



**CITY COUNCIL STUDY SESSION
GENERAL PLAN: ECONOMIC DEVELOPMENT
EMPLOYMENT LANDS**

SAN JOSÉ, CALIFORNIA

THURSDAY, MARCH 29, 2007

The Council of the City of San José convened in a Study Session at 9:08 a.m. to discuss the General Plan: Economic Development and Employment Lands.

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

Absent: Council Members - None.

Staff: City Manager Les White, City Attorney Richard Doyle, Director of Planning, Building and Code Enforcement Joe Horwedel, Deputy Director of Planning, Building, and Code Enforcement Laurel Prevetti, Chief Development Officer, City Manager's Office, Paul Krutko, Assistant City Clerk Nancy Alford and Legislative Secretary Susan Davis.

Documents Filed: (1) Memorandum from Director of Planning, Building and Code Enforcement Joseph Horwedel, dated March 15, 2007, providing background on the San José 2020 General Plan: Economic Development and Employment Lands. (2) Staff presentation, San José 2020 General Plan: Economic Development and Employment Lands, dated March 29, 2007.

Opening Remarks

Mayor Reed presented opening remarks and added that he met with a few driving industry companies who are optimistic about their plans for expansion to stay and grow in San José.

Overview of San José Economy and the Role of Employment Lands

Chief Development Officer, City Manager's Office, Paul Krutko presented a Economic Development Strategy of the San José 2020 General Plan: Economic Development and Employment Lands. Director of Planning Building and Code Enforcement Joe Horwedel outlined San José's employment lands.

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Council Member Liccardo arrived at 9:21 a.m.

Deanna Belzer, President of Strategic Economics, presented an outline of a comparison of San José with other cities and the conversions impact on the long term vitality of San José.

Corporate Outreach Manager, Office of Economic Development, Nanci Klein responded to Council questions.

Vice Mayor Cortese left at 10:50 a.m.

Panel Discussion on Employment Lands in San José

Deputy Director Prevetti introduced the panel: Steve Dunn, Legacy Partners Commercial, Inc., Robert E. Pester, Boston Properties, James Machathil, A1 Jay Machining and A1-Jay Laser, Andre Walewski, Colliers International and Ed Rast, SNI PAC, Neighborhood Leader.

Council discussion followed

Policy Framework for Considering Conversions of Employment Lands

Deputy Director of Planning, Building and Code Enforcement Laurel Prevetti summarized the policy framework for considering conversions of employment lands.

Public Comments

- (1) Jim Foran stated there is a need to tie land use decisions to financial situations.
- (2) Tom Armstrong recommended that the City take a look at how the sales tax dollars are being accounted for.
- (3) Beverly Bryant, Home Builders Association of Northern California, expressed support and indicated that the building industry wants to be a full participant.
- (4) Bonnie Mace spoke in favor of educational aspects of the policy framework.

Mayor Reed adjourned the meeting at 12:01 p.m.

Minutes Recorded, Prepared and Respectfully Submitted by,

Lee Price, MMC
City Clerk

smd/3-29-07 GenPlanMIN

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