



COUNTER-TO-COUNCIL TEAM

October 27, 2005

Subcommittee Recommendations *Supplemental Information*

SUBCOMMITTEE #1: CUSTOMER SERVICE/STAFF DEVELOPMENT

Core Members:

- Subcommittee Leads
 - o C2C member: Joe Head, Summerhill Homes/C2C Vice Chair
 - o City staff: Mark Danaj, Employee Services Director
- Key staff
 - o Stan Ketchum, Principal Planner (PBCE-Planning)
 - o Allen Lang, Plan Check Engineer (PBCE-Building)
 - o Brooke Myhre, Training/Performance Msmt. (Employee Services)
- Neighborhood representative
 - o Ed Rast, United Neighborhoods

A) Key Recommendations:

- Address organizational culture of regulation vs. facilitation
- Enhance customer service
- Clarify interpretation of Council policies/guidelines.

General Plan Update/Other Policy Review with Fee Support: Increase staff time spent on updating General Plan, Zoning Ordinance, Design Guidelines and other long-range/land use planning policies. Stronger, more up-to-date policies should help avoid time now spent during "Plan Implementation" phase to resolve issues on a project-by-project basis. Reliable policies should facilitate development that meets community needs and reduce "regulation" of projects during the implementation stage, when changes are difficult and expensive. Develop fee structure sufficient to support timely review/update. Explore use of 3 new development types/policy areas to frame overall planning: 1. Downtown Core; 2. Transit Corridors/Major Arterials; and 3. Suburban/Neighborhood Residential. Major stakeholders: Community, Developers, Internal Staff.



What Tasks to Eliminate: Following the implementation of policy updates, evaluate what elements of "implementation/regulation" may be eliminated. Major stakeholders: Community, Developers, Internal Staff.

Public Outreach: Ensure that all departments' outreach efforts are consistent with the new Council Public Outreach Policy 6-30. Conduct a post-implementation review after six months of operation. Major stakeholder: Community.

Diagram/Publish Development Workflow: Chart overall development approval process including Council policies and "internal" policies. Post information on City website. Major stakeholder: Community.

Process Improvement: Conduct initial meetings, consistent with the Public Outreach Policy, with developer, community leaders and staff to promote early communication and understanding of key issues on projects that do not meet legal or policy requirements or other design guidelines. Early communication on such issues can prevent wasted time and investments on projects. Explore establishment of a new cost recovery fee for this. Major stakeholder: Community.

Enhance use of City/Government Services "101" and other community education courses: Neighborhood Development Center, in cooperation with community neighborhood associations, should become the home of a series of "Government 101" courses offering standardized training for neighborhoods, Council assistants and City staff on department/service area organization, regulations, policy, process flow, public outreach meetings and procedures. Major stakeholder: Community.

Explore establishment of "Internal Customer Advocate" positions: Similar to efforts employed in the private sector, these City staff positions would play a customer advocacy role in internal discussions on controversial projects. Costs would be recovered from new fees. These positions could also provide new opportunities for internal staff development and advancement. Major stakeholder: Developers.

Explore establishment of "Neighborhood Advocate" positions: These City staff positions would provide assistance to neighborhood leaders in understanding the process and technical requirements as well as play an advocacy role in internal discussions on controversial projects. Costs would be recovered from new fees. Major stakeholder: Community.



Interpretation of Building Code: Similar to recommendation above, clarify Building Code interpretations (for R-1/R-3 projects as an example) so developers may get early guidance or feedback on potential projects before significant investment. Coordinate with local jurisdictions as partners for consistent code interpretation. Major stakeholder: Developers.

B) Key Recommendations:

- Broaden career paths
- Create new positions/titles/incentive programs

Compensation: Conduct salary study to compare midpoints of San Jose's Planner classifications vs. competitors in other jurisdictions (differences of 15% or more have been determined to motivate job changes). Salary and/or classification related items may be subject to Meet and confer requirements. Major stakeholder: Internal Staff.

Career Ladders/Retention: Explore competency-based compensation and evaluation to address limitations of supervision/management-based compensation structure. Developing planners skilled in review of large, more complex projects should improve customer service as well as offer incentives to staff to remain in San José vs. smaller city environments. Fee structures may also be better aligned to project types to reflect complexity. Implement performance management systems to better document employee skills and performance and align to compensation/reward/recognition systems. Salary and/or classification related items may be subject to Meet and confer requirements. Major stakeholder: Internal Staff.

Pay-for-Performance Fee Structure: Explore addition of a "Pay-for -Performance" fee structure to provide customized review of projects while ensuring that all costs for special expertise or priority scheduling are recovered from that project. Major stakeholder: Developers.

C) Key Recommendations:

- Reallocate staff time/tasks
- Blend/streamline processes
- Increase schedule flexibility to 'fast track' experienced customers

Meeting Logistics: Explore procurement of "Master Calendar" program to schedule all community meetings/avoid conflicts with Neigh. Assn. meetings/events, and reduce staff time spent setting up/rescheduling meetings. Also consider using a list of suitable meeting locations to ensure access to and success of community meetings (parking, facilities, equipment, etc.) and reduce staff time spent on logistics. Major stakeholder: Community.



Community Meeting "Template": Create "Template" for conducting Community Meetings, with basics on what Community needs to know about policy/legal/procedural requirements, discretionary aspects, examples of options available, etc. to help run successful outreach efforts. Clearly communicate the aspects of the proposed project that already approved (e.g. entitlements) as well as those remaining open for public comment/input. Major stakeholder: Community.

Ongoing C2C Discussions: Continue C2C/Subcommittee meetings to support implementation of recommendations sustain stakeholder participation and assess progress. Major stakeholders: Community, Developers, Internal Staff.

Budget/Resource Management: For all recommendations - ensure budgetary support for initial outlays and staff efforts as well as ongoing resources to sustain service improvements. Build into City Service Area 5-Year Business Plans and Two-year Investment Strategies. Annual budgets and fee/revenue structures must provide the capacity to implement and perform recommended actions, including support for staff training/development, and information technology (e.g. Internet-based solutions). Major stakeholders: Community, Developers, Internal Staff.



COUNTER-TO-COUNCIL TEAM

October 27, 2005

Subcommittee Recommendations *Supplemental Information*

SUBCOMMITTEE #2: GENERAL PLAN UPDATE PROCESS

Core Members:

- Subcommittee Leads
 - o C2C member: Pat Sausedo, NAIOP
 - o City staff: Stephen Haase, PBCE Director
- Key staff
 - o Laurel Prevetti, PBCE Deputy Director
- Work plan designer: Dayana Salazar, SJSU
- Stephen Polcyn, Reel Grobman & Associates/HLC/C2C member
- Beverley Bryant, Home Builders Association/C2C member
- Harvey Darnell, SNI/Neighborhood representative/C2C member

Key Recommendations:

- Create preliminary work plan: visioning, values, outreach and education process as part of FY2005-06 Proposed Budget.
- Utilize integrated approach and citywide perspective.
- Respond to City's diversity and provide multiple opportunities for community participation.

Desired Outcomes:

- A world class General Plan to guide San José's future growth.
- A vision that unifies the community.
- Direction for future capital investments and service delivery.
- Community engagement process that fits the unique attributes and diversity of communities and residents.



Phase 1 – Building a Foundation

Stakeholder Identification and Education: July 2006-June 2007

- Identify stakeholders
- Utilize multi-dimensional and multi-lingual approach to engage the community
- Partner with SJSU to develop and execute the work plan

Phase 2 – City Council Initiation of General Plan

Key Issues Assessment: May 2007 - June 2007

- Key issues identification
- Key issues work plan

Phase 3 – Comprehensive General Plan Update

Final Staging Process: July 2007 - December 2009

- Background Assessment
- Community values and vision
- Alternate futures identification
- Environmental analysis

What is the General Plan?

An integrated, long-term plan that affirms and expresses the values of the community thru major strategies that guide the physical development of the city.

What is a Comprehensive General Plan Update?

A three to four year community based process to create a **vision** of San Jose for the year 2030 and a **plan** to help the City achieve the vision.

Comprehensive General Plan Update Rationale:

- Opportunity to respond to the changing social, cultural, and economic environment.
- Current GP – Eleven (11) years old.
- The Update can begin while continuing other land use efforts or on-going development review (as we did in the 1990's when we had specific plans underway at the same time as the Update). The message is San Jose is open for business.
- Opportunity to create a coherent citywide vision with citywide community involvement that:
 - Integrates the implementation of City Council adopted policies and plans, such as the Economic Development Strategy, SNI Neighborhood Improvement Plans, Transportation Impact Policy and North SJ 2030 Plan, and
 - Builds upon planning efforts that will be considered by the Council in 2006 (CVSP and Evergreen*East Hills) to address issues that go beyond these areas
- Opportunity to educate citywide community regarding maturing/modern city objectives and land use implications/understanding.
- Opportunity to unify the citywide community around a common vision for the future.
- Opportunity to update conflicting General Plan policies to reflect Urban Infill land use objectives.
- Opportunity for San Jose to set regional standard for City General Plan.
- Opportunity for San Jose to change the conversation from “why growth is happening to us” to “how we are directing growth.”
- State law requires a General Plan to consider land use, housing, transportation, open space, other infrastructure, natural resources, safety, and other characteristics that define the community's economic, social, and environmental goals as they relate to land use and development.

**Phase I Building a Foundation
Stakeholder Identification / Education
July 2006 – June 2007**

Identification:

- Diverse stakeholders, including neighborhood residents, neighborhood associations, SNI NACs & PAC, local businesses, environmentalists, labor, housing advocates, regional interests (e.g., SVLG, HBA, NAIOP), Chambers, City Administration, City Commissions, Council, etc.

Education:

- Consider a multi-dimensional and multi-lingual community engagement model that reaches broadly and deeply across all social, economic, ethnic, and other segments of San Jose.
- Create awareness and understanding around a long-term land use plan.

Coordination:

- Consider partnerships with San Jose State University and others to guide workshops, charettes, etc.
- Create a multi-media strategy to engage broad interest.
- Utilize web-based tools to inform and engage the community in the process (e.g., visual preference surveys on Alternative Futures).

**Phase II Formal Initiation of General Plan
Beginning with Key Issues Assessment
May 2007 – June 2007**

Consider a flexible approach that would allow for new participants over time (e.g., work groups around key issues such as open space, traffic, transit-oriented development, etc.).

- Key Issues Identification
- Key Issues Work Plan
- Key Issues Implementation

**Phase III Comprehensive General Plan Update
Final Staging Process
July 2007 – December 2009**

- CGP Final Staging Process Identification
- CGP Final Staging Work Plan Development
- CGP Final Staging Work Plan Implementation
 1. Background Assessment:
 2. Define Community Values and a Vision
 3. Identify Alternative Futures (to achieve the vision)
 4. Analyze the Alternatives (Fiscal and Environmental Analyses)
 5. Select a Preferred Alternative and Complete the Plan

Outcomes

- A world class General Plan to guide San Jose’s future (i.e., the City’s strategic plan).
- A clear vision that unifies the community.
- A Plan to direct future capital investments and service delivery (i.e., the City’s strategic plan).
- A tailored community engagement approach that fits San Jose’s unique attributes and brings different interests together to understand trade-offs and resolve conflicting objectives.
- A macro view that provides for the short term needs of residents and businesses, as well as the long-term future of the City.
- Metrics to assess achievement/deviation from the Plan.

Roles of the Mayor and Council

- Identify initial stakeholders
- Identify and select key issues for the Update based on input from stakeholder groups (possibly in a study session/workshop format)
- Participate/Lead stakeholder working groups around one or more of the key issues
- Select the Alternative Futures for technical, environmental, and fiscal analysis based on input from stakeholder working groups
- Identify “Ground Rules” for the Update to create certainty around key issues (e.g., hillside development)
- Identify Final Staging process for CGP Update
- Guide the process through periodic progress reports
- Articulate the values and vision for San Jose based on input from stakeholder groups
- Hold quarterly public hearings on the Draft General Plan Update to accept status reports and provide direction
- Adopt the new General Plan

Administrative Steps post Getting Families Back to Work

- Mayor and City Council direct the Administration to prepare a work plan, schedule, and budget for the Foundation Building Phase, reporting back to Council in January 2006.
- Mayor and City Council consider accepting the work plan for the Foundation Building Phase and directing the budget proposal to be considered during the Spring Budget Hearings.
 - Summary of Purpose of Comprehensive GP Update
 - Development of Timeframe/Accomplishments & Tasks
 - Development of Phased Budgetary Requirements/Resources

Comprehensive General Plan Update Phasing Timeline

- January 2006: Develop work plan, schedule and budget for Foundation Building Phase
- June 2006: Council considers launching the Foundation Building Phase through appropriate budget actions.
- July 2006: Start Foundation Building Phase
- May 2007: Report to Council on results of Foundation Building Phase and proposed budget, work plan and schedule for full General Plan Update
- June 2007: Council considers formal initiation of comprehensive General Plan Update, taking appropriate budget actions
- July 2007: Start Update
- December 2009: Council consider adoption of new General Plan



SENT TO COUNCIL: OCT 14 2005

Forwarded on:

by Council Liaison's Office

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Stephen M. Haase

SUBJECT: IMPLEMENTATION OF UPDATED
COUNCIL POLICY ON
PUBLIC OUTREACH

DATE: October 14, 2005

Approved

Date

Oct. 14, 2005

INFORMATION

This memo is in response to Council Referral 09-21-04-11.2 requesting a status report on the Implementation of the updated Council Policy #6-30 on Public Outreach, one year after approval of the updated Policy on September 21, 2004. The purpose of revising the Policy on Public Outreach was to improve outreach and communication to the public on land use and development applications within the City. This updated policy was collaboratively developed by the Planning Divisions and a Committee consisting of Strong Neighborhoods Initiative (SNI) Neighborhood Advisory Committee (NAC) members, SNI Project Advisory Committee (PAC) members and members of the development community. Below is a summary of what has been implemented over the last year as well as what still needs to be done.

On-Site Noticing

As discussed in the Council Information Memo dated August 18, 2005, the Department of Planning, Building and Code Enforcement has been requiring, as of July 1, 2005, that applicants, for most discretionary planning permits, post on-site notices on subject properties informing the public of pending Planning permit applications. The Policy requires that on-site notices, informing immediate neighbors and the general public of a pending development application, must be installed within 10 working days from the date on which the application was filed. All planning permits now require on-site noticing with the exception of permit adjustments, lot line adjustments, sidewalk café permits and other administrative permits. Since July 1st, staff has been reviewing the process and signage, identifying potential improvements and then making those needed improvements. Many of the suggested improvements that have been implemented since July 1 have come from the Public Outreach Committee.

Email Notices of Pending Planning Permit Applications

The updated Policy requires that, within 10 days of application submittal, an email is sent to subscribing individuals informing them of the filing of this application. Such a self-subscription email system was developed with the help of the Department of Information Technology staff and began operation on September 14th, 2005. Subscribers can now receive notification on most permit applications including General Plan amendments, rezonings, conditional use and special use permits, site development permits, single-family house permits and tree removal permits. The system allows a subscriber to request notification of most planning permit applications Citywide, by Council District or by Strong Neighborhoods Initiative area. One can sign up for the system by going to our On-Line Permits web page at

<http://www.sjpermits.org/permits/permits/general/emailform.asp>

To let the public know of this new service, staff has attended many of the Neighborhood Advisory Committee (NAC) meetings and will have informed all of the NAC's, at their monthly meetings, by the end of October. Additionally, an email was sent out to NAC members in our outreach data base and the Mercury News ran a brief story on this service on September 29th in "The Guide." This new service is also announced under the "What's New" section at the top of the Planning, Building and Code Enforcement's home page. Since initiation on September 14th, 2005 two hundred and thirty-seven individuals have signed up.

Early Notification Postcards

Consistent with the updated Council Policy on Public Outreach, the Department was, until recently, sending postcards to the designated leaders of the NAC's and Neighborhood Associations informing them of Large and Significant Interest proposals in their communities. (For a definition of Large, Significant Community Interest, Standard and Small projects, see the attached Public Outreach Policy document). However this process has been temporarily on hold due to a shortage of staff in the clerical section of the Division responsible for this procedure. This procedure will be reinstated by December 1st, 2005.

Public Hearings

Timing

Consistent with the previous and updated Public Outreach Policy, it has been a standing practice for the Department to send out Hearing Notices for Standard and Large projects two weeks before the scheduled Hearing. The updated Council Policy recommends, however, that Hearing Notices for proposals of Significant Community Interest be mailed a minimum of 21 days prior to the hearing. While the Department has generally mailed hearing notice for these projects more than two weeks prior to the scheduled hearing date, we have not been mailing these notices 21 days prior to the hearing. Starting immediately, we will notice Significant Community Interest proposals 21 days prior to the Hearing.

Content of Hearing Notice

To facilitate public engagement and understanding, the updated Policy requires that project descriptions used in Hearing Notices be concise and use plain terms, with the use of technical terms limited as much as possible. Since Council approval of the updated Policy, Planning has undertaken an ongoing effort to improve the language used in the project descriptions used not only in Public Hearing Notices, but also used on the Permits On-Line web page and the On-Site Notices. Staff continues to solicit feedback from the Public Outreach Committee, the SNI/PAC and the NAC's to assess our level of success and how we could further make project descriptions more clear and understandable to the general public.

Spanish and Vietnamese Language Services

As per the updated Council Policy, Public Hearing Notices now inform Spanish and Vietnamese speakers, in their respective language, whom to call to obtain information on the permit application in these languages. Planning, Building and Code Enforcement staff fluent in Spanish and Vietnamese has been identified and assigned to field these inquiries. While not required by the updated Council Policy on Public Outreach, text in Spanish and Vietnamese, informing one how to obtain information in these languages, is now also being placed on all On-Site Notices.

The Policy also requires that Hearing Notices for Large Development proposals or proposals of Significant Community Interest be translated and distributed in English and Spanish, or other dominant languages spoken in the neighborhood. The Department still needs to identify a vendor that can provide this translation service and therefore this requirement as not yet been implemented. We anticipate that we will be prepared to implement this requirement by the end of this calendar year or early next year. The cost of translating the Hearing Notices will be assumed by the applicants.

Publishing

In addition to publishing Hearing Notices for zonings and tentative maps, the updated Policy now requires the publication of Hearing Notices for all Large or Significant Interest proposals. The Department has not been individually publishing the Hearing Notices for all such projects. However, the Department has been publishing the Planning Commission Agenda in the Mercury News one or two weeks prior to the hearing and Large and Significant Community Interest proposals would, in most cases, be included. The Department will begin publishing all Large and/or Significant Community Interest Proposals by January 1, 2006. The cost of individually publishing these Notices will be covered by the applicant, and our fees therefore adjusted accordingly; present fees to do include this cost.

Broadcasting on City Television Channel

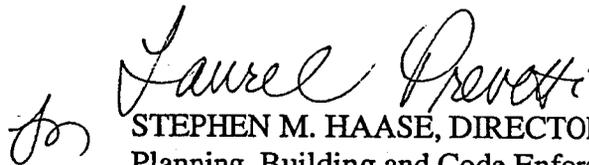
The updated Public Outreach Policy states, but does not require, that notices may be broadcast on the City Television Channel for Large or Significant Community Interest Proposals, including General Plan Amendment hearings and proposed changes to the Zoning Ordinance. This outreach approach will be implemented in the coming months.

Community Input at Public Hearings

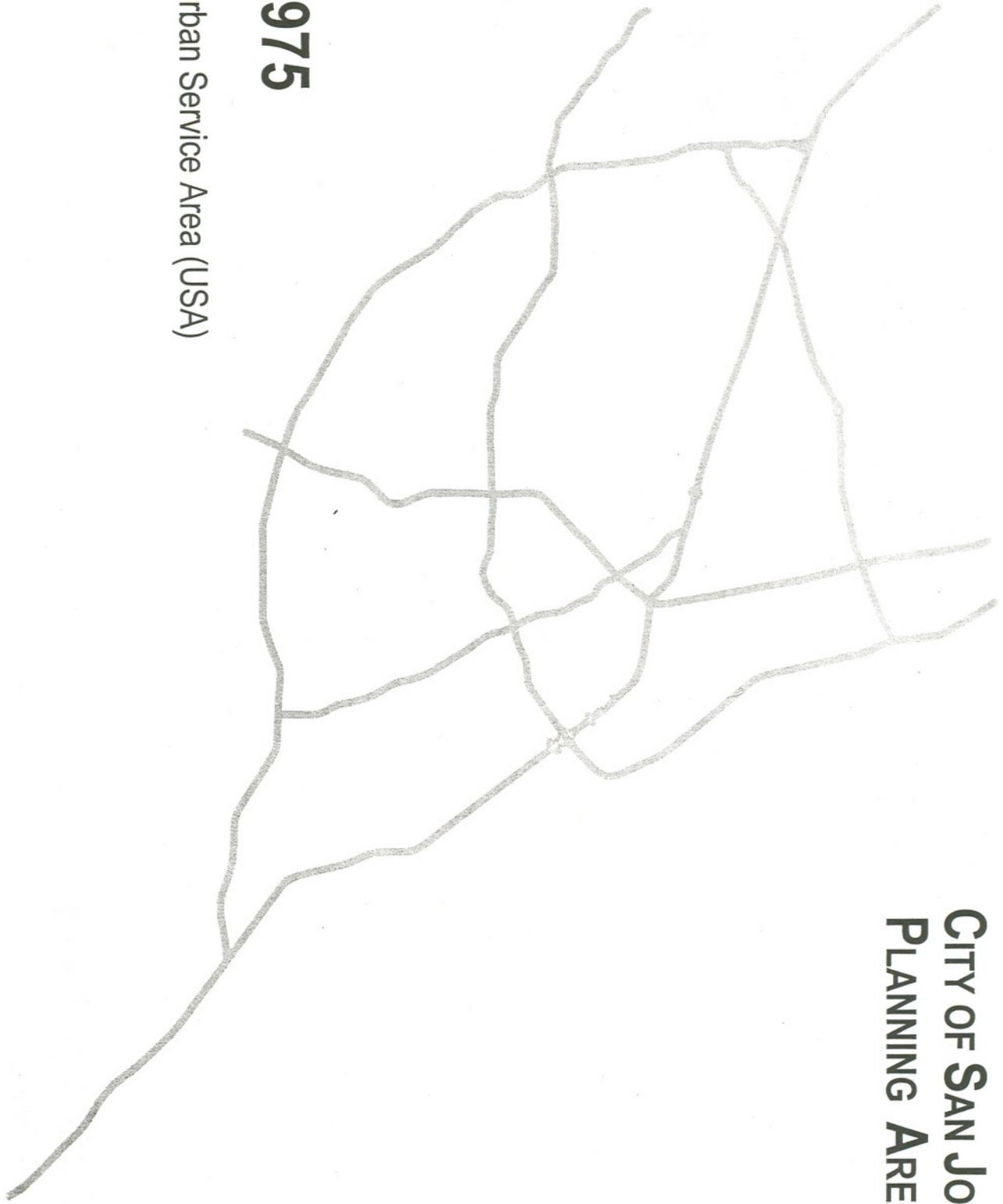
Because, in the past, community members would often come to a Planning Commission or Director's hearing to speak on an agenda item that then got deferred or continued, the updated Outreach Policy now requires that the public be allowed to comment at the originally scheduled and noticed Planning Commission or Directors Hearing. The Department now, as a matter of practice, allows this to occur, recording the public's testimony as part of the public record.

Timeframe for Full Implementation of the Public Outreach Policy

Full implementation of the updated Public Outreach Policy will be completed by early 2006. Planning Staff will continue to meet with the Public Outreach Committee to assess our success in implementing the Policy and to identify potential improvements to the existing strategies, as well as new strategies, to better facilitate Public Outreach. If you have any questions please do not hesitate to contact me at 535-7900.


STEPHEN M. HAASE, DIRECTOR
Planning, Building and Code Enforcement

**CITY OF SAN JOSÉ
PLANNING AREAS**



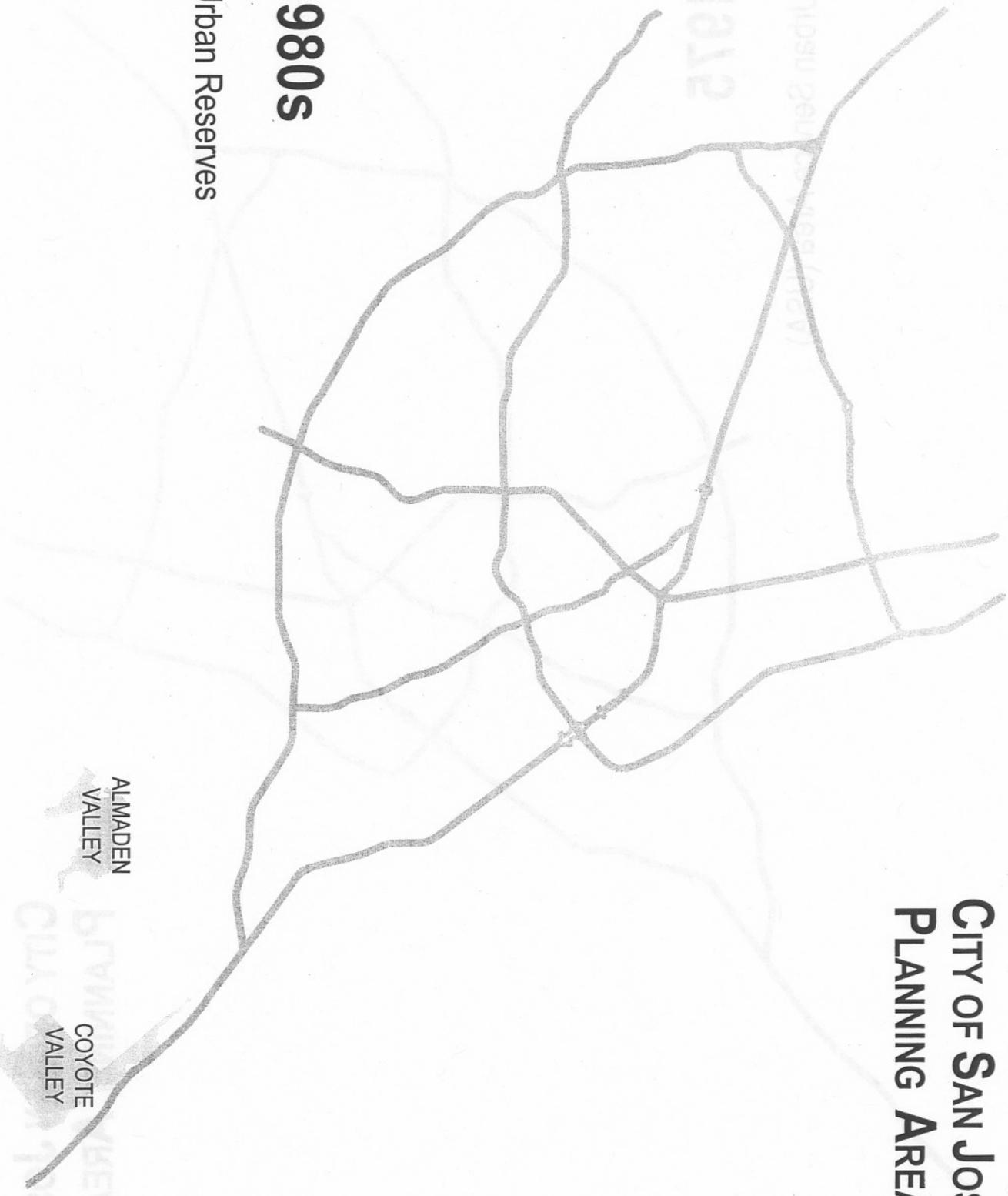
1975

Urban Service Area (USA)

CITY OF SAN JOSÉ PLANNING AREAS

1912

1980s
Urban Reserves



ALMADEN
VALLEY

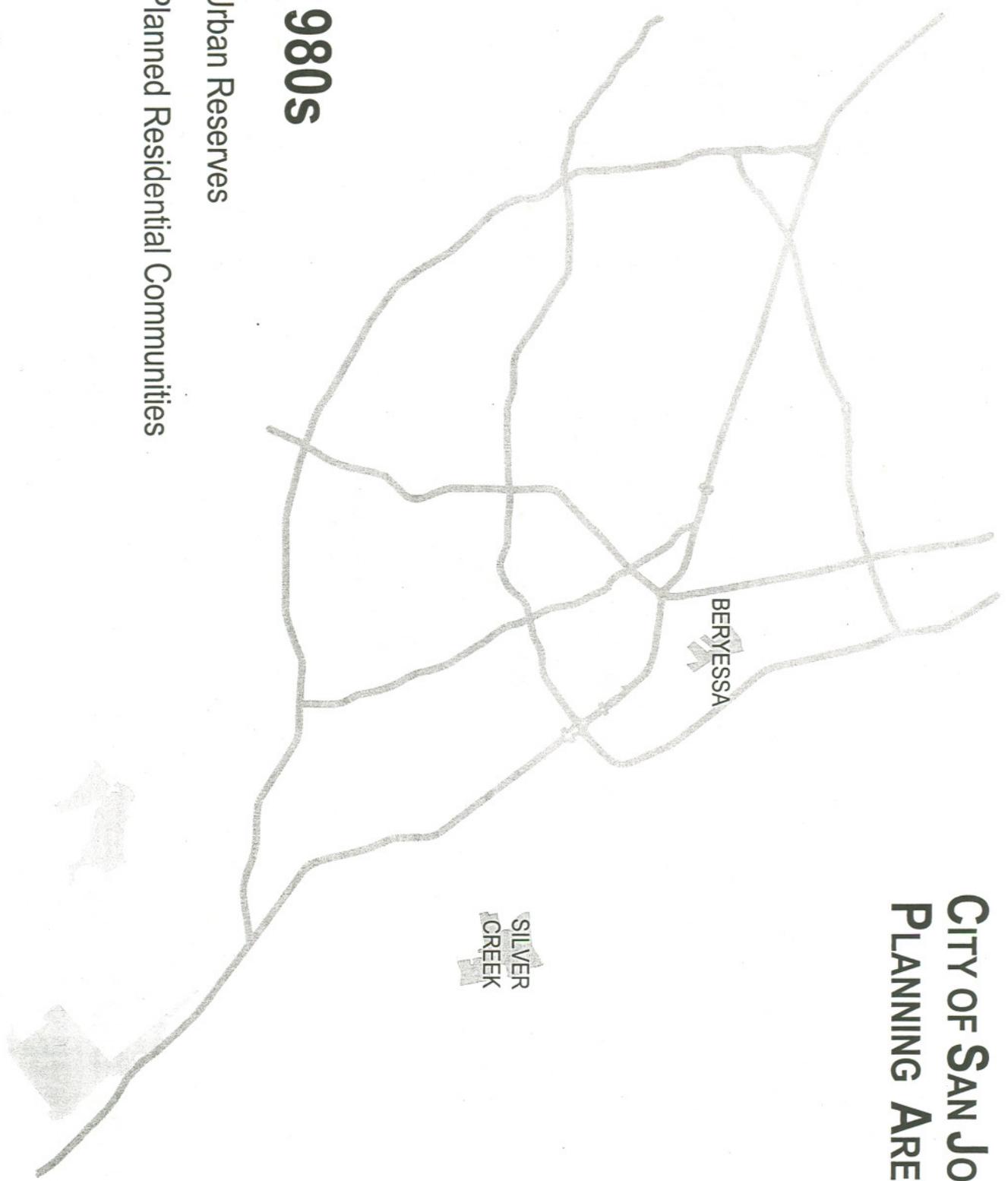
COYOTE
VALLEY

CITY OF SAN JOSÉ PLANNING AREAS

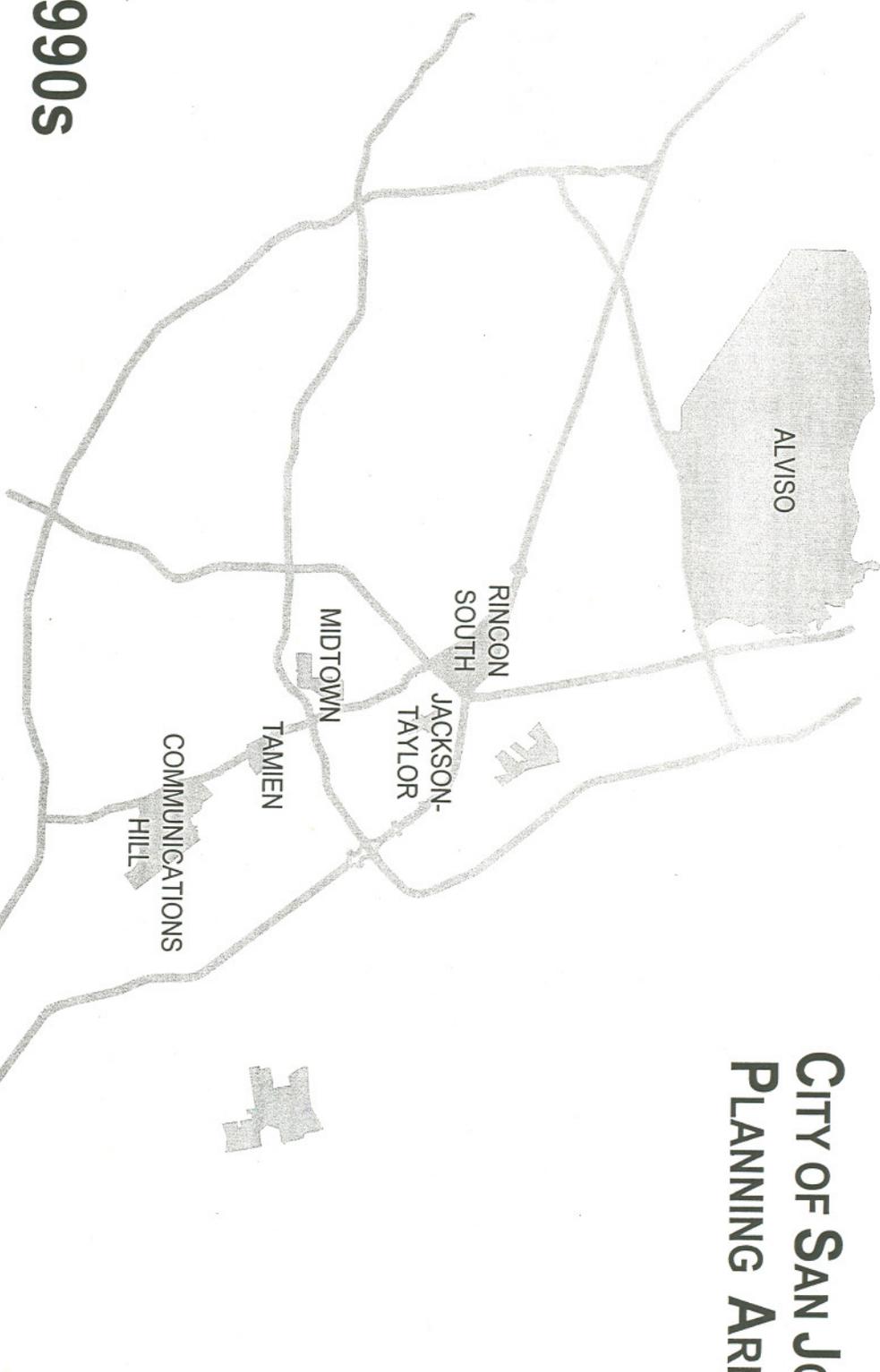
1980s

Urban Reserves

Planned Residential Communities



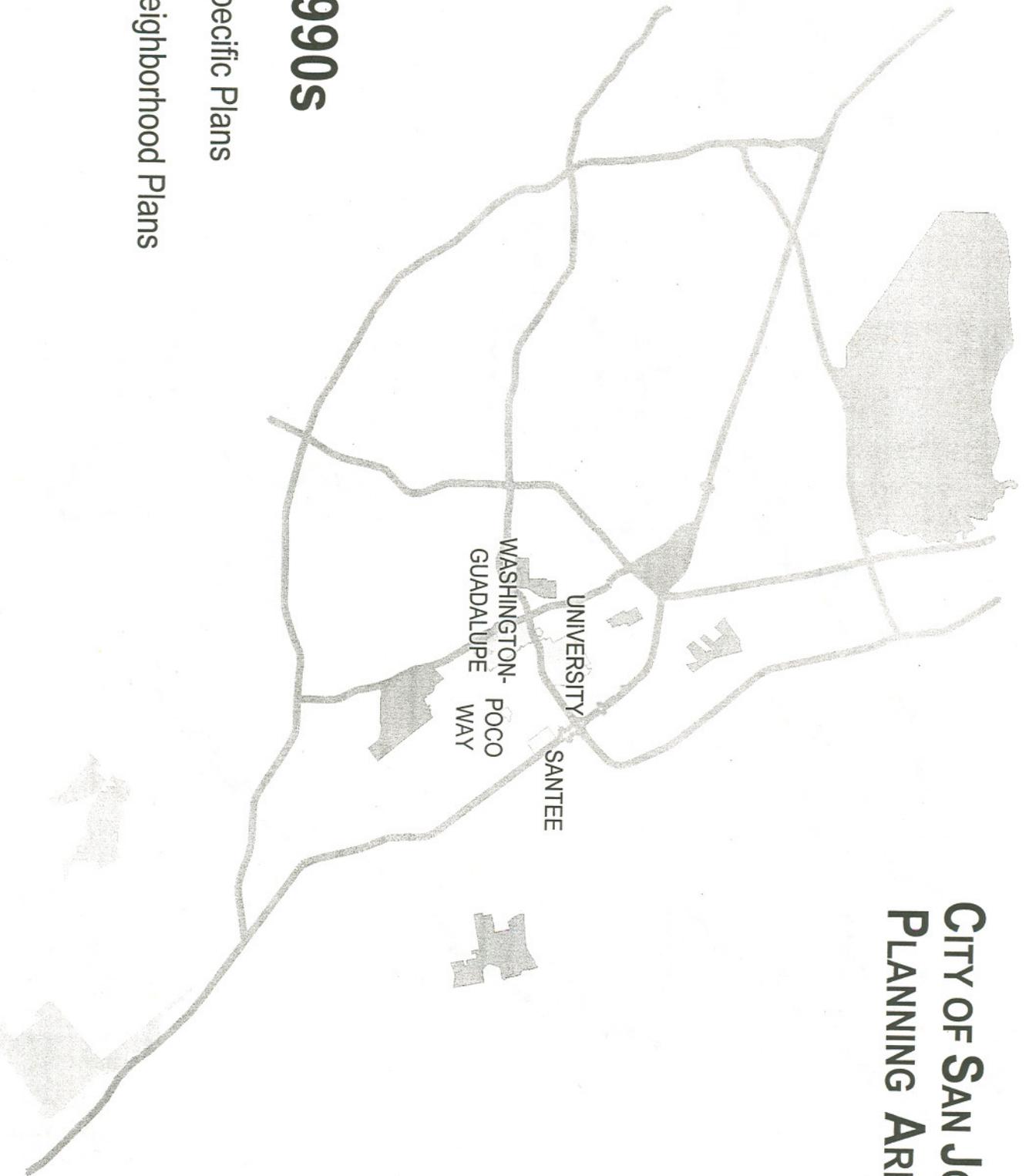
CITY OF SAN JOSÉ PLANNING AREAS



1990s

Specific Plans

CITY OF SAN JOSÉ PLANNING AREAS

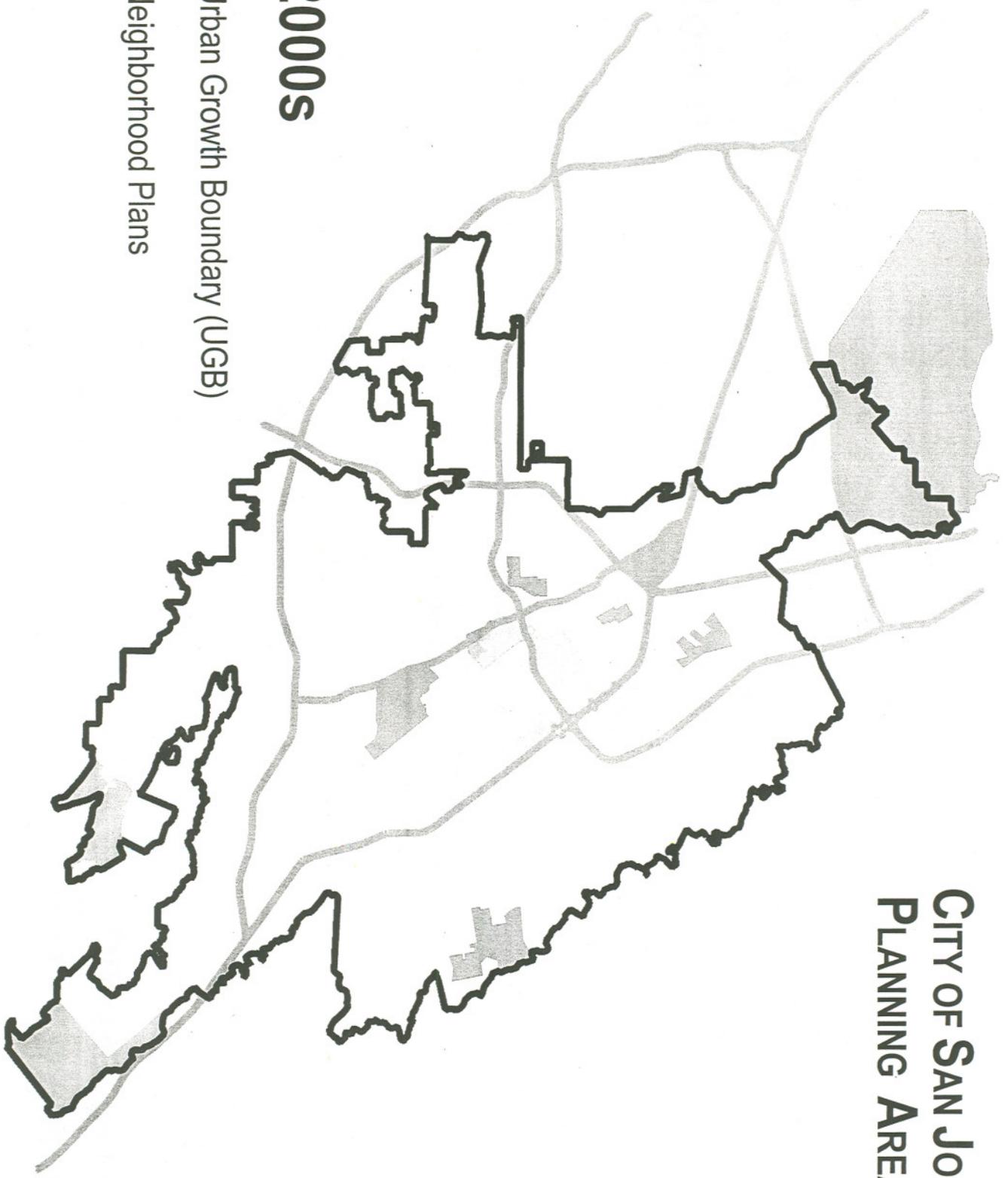


1990S

Specific Plans

Neighborhood Plans

**CITY OF SAN JOSÉ
PLANNING AREAS**

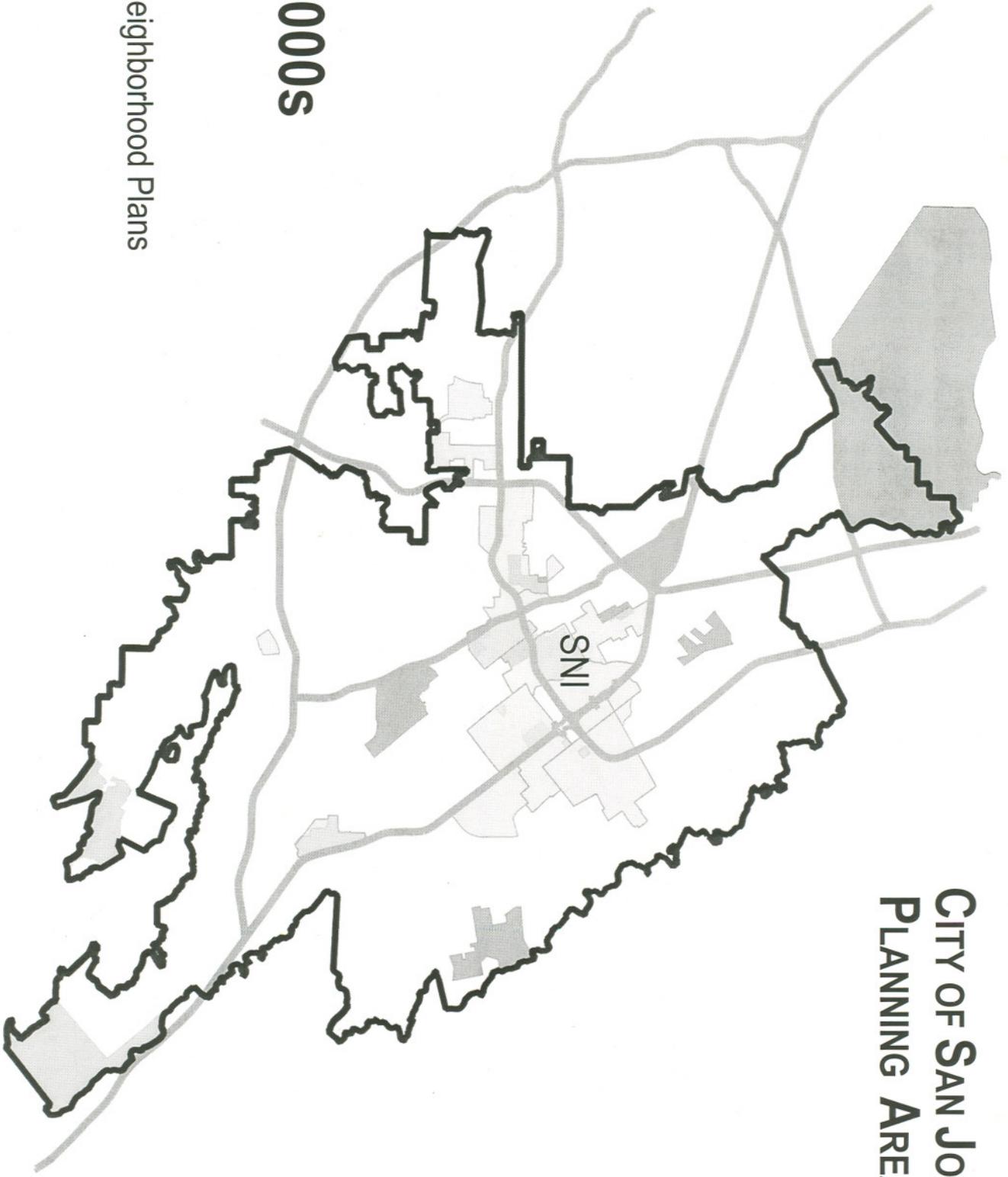


2000s

Urban Growth Boundary (UGB)

Neighborhood Plans

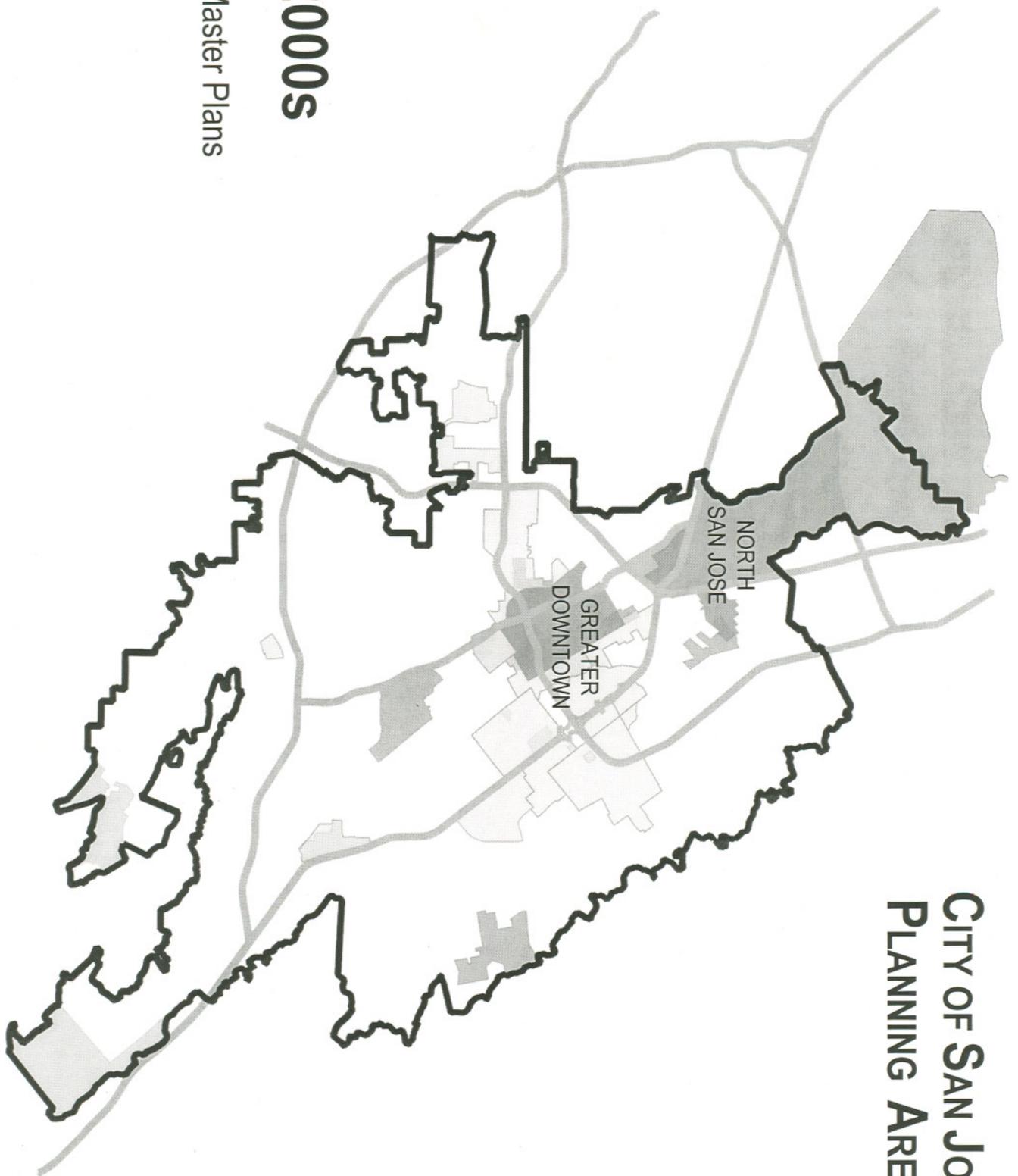
**CITY OF SAN JOSÉ
PLANNING AREAS**



2000S

Neighborhood Plans

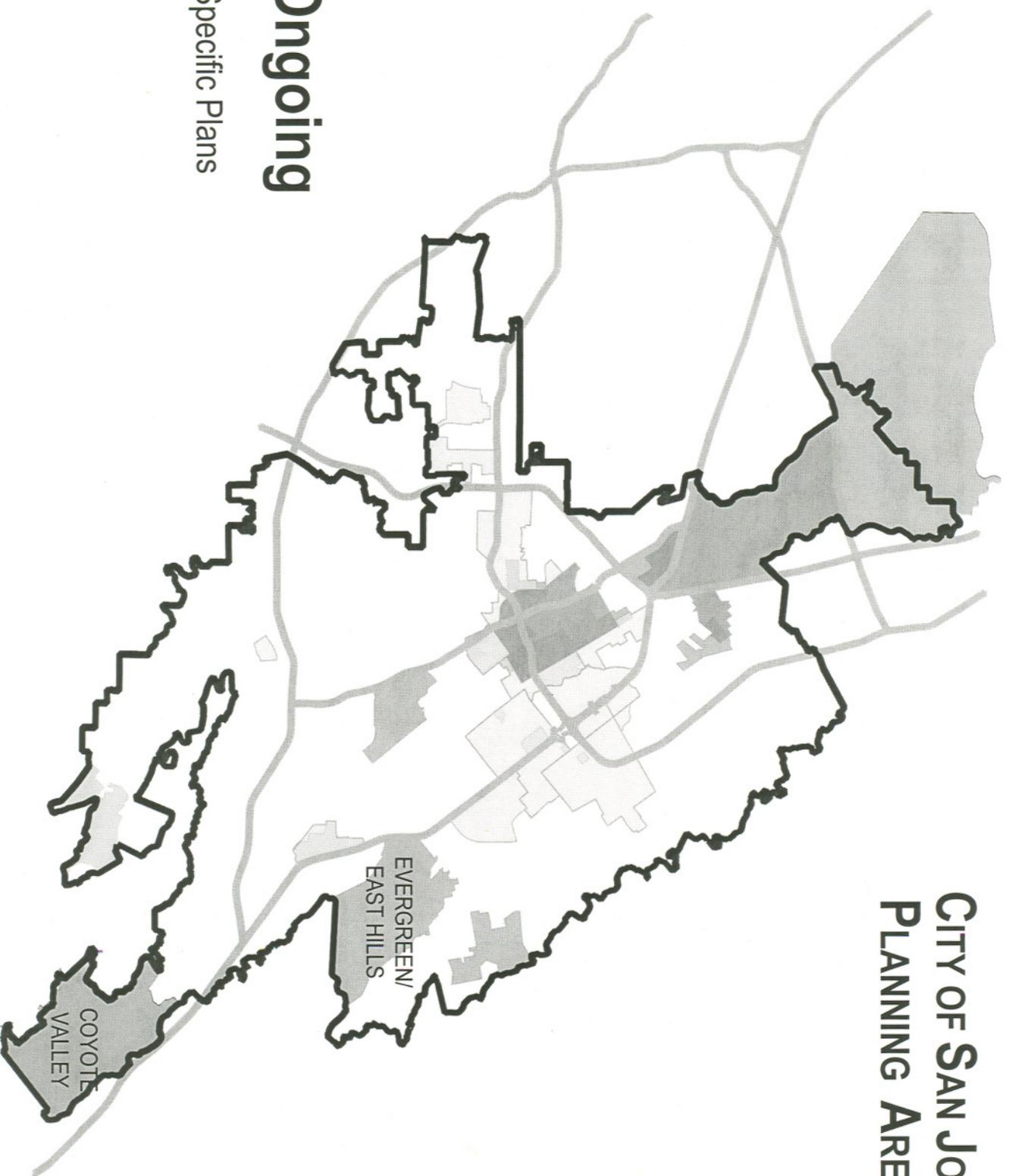
**CITY OF SAN JOSÉ
PLANNING AREAS**



2000s

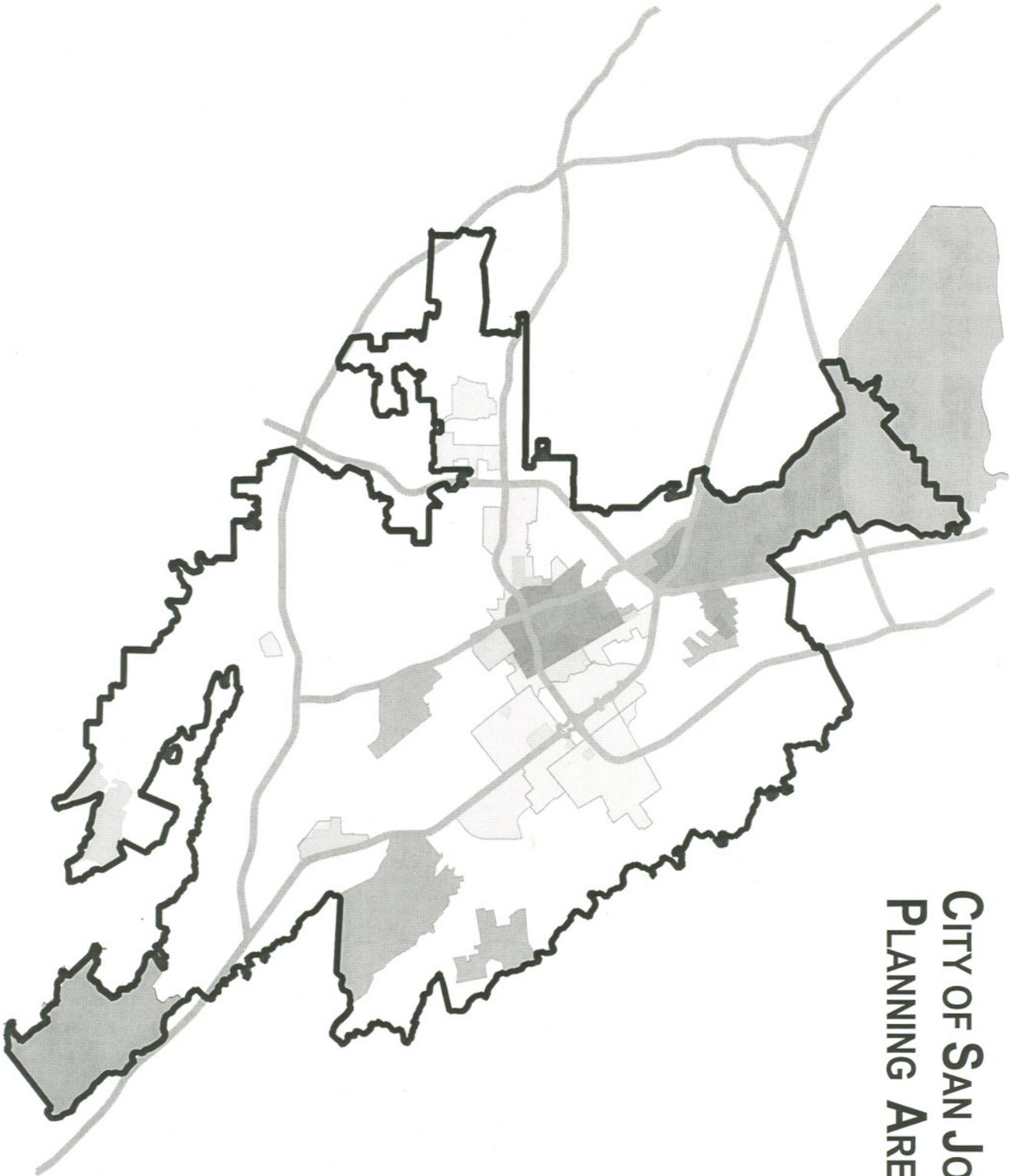
Master Plans

CITY OF SAN JOSÉ PLANNING AREAS



Ongoing

Specific Plans



**CITY OF SAN JOSÉ
PLANNING AREAS**



COUNTER-TO-COUNCIL TEAM

October 27, 2005

Subcommittee Recommendations *Supplemental Information*

SUBCOMMITTEE #3: INDUSTRIAL USE / NORTH SAN JOSÉ

Core Members:

- Subcommittee Leads
 - o C2C member: Art Kennedy, CarrAmerica
 - o City staff: Joe Horwedel, PBCE Deputy Director
- Key staff
 - o Stephen Haase, PBCE Director
 - o Paul Krutko, OED Director
 - o Jean Hamilton, Principal Planner (PBCE-Planning)
 - o Ru Weerakoon, Industrial Development Director (SJRA)
 - o Susan Walton, Principal Planner (PBCE-Planning)
 - o Nanci Klein, Corporate Outreach Manager (CMO-OED)
 - o John Davidson, Senior Planner (PBCE-Planning)
 - o Andrew Crabtree, Senior Planner (PBCE-Planning)
- Ray Hashimoto, HMH Engineers
- Frank Jesse, BEA Systems

A) Key Recommendation:

- Fill large industrial buildings with smaller industrial users in a timely manner.

Modify Codes and Policies: Allow generators in industrial zones with no planning approval. Reconcile the permitting for storage tanks between Zoning, Building / Fire Haz. Mat. Codes and policies. Allow building additions greater than 500 square feet administratively. Draft Ordinance being prepared to address changes to industrial zoning districts including the generator and building addition issues. Storage Tank issue requires greater code coordination.

Develop Standard Solutions for Building Splits: Fire and Building Staff would develop typical solutions for building owners to use in how to split large industrial buildings and share common facilities such as bathrooms. Exiting solutions would also be identified.



Establish Timelines For Modifications: Establish schedules for all development services partners that reflect the expedited nature for filling vacant industrial buildings with industrial uses.

Pre-approve Tentative Addressing Schemes: Review conceptual addressing schemes for older buildings that reflect several different options for dividing the building so that permits may be issued quickly.

B) Key Recommendation:

- Preserve intensification opportunities in industrial areas.

Identify Prime Areas: The many different types of industrial areas in the city need to be reviewed to determine what areas should remain as mid intensity industrial uses, which should be redeveloped with more intensive uses, and which might support a broader range of uses such as commercial.

Survey Prime Areas for Pre-existing Hazardous Materials Usage: Existing businesses that utilize hazardous materials may preclude the ability of the City to intensify the level of development in the Prime Areas, especially with high-density work force housing. A decision on what accommodations for those businesses to continue to operate with hazardous materials will need to be made, and potential controls on the level of reinvestment of those facilities may be appropriate to implement the intensification strategy for the City.

Establish Land Use Regulations: Create a zoning district for the North First Street corridor to eliminate the need for individual properties to be rezoned in a manner similar to the Downtown Zoning district created in 2004. Create design guidelines and infrastructure plans for the area to implement the policy approved by the City Council in June 2005. Update the Flood Policy for North San José. Add regulations in the Prime Areas to preclude condominium mapping of existing low intensity buildings to allow easier redevelopment of those sites.

C) Key Recommendation:

- Provide opportunities for users to own their space

Identify Prime Areas: The many different types of industrial areas in the city need to be reviewed to determine what areas should remain as mid-intensity industrial uses, which should be redeveloped with more intensive uses, and which might support a broader range of uses such as commercial. The majority of industrial areas, (non Prime Areas) should accommodate the ability of a building to be subdivided as condominiums and allow users and small businesses to own rather than rent their space.



Establish Land Use Regulations: Create appropriate policies and procedures for creating condominiums for non-residential buildings. Require a Special Use Permit in lieu of a CUP for creating condominiums for non-residential buildings that would focus on long-term maintenance of the condominium spaces. Status: A draft Ordinance is under review.

Conduct Joint Marketing Effort: Establish a joint marketing program with commercial brokerage community to market industrial and commercial buildings to appropriate tenants.



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October 27, 2005

Subcommittee Recommendations *Supplemental Information*

SUBCOMMITTEE #4: INSPECTION SERVICES

Core Members:

- Subcommittee Leads
 - o C2C member: Gerry DeYoung, Ruth and Going, Inc.
 - o City staff: Harry Freitas, PW Division Manager
- Subcommittee Facilitator: Eileen Goodwin
- Key staff
 - o Stephen Haase, PBCE Director
 - o Timm Borden, Deputy Director Public Works
 - o David Schoonover, Deputy Chief/Fire Marshall
 - o Ed Tolentino, Senior Engineer (Fire)
 - o Kathryn Sedwick, Plan Check Engineer (PBCE-Building)
 - o Bob Stevens, Supervising Bldg. Inspector (PBCE-Building)
 - o Dennis Richardson, Building Official (PBCE-Building)
 - o Joe Doody, Supervising Building Inspector (PBCE-Building)
 - o Bob Steele, Division Manager (PBCE-Building)
 - o Luis Dasilva, Senior Engineer (Fire)

A) Key Recommendation:

- Improve flow of information
- Timelines:
 - Develop flowcharts for small businesses: 12/05*
 - Develop flowchart for residential remodel: 12/05*
 - Develop checklists and guidelines for customers: Ongoing throughout 2006*
 - Integrate Planning, Building, Fire and Public Works websites: 04/06*



B) Key Recommendation:

- Improve individual care for certain project types
- Timelines:
 - Implement the Small Business Ambassador Program: 10/05*
 - Create a Homeowners Permit Assistance Program: 04/06*
 - Develop an Ambassador/Ombudsman/Homeowner Assistance Outreach and Marketing Program: 01/06*
 - Provide conflict resolution training for inspectors: Ongoing*
 - Create a development process triage system: 12/06*
 - Offer an inspector of record program for residential: 07/06*
 - Provide a guaranteed second opinion program: 04/06*

C) Key Recommendation:

- Business improvements
- Timelines:
 - Develop a staffing study for Planning, Building, Fire and Public Works: 04/06*
 - Develop a business plan for the Fire Prevention Bureau: 02/06*
 - Move inspectors to New City Hall: 01/06*



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Subcommittee Recommendations *Supplemental Information*

SUBCOMMITTEE #5: HISTORIC RESOURCES

Core Members:

- Subcommittee Leads
 - o C2C member: Stephen Polcyn, Reel Grobman & Associates/HLC
 - o C2C member: Jim Salata, Garden City Construction
 - o City staff: Joe Horwedel, PBCE Deputy Director
- Key staff
 - o Sally Zarnowitz, Planner II (PBCE-Planning)
 - o Jean Hamilton, Principal Planner (PBCE-Planning)
- Judi Henderson (Preservation Action Council)
- Franklin Maggi, Architectural Historian (Archives & Architecture, Inc.)

A) Key Recommendation:

- Review Criteria for Designating Landmarks
- Update historic report guidelines
- Establish role of consultant reports.

Review the criteria and administration of Designating Landmarks: The staff and the Historic Landmarks Commission should review the criteria used to determine landmarks status and adopt a preferred methodology for designation City Landmarks. Reconcile the historic designation process with CEQA statues on significant impacts to historic resources. Clarify the role of consultant reports vs. professional staff in determining significance. Consider different criteria and designation status of buildings vs. sites Update the Historic Report Guidelines to reflect any changes and provide better guidance to the public and consultants on the scope of the analysis.



B) Key Recommendation:

- Address staff resources
- Fill the position of the Historic Preservation Officer position

Reevaluate the Historic Preservation Officer position for the best level of staff to support the historic preservation program. Review the best means of attracting and retaining qualified professional historic staff in a Civil Service environment. Fill the position of the Historic Preservation Officer immediately. Consider adding junior staff to the permit center to support permit issuance on projects with historic issues.

C) Key Recommendation:

- Establish a Citywide survey work plan
- Create a Survey Coordinator
- Identify source of funds for survey work

Establish a survey work plan for the City to identify potential historic resources before development proposals are formulated. Create a Survey Coordinator to manage the citywide survey efforts, training neighborhoods, working with consultants, and designating appropriate historic resources. Identify source of funds for survey work.

D) Key Recommendation:

- Formally Adopt a Design Review Process:

Review the roles of the Historic Landmarks Commission, Design Review Committee and the professional staff to prevent overlapping areas of responsibility. Utilize the professional staff for more tasks. Identify projects to go to the Design Review Committee. Focus the review on the purpose of the Design Review Committee. Create a checklist for use by staff and the applicants on conformance with the Secretary of Interior Standards to assist with the review by the Historic landmarks Commission or the Design Review Committee of proposals. Establish criteria on the application of the Secretary of Interior Standards for historic landmarks vs. other historic structures (Structures of Merit).

E) Key Recommendation:

- Reaffirm Council Policies:

The current City Council Policy on Historic Preservation is dated and does not address the priority that should be given to protecting and reusing historic resources during the development review process. The lack of clarity make sit difficult for staff to advise applicant son how to proceed with their initial proposals, resulting in parallel processing of options, or undue confusion about the City's recommendation on a development project.