



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Planning Commission

**SUBJECT:** SEE BELOW

**DATE:** April 4, 2007

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**COUNCIL DISTRICT:** 6

**SNI AREA:** Burbank/Del Monte

**SUBJECT:** GP05-06-01 and GP05-06-02/GPT05-06-02. General Plan amendment requests to change the land use designation from Industrial Park to High Density Residential (25-50 DU/AC) on approximately 21.5 acres, and an amendment to the Midtown Specific Plan to reflect the land use designation change from Combined Industrial/Commercial to High Density Residential (25-50 DU/AC) on approximately 0.3 acres (APN 264-09-047). The sites are located on several parcels between Race Street, Lincoln Avenue, Parkmoor Avenue, and south of Auzerais Avenue.

## RECOMMENDATION

The Planning Commission voted 7-0-0 to certify the Environmental Impact Report and 6-1-0 (Commissioner Zito opposed) to recommend approval of the General Plan amendments.

## OUTCOME

Approval of the General Plan amendments could allow future development of up to approximately 1,075 dwelling units. The General Plan amendments would also result in the loss of approximately 21.5 acres of Industrial Park-designated land.

Should the City Council deny the General Plan amendment request, the subject sites will retain their existing Combined Industrial/Commercial land use designation for the parcel with Santa Clara County Assessor's Parcel Number 264-09-047, and Industrial Park designation for the other parcels on the subject sites.

## BACKGROUND

On March 28, 2007, the Planning Commission held a public hearing on the subject General Plan amendment requests. The Director of Planning, Building and Code Enforcement recommended approval of the amendments. The Director of the Office of Economic Development submitted a memorandum supporting the proposed General Plan amendments.

## ANALYSIS

### Public Testimony

Eric Morley, representing the applicant, provided a description of the project, including the associated rezoning application on file with the City, and advocated that the project will provide a variety of housing opportunities in an environmentally and economically sustainable development. He stated that the project conforms to the Industrial Conversion Framework criteria and will provide vibrant new transit-oriented development, including approximately 180 affordable homes, at densities in compliance with city strategies for growth management through infill development. Mr. Morley also stated that the subject sites are located in a subarea within Category 1 of the “Framework, as a Guideline, to Evaluate Proposed Conversions of Employment Lands to Other Uses” (Framework), which is intended to promote and facilitate land use conversion from industrial to non-industrial uses. Additionally, Mr. Morley highlighted that the applicant had conducted extensive community outreach for the proposal.

Randi Kinman, representing the Burbank/Del Monte Strong Neighborhoods Initiative (SNI) area, stated support for the proposal. She said the proposal would invigorate a blighted area that currently has poor infrastructure, and it would benefit the City as a whole. The project would provide affordable housing along a light rail transit line, promote a walkable link between downtown Willow Glen and the West San Carlos business corridor, provide funds for parks, and provide more parking than required.

Michael LaRocca, representing the Sherman Oaks Neighborhood Association, stated his support for the proposal, which, he said, would result in an excellent pedestrian-oriented project. He commented that the developer listened to the community.

Harvey Darnell, a member of various community and neighborhood associations, expressed support for the project, stating that his early reservations were allayed by the applicant’s cooperation with the community. He noted that the project would provide fees for purchase of land for a nearby park, include on-site open space, and be developed at a pedestrian-friendly scale. Mr. Darnell stated that neighborhood-serving retail is needed on the subject sites given their adjacency to a light rail station, and along the Lincoln Avenue corridor between downtown Willow Glen and businesses along West San Carlos Avenue.

Ed Rast, representing the Willow Glen Neighborhood Association, congratulated the developers for working with the neighbors. He stated that this is the type of development that should be built near light rail stations. The potential development would tie the surrounding neighborhoods together and provide improvements to this section of Lincoln Avenue, would provide funds for parkland near the sites, and would provide the possibility of neighborhood-serving retail development.

### Commission Discussion

The Commission voted unanimously to certify the EIR following a motion by Commissioner Kalra. Commissioner Kalra subsequently made a motion to recommend approval of the applicant’s

proposed General Plan amendments. He commended the community and the developer on their cooperation.

Commissioner Zito stated opposition to the proposed residential uses on the parcel south of Parkmoor Avenue, and north of Interstate 280. He expressed concern over adverse impacts from noise and air pollution to future residents of units in that location, and he stated dissatisfaction with the proposed mitigation for fixed windows for buildings facing Interstate 280. Commissioner Zito said that in twenty years this property would be considered the undesirable part of the development. He recommended, instead, that the proposed land use changes be modified to maintain the existing Industrial Park land use designation on this parcel. He suggested that the proposed High Density Residential (25–50 DU/AC) land use designation on the remainder of the site could accommodate the balance of the units not on the parcel adjacent to I-280.

### **PUBLIC OUTREACH**

- 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)**

Community meetings were held on July 12, 2005, March 20, 2006, May 11, 2006, and November 20, 2006, at the Fire Training Center, 255 South Montgomery Street. Community attendance ranged from fifteen to thirty members of the public at those meetings. Community concerns included potential impacts to traffic and parking, adequacy of parkland and park requirements for this project, and loss of industrial land.

Planning Department staff mailed notices of community meetings and public hearings to property owners and tenants within a 1,000-foot radius of the subject site and to other parties that expressed interest; Planning staff also sent e-mails to board members of Strong Neighborhoods Initiative Area Neighborhood Advisory Committees, to neighborhood associations near the project sites, and to the West San Carlos Business Association. Public hearing notices were also published in the San José Mercury News. The Planning Department website contains information regarding the General Plan process, amendments, staff reports, and hearing schedules. This website is available with the most current information regarding the status of the amendments. Subsequent to the distribution of the Planning Commission staff report, staff received from the applicant a response to the staff analysis and four letters representing various organizations in support of the applicant's proposal. The Director of the Office of Economic Development also submitted a separate letter to the Planning Commission to address the economic issues related to the proposal. Copies of this correspondence are attached to this memo.

**COORDINATION**

Preparation of this report has been coordinated with the Office of Economic Development and the Redevelopment Agency.

**FISCAL/POLICY ALIGNMENT**

Not applicable.

**COST SUMMARY/IMPLICATIONS**

Not applicable.

**BUDGET REFERENCE**

Not applicable.

**CEQA**

EIR Resolution to be adopted at the April 24, 2007 City Council hearing.

  
for JOSEPH HORWEDEL, SECRETARY  
Planning Commission

For questions please contact Rodrigo Orduña in the Planning, Building and Code Enforcement Department at (408) 535-7890.



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 San José, California 95113-1905

**GENERAL PLAN AMENDMENT  
 STAFF REPORT  
 SPRING 2007 HEARING**

Hearing Date/Agenda Number:  
 P.C. March 28, 2007 Item: 7.C

File Number:  
 GP05-06-01 and GP05-06-02/GPT05-06-02

Council District and SNI Area:  
 Council District 6; and Burbank/Del Monte SNI Area

Major Thoroughfares Map Number:  
 83

Assessor's Parcel Number(s):  
 264-09-043, -045, -046, -047, -051, -052, -054, -055, and 264-06-096

Project Manager: Rodrigo Orduña

**PROJECT DESCRIPTION:**

General Plan Amendment request to change the General Plan Land Use/Transportation Diagram designation from Industrial Park to High Density Residential (25 – 50 dwelling units per acre) on approximately 21.5 acres of land, and an amendment to the Midtown Specific Plan to reflect the land use designation change from Combined Industrial/Commercial to High Density Residential (25 – 50 dwelling units per acre) on approximately 0.3 acres on APN 264-09-047.

**LOCATION:** two sites generally bounded by industrial buildings on the south side of Auzerais Avenue to the north, Lincoln Avenue and Northrup Street to the east, Interstate 280 to the south, and Race Street to the west

**ACREAGE:** Approximately 21.5 acres

**APPLICANT/OWNER:**

Tim Steele, Sobrato Development Companies, 10600 North De Anza Boulevard, #200, Cupertino, CA 95014

**GENERAL PLAN LAND USE / TRANSPORTATION DIAGRAM DESIGNATION:**

Existing Designations: Industrial Park and for APN 264-09-047 Combined Industrial/Commercial within the *Midtown Specific Plan*; the sites are currently included within the Vasona Transit-Oriented Development Corridor Special Strategy Area.

Proposed Designation: High Density Residential (25 – 50 DU/AC); the sites would remain within the Vasona Transit-Oriented Development Corridor Special Strategy Area.

**ZONING DISTRICT(S):**

IP – Industrial Park

**SURROUNDING LAND USE AND GENERAL PLAN DESIGNATION(S):**

North: Industrial warehouses and research and development buildings; Combined Industrial/Commercial within the Midtown Specific Plan

South: Interstate 280, multi-family residential and industrial; High Density Residential (25 – 50 DU/AC) north of Interstate 280 and Medium-High Density Residential (12 – 25 DU/AC) south of Interstate 280

East: Industrial warehouse and asphalt mixing company; Industrial Park and Mixed Use Overlay with No Underlying Designation

West: Industrial warehouse, multi-family housing, and other industrial uses; Industrial Park, High Density Residential (25 – 65 DU/AC), and General Commercial

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**ENVIRONMENTAL REVIEW STATUS:**

Draft Environmental Impact Report circulated from November 22, 2006 to January 5, 2007. The First Amendment to the Draft Environmental Impact Report was circulated on March 16, 2007.

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**PLANNING STAFF RECOMMENDATION:**

Approval of proposed General Plan amendments to High Density Residential (25 – 50 DU/AC).

Approved by: 

Date: Mar. 22, 2007

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**PLANNING COMMISSION RECOMMENDATION:**

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**CITY COUNCIL ACTION:**

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**CITY DEPARTMENT AND PUBLIC AGENCY COMMENTS RECEIVED:**

- San Jose Fire Department – The Fire Department noted that staff would provide further review and comments upon receiving additional information as part of the review process for any subsequent permit application. (See San Jose Fire Department memo dated February 23, 2005.)
- Department of Public Works (DPW) – The sites have adequate sanitary and storm capacity. A near-term traffic impact analysis report will be required prior to development approval. Street dedication may be required along all project frontages. (See DPW memo dated April 14, 2005.)
- Department of Transportation (DOT) – The results of the CUBE computer model for long-term traffic impacts analysis for both General Plan amendments considered together cumulatively indicate that the impacts from the resulting traffic would exceed the established significant threshold, and the proposed land use changes will have a significant traffic impact. (See DOT memo dated April 25, 2005.)
- Santa Clara Valley Water District – The District has stated that it has no objections or concerns with the proposed change in land use. The District recommends that non-point source water quality treatment measures be incorporated into the proposed developments, and that vegetated swales and bio-filters be incorporated into landscape areas and designed as an amenity for the projects. (See Santa Clara Valley Water District memo dated April 26, 2005.)
- Santa Clara Valley Transportation Authority (VTA) – VTA supports the proposed land use change to High Density Residential (25 – 50 du/ac) and encourages developing these sites at a minimum density of 45 du/ac, given that these sites straddle the VTA Race Street Light Rail Station, where intensification of land use and activities is most effective at making destinations walkable and increasing transit use. VTA recommends building orientation toward the street, pedestrian connectivity, minimum setbacks, parking located behind the buildings, commercial/residential mixed uses, integration of the design with the existing light rail station, and incorporation of bicycle facilities. (See VTA memo dated May 25, 2006.)
- Department of Parks, Recreation, and Neighborhood Services (PRNS) – The City would like to collect the in-lieu fees associated with these new housing units in order to purchase the two warehouses at the southeast corner of Auzerais and Sunol streets to expand the proposed Del Monte Park site as envisioned in the Burbank/Del Monte Neighborhood Improvement Plan. (See PRNS memo dated August 14, 2006.)
- Office of Economic Development (OED) – OED supports the proposed General Plan amendments on the subject sites, since these sites are examples of a strategic conversion to foster growth in the Downtown Core. The sites are located on a light rail system, which is aligned with the City's goals of supporting high-density housing along primary transit corridors. The sites are located within the Burbank/Del Monte Strong Neighborhoods Initiative area, which ranked Strengthening Housing as a Top 10 priority. Existing on-site and surrounding businesses have a strong potential for relocation within San José, so OED will work with the businesses to minimize the impact on jobs and retain the businesses in San José. (See OED memo dated March 16, 2007.)

- Parks and Recreation Commission (PRC) – Due to the size of the proposed housing projects, the City can request land dedication and park improvements from both projects under the Parkland Dedication Ordinance (PDO) and/or the Park Impact Ordinance (PIO). In this case, the City would be interested in an off-site land dedication of the existing warehouses on Sunol Street between Auzerais Avenue and Home Street. If off-site dedication is not a reasonable option for the developer, then the City would accept in-lieu fees from these two projects to help with the development of the Del Monte Park Site on Auzerais Avenue adjacent to Los Gatos Creek. (See PRC memo dated March 8, 2007.)
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#### **GENERAL CORRESPONDENCE:**

Correspondence received for the Draft Environmental Impact Report brought up issues regarding potential environmental impacts as well as concerns regarding the proposed General Plan amendments and concurrently pending Planned Development Zoning applications (PDC06-024 and PDC06-025).

Community meetings were held on July 12, 2005, March 20, 2006, May 11, 2006, and November 20, 2006, at the Fire Training Center, 255 South Montgomery Street. Community attendance ranged from fifteen to twenty five members of the public at those meetings. Members of the public expressed concern about the potential impacts to traffic and parking in the area, about the adequacy of parkland and park requirements for this project, and about the loss of industrial land. (See discussion in Public Outreach section of this staff report.)

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#### **ANALYSIS AND RECOMMENDATIONS:**

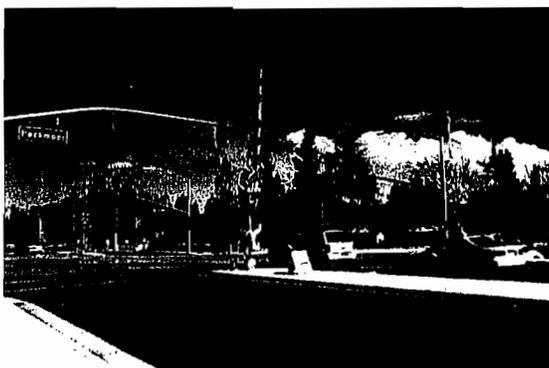
##### **RECOMMENDATION**

Planning staff recommends the Planning Commission consider the Environmental Impact Report in compliance with CEQA, and forward to the City Council a recommendation to approve a change in the General Plan Land Use/Transportation Diagram designations from Combined Industrial/Commercial for APN 264-09-047 and Industrial Park for the remaining portions of the two sites, to High Density Residential (25 – 50 DU/AC).

##### **PROJECT DESCRIPTION**

These are privately initiated General Plan amendment requests to change the *San Jose 2020 General Plan Land Use/Transportation Diagram* designation from Industrial Park to High Density Residential (25 – 50 dwelling units per acre) for approximately 21.5 acres of land, on two sites generally bounded by industrial buildings on the south side of Auzerais Avenue to the north, Lincoln Avenue and Northrup Street to the east, Interstate 280 to the south, and Race Street to the west; and land use and text amendments to the *Midtown Specific Plan* to reflect the land use designation change from Combined Industrial/Commercial to High Density Residential (25 – 50 dwelling units per acre) on approximately 0.3 acres on APN 264-09-047. The text amendment to the *Midtown Specific Plan* involves shifting the *Specific Plan* diagram boundary lines north of 264-09-047, so that the document of the *Midtown Specific Plan* is being changed.

Approval of the proposed General Plan amendments to High Density Residential (25 – 50 DU/AC) would potentially allow up to approximately 1,075 dwelling units (based on gross acreage calculations of 50 DU/AC multiplied by 21.5 acres), and could allow vertical mixed-use commercial/residential development under a Planned Development zoning, if the commercial development is well integrated and well designed in the context of the overall development, with the commercial uses serving the surrounding neighborhood and rail passengers. The sites are located within the existing Vasona Transit-Oriented Development Corridor Special Strategy Area. The intent of the corridor special strategy area is to facilitate new, higher-density housing and mixed use development on several currently underutilized commercial sites.



Parkmoor/Race Street intersection looking northeast



Lincoln Avenue looking southwest toward sites



Race Street looking north from sites



Looking east from Race Street across sites



Looking north from southern site toward VTA platform

## **BACKGROUND**

### **Site and Surrounding Context**

The subject sites are approximately 21.5 acres in size, are located in the Midtown South area of San José, and are currently in the Industrial Park (IP) Zoning District. The Mountain View-Winchester VTA light-rail line bisects the sites in a northeast/southwest direction, leading to downtown San José and Downtown Campbell. The project site north of the VTA light rail right-of-way consists of 10.86 acres, and the project site to the south of the rail line consists of 10.64 acres. The 0.3-acre parcel with the Combined Industrial/Commercial land use designation is currently being used as a shared access easement between the properties north of the railroad tracks.

The sites currently are developed with research and development buildings, office buildings, and the San José Medical Group, Willow Glen Branch, at 625 Lincoln Avenue. The existing access points to the VTA light-rail station are from Race Street at the west end of the platform and from surface parking lots for the office parks at the east end of the platform.

Surrounding land uses include: a mix of multi-family apartment buildings located at the southwest corner of Parkmoor Avenue and Lincoln Avenue; automobile repair shops and home improvement shops located between Northrup and Lincoln Avenue; wholesale and distribution warehouse uses to the east and to the west of the subject sites; the Reed and Graham asphalt facility further east; research and development, office firms, and residential uses further west; a bank and auto repair shops directly to the north along the south side of Auzerais; and new multi-family housing and a park (O'Connor Park) to the northwest.

Local bus line numbers 63 and 65 operate along Race Street and Parkmoor Avenue adjacent to the project sites. Local bus line 63 operates along Meridian Avenue south of Saddle Rack Street, along Saddle Rack Street, and along Race Street north of Saddle Rack Street. Local bus line 65 operates along Parkmoor Avenue west of Lincoln Avenue and Lincoln Avenue north of Parkmoor Avenue. Additionally, the Race Street light rail station is located near the intersection of Race Street and Parkmoor Avenue. The station is on a VTA light rail line that bisects the project site and provides service between San José and Campbell. Access to the light rail station from the sites is provided on both sides of the tracks.

## **ANALYSIS**

The key issues for analysis of the proposed General Plan amendments are: 1) consistency with the *San Jose 2020 General Plan* Major Strategies, goals, and policies; 2) consistency with the *Framework, as a Guideline, to Evaluate Proposed Conversions of Employment Lands to Other Uses*; 3) consistency with the *Midtown Specific Plan*; 4) consistency with the *Burbank/Del Monte SNI Neighborhood Improvement Plan*; and 5) land use compatibility.

## **Consistency with the *San José 2020 General Plan Major Strategies, Goals, and Policies***

The *San Jose 2020 General Plan* has seven Major Strategies that together provide the “vision” for San Jose, particularly related to its future growth and development. Economic Development, Growth Management, Housing, and Sustainable City strategies are four of the seven Major Strategies in the General Plan that are most relevant to the proposed General Plan amendments.

### Economic Development Major Strategy

The City of San José’s Economic Development Major Strategy strives to make San José a more “balanced community” by encouraging more commercial and industrial development to balance the existing residential development. San José currently has a surplus of housing in relation to employment opportunities, which is referred to as a “jobs/housing imbalance.” This imbalance makes it difficult to provide adequate urban services because residential development does not generate sufficient revenue to cover service demands. Economic development, as well as the retention of industrial uses and job potential, are therefore basic priorities for San José.

The proposed General Plan amendments would change the land use designations on the sites from Industrial Park and Combined Industrial/Commercial to High Density Residential (25-50 DU/AC). This would remove lands available for industrial use and limit the job potential associated with the existing land use designation on the sites. Potential development from these General Plan land use changes could result in the capacity for up to 1,075 additional households and the capacity for up to 1,377 fewer jobs relative to the current adopted General Plan land use designations. These amendments are therefore not consistent with the Economic Development Major Strategy.

### Growth Management Major Strategy

The purpose of the Growth Management Major Strategy is to find the balance between the need to house new population and the need to balance the City’s budget, while providing acceptable levels of service. The City’s strategy for growth management can best be described as the prudent location of new development to maximize the efficient use of urban facilities and services. To this end, the General Plan promotes infill development within urbanized areas.

The Vasona Transit-Oriented Development Corridor Special Strategy Area includes the Race Street VTA light rail station. This light rail line links Campbell and southwestern San José with Downtown San José and the Guadalupe Light Rail line. The intent of the corridor is to facilitate new, higher-density housing and mixed use development on several currently underutilized commercial sites. Due to the convenient location of the light rail station, it is assumed that some new residents would utilize the transit facility for commuting purposes. Based on the *Congestion Management Program Transportation Impact Analysis Guidelines*, approximately 20 new transit riders are expected during both the morning and afternoon peak hours as a result of the currently pending Planned Development Zoning applications (PDC06-024 and PDC06-025).

The High Density Residential (25 – 50 DU/AC) land use designation allows for development of transit-oriented and pedestrian-friendly development that increases the possibility of transit ridership. The proposed land use changes would follow the intent of the Transit-Oriented Development Corridor of promoting increased localized pedestrian activity as well as supporting multi-modal access to downtown San José and the South Bay region.

The sites currently contain underutilized office and research-and-development buildings. Development of high density residential land uses on the site would provide infill redevelopment within an urbanized area. The amendments would therefore be consistent with the Growth Management Major Strategy.

### Housing Major Strategy

The goal of the City's Housing Major Strategy is to provide a wide variety of housing opportunities to meet the needs of all economic segments of the community. The strategy seeks to maximize housing opportunities on infill parcels already served by the City. It also seeks to provide sufficient housing opportunities for new workers to encourage and support economic development.

The amendments would allow for development of high density residential uses on a currently underutilized infill site. The resulting high density residential development along a light rail transit corridor within the existing urban area would follow the development intent of the Vasona Light Rail Transit-Oriented Development Corridor as discussed above, and would be consistent with the Housing Major Strategy.

### Sustainable City Major Strategy

The Sustainable City Major Strategy is a statement of San José's commitment to becoming an environmentally and economically sustainable city. Programs promoted under this strategy include recycling, waste disposal, water conservation, transportation demand management, and energy efficiency. The Sustainable City Major Strategy is intended to support these efforts by ensuring that development is designed and built in a manner consistent with the efficient use of resources and environmental protection.

The redevelopment of the site with high density residential uses easily accessible to transit (including an existing VTA light rail station adjacent to the sites), and nearby commercial services is consistent with the Sustainable City Major Strategy.

### General Plan Goals and Policies

The following General Plan goals and policies are the most relevant to the proposed General Plan amendments:

Balanced Community Policy No. 1 states that the City should foster development patterns that will achieve a whole and complete community in San José, particularly with respect to improving the balance between jobs and economic development on one hand, and housing resources and a resident work force on the other. The proposed amendments would allow for the redevelopment of the existing office and R&D buildings on site with high density residential uses. The amendments would worsen the City's jobs/housing balance. For this reason, the proposed project would not be consistent with this policy.

Balanced Community Policy No. 2 states that higher densities are encouraged near passenger rail lines and other major transportation facilities to support the use of public transit. Consistent with this policy, the proposed amendments would allow high density residential land uses adjacent to the Race Station of the VTA light rail line, thereby supporting transit ridership.

Residential Land Use Policy No. 3 States that higher residential densities should be distributed throughout the community. Locations near commercial and financial centers, employment centers, rail transit stations, and along bus transit routes are preferable for higher density housing. In addition, residential development located within 2,000 feet of a planned or existing rail station should occur at the upper end of the allowed density ranges and should typically be at least 25 DU/AC unless the maximum density allowed by the existing land use designation is less than 25 DU/AC. The subject sites are located adjacent to the Race Street Station of the VTA light rail line and within the Vasona Transit-Oriented Development Corridor. The conceptual Planned Development Zoning plans for the sites propose high density residential development (45 dwelling units per acre) and include up to 5,000 square feet of commercial space to support residential and other uses in the area. The proposed land use change, therefore, is consistent with this policy.

### **Consistency with the "Framework, as a Guideline, to Evaluate Proposed Conversions of Employment Lands to Other Uses**

The Framework divides the City's inventory of industrial areas into three categories: 1) those to promote or facilitate conversion; 2) those to consider for conversion under certain circumstances; and 3) those to preserve for Driving and Business Support industries. The amendment sites are located within the "Midtown Portion of Central San José 1 Subarea." The Framework states that this subarea, which is in category number 1, can be considered for additional opportunities for housing, retail, civic, and employment uses (beyond existing and planned land uses) to support the Downtown, transit investments, and West San Carlos Neighborhood Business District.

The proposed amendments would result in the conversion of land designated for industrial park uses to residential uses. The project sites are located within an area identified for such conversions in order to support Downtown, nearby business districts, and transit investments such as the VTA light rail line. The proposed amendments, therefore, are consistent with the Framework criteria for consideration of conversions.

### **Consistency with the *Midtown Specific Plan***

The *Midtown Specific Plan* is an adopted statement of goals and policies for the future character and quality of development of the Midtown area. The *Specific Plan* Land Use Map defines the General Plan land use designation for the 0.3-acre parcel with APN 264-09-047 as Combined Industrial/Commercial.

The 0.3-acre parcel with APN 264-09-047 constitutes a small portion of the Lincoln-Auzerais Subarea of the *Midtown Specific Plan*. The parcel is located on the southern border of the *Specific Plan* area. The proposed General Plan Text Amendment (GPT05-06-02) on this parcel would not visibly change the character of this Subarea because the parcel is currently used for parking and does not have substantial street frontage along a major roadway. The proposed General Plan text amendment would take the 0.3-acre parcel with APN 264-09-047 out of the *Specific Plan* area.

### **Consistency with the *Burbank/Del Monte Strong Neighborhoods Initiative (SNI) Neighborhood Improvement Plan***

The *Burbank/Del Monte SNI Neighborhood Improvement Plan* was adopted in May 2002 by the San José City Council. This plan was developed as a partnership between residents, businesses, and the City of San José. Nine goals, developed as a part of the planning process, form the foundation for an action plan that includes over 160 specific actions for improving the neighborhood. These nine goals are: A) develop parks and open space; B) provide community facilities in the neighborhood; C) create a pedestrian-friendly environment; D) improve circulation, transportation, and parking; E) strengthen economic development; F) revitalize housing; G) beautify the neighborhood; H) encourage maintenance and stewardship; and I) improve programs, services and community organization.

The amendments conform to several *Neighborhood Improvement Plan* goals (including goals A: develop parks and open space; E: strengthen economic development; and F: revitalize housing) by proposing infill residential uses on underutilized land. The amendments would also comply with “Top 10” Priority 7. This housing revitalization priority includes encouraging intensification of housing along major transit corridors, such as light rail stations, and the provision of affordable housing. Because the SNI area is within a Redevelopment Area, 20% of future housing units would be affordable. Also, the proposed High Density Residential land uses on the site could strengthen economic development along West San Carlos Street by providing potential users to support commercial businesses.

### **Park**

The Department of Parks, Recreation, and Neighborhood Services, the Parks and Recreation Commission, members of the community, and the applicant, have stated their desire to collect in-lieu fees associated with the potential new housing units resulting from these land use changes in order to purchase the two warehouses at the southeast corner of Auzerais and Sunol Streets. This would expand the proposed Del Monte Park Site north of the Reed and Graham site, as envisioned in the *Burbank/Del Monte Neighborhood Improvement Plan*. Planning staff considers the amendments to High Density Residential use to benefit the future development of a community park site within the Midtown area.

### **Land Use Compatibility**

The subject sites are located in an area with predominantly industrial uses, although multi-family residential uses are located adjacent to the northwest and south. The properties surrounding the site that are currently developed with industrial park uses are used as offices. The properties designated for industrial or commercial use are used primarily for warehousing and auto repair facilities. Locating residences in proximity to this industrial area may create the potential for long-term conflicts. A residential population is more sensitive to what would otherwise be sources of only annoyance to a workplace population. Residents typically object to nighttime noise from loading docks, truck traffic and heavy equipment, outdoor lighting, truck traffic spillover into residential neighborhoods, and the use, storage, and transport of hazardous materials. These activities may be considered unacceptable to nearby residents, even if the businesses are not located immediately adjacent to the residences.

Complaints from residents may also cause restrictions to be placed on industrial businesses that are near the residential development and could limit the types of businesses that are acceptable at these sites. These restrictions could limit the uses of the affected industrial properties. While such operational effects do not equate to environmental impacts, they may be considered as a measure of significance of the degree of conflict created between land uses, and eventually could degrade the viability of the industrial land use. Therefore, a residential development on the subject sites could potentially result in land use conflicts with nearby industrial uses.

Additional restrictive pressure on the remaining industrial lands could result from the resulting split in industrial land from one existing continuous approximately 60-acre Industrial Park area, to two approximately 20-acre Industrial Park areas. As shown in the attached General Plan map, the Industrial Park area from Lincoln Avenue to Sunol Street to the east (the Reed and Graham site is currently designated Mixed Use Overlay with No Underlying Designation, which allows up to 675 attached dwelling units, up to 625,000 sq. ft. of office commercial, and up to 4.6 acres of public park and open space), and the Industrial Park area from Race Street to Meridian Avenue to the west, would be split by the proposed High Density Residential area. The two resulting Industrial Park areas would receive more development pressure to convert to non-industrial uses, both due to economic pressures from residential land located on adjacent parcels, and land use incompatibility pressures resulting from increased non-industrial uses in the area.

### **ENVIRONMENTAL REVIEW**

An Environmental Impact Report (EIR) for the proposed General Plan amendments was prepared in conformance with California Environmental Quality Act (CEQA). The Draft EIR was circulated from November 22, 2006 to January 5, 2007 for public comment. A First Amendment to the Draft EIR was circulated on March 16, 2007. The EIR provides program level environmental review appropriate for the consideration of amendments to the *San Jose 2020 General Plan*. The EIR identified the following significant unavoidable impacts as resulting from the proposed General Plan amendments: 1) Population and Housing (project and cumulative); 2) Transportation (project and cumulative); and 3) Air Quality (cumulative).

These amendments would allow for development that would both reduce jobs and increase residents, thus increasing the existing imbalance between jobs and employed residents. This would conflict with the City of San José's policies regarding an overall jobs/housing balance. The imbalance increase is considered a significant impact to population and housing. There are no mitigation measures that would reduce this impact to a less than significant level.

The traffic analysis conducted for the EIR shows that the proposed amendments would result in significant increase in traffic volumes on congested links in the proximity area during the afternoon peak hour. There would also be significant increases in traffic volumes at the congested Level of Service E and F links south of Naglee Avenue, Jackson Street and Mabury Road, Bascom Avenue, Dana Avenue, Park Avenue, The Alameda, Stockton Avenue, Coleman Avenue, and Highway 87 during both morning and afternoon peak hours. The proposed amendments would worsen the commute pattern during the morning and evening for several major travel corridors between residential communities and employment centers. However, although slight at approximately 20 new transit riders during both the morning and afternoon peak hours, there would be an increase in transit use as compared to current ridership at the Race Street station.

The proposed amendments' impact on air quality is also considered significant and unavoidable because the cumulative impact from the development resulting from the proposed land use changes on air quality would not be substantially reduced with implementation of the Bay Area Air Quality Management District (BAAQMD) Regional Clean Air Plan. The implementation of identified mitigation measures would reduce the impacts on regional air quality, but not to a less than significant level due to the project's size and potential to generate a substantial increase in air pollutant emissions. The identified mitigation program would be expected to reduce project emissions by 5% to 10%. However, since trip generation under the proposed uses is more than double that under the existing uses and there would be a roughly corresponding increase in emissions, the cumulative impact on air quality due to potential development resulting from the proposed land use changes would not be substantially reduced.

## PUBLIC OUTREACH

**Correspondence:** Correspondence received regarding the Draft Environmental Impact Report (EIR) is addressed in the First Amendment to the Draft EIR. The following are summarized community comments regarding land use:

**Comment 1:** *There should be some guarantee that commercial uses (originally proposed for up to 5,000 square feet of retail, and, for sites within 2,000 feet of a passenger rail station, allowed within the proposed High Density Residential land use designation as vertically mixed-use commercial/residential development under a Planned Development zoning) would actually be developed.*

**Response:** The potential for development of vertically mixed commercial/residential uses exists as part of the proposed land use changes. Staff is working with the developer to provide a workable land use configuration as part of the Planned Development Zoning application process.

**Comment 2:** *Concern over the potential fiscal impact to the City's ability to provide public services associated with replacing the existing office/industrial buildings with proposed housing, and concern as to whether the proposed land use change would generate a net revenue increase to the city for funding of services.*

**Response:** After review of the Midtown employment clusters and jobs at risk due to the planned conversion, the Office of Economic Development (OED) has expressed support for the land use change. Existing on-site and surrounding businesses have a strong potential for relocation within San José, so OED will work with the businesses to minimize the impact on jobs and retain businesses in San José. Also, while OED recommends that the conversion of industrial land be done selectively, the subject sites are examples of a strategic conversion to foster growth in the Downtown Core. The sites are located on a light rail system, which is aligned with the City's goals of supporting high-density housing along primary transit corridors. The sites are located in the Burbank/Del Monte Strong Neighborhoods Initiative area, which ranked Strengthening Housing as a Top 10 priority.

**Comment 3:** *Concern that the projects represent a significant jobs/housing imbalance in conflict with the City of San José's policies. While there is no proposed mitigation, care should be taken to ensure that a retail/commercial component be included at the earliest possible time. The project is in a transit corridor neighborhood already lacking in neighborhood serving businesses. While in general supportive of this project, the community is concerned about setting a precedent for future developments that will result in loss of services. The community would ask that a holistic General Plan update for this area be conducted in tandem with the ongoing Greenprint update.*

**Response:** As described for community comment number 1 above, the potential for development of mixed commercial/residential uses exists as part of the proposed land use changes. Staff is working with the developer to provide a workable land use configuration as part of the Planned Development Zoning application process. While review of these specific proposals for land use changes does not address the community's comments about conducting a holistic General Plan update process to address city-wide land use issues, staff does acknowledge this comment regarding the timing of the General Plan update.

**Comment 4:** *Concern that the development will have a significant and unavoidable impact on the level of service on the surrounding roads and intersections which cannot be mitigated. Although the community does not suggest that this project be halted on this account, the entire area has been targeted for additional high-density housing. The City of San José must consider how low it is going to allow the level of service to drop before major, necessary, and expensive improvements are made to the surrounding roadways or no longer consider this area of District 6 viable as a target for high-density development.*

**Response:** Staff acknowledges the community concern for the need for capacity upgrades to impacted roads as a result of this and potential future petitions for land use changes in the Midtown South area. All proposals for residential development in the area are currently analyzed and will continue to be analyzed based on the City's Level of Service Policy and mitigation measures will be required as needed to the extent possible.

**Comment 5:** *Concern that while this project is not large enough to severely impact the schools, it does add incrementally to a problem that is not being addressed on a more global level.*

**Response:** Staff acknowledges community concern regarding adequate school capacity given incremental land use changes that result in population increases in the area. Residential development requires payment of school impact fees per State law. Even as the resulting residential development may not improve existing school capacity conditions, payment of impact fees fulfills this project's obligation toward school impacts per State law.

**Comment 6:** *The developer has worked with neighborhood groups to address questions and concerns. This project has been supported by the community because we have been able to work collaboratively. Recognizing our area is along a transit corridor and has significant areas of underutilized commercial and industrial space, we accept and welcome such development but we are more concerned with the large picture. We are setting precedents that cannot be sustained on a neighborhood or city-wide level.*

*Transit oriented development cannot continue to be developed in an area that is losing commercial/retail/ business capability. If we do not begin to balance the jobs/housing ratio and if we do not begin to develop services for this area, the residents of incoming high density housing will be forced into cars to go to work or obtain the basics of day to day living. Transit oriented development by definition includes jobs; we are not providing space for them. We cannot create a safe, walk able neighborhood if we continue this way. Additionally, the cumulative vehicle, pedestrian and bicycle transportation congestion has reached a critical stage. In a neighborhood already deficient in these areas, each project adds to the problem and does not trigger proactive planning for relief. This project will contribute significantly to the purchase of targeted park land. The area is, however, so deficient, that the contribution of this project will not significantly reduce the pressure on existing and proposed sites. Before any further projects come forward there must be a comprehensive plan to address these problems.*

*This area has been declared blighted in large part to poor long-term planning. We cannot continue to contribute to poor conditions by saying, "This project doesn't trigger need for relief" while ignoring cumulative negative impacts. We do not want to be in the position of working against projects of this quality because the global issues are not being addressed. While we believe this project will significantly enhance part of our district, we will be hard pressed to support future developments unless there is a comprehensive and detailed general plan update.*

**Response:** Staff considers that the potential impacts to the jobs/housing imbalance, to traffic, and to cumulative air quality degradation are outweighed by the benefit of potential high-density transit-oriented development that serves as a support for the Downtown Core and the West San Carlos Business District, that provides for infill-housing to reduce development pressure at the urban fringe, and that contributes to the development of a community park within the Midtown area.

**Community Outreach:** Community meetings were held on July 12, 2005, March 20, 2006, May 11, 2006, and November 20, 2006, at the Fire Training Center, 255 South Montgomery Street. Community attendance ranged from fifteen to thirty at those meetings. Among other concerns, the community spoke about the potential impacts to traffic and parking, about the adequacy of parkland and park requirements for this project, and about the loss of industrial land.

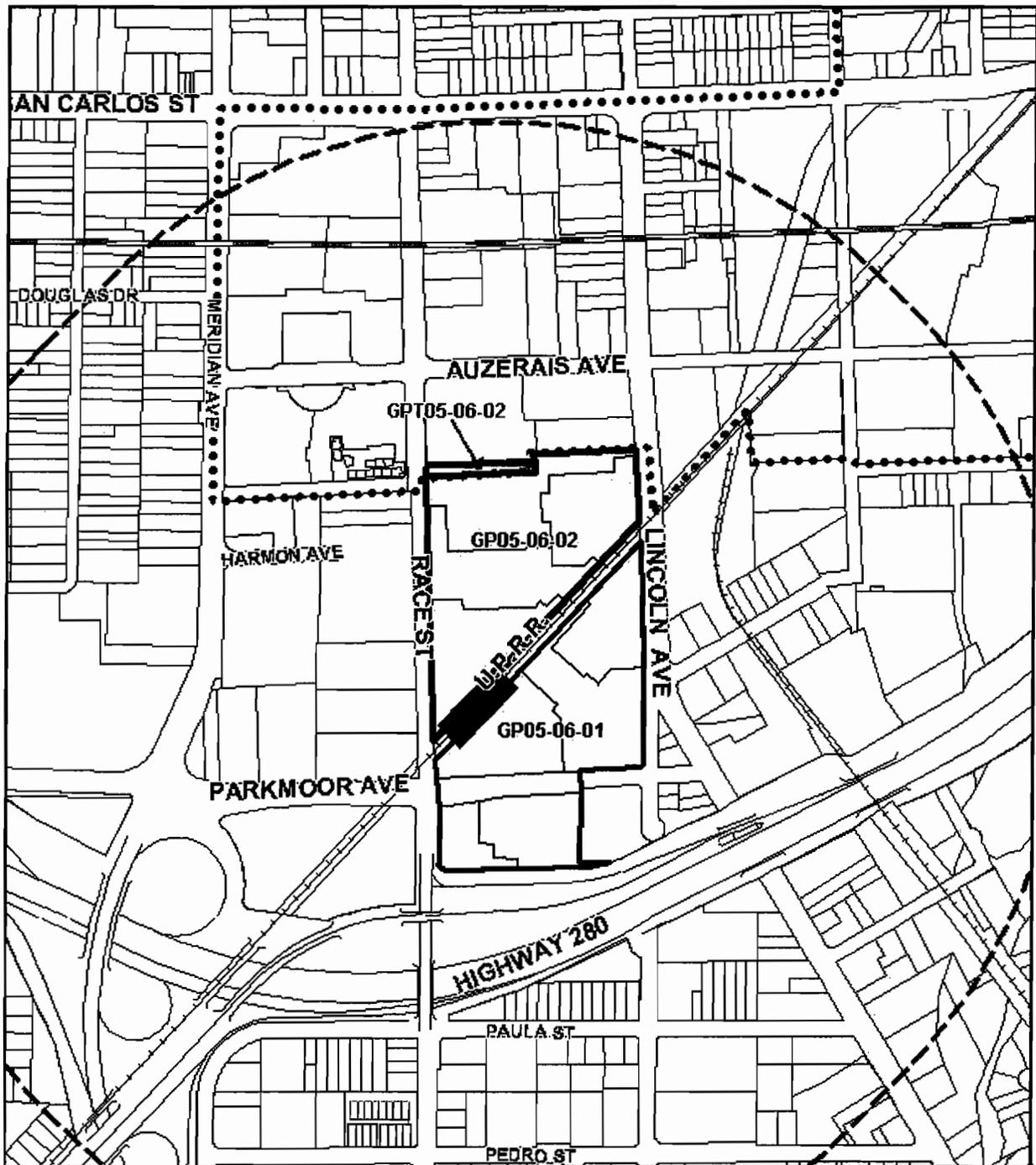
Planning Department staff mailed notices of community meetings and public hearings to property owners and tenants within a 1,000-foot radius of the subject site and other parties that have expressed interest in the proposed land use change, sent e-mails to the board members of Strong Neighborhood Initiative Area Neighborhood Advisory Committees, to neighborhood associations near the project sites, and to the West San Carlos Business Association, as well as published in the Mercury News, a joint notice of public hearings to be held on the subject General Plan amendments before the Planning Commission on March 28, 2007 and City Council on April 24, 2007. The Planning Department website contains information regarding the General Plan process, amendments, staff reports, and hearing schedules. This website is available with the most current information regarding the status of the amendments.

## **CONCLUSION**

The proposed General Plan amendments are consistent with the Growth Management, Housing, and Sustainable City Major Strategies, as well as the Vasona Transit-Oriented Development Corridor Special Strategy Area of the *San Jose 2020 General Plan*, which encourage residential uses in infill locations. The amendments are also consistent with relevant General Plan policies that address infill and transit-oriented development. They are consistent with the goals and priorities of the *Burbank/Del Monte SNI Neighborhood Improvement Plan*, and with the intent of stakeholders to provide the means for developing a park within the Midtown area.

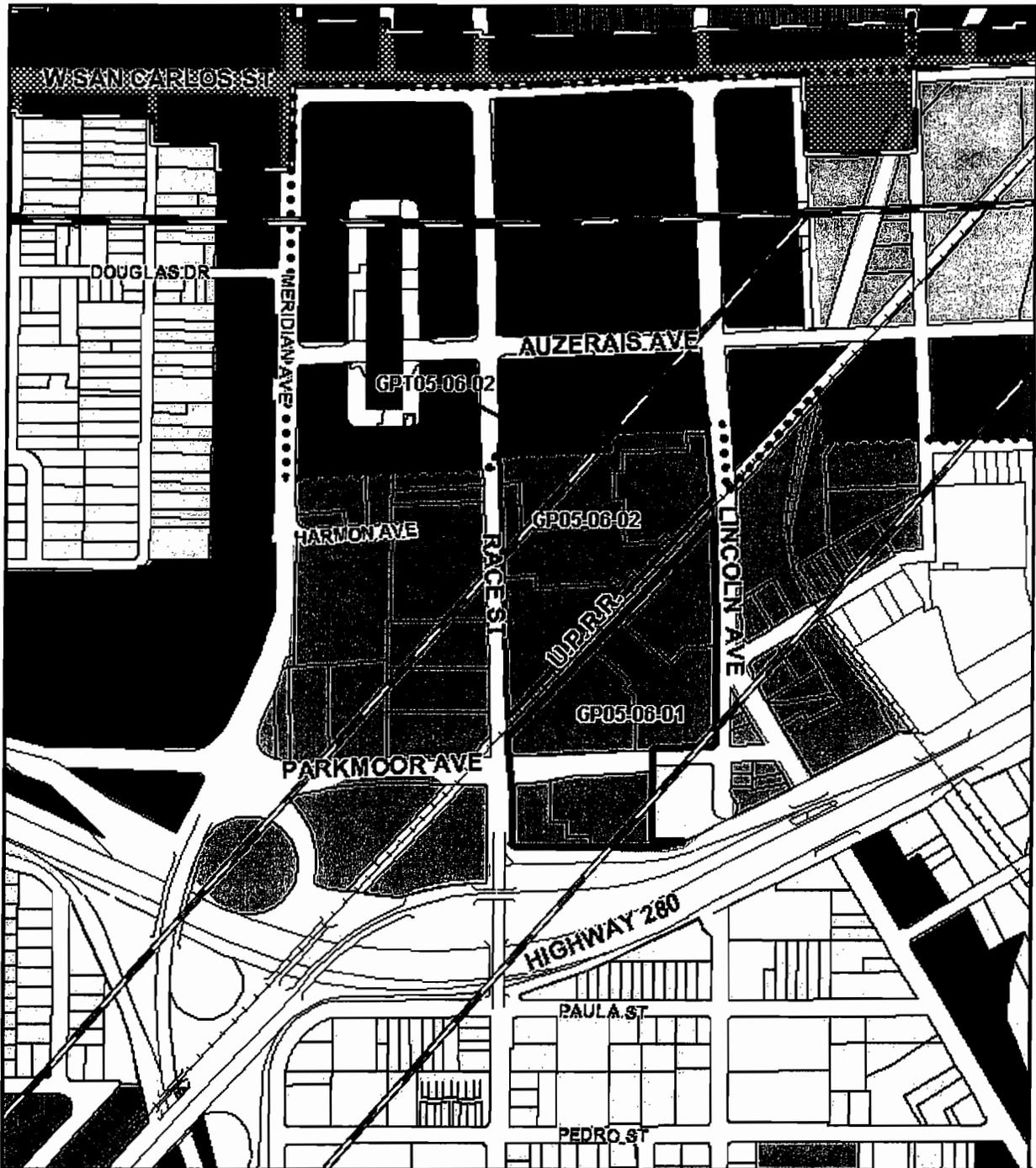
PBCE002/GP\_Team/2007Annual Review/GP05-06-01 GP05-06-02

# Project Relationship to Light Rail Station



|   |                           |                            |  |
|---|---------------------------|----------------------------|--|
| <p><b>CITY OF SAN JOSE</b><br/> <small>WE AGREE TO DISCUSS</small></p> <p><b>Department of Planning, Building and Code Enforcement</b><br/> <b>Planning Services Division</b></p> | SITE                      | 2000 ft Radius             | <b>N</b><br>Scale: 1" = 500'<br>Quad: 82, 83 |
|   | Midtown Specific Plan     | Race St Light Rail Station |  |
|   | Transit Oriented Corridor |                            |  |

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



|  |  |  |                                |  |                                |  |                       |  |  |  |                           |  |  |   |
|--|--|--|--------------------------------|--|--------------------------------|--|-----------------------|--|--|--|---------------------------|--|--|---|
| <p><b>CITY OF SAN JOSE</b><br/> <small>1850</small><br/>         DEPARTMENT OF PLANNING, BUILDING AND CODE ENFORCEMENT<br/>         PLANNING SERVICES DIVISION</p> | <table border="0"> <tr> <td></td> <td>SITE</td> <td></td> <td>Neighborhood Business District</td> </tr> <tr> <td></td> <td>Midtown Specific Plan</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Transit Oriented Corridor</td> <td></td> <td></td> </tr> </table> |  | SITE                           |  | Neighborhood Business District |  | Midtown Specific Plan |  |  |  | Transit Oriented Corridor |  |  | <p style="text-align: center;"><br/> <b>N</b></p> <p>Scale: 1" = 500'<br/>         Quad: 82, 83</p> |
|  | SITE   |  | Neighborhood Business District |  |                                |  |                       |  |  |  |                           |  |  |   |
|  | Midtown Specific Plan  |  |                                |  |                                |  |                       |  |  |  |                           |  |  |   |
|  | Transit Oriented Corridor  |  |                                |  |                                |  |                       |  |  |  |                           |  |  |   |



RECEIVED  
MAR 01 2005  
CITY OF SAN JOSE  
PLANNING DEPARTMENT

# Memorandum

**DATE:** 02/23/05

**TO:** Ying Smith

**FROM:** Nadia Naum-Stoian

Re: Plan Review Comments

PLANNING NO: GP05-06-01

DESCRIPTION: GENERAL PLAN AMENDMENT request to change the Land Use/Transportation Diagram designation from Industrial Park to Mixed Use with No Underlying Designation on a 15.72-acre site. (Sobrato Group, Owner/Tim Steele, Applicant)

LOCATION: area generally bounded by Parkmoor Avenue and UPRR tracks to the north, Northrup Street to the east, Interstate 280 to the south, and Meridian Avenue to the west

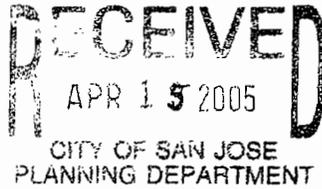
ADDRESS: area generally bounded by Parkmoor Avenue and UPRR tracks to the north, Northrup Street to the east, Interstate 280 to the south, and Meridian Avenue to the west (655 LINCOLN AV)

FOLDER #: 05 003964 AO

Fire Department will review the project when more information will be provided.

Site flow requirement may be as high as 4,500 GPM.

Nadia Naum-Stoian  
Fire Protection Engineer  
Bureau of Fire Prevention  
Fire Department  
(408) 277-8754



# Memorandum

**TO:** Ying Smith  
Planning and Building

**FROM:** Ebrahim Sohrabi  
Public Works

**SUBJECT: RESPONSE TO GENERAL PLAN  
AMENDMENT APPLICATION**

**DATE:** 04/14/05

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PLANNING NO.: GP05-06-01  
DESCRIPTION: GENERAL PLAN AMENDMENT request to change the Land Use/Transportation Diagram designation from Industrial Park to High Density Residential (25 - 50 DU/AC) on a 10.64-acre site. (Sobrato Group, Owner/Tim Steele, Applicant)  
LOCATION: area generally bounded by UPRR tracks to the north, Northrup Street to the east, Interstate 280 to the south, and Race Street to the west  
P.W. NUMBER: 3-05716

Public Works received the revised subject project on 04/07/05 and submits the following comments:

NO Flood Zone  
NO Geological Hazard Zone  
NO State Landslide Zone  
NO State Liquefaction Zone  
NO Inadequate Sanitary capacity  
NO Inadequate Storm capacity  
NO Major Access Constraints

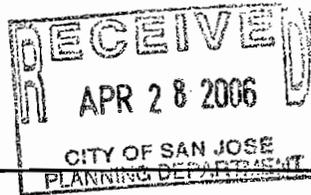
**Comments:** A traffic report will be required prior to environmental clearance or zoning approval.

*at the zoning level*

Please contact the Project Engineer, Ryan Do, at 277-5161 if you have any questions.

EBRAHIM SOHRABI  
Senior Civil Engineer  
Transportation and Development Services Division

*RD*  
ES:rd:gj  
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# Memorandum

**TO:** Stan Ketchum  
Planning, Building  
and Code Enforcement

**FROM:** Manuel Pineda

**SUBJECT: TRAFFIC IMPACT ANALYSIS  
FOR GP05-06-01**

**DATE:** 04-25-06

---

Approved

Date

---

File Number: GP05-06-01

Location: Area generally bounded by UPRR tracks, Lincoln Ave., Northrup St.,  
I-280, and Race St.

Acreage: 10.6 ac.

Description: Industrial Park to High Density Res. (25-50 DU/AC)  
(Add 479 HH, Delete 681 Jobs)  
Outside Special Subarea (Remainder of City)

We have reviewed the subject General Plan Amendment (GPA) and submit the following comments. This GPA requires a computer model traffic impact analysis based on established criteria. This GPA is also included in a focused area cumulative analysis described in the next paragraph. We have completed the CUBE analysis for the subject GPA, and the results of the analysis indicate that the impact from the proposed land use change is less than significant based on established criteria.

In a separate scenario analysis, this GPA is analyzed collectively with GP05-06-02 due to proximity of project locations. We have completed the CUBE analysis, and the results of the analysis indicate that the impacts exceed the established significant threshold. Therefore, we conclude that the combination of proposed land use changes is projected to have a significant traffic impact.

The applicants shall contact the Department of Transportation to review and discuss the results of the analysis and obtain traffic data necessary for the preparation of the EIR. The cumulative traffic impact analysis will be performed by the City, and cumulative traffic impact report will be prepared by a consultant to be selected. This cumulative traffic impact report shall be incorporated into all EIRs within this GPA cycle.

Please contact Paul Ma at 975-3272 if you have any questions.

  
for

MANUEL PINEDA  
Senior Civil Engineer  
Department of Transportation

MP:PM

cc: Jenny Nusbaum  
Rodrigo Orduna

# Santa Clara Valley Water District



## Community Projects Review Unit, Main Building

5750 Almaden Expressway, San Jose, CA 95118

My Phone Number: (408) 265-2607 ext. 2439

My Fax Number: (408) 979-5635

My E-mail: vstephens@valleywater.org

Date: April 26, 2005

| To         | Company or Agency              | Fax Number     |
|------------|--------------------------------|----------------|
| Ying Smith | City of San Jose Planning Dept | 1-408-277-3250 |

From: Vincent Stephens

Total Pages, including cover sheet: 1

Subject: General Plan Amendment for Land Use/Transportation Change Located at Parkmoor Avenue and Race Street, San Jose. City File No. GP05-06-01

Message :

The Santa Clara Valley Water District (District) has reviewed the subject location plan and notice which we received on April 7, 2005. The District has no objections to the proposed land use change.

The District recommends that non point source water quality treatment measures be incorporated into the proposed developments. Use of vegetated swales and bio-filters can be incorporated into landscape areas and designed as an amenity for the project.

The site is not adjacent to any District facility and is not within our jurisdiction, therefore a permit is not required.

If you have any questions please feel free to contact me at (408) 265-2607, extension 2439.

Sincerely,

Vincent Stephens, P.E.  
Associate Civil Engineer  
Community Projects Review Unit



May 25, 2006

City of San Jose  
Department of Planning and Building  
801 North First Street  
San Jose, CA 95110

Attention: Darren McBain

Subject: City File No. GP-05-0601 / Race Street Residential

Dear Mr. McBain:

Santa Clara Valley Transportation Authority (VTA) staff have reviewed the NOP for a Draft EIR for a specific development proposal for 869 residential units and 5,000 square feet of commercial space on 21.5 acres between Race Street and Lincoln Avenue. VTA provided comments on a NOP for this project on July 25, 2005. Many of those comments are still applicable and are highlighted below for your convenience.

### **On-Site Planning and Design**

#### High Density Development

VTA supports the proposed land use change to high density residential (25-50 du/ac) and encourages developing these sites at the maximum density. Specifically, VTA recommends that these sites be developed at a minimum density of 45 du/ac given that these sites are adjacent to and straddle the future Race Light Rail Station where intensification of land use and activities is most effective at making destinations walkable and increasing transit use. This recommendation is consistent with VTA's *Community Design & Transportation (CDT) Guidelines* (Appendix D, page D-3) which delineates building density recommendations that support transit and foster lively pedestrian environments.

#### Building Orientation, Pedestrian Connectivity, and Parking

VTA recommends that future residential units at these sites be oriented to the street to the maximum extent practical, with minimum setbacks and with parking placed to the rear of buildings, and with thoughtful pedestrian-oriented design to encourage walking, especially to and from nearby bus stops and the future Race Light Rail Station.

### Mixed Uses

VTA encourages developments that provide a mix of compatible land uses within walking distance of each other and supports the potential to incorporate other uses such as retail and personal services in mixed-use buildings at ground level for convenient pedestrian access, especially by local residents, in order to reduce automobile travel.

## **Transportation System Planning and Design**

### Integration of Light Rail Station

Light rail transit stations, especially those connecting local and regional destinations, are exceptional resources and present rare opportunities for development. The land uses surrounding these stations must be developed at sufficient densities to support transit system investments and vibrant community life. Given the scarcity of this "transit-rich" land around the county, we strongly encourage and support local efforts to increase development densities within close proximity to rail transit stations, such as the future Race Light Rail Station.

VTA strongly recommends that the Race Light Rail Station be integrated into the design of the developments at these sites with respect to pedestrian access and connectivity, and include the incorporation of public spaces to improve the pedestrian environment around the station. Any surface parking should be located away from the light rail station and station access paths. VTA staff would like to coordinate with the developer and City of San Jose staff to achieve this important endeavor during the early and ongoing stages of site design.

High-quality site and building design within the project area will help create a cohesive community environment that is transit-friendly, walkable, safe, pleasant, and valuable.

VTA's *CDT Guidelines* and *Pedestrian Technical Guidelines* should be used when designing future developments at these sites. These documents provide guidance on site planning, building design, street design, preferred pedestrian environment, intersection design and parking requirements. Both documents are available upon request to agency staff. For more information, please call Chris Augenstein, Development & Congestion Management Division, at 408-321-5725.

### Bicycle Facilities

The proposed project is located immediately adjacent to Lincoln Avenue which is a cross-county bicycle corridor between Paula Street and Park Avenue identified in the 2000 Santa Clara

City of San Jose

May 25, 2006

Page 3

Countywide Bicycle Plan. Every effort should be made to design the project such that vehicular traffic is minimized and slowed and to enhance the quality of service and ambiance for bicycle traffic.

VTA's *Bicycle Technical Guidelines* should also be used when designing future developments at these sites. This document provides guidance on accommodating bicycles on roadways and on estimating supply, siting and design for bicycle storage facilities. This document may be downloaded from [www.vta.org/news/vtacmp/Bikes](http://www.vta.org/news/vtacmp/Bikes). For more information on bicycle systems and parking, please contact Michelle DeRobertis, Development & Congestion Management Division, at 408-321-5716.

### TIA Report

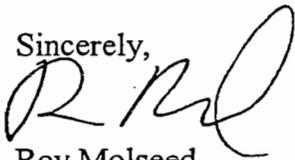
VTA's Congestion Management Program (CMP) requires a Transportation Impact Analysis (TIA) for any project that is expected to generate 100 or more new peak-hour trips. Based on the information provided on the size of the project, a TIA will be required.

VTA's *Transportation Impact Analysis Guidelines* should be used when preparing the TIA. This document includes procedures for the analysis of bicycle facilities, parking, site circulation and pedestrian access, as well as roadways, and may be downloaded from [www.vta.org/news/vtacmp/Technical Guidelines](http://www.vta.org/news/vtacmp/Technical%20Guidelines). For more information on TIA guidelines, please call Murali Ramanujam, Development & Congestion Management Division, at 408-952-8905.

### Bus Service

In order to provide recommendations for bus stop improvements, VTA requests the opportunity to review project plans for the project area once they have been submitted to the City.

Sincerely,



Roy Molseed

Senior Environmental Planner

RM:kh

cc: Samantha Swan, VTA  
Ebrahim Sohrabi, San Jose Public Works

SJ0526

# Memorandum

**TO: Rodrigo Orduna**  
PBCE Dept.

**FROM: David J. Mitchell**  
PRNS Dept.

**SUBJECT: GP05-06-01 & 2**  
PDC06-024 & 025

**DATE: 8-14-06**

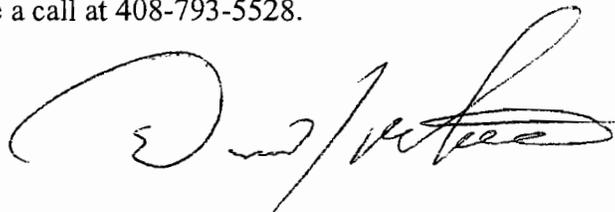
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The above referenced projects are generally bounded by Race Street to the west, Industrial buildings on Auzerais Avenue to the north, Lincoln Avenue to the East and Northrup Street to the South is a Planned Development Rezoning Project, which requires General Plan Amendments to convert industrial lands to residential of approximately 19 acres, in the Midtown Specific Plan Area. The two Planned Development Rezoning Project would provide around 875 new residential units, which would be subject to the either the Parkland Dedication Ordinance (PDO) or the Park Impact Ordinance (PIO) unless the units are restricted for low and/or very low income units. APN 264-09-05-043, 045, 046, 051, 052, 054 & 055.

The City would like to collect the in-lieu fees associated with these new housing units in order to purchase the two warehouses at the south east corner of Auzerais Avenue and Sunol Street to expand the proposed Del Monte Parks Site as envisioned in the Burbank /Del Monte Neighborhood Improvement Plan by approximately 4 acres. The expanded park would allow the development of a sport field(s) for the community.

Future development within the South Mid-Town area would also be used to enlarge and develop the park site currently known as Del Monte at the intersection of Auzerais Avenue and Sunol Street and/or to complete gaps within the Los Gatos Creek Trail System that meets the nexus requirement under the PDO/PIO.

If you have any questions, please give me a call at 408-793-5528.



DAVID J. MITCHELL  
Parks Planning Manager

March 8, 2007

City of San José Planning Commission  
200 East Santa Clara Street  
San Jose, California 95113

Subject: Winter/Spring 2007 – General Plan Amendments

Dear Planning Commissioners:

The Parks and Recreation Commission (hereinafter "Commission") reviewed the proposed Winter/Spring 2007 General Plan Amendments dealing with future residential projects and a commercial site adjacent to Coyote Creek in a study session on February 21, 2007 and formally acted on its recommendations in response to the amendments at the Commission's regular business meeting on March 7, 2007. This letter transmits the Commission's comments regarding the following General Plan Amendments to be considered by the Planning Commission and the City Council.

**1a) GP05-04-08A:** General Plan Amendment request to change the San José 2020 Land Use/Transportation Diagram designation from Industrial Park to Industrial Park with Transit Employment Residential Overlay (55+ DU/AC) on 13.0 acres and General Commercial on 3.0 acres, located on the west side of North First Street between Plantation Drive and Rio Robles Road in Council District 4.

**1b) GP05-04-08B:** General Plan Amendment request to change the San José 2020 Land Use/Transportation Diagram designation from Industrial Park to Industrial Park with Transit Employment Residential Overlay (55+ DU/AC) on 16.0 acres and General Commercial on 1.4 acres, located on the west side of North First Street between Plantation Drive and Rio Robles Road in Council District 4.

The nearest park site to these two adjacent developments is Moitozo Park on North First Street.

**Commission's Recommendation:** *Because the size of the proposed housing projects will likely be over 50 units for each of the sites, the City can request land dedication and park improvements from both projects under the Parkland Dedication Ordinance (PDO) and/or the Park Impact Ordinance (PIO). Parks, Recreation and Neighborhood Services staff should explore the development of one central park to serve the area, or two sites at either end of the development. The southern site would expand the proposed Block F Park Site being proposed by*

*Legacy Partners and the northern site could augment the City's retention basin and modify this site into a baseball diamond park in order for these two projects to comply with the requirements under the PDO/PIO.*

2) **GP06-04-01:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Transit Corridor Residential (20+ DU/AC) on 58.4 acres and Combined Industrial/Commercial on 31 acres to Transit Corridor Residential (20+ DU/AC) on 82.8 acres and Combined Industrial/Commercial on 6.6 acres and request to increase building height from 120 feet to 150 feet within the BART Station Area Node, south of Berryessa Road, and request to add a Flexible Land Use Boundary for the entire 120.2-acre project site. MDR (8-16 DU/AC) on 8 acres and PPOS on 22.8 acres will remain unchanged on the site known as the Berryessa Flea Market Site in Council District 4.

The nearest park to the proposed site is Watson Park.

**Commission's Recommendation:** *Because the size of the proposed housing projects will likely be over 50 units for each side of Berryessa Road, the City can request land dedication and park improvements from this project under the PDO/PIO. Parks, Recreation and Neighborhood Services staff should explore the development of two soccer fields in conjunction with the Coyote Creek and future trail on the east side of the Creek, which lies north of Berryessa Road to serve this area of the development along with a two acre neighborhood park site. South of Berryessa Road the project should make accommodations for the future development of the Coyote Creek Trail and the Penitencia Creek Trail along with two acres of neighborhood park development.*

*5.0 acres – Soccer Fields  
2.0 acres – Neighborhood Park north of Berryessa Road  
1.0 acres – Coyote Creek Trail north of Berryessa Road  
3.0 acres – Neighborhood Park south of Berryessa Road  
1.0 acres – Coyote Creek Trail south of Berryessa Road  
1.0 acres – Penitencia Creek Trail along Berryessa Road  
13.0 acres of minimum land dedication under the PDO/PIO*

*The Parks and Recreation Commission encourages the City to establish the creek set-back areas for this project at 100 feet per the City's Riparian Guidelines.*

3) **GP07-04-01:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Industrial Park, Private Open Space and Public Open Space on 18 acres to Combined Industrial/Commercial and Public Open Space (Coyote Creek) on a site located at the southeast corner of Interstate 880 and Brokaw Road in Council District 4.

This project is not subject to either the PDO or the PIO. The issue of concern is the interface with the Coyote Creek.

**Commission's Recommendation:** *The Parks and Recreation Commission encourages the City to establish the creek set-back areas for this project at 100 feet per the City's Riparian Guidelines.*

4) **GP06-05-01:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Medium Low Density Residential (8 DU/AC) to High Density Residential on a 0.96 acre site located on the north side of McKee Road, approximately 400 feet northeasterly of White Road in Council District 5.

The nearest park to the proposed site is Cimarron Park.

**Commission's Recommendation:** *Due to the size of the proposed housing project will likely to be under 51 units, the City can only request the collection of in-lieu fees from the developer.*

5a) **GP05-06-01:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Industrial Park to High Density Residential on a 10.64 acres south of the UPRR tracks, bounded by Lincoln Avenue and Northrup Avenue to the east, Interstate 280 to the south and Race Street to the west in Council District 6.

5b) **GP05-06-02:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Industrial Park and Combined/Industrial-Commercial to High Density Residential (25-50 DU/AC), and High Density Residential (25-65 DU/AC) on a 10.86 acres located north of the UPRR tracks bounded by Race Street to the west, the industrial buildings along Auzerais Avenue to the north and Lincoln Avenue to the east in Council District 6.

The nearest park to the proposed sites is O'Connor Park.

**Commission's Recommendation:** *Due to the size of the proposed housing projects, which will likely be over 50 units for each of the two sites, the City can request land dedication and park improvements from both projects under the Parkland Dedication Ordinance (PDO) and/or the Park Impact Ordinance (PIO). In this case, the City would be interested in an off-site land dedication of the existing warehouses on Sunol Street between Auzerais Avenue and Home Street. If off-site dedication is not a reasonable option for the developer, then the City would accept the in-lieu fees from these two projects to help with the development of the Del Monte Park Site on Auzerais Avenue adjacent to Los Gatos Creek.*

6) **GP06-07-02:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Medium Low Density Residential (8 DU/AC) to Medium Density Residential (8-16 DU/AC) on 1.5 acres located on the northeast side of McLaughlin Avenue, roughly 640 feet southeasterly from Tully Road in Council District 7.

The nearest park to the proposed sites is the Tully Ballfields.

**Commission's Recommendation:** *Due to the size of the proposed housing project which will likely be under 51 units, the City can only request the collection of in-lieu fees from the developer.*

7) **GP04-09-01:** General Plan Amendment request to modify the San José 2020 Land Use/Transportation Diagram designation from Very Low Density Residential to Medium Density Residential (8-16 DU/AC) on 0.99 acres located on the northwest corner of Los Gatos- Almaden Road and Warwick Road Avenue in Council District 9.

The nearest park to the proposed sites is Lone Hill Park.

**Commission's Recommendation:** *Because the size of the proposed housing project will likely be under 51 units, the City can only request the collection of in-lieu fees from the developer.*

The Parks and Recreation Commission will be glad to answer any questions the Planning Commission may have regarding these recommendations.

Sincerely,



Helen Chapman  
Chair, Parks and Recreation Commission

cc: PRNS  
PBCE

March 16, 2007

Joe Horwedel, Director  
Planning, Building and Code Enforcement

Re: Proposed General Plan Amendments for the Midtown South Area  
(GP05-06-01, GP05-06-02 and GPT05-06-02)

Dear Joe,

The Office of Economic Development (OED) supports the proposed General Plan Amendments for the conversion of the Midtown South area from Industrial Park and Combined/Industrial-Commercial to High Density Residential (GP05-06-01, GP05-06-02 and GPT05-06-02). While OED recommends that the conversion of industrial land be done selectively, the subject property is an example of a strategic conversion to foster growth in the Downtown Core. According to our understanding,

- The Midtown South area occupies approximately 21.5 acres near Downtown San José.
- The area currently zoned for Industrial Park is bounded by the Union Pacific Rail Road tracks to the north, Northrup Street to the east, and Race Street to the west.
- The Combined/Industrial-Commercial area is bounded by Race Street to the west, industrial buildings on Auzerais Avenue to the north, Lincoln Avenue to the east, and the Union Pacific Rail Road tracks to the south.
- Sobrato Development has applied for General Plan Amendments to allow conversion of the industrial lands to High-Density Residential. According to this land use designation, the density may include three-to-four story apartments or condominiums over parking. The subject area is also within reasonable walking distance of a rail station, so it may include a vertical commercial/residential mixed-use development under a Planned Development zoning.
- Conversion of the Midtown South areas will require compliance with the policies and goals already set forth in the *Midtown Specific Plan*, the *Burbank/Del Monte Neighborhood Improvement Plan*, and the *Diridon-Arena Strategic Development Plan*.

Joe Horwedel  
Subject: Midtown Conversion  
Date: March 16, 2006  
Page 2 of 2

OED supports the Midtown conversion for several key reasons. First, the site is situated on the light rail system. This aligns with the City's goals to support high-density housing along primary transit corridors. Accessibility to the rail system offers a quality of life amenity that will help attract new residents and increase VTA ridership. Second, the site is very close to the Downtown and Willow Glen, residents and visitors to the site will also become a consistent base of support for downtown retail, education and cultural venues in addition to Lincoln Avenue. Third, Midtown falls within the Burbank/Del Monte Strong Neighborhoods boundary. Residents in this neighborhood ranked *Strengthening Housing* as number seven on their Top Ten list, so the Midtown conversion falls in line with our commitment to the community's needs.

OED also conducted an extensive review of the Midtown employment clusters and jobs at risk due to the planned conversion. The findings reveal a mixed grouping of service and commercial oriented businesses with strong potential for relocation within San José. OED, in coordination with PBCE and the Redevelopment Agency, is committed to working closely with company owners and Sobrato Development to facilitate workable solutions that minimize the impact on jobs and retain the businesses in San José.

Sincerely,



Nanci Klein, Manager of Corporate Outreach  
Office of Economic Development

Cc: Rodrigo Orduña, Project Manager, PBCE

# County of Santa Clara

Roads and Airports Department



101 Skyport Drive  
San Jose, California 95110-1302  
(408) 573-2400

March 26, 2007

Mr. Rodrigo Orduna, Project Manger  
City of San Jose, Department of Planning, Building and Code Enforcement  
200 East Santa Clara Street  
San Jose, CA 95011

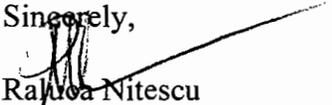
Subject: General Plan Amendments, Files Numbers GP05-01, 02/GPT05-06-02

Dear Mr. Orduna,

Your March 7, 2007 Notice along with the attachment for the subject project received by our office on March 16, 2007 have been reviewed. We have no comments.

Thank you for the opportunity to review and comment on this project. If you have nay comments, please contact me at 573-2464.

Sincerely,

  
Raluca Nitescu  
Project Engineer

Cc: AP, MA, WRL, File

MAR 29 2007



**SOBRATO**  
| DEVELOPMENT COMPANIES

March 23, 2007

Mr. Xavier Campos, Chair  
San José Planning Commission  
City of San José  
200 E. Santa Clara Street  
San José, CA 95113

**RE: General Plan Amendment Nos.: GP05-06-01 and GP05-06-02  
Race Street and Parkmoor Avenue Transit Oriented Residential**

Dear Chair Campos & Commission Members:

After more than two years of collaborative planning and community outreach, Sobrato Development Companies and The Morley Bros. are excited to present *Race Street and Parkmoor Avenue Transit Oriented Residential*. This vibrant new transit-oriented, mixed use residential community with neighborhood-serving retail is located in the south Midtown area just outside Downtown San José.

As you may know, Sobrato owns approximately 8,500 rental homes throughout the Western Coast and 11 million square feet of Office/R&D and retail space in Silicon Valley. The Morley Bros. is a San José based real estate development company specializing in urban infill residential and mixed use community and Transit Oriented Development. The two companies are jointly developing this new community.

**Background.** The General Plan Amendment (GPA) for Race Street Transit Oriented Development was filed in January 2005. Sobrato had intended to process the GPA in 2005; however the City staff, Council Office and community requested that Sobrato file PD Zoning applications and process the GPA and PD Zonings concurrently in order to provide a better understanding of the final development proposal. Sobrato agreed and has spent the past two years in an extensive and collaborative community outreach and planning process in coordination with the City's professional Planning Department staff.

The GPA and Environmental Impact Report (EIR) are scheduled for your consideration on March 28, 2007. The PD Zoning hearings are scheduled for May 2007. The EIR identifies up to 969 residential units in three and four story podium style buildings over parking and up to 5,000 square feet of neighborhood serving retail in a vertical mixed use format.

**Site Surroundings & Context.** The properties are located within the south Midtown area of San José and generally bounded by Auzeais Avenue to the north, Lincoln Avenue and Northrup Street to the east, Interstate 280 to the south, and Race Street to the west. The site consists of approximately 20 acres of land and buildings including approximately 348,000 square feet of predominantly vacant Office/R&D buildings. The site is bisected by the VTA Vasona Light Rail line and includes the Race Street Light Rail Platform, making this location a key component of San José's General Plan policy:

*"The Transit-Oriented Development Corridors and Station Area Nodes are important means for the City to achieve key General Plan objectives including vigorous economic growth, more affordable housing opportunities, shelter for a growing population,*

*increased transportation capacity through increased transit use, efficient delivery of urban services, and a solid fiscal base for the City”.*

*San José 2020 General Plan –Chapter 5, pg 145*

The project area includes a mix of uses including residential, office, retail, industrial and warehouse. There are thousands of existing homes in surrounding neighborhoods and numerous new residential developments constructed nearby over the past several years. Retail and resident serving businesses are located in two neighborhood commercial centers within a short walking distance. The community is within 2-3 blocks of 2 commercial centers including grocery stores, a drug store, and a variety of neighborhood serving retail and service establishments. The site is also within short walking distance to the West San Carlos Business District and the heart of Willow Glen.

**Development Applications.** The development proposal consists of General Plan Amendments GP05-06-01 and GP05-06-02 to change the Land Use/Transportation Diagram designation of the San José 2020 General Plan from *Industrial Park* and *Combined / Industrial-Commercial* to *High Density Residential* (25 – 50 dwelling units per acre) for approximately 21.5 acres of land, and Planned Development Re-zonings (PDC06-024 and PDC06-025) to change the zoning designation from the *IP Industrial Park Zoning District* to *A(PD) Planned Development Zoning District* to allow up to 969 multi-family residential units on approximately 19.4 acres of land and up to 5,000 square feet of retail uses. PD Permits for the first two phases of the community are expected to be filed next week. The proposed land use designation supports a mix of residential and retail uses in a vertical mixed use format, and includes active and passive landscaped open space areas along with plazas and other recreational amenities within the community.

The community will be mapped as condominiums and is planned to be constructed and retained by Sobrato Development Companies as high quality rental homes with condominium style finishes and amenities. Pending approval, construction is anticipated to commence in summer 2007 and include four phases over several years.

**Community Overview.** We are designing a unique and vibrant new community including approximately 900 homes in three four story buildings over parking, with up to 5,000 square feet of neighborhood serving retail in a vertical mixed use format on approximately 20 acres. The plan is expected to include approximately 180 affordable homes in this existing mixed-use neighborhood.

The site has been planned to integrate with existing street patterns, walkways and bicycle paths, and to provide easy connections to neighborhood services, parks, and public transportation. Designed in coordination with VTA staff and the City of San José Planning Department, the proposal maximizes integration and community-wide pedestrian access between the development and the VTA Race Street Light Rail platform. The plan is pedestrian friendly, providing a series of accessible and attractively designed connections through and within the site and to the VTA Light Rail station. With a goal to encourage use of public transportation, the proposal also focuses great attention on enhancing visual access and wayfinding to the station with landscaped urban plazas on either side of the platform.

**Architectural and Urban Design Summary.** One of our main goals for the community has been to achieve densities appropriate to Transit Oriented Development in San José. A second, equally important goal was to create a community that responds to its context and surrounding

neighborhoods and draws on the history of the site. To that end, we have developed plans for buildings that achieve TOD densities and provide an appropriate architectural style which transitions well to the surrounding neighborhoods.

Being a transit rich location and adjacent to the West San Carlos Business District, the site was conceived of as slightly more "urban" in its character. Three and four story buildings create this framework, while maintaining a building height that provides reasonable transitions to surrounding areas. Building modulation and articulation allows for a variation of architectural styles, materials and finish treatments to establish a visual and experiential rhythm along street frontages. Home entries and porches front directly onto all public sidewalks and engage and activate the public realm. Rich and varied materials create texture, shade and shadow, and encourage an active relationship between the new community and its surrounding neighborhoods.

Both common and private open spaces have been considered and addressed at *Race Street and Parkmoor Avenue Transit Oriented Residential*. As described above, the bulk of residents' private open space occur atop the parking podium and internally to the project. Private open spaces vary in accordance with their immediate surrounding context. Generally where units face busy, public streets or the rail line, smaller – "Juliette" – balconies have been provided. These allow units to open to outside air and light, while providing more sound projection and also a more appropriately urban architectural character. Units that face the interior of the project will have deeper, more traditional balconies. All units have access to the podium open space that will contain landscaped spaces of varying sizes and activity to offer multiple recreational opportunities, as well as pool areas and other amenities.

Project parking is located primarily within structures that have fully landscaped podiums serving the private community open space needs. Great attention to architectural detail is provided along this structure wherever it does face sidewalks to maintain architectural quality and pedestrian experience. Some project parking occurs along densely landscaped private "neighborhood" streets. These streets will be defined by attention to the pedestrian experience along sidewalks with street trees, lighting and furnishings to define the space and enhance the sidewalk realm. Varying materials at the ground plane with create visual interest, provide both hard- and soft-scapes, create opportunities for groundwater management, and minimize any perception of negative traffic impacts. We approach the design of our projects comprehensively, and the interior streets are important, attractive features of the developments.

**Policy Considerations.** The project complies with the "Framework to Evaluate Proposed Conversions of Employment Lands to Other Uses" and meets the Framework Criteria. This policy explicitly identifies the Subarea in which the project is located (Central San José 1 Subarea-Midtown portion) to "promote or facilitate conversion to housing, retail, mixed use or other Household-Serving Industries". This is one of only three areas in the city where the "Framework" calls for promoting and facilitating housing conversions. Specifically, the Framework calls for the consideration of "additional opportunities for housing, retail, civic and/or employment uses (beyond existing and planned land uses) to support the Downtown, transit investment and West San Carlos Neighborhood Business District".

The land use change to facilitate residential and retail uses in this already mixed use neighborhood is consistent with San José 2020 General Plan and supports and/or implements more than 60 applicable Major Strategies, Goals and Policies as well as other key City goals and policies. The application is consistent with General Plan policies which encourage higher density infill housing adjacent to existing neighborhoods, services, jobs and transit. The project will provide much needed quality housing to support the City's economic development

objectives. The new community will also help support Downtown's revitalization, the continued success of Willow Glen and the redevelopment in the West San Carlos Business District. The City's Economic Strategy notes that "the cost of housing is the single most important threat to the competitiveness of San José/Silicon Valley region" and "San José should continue to lead and work ... to increase the housing supply." A partial list of policies of which the plan supports and/implements includes includes:

General Plan Growth Management and Housing Major Strategies, Transportation, Urban Conservation & Preservation Major Strategy; City of San José Economic Development Strategy; City of San José Neighborhood Retail Model; Industrial Land Use Policy #11; Residential Land Use Goals; Residential Land Use Policy #1; Residential Land Use Policy #2; Residential Land Use Policy #3; Residential Land Use Policy #11; Residential Land Use Policy #24; Residential Design Guidelines; Residential Land Use Policy #11; Industrial Land Use Policy #3; Urban Design Policy #1; Urban Design Policy #22; Hazards Policy #1; Urban Conservation Goal #1; Urban Conservation Policy # 2; Community Identity Policy #1; Neighborhood Identity Goals; Neighborhood Identity Policy #3; Neighborhood Identity Policy #4; Greenline/Urban Growth Boundary Goals, #2; Urban Service Area Goals; Urban Design Policy #2; Urban Design Policy #3; Urban Design Policy #4; Urban Design Policy #8; Urban Design Policy #23; Urban Design Policy #31; Urban Design Policy #32.; Urban Design Policy #33; Urban Design Policy #34; Urban Design Policy #35; Housing Policies-Distribution #4; Sanitary Sewer System Policy #6; Storm Drainage and Flood Control Policy # 12., LOS Goal #1; LOS Goal #2; LOS Policy #1; LOS Policy #2; Traffic Policy #5.

The plan is also clearly an excellent transit oriented, "smart growth" opportunity. The site is located adjacent to Downtown enabling people to live close to a major employment center and provides for alternative commute opportunities (walk, bike, and transit). The site surrounds the Race Street VTA Light Rail platform and is pedestrian-oriented infill development, designed to integrate with the surrounding mixed-use neighborhood. The proposed mixed use urban plan will mesh well with the surrounding uses as there are no heavy industrial uses adjacent to the property. Given the significant number of homes and amount of retail being proposed, this project represents an integrated development approach to transit and the existing neighborhood.

**Community Outreach.** Over the past two years, we have held numerous community meetings on the General Plan Amendment, PD Zoning and updates on the project and process. Thousands of notices for hearings and community meetings have been sent to property owners and/or residents within 1,000 feet and greater of the project site and more than 50 interested parties and neighborhood association stakeholders and leaders. In addition to immediately adjacent and nearby property owners and residents, representatives from the following organizations were noticed and/or have attended community meetings related to the plan:

- Burbank Community Association
- Greater Gardener NAC
- West San Carlos Neighborhood Business Association
- Shasta Hanchett Park Neighborhood Association
- Buena Vista Neighborhood Association
- Delmas Park NAC
- Burbank Del Monte NAC
- Del Monte Neighborhood Association
- Willow Glen Business Association
- Willow Glen Neighborhood Association

March 23, 2007  
Xavier Campos and Commissioners  
Page 5

As a result of the collaborative planning process, we have received generally positive feedback on the process and new community from various stakeholders. We have not heard of any opposition to the plan from nearby residents or businesses to date. The plan is also supported by the Silicon Valley Leadership Group and The Santa Clara County Housing Action Coalition. Finally, through an ongoing dialogue and collaboration over the past two years, the Department of Economic Development, Planning Department and Redevelopment Agency staffs have all indicated that all departments supports the change in use.

**Our Request.** We are writing to request the Planning Commission:

1. Certify the Environmental Impact Report for the project.
2. Recommend to the City Council approval of the land use designation changes in General Plan Amendment Application Nos.: GP05-06-01 and GP05-06-02

I have attached a community portfolio titled "*Race Street & Parkmoor Avenue Transit Oriented Residential*" to facilitate your review and consideration of our proposal. We would be pleased to meet with you in advance of the Planning Commission hearing on March 28, 2007, to address any questions you may have or discuss them by phone. Feel free to call Eric Morley, with The Morley Bros., our co-developer for the community, at 408.497-9722 to discuss our plan or set an appointment. You may also reach me at 408-446.0700.

Sincerely,



Tim Steele  
Vice President of Development



224 Airport Parkway, Suite 620  
San Jose, California 95110  
(408)501-7864 Fax (408)501-7861  
<http://www.svlg.net>

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President & CEO
- Board Officers:
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Seagate Technology
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- Working Council Chair
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- Founded in 1977 by  
DAVID PACKARD

March 28, 2007

Joseph Horwedel  
Director of Planning, Building and Code Enforcement  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

Dear Mr. Horwedel,

I write on behalf of the Silicon Valley Leadership Group to express our support for the Race Street Residential proposal by the Sobrato Development Companies and The Morley Bros.

By way of background, the Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett Packard, represents more than 200 of Silicon Valley's most respected employers. Leadership Group members collectively provide nearly 250,000 local jobs, or one of every four in the private sector in Silicon Valley.

Our annual survey of Leadership Group CEOs last year showed that the lack of affordable homes was the number one cost of business concern. We consistently hear from our CEOs that the lack of affordable homes in the region is a significant barrier to their ability to attract and retain the world class workforce they need to keep the region economically strong.

We understand that there are limited opportunities for development in San Jose. We believe that this site's proximity to the Race Street light-rail station - one of the most underutilized stations along the line - makes it ideal for building compact residential homes. Building more compact residential homes on this site will increase the number of people who live near the station and who will take light-rail. The new homes will support our investments in transit infrastructure and will ensure that our limited land resources are used efficiently and increase our supply of affordable homes.

For these reasons we urge you to approve the Race Street Residential proposal.

Sincerely,

Carl Guardino  
President & CEO

pyg hie



# Santa Clara County Housing Action Coalition



*The Santa Clara County Housing Action Coalition is comprised of a broad range of organizations and individuals who have, as a common goal, the vision of affordable, well-constructed and appropriately located housing*

March 28, 2007

Joseph Horwedel  
Director of Planning, Building, and Code Enforcement  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

Dear Mr. Horwedel,

I write on behalf of the Santa Clara County Housing Action Coalition to express our support for the Race Street Residential proposal by the Sobrato Development Companies and The Morley Bros.

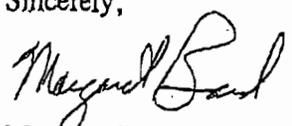
By way of background, the Housing Action Coalition includes more than 100 organizations and individuals. Its goal is the production of well-built, appropriately-located homes that are affordable to families and workers in Silicon Valley. Organizations participating in the HAC include the Silicon Valley Leadership Group, the Home Builders Association, Greenbelt Alliance, the Sierra Club, the League of Women Voters, Santa Clara County Association of Realtors, California Apartment Association Tri-County Division, and Santa Clara County School Boards Association.

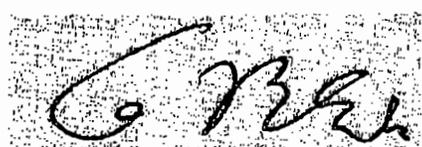
We commend the Sobrato Development Companies and The Morley Bros for coming up with a proposal for 969 homes, which includes affordable homes. We believe that the retail on site and the integration with the nearby light-rail station will create a new community where residents will be able to walk or take transit for the majority of their daily needs. Our larger community will be able to enjoy the benefits of reduced greenhouse gases and traffic congestion as well as increasing the supply of affordable homes as a result.

We urge you to approve the General Plan amendment and Planned Development Rezoning for the Race Street Residential site.

Thank you for your consideration of our remarks.

Sincerely,

  
Margaret Bard  
HAC Co-Chair

  
Chris Block  
HAC Co-Chair









# Complies with Conversion Framework

- 3 Geographic Categories
  - Promote & Facilitate Conversions
  - Consider Conversions in Certain Circumstances
  - Discourage Conversions
- Central San José 1 Subarea-Midtown
- Promotes & Facilitates Conversions
- 1 of Only 3 Areas to Encourage Housing Conversions

# Implements Key Transit Strategies & Policies

- Promotes Vigorous Economic Growth
- Creates More Affordable Housing Opportunities
- Provides Shelter for a Growing Population
- Improves Transportation Capacity
- Increases Transit Use
- Delivers Efficient Urban Services
- Promotes Solid Fiscal Base

*San José 2020 General Plan –Chapter 5, pg 145*

# Complies with General Plan

|  |  |  |
|--|--|--|
| General Plan Growth Management and Housing Major Strategies      | Urban Design Policy #1                   | Urban Design Policy #8                       |
| Transportation, Urban Conservation & Preservation Major Strategy | Urban Design Policy #22                  | Urban Design Policy #23                      |
| City of San José Economic Development Strategy                   | Hazards Policy #1                        | Urban Design Policy #31                      |
| City of San José Neighborhood Retail Model                       | Urban Conservation Goal #1               | Urban Design Policy #32                      |
| Industrial Land Use Policy #11                                   | Urban Conservation Policy # 2            | Urban Design Policy #33                      |
| Residential Land Use Goals                                       | Community Identity Policy #1             | Urban Design Policy #34                      |
| Residential Land Use Policy #1                                   | Neighborhood Identity Goals              | Urban Design Policy #35                      |
| Residential Land Use Policy #2                                   | Neighborhood Identity Policy #3          | Housing Policies-Distribution #4             |
| Residential Land Use Policy #3                                   | Neighborhood Identity Policy #4          | Sanitary Sewer System Policy #6              |
| Residential Land Use Policy #11                                  | Greenline/Urban Growth Boundary Goals #2 | Storm Drainage and Flood Control Policy # 12 |
| Residential Land Use Policy #24                                  | Urban Service Area Goals                 | LOS Goal #1                                  |
| Residential Design Guidelines                                    | Urban Design Policy #2                   | LOS Goal #2                                  |
| Residential Land Use Policy #11                                  | Urban Design Policy #3                   | LOS Policy #1                                |
| Industrial Land Use Policy #3                                    | Urban Design Policy #4                   | LOS Policy #2                                |
|  |  | Traffic Policy #5                            |

# Stakeholder Outreach

Burbank Del Monte NAC

Burbank Community Association

Greater Gardner NAC

West San Carlos Neighborhood Business Association

Shasta Hanchett Park Neighborhood Association

Buena Vista Neighborhood Association

Delmas Park NAC

Del Monte Neighborhood Association

Willow Glen Business Association

Willow Glen Neighborhood Association

Schools

Adjacent Neighbors

Adjacent Property Owners

Nearby Residents

Local Businesses



**SOBRATO**  
DEVELOPMENT COMPANIES

RACE STREET & PARKMOOR AVENUE  
TRANSIT-ORIENTED RESIDENTIAL

San Jose, CA



# City Staff & Planning Commission Support

- Office of Economic Development (OED)
- San Jose Redevelopment Agency (RDA)
- Planning, Building & Code Enforcement (PBCE)
- Planning Commission



# Q & A

Reference Slides

# Transit Oriented Development

*“The Transit-Oriented Development Corridors and Station Area Nodes are important means for the City to achieve key General Plan objectives including vigorous economic growth, more affordable housing opportunities, shelter for a growing population, increased transportation capacity through increased transit use, efficient delivery of urban services, and a solid fiscal base for the City”.*

*San José 2020 General Plan –Chapter 5, pg 145*



**SORRATO**  
DEVELOPMENT COMPANIES

RACE STREET & PARKMOOR AVENUE  
TRANSIT-ORIENTED RESIDENTIAL

San Jose, CA



# Green Building Principles

- Demolition
- Landscaping
- Foundations
- Plumbing
- Finishes
- Appliances
- Insulation
- Building Performance







JULIETTE BALCONIES FACING MAJOR STREETS ENHANCES AN "URBAN" CHARACTER



LANDSCAPED PODIUM ENCOURAGES AND SUPPORTS PEDESTRIAN MOVEMENT & RECREATIONAL OPPORTUNITIES

PAINTED PLASTER AT UPPER FLOORS



MASONRY and/or BRICK VENEER BASE



STOREFRONT WINDOWS AT PEDESTRIAN LEVEL



STOOPS & ENTRIES VARY ALONG STREET FRONTAGE TO ENHANCE ARCHITECTURAL VARIATION & PEDESTRIAN EXPERIENCE



STOOPS & ENTRIES VARY ALONG STREET FRONTAGE TO ENHANCE ARCHITECTURAL VARIATION & PEDESTRIAN EXPERIENCE



STOOPS & ENTRIES VARY ALONG STREET FRONTAGE TO ENHANCE ARCHITECTURAL VARIATION & PEDESTRIAN EXPERIENCE

PAINTED PLASTER  
AT UPPER FLOORS



JULIETTE BALCONIES FACING MAJOR STREETS  
ENHANCES AN "URBAN" CHARACTER



MASSIVE  
BRICK VENEER BASE



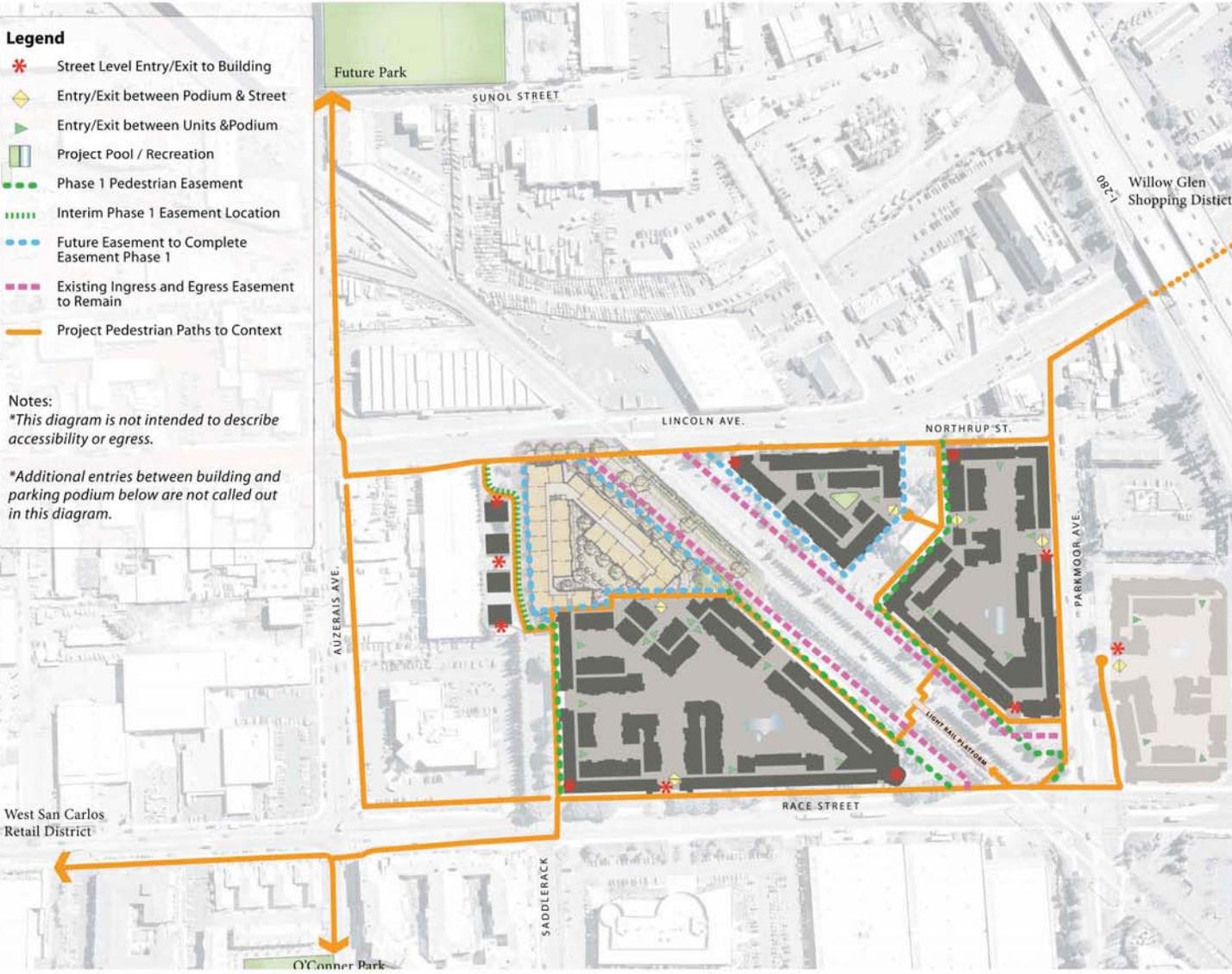
STOOPS & ENTRIES VARY ALONG STREET  
FRONTAGE TO ENHANCE ARCHITECTURAL  
VARIATION & PEDESTRIAN EXPERIENCE



RETAIL FRONTAGE ACTIVATES  
PEDESTRIAN REALM



ATTRACTIVE LANDSCAPING AND  
DECORATIVE GRILLS ALONG ALL GARAGE  
FRONTAGES



PEDESTRIAN CIRCULATION DIAGRAM



