



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Joseph Horwedel

**SUBJECT:** SEE BELOW

**DATE:** June 4, 2007

Approved

Date

6/11/07

**COUNCIL DISTRICT:** City-Wide  
**SNI AREA:** All

**SUBJECT: RESOLUTION TO ALLOW THE CITY OF SAN JOSE TO APPLY FOR THE DESIGNATION OF REGIONAL PRIORITY DEVELOPMENT AREA FOR SPECIFIC AREAS WITHIN SAN JOSE**

## RECOMMENDATION

Adopt a resolution to submit an application to the FOCUS program to designate Special Strategy Areas and Specific Plan/Planned Community areas identified in the San Jose 2020 General Plan to be regional priority development areas (PDAs).

## OUTCOME

Adoption of a resolution will allow City staff to apply for the designation of some of the City's Special Strategy Areas and Specific Plan/Planned Community areas as PDAs. Designated PDAs may be eligible for technical and financial assistance from the FOCUS program to facilitate focused growth in these areas.

## BACKGROUND

FOCUS, short for Focusing Our Vision, is a multi-agency, regional planning initiative spearheaded by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission. It builds upon regionally adopted smart growth policies and programs and is funded by the State's Regional Blueprint Planning Program. Regional agencies, working with local governments and partners, will create a specific and shared concept of where growth can be accommodated [priority development areas (PDAs)] and what areas need protection in the region (priority conservation areas).

FOCUS goals support a future development pattern that is compact and connected. PDAs seek to accommodate growth as mixed-use, infill development near transit and job centers, with an emphasis on addressing regional housing needs.

## **Call for Applications**

Applications are now being accepted for PDA designation under the FOCUS program. Designation informs regional agencies which jurisdictions want and need assistance and expresses the region's priorities for growth, which can help connect with state efforts and programs. The deadline for submitting an application is June 29, 2007.

Although, specific incentives are not yet available, regional agencies are committed to securing incentives and providing technical assistance to designated priority areas. In return, the expectation is that local jurisdictions will commit to expedite development and support local policies that advance sustainable development goals, and in particular, regional housing goals.

In order for the City of San Jose to apply for regional adoption of a PDA, a resolution adopted by the City Council is required that shows support for involvement in the FOCUS process. Applicants must demonstrate that an area proposed for designation as a PDA meets all of the following criteria:

1. The area is within an existing community.
2. The area is near existing or planned fixed transit (or served by comparable bus service).
3. The area is planned or is planning for more housing.

## **Designation Criteria Definitions**

The following definitions are intended to clarify the designation criteria:

- Area - means the planning area being proposed for designation as a priority development area under the FOCUS program. Since the program seeks to support area planning, the recommended area size is 100 acres, which is approximately a ¼ mile radius. A *planned area* is part of an existing plan that is more specific than a general plan, such as a specific plan or an area plan. A *potential area* may be envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.
- Existing Community – means that the area is within an existing urbanized area, lies within an urban growth boundary or limit line if one is established, and has existing or planned infrastructure to support development that will provide or connect to a range of services and amenities that meet the daily needs of residents making non-motorized modes of transportation an option.
- Housing – means the area has plans for a significant increase in housing units, including affordable units, which can also be a part of a mixed-use development that provides other daily services, maximizes alternative modes of travel, and makes appropriate land use connections.
- Near Transit – means that the area is typically a half mile from rail stations and ferry terminals, high frequency bus, or bus rapid transit corridors.

## **ANALYSIS**

The City of San Jose continues to take a leadership role in addressing the priorities espoused by FOCUS. In particular, several of the City of San Jose's Specific Plans and Special Strategy Areas — including the City's Development Policy Areas, Transit-Oriented Development Corridors, BART Station Area Nodes, the Downtown Core, and the Downtown Frame — incorporate key elements such as transit-oriented development and mixed uses that FOCUS identifies for consideration in designating regional PDAs.

Adoption of a resolution is the first step needed for the City of San Jose to apply for designating areas within the City's Special Strategy Areas and Specific Plan/Planned Community areas as PDAs. City staff will then apply to FOCUS to designate some of these areas as PDAs. If the FOCUS decision-makers approve the City's application, the City's newly designated PDAs may be eligible for technical and financial assistance to facilitate focused growth within these areas.

## **POLICY ALTERNATIVES**

The City Council may choose not to adopt the resolution.

**Pros:** The City does not have to commit to supporting the FOCUS program goals for regional PDAs.

**Cons:** The City will not be eligible for the first cycle of technical and financial assistance opportunities provided by FOCUS.

**Reason for not recommending:** The City will lose the potential to obtain assistance for plans that the City has already begun implementing in accordance with FOCUS program goals.

## **PUBLIC OUTREACH/INTEREST**

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This memorandum will be made public and will be posted on the City's website. Staff is available to respond to questions from the public. The PDAs reflect existing land uses on the San Jose 2020 General Plan Land Use/Transportation Diagram, all of which followed City Council Policy 6-30: Public Outreach.

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**COORDINATION**

The FOCUS process has been coordinated with the Department of Public Works, Fire Department, Department of Transportation, Environmental Services Department, and the City Attorney.

**FISCAL/POLICY ALIGNMENT**

This project is consistent with applicable General Plan Major Strategies, goals, and policies.

**COST SUMMARY/IMPLICATIONS**

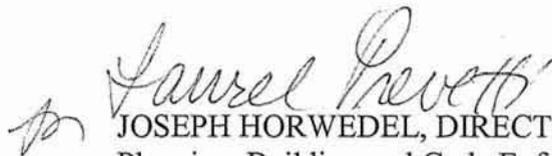
Not applicable.

**BUDGET REFERENCE**

Not applicable.

**CEQA**

The proposed resolution is covered by Reuse of the San Jose 2020 General Plan Final Environmental Impact Report, certified by the City Council on August 16, 1994, Resolution No. 65459.

  
JOSEPH HORWEDEL, DIRECTOR  
Planning, Building and Code Enforcement

For questions please contact Laurel Prevetti at 408-535-7901.