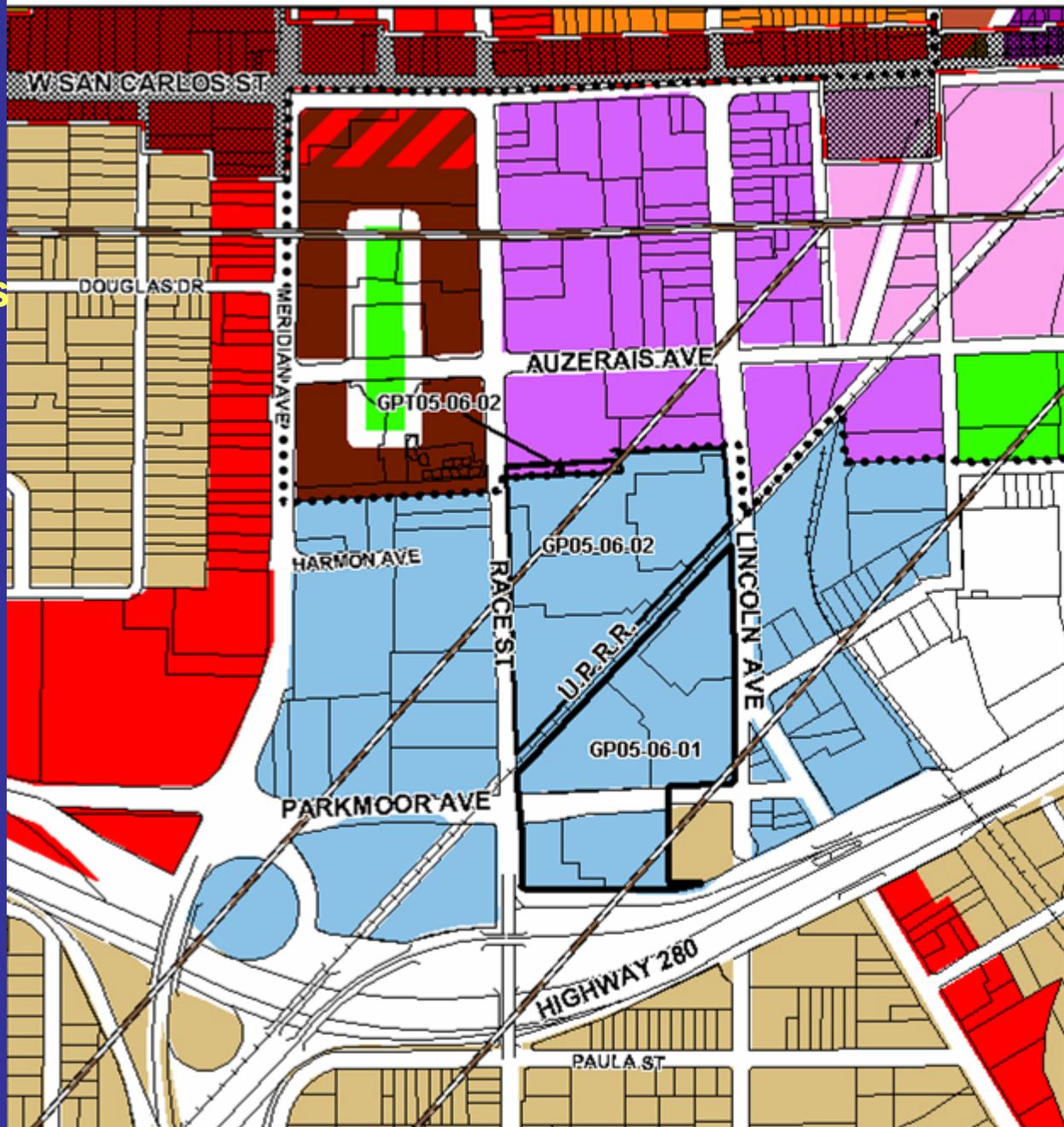
- Another Domino
- Not Consistent with Vision North San Jose
- Net Potential Capacity Change:
-60 Jobs
+140 Units





- **BART Intensification**
- **Mixed Use**
- **Net Potential Capacity Change:
-50 Jobs
+500 Units**

GP05-06-01, GP05-06-02 & GPT05-06-02



- Supports Greater Downtown
- Relocate Businesses within San Jose
- Phasing
- Net Potential Capacity Change
-1,140 Jobs
+970 Units

City of San Jose Employment Subareas Typology

