



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Planning Commission

SUBJECT: SEE BELOW

DATE: August 21, 2008

COUNCIL DISTRICT: 6

SNI AREA: None

SUBJECT: PDC07-009. PLANNED DEVELOPMENT REZONING FROM LI-LIGHT INDUSTRIAL ZONING DISTRICT TO A(PD) PLANNED DEVELOPMENT ZONING DISTRICT TO ALLOW 2,800 SQUARE FEET OF COMMERCIAL USES AND UP TO EIGHT RESIDENTIAL UNITS IN A MIXED-USE CONFIGURATION ON A 0.24 GROSS ACRE SITE.

RECOMMENDATION

The Planning Commission voted 7-0-0 to recommend that the City Council adopt an ordinance to approve the subject Planned Development Rezoning from LI-Light Industrial Zoning District to A(PD) Planned Development Zoning District to allow 2,800 square feet of commercial uses and up to eight residential units in a mixed-use configuration on a 0.24 gross acre site, located on the southeast corner of The Alameda and Bush Street (746 The Alameda).

OUTCOME

Should the City Council approve the Planned Development Rezoning, the subject 0.24 acre parcel would be developed as a mixed-use project, containing ground floor retail and eight residential units, consistent with the development standards for the subject rezoning. This future development would be subject to a Planned Development Permit.

BACKGROUND

On August 20, 2008, the Planning Commission held a public hearing to consider the proposed Planned Development Rezoning. Staff gave a brief report describing the project. The applicant's representative, Randol Mackley of Retail Real Estate Group, gave a brief presentation describing the extensive public outreach and cooperation with community members and City staff in shaping the project.

The first member of the public to speak on the project was Helen Chapman, Vice President of Shasta/Hanchett Park Neighborhood Association (SHPNA), who emphasized her support for the project and gratitude for the extensive public outreach conducted for this project. Another member of SHPNA, Deborah Arant, also spoke in favor of the project and the public outreach. The third and final member of the public to speak was Greg Galasso, a resident at 1511 Rosecrest Terrace. Mr.

Galasso spoke in support of the rezoning, in that it will allow a mixed-use commercial/residential project that will be compatible with the surrounding area.

Planning Commission then closed the public hearing. Commissioners Kalra, Jensen, Do, Campos, and Kamkar all spoke in favor of the project. Commissioner Do recommended that the first floor façade on Bush Street be better articulated the subsequent PD Planned Development Permit stage.

Commissioner Kalra made the motion to recommend approval per staff's recommendation and recognize the applicant's and staff's work on the public outreach for this project. Commissioner Jensen seconded the motion.

The Commission voted 7-0-0 to recommend approval of the Planned Development Zoning as recommended by staff.

ANALYSIS

The proposed project, a mixed use development with ground floor retail and residences above, conforms to the San José 2020 General Plan Land Use/Transportation designation of Residential Support for the Core (25+ DU/AC) and the policies of the Midtown Specific Plan, within which area the project site is located. The proposed project will strengthen the existing neighborhood business district. The rezoning is not subject to the City's Framework for the Preservation of Employment Lands because it is consistent with the identified General Plan and Specific Plan designations for the site.

This project has gone through extensive neighborhood outreach. The project uses a creative solution to provide adequate parking that conforms to the City's design requirements. Staff recommends approval of the project.

For further analysis please see the attached Staff Report.

EVALUATION AND FOLLOW-UP

The applicant will be required to secure a Planned Development Permit from the Planning Director in order to implement the subject rezoning.

POLICY ALTERNATIVES

Not Applicable

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)**

There has been strong community interest and involvement in this project. To better facilitate that involvement, the public outreach for this project has exceeded the standards outlined in the Public Outreach Policy. Two neighborhood-wide meetings were held, between which the applicant revised the project to address community concerns. Staff organized two workshop meetings to discuss architecture and building massing with key leaders of SHPNA and The Alameda Business District. The developer also organized a tour and provided transportation for participants to visit a completed housing development in the Berkeley area that utilizes mechanical parking lifts. Following the community meetings, the developer prepared a written list of all of the comments raised and responses prepared by the developer and Planning Staff and sent that to SHPNA leaders and other individuals that provided contact information.

COORDINATION

This project was coordinated with the Department of Public Works, Building Department, Environmental Services Department, Fire Department, Department of Transportation, San Jose Police Department, Union Pacific Railroad, and San Jose Water Company.

FISCAL/POLICY ALIGNMENT

This project is consistent with applicable General Plan policies and the Zoning Ordinance as further discussed in attached staff report.

COST SUMMARY/IMPLICATIONS

Not applicable.

BUDGET REFERENCE

Not applicable.

CEQA

CEQA: Mitigated Negative Declaration


JOSEPH HORWEDEL, SECRETARY
Planning Commission

For questions please contact Susan Walton at 408-535-7800.-