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Memorandum

TO: City Council

FROM: Mayor Ron Gonzales
Councilmembers Campos
and Yeager

SUBJECT: Evergreen Visioning Project/
Smart Growth Strategy

DATE: April 29, 2005

Approved

Ron Gonzales Ken Yeager Date *4/29/05*
Alan Campos

RECOMMENDATION

We recommend the Council adopt the following steps, consistent with Council direction on April 19, 2005, to move the Evergreen Visioning Project forward with clear direction to have a final product return to Council for approval by April 2006:

1. The Evergreen Visioning Project (EVP) Task Force, with respect for the tremendous amount of work to date of that body, shall continue to serve in an advisory capacity to Councilmember Cortese.
2. The Council shall convene a Task Force with Citywide representation to serve in an advisory capacity to the Council on the broader policy issues arising from the Evergreen planning development process. Councilmember Cortese will serve as chair of the task force and it will include fourteen EVP members appointed by Councilmember Cortese.
3. Direct the City Manager to schedule a study session on the Evergreen Visioning Project within three weeks to allow the Council to discuss policy issues raised at the April 19th and May 3rd meetings and provide direction regarding expected outcomes.
4. Directing Planning staff to develop a work plan and return with recommendations to the City Council within 30 days.
5. Policy issues for the City Council to discuss at the Study Session will include:
 - Industrial conversion
 - Affordable housing
 - Community amenities
 - Development characters
 - Funding strategies

6. At the conclusion of the study session, initiate an update to the Evergreen Area Development Policy and associated General Plan text amendments.
7. Direct the new Task Force to include the following elements as part of its review:
 - Environmental review
 - Infrastructure analysis and plans
 - Land use and circulation plans
 - Public facilities plans
 - Affordable housing
 - Financing plans

BACKGROUND

The Evergreen Visioning Process is an exciting and ambitious planning opportunity for San José that we expect will provide benefits both for the residents of Evergreen neighborhoods and the entire city. The EVP efforts to date have been very valuable, and the hard work, progress, and commitment by Councilmember Cortese and the members of his advisory group are greatly appreciated.

At its meeting on April 19, 2005, the City Council directed the Mayor, Councilmembers Campos and Cortese, and the interim District 7 Chief of Staff to bring forward recommendations for consideration for appointment to a new Specific Plan Task Force for the Evergreen Visioning Project. Since then it has become clear that a formal Specific Plan process is not the appropriate strategy to complete this effort. We are therefore recommending using the spirit of the Specific Plan guidelines to modify the structure of the EVP advisory group to create a broader task force to guide the next phase of planning efforts.

This is consistent with the City's long-standing practice of involving the community and stakeholders in its major planning efforts. As we have done with the downtown master plans, and many specific plans, the Evergreen Visioning process will involve a broad-based group that reflects a comprehensive range of interests and affected areas. A balanced task force should include members from Councilmember Cortese's EVP advisory group in order to take advantage of their local knowledge and insight regarding the Evergreen area. In addition, it should include people who can represent other affected neighborhoods and citywide policy concerns that have begun to be identified through the EVP process. Attachment I is a proposed list of task force members to accomplish this goal.

In addition, the Council has a long-standing practice of providing guidance and expected outcomes to a task force that will be making long-term planning recommendations. The EVP advisory group also developed guiding principles, and these should be incorporated into the Council's direction. The Council has not provided this direction yet, although smart-growth principles are included in the San José 2020 General Plan.

With the creation of this task force, the Council should have the opportunity to discuss key policy issues and questions at a City Council Study Session on such issues as affordable housing, economic development, regional traffic impacts, alignment with the Greenprint, equal service delivery to different neighborhoods of the city and financing issues, among others. For example:

Policy issues for discussion at the Study Session:

1. **Industrial conversion.** Should large campus industrial sites be converted to support housing? Does information exist, such as an analysis for future potential business and job growth, to assist the Council in making a determination about converting these industrial lands? Does conversion of industrial lands support the Council's goals from the "Getting Families Back To Work" study sessions and policies? Is it more appropriate to allow industrial intensification? Is this an appropriate area to consider live/work-housing opportunities? Should the number of jobs currently planned for on these sites be required to be maintained within these four sites?
2. **Affordable housing.** A specific percentage for affordable housing should be designated as part of the housing goals for the area. What is the appropriate mix of affordabilities for future housing, such as extremely low-income, low-income and moderate-income housing? What are the needs for senior housing?
3. **Community amenities.** The EVP has done excellent work in identifying the community's desires for neighborhood amenities. What will be the resource requirements to develop and operate them? Are there citywide as well as neighborhood amenities available as a result of the plan? Are recreational facilities and services consistent with the goals and priorities of the San Jose Greenprint? Should amenity contributions be capped at the level of PDO/PIO fee levels?
4. **Development character.** What are the overall goals for the character of the various site developments? How do the four sites in the EVP relate to the City's strategies for encouraging in-fill development and smart-growth? What are the suitable ranges and locations for housing densities in the plan, and what would the impacts be on nearby communities and traffic? Should there be a minimum density required for all new development? Should affordable housing be spread throughout each of the four development sites? Should any "traffic allocations" be allowed to be used by properties other than these four?
5. **Funding strategies.** What is the mechanism to determine that the plan is financially feasible? Are there development triggers that should be considered? Can the required infrastructure improvements that would be required be funded? Are minimum housing densities necessary to assure financial feasibility?

CONCLUSION

This is an opportunity to create a visionary framework that reflects the best collaborative efforts of our city. By focusing on solutions that draw upon the excellent work already done, we believe the combined efforts of Councilmember Cortese's Evergreen Visioning Project advisory group with the fuller representation of other stakeholders and representatives will lead to a creative and practical plan that will benefit both the residents of the Evergreen area and the overall community.

ATTACHMENT I

The size, composition, and structure of the EVP Task Force is modeled after the San Jose City Council Policy 6-22 regarding Specific Plans, and it reflects the many interests of this important geographic area. The Task Force must be well balanced because its members will have very important responsibility to prepare a comprehensive and practical plan for the future of the Evergreen area that is also good for the entire community.

The proposed composition of the Task Force therefore includes a wide range of perspectives and interests associated with the Evergreen area and San Jose overall. This task force includes Council representation from three districts; volunteer commissioners; landowners; environmental, labor, and business advocates; and residents of affected areas. We respectfully request that Councilmember Cortese appoint the vacant seats on the Task Force held for current EVP members. Together they will ensure that the Evergreen Visioning Project will accurately reflect the goals of our community and the smart growth principles of the 2020 General Plan.

To ensure the success of this Task Force and its mission, alternates for the Task Force members are not permitted and a Task Force member will be removed from the Task Force if more than three meetings in a row are missed. In the instance of a vacancy, the chairman and vice-chair will bring a recommendation to the City Council to fill the vacancy.

1. Councilmember Dave Cortese, Chair
2. EVP member
3. EVP member
4. EVP member
5. EVP member
6. EVP member
7. EVP member
8. EVP member
9. EVP member
10. EVP member
11. EVP member
12. EVP member
13. EVP member
14. EVP member, District 7 resident
15. EVP member, Evergreen Elementary School District
16. Councilmember Campos, Vice Chair
17. Jim Webb, Interim Chief of Staff, District 7
18. Bob Levy, Planning Commission, Chairman
19. Property Owner #1
20. Property Owner #2
21. Property Owner #3
22. Property Owner #4
23. Parks & Recreation Commissioner
24. Mt. Pleasant Unified School District Superintendent

25. East Side Union High School District
26. District 7 resident
27. District 5 resident
28. Citywide business representative
29. Labor representative
30. VTA representative