



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Stephen M. Haase

SUBJECT: SEE BELOW

DATE: May 10, 2004

COUNCIL DISTRICT: 5
SNI AREA: None

SUBJECT: GP 04-05-01: General Plan amendment request to change the Land Use/Transportation Diagram designation from Medium Low Density Residential (8 DU/AC) to General Commercial with a Neighborhood Business District Overlay on a 0.51-gross-acre site located at the East side of White Road, approximately 100 feet northerly of Alum Rock Avenue (12,16, and 18 North White Road)

RECOMMENDATION

The Planning Commission voted 5-0-2 (Commissioners Platten and Zamora absent) to recommend adoption of the General Plan amendment to General Commercial with a Neighborhood Business District Overlay for the property located at the east side of White Road, approximately 100 feet northerly of Alum Rock Avenue (12,16, and 18 North White Road)

BACKGROUND

On April 26, 2004, the Planning Commission held a public hearing to consider a privately-initiated General Plan amendment request to change the *San Jose 2020 General Plan* Land Use/Transportation Diagram designation from Medium Low Density Residential (8 DU/AC) to General Commercial with a Neighborhood Business District Overlay on 0.51 acres located at the east side of White Road, approximately 100 feet northerly of Alum Rock Avenue (12,16, and 18 North White Road). The Director of Planning, Building and Code Enforcement recommended approval of the General Plan Amendment as requested by the applicant.

As explained in the attached staff report, the General Plan designation with a Neighborhood Business District Overlay is consistent with the General Plan's Major Strategies, goals, and policies. The General Commercial designation allows for a variety of commercial uses including strip commercial centers, freestanding commercial buildings, and offices. The Neighborhood Business District Overlay would focus the types of allowed uses to those that support the neighborhood. Allowing commercial uses on this site will also implement the General Plan's goal of intensifying development in Transit-Oriented Development corridors, facilitating the greater use of public transit. Intensifying commercial uses on this property will also help further

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the goals of the Alum Rock Parking Management zone, which was established specifically to support increased commercial development and business activity.

ANALYSIS

This item was considered as part of the consent calendar, with no discussion by the Planning Commission on the project. No one appeared in support of, or in opposition to, the proposed General Plan Amendment. The Planning Commission then reviewed and considered the Mitigated Negative Declaration and found it in conformance with CEQA. The Commission voted 5-0-2 (Commissioners Platten and Zamora absent) to recommend adoption of the General Plan Amendment to the City Council.

PUBLIC OUTREACH

The property owners and occupants within a 1000-foot radius of the subject site were sent a newsletter regarding the two community meetings that were held on March 25 and 29, 2004. They also received a notice of the public hearings to be held on the subject amendment before the Planning Commission in April and the City Council in June. In addition, the Department's web site contains information regarding the General Plan process, amendments, staff reports, and hearing schedule. This site is used by the community to keep informed of the status of the amendments.

CEQA

A Mitigated Negative Declaration was adopted on April 26, 2004.

STEPHEN M. HAASE
Secretary, Planning Commission