



# Memorandum

**TO: HONORABLE MAYOR AND  
CITY COUNCIL**

**FROM:** Laurel Prevetti

**SUBJECT: WINCHESTER BOULEVARD  
TARGETED BUSINESS AREA**

**DATE:** December 3, 2009

Approved

Date

12/4/09

**COUNCIL DISTRICTS:** 1 and 6

**SNI AREA:** Winchester

## **RECOMMENDATION**

Adopt a resolution designating a portion of Winchester Boulevard within the corporate boundaries of San Jose, generally from Forest to Hamilton Avenues, as a Targeted Business Area.

## **OUTCOME**

Approval of the resolution would establish Winchester Boulevard as a Targeted Business Area, supporting new and existing businesses within the Area (see Exhibit A). As Municipal Code changes move forward to allow for more flexible development standards for these Areas, businesses within the Winchester Boulevard Targeted Business Area would be able to utilize those modified signage and development standards (e.g., parking).

## **BACKGROUND**

On December 1, 2009, the City Council adopted a text amendment to the San Jose 2020 General Plan to facilitate economic development on the City's major commercial streets, including but not limited to Transit-Oriented Development Corridors, Arterials, and Major Collectors (GP09-T-03).

The text amendment enabled an overall process for identifying Targeted Business Areas in San Jose without requiring a General Plan Land Use/Transportation Diagram amendment to designate each area as a Neighborhood Business District (NBD). The Text amendment was the first step to enable future Targeted Business Area identifications by

Council resolution rather than the limited, twice yearly General Plan hearings. This approach was consistent with the City's economic development strategy to facilitate new businesses to locate and expand in San Jose.

In the motion to adopt the Text amendment, the City Council directed that the Administration return with a resolution to designate Winchester Boulevard as a Targeted Business Area for consideration by the City Council on December 15, 2009.

### **ANALYSIS**

If the City Council adopts the proposed resolution, Winchester Boulevard would become the first Targeted Business Area. The boundary of the Area includes all parcels fronting on a portion of Winchester within the City of San Jose, generally from Forest to Hamilton Avenues (see Exhibit A). Winchester Boulevard is characterized by a variety of commercial businesses and is planned for commercial uses on the San Jose 2020 General Plan. The proposed designation reinforces the economic development importance of this key corridor in San Jose.

The adopted General Plan Text amendment (GP09-T-03) enabled the proposed designation. This Text amendment becomes effective 30 days from its adoption date of December 1, 2009. For this reason, if the Council adopts the resolution designated Winchester Boulevard, the Targeted Business Area designation is effective December 31, 2009.

### **NEXT STEPS**

On December 1, 2009, the Council also directed the Administration to complete its processing of a pending General Plan amendment to designate Winchester Boulevard as a Neighborhood Business District. This effort is underway and is expected to be considered by the Council in Spring 2010.

In addition, the Administration is pursuing Municipal Code changes to create additional regulatory flexibility for Targeted Business Areas. These modifications would be considered by the Council in Spring 2010.

### **ALTERNATIVES**

Not applicable given Council direction on December 1, 2009.

**FISCAL/POLICY ALIGNMENT**

The proposed designation is consistent with the goals and policies of the San Jose 2020 General Plan in terms of fostering economic development within commercial corridors, such as Winchester Boulevard.

**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)**

The Redevelopment Agency has been working with the businesses and property owners along Winchester Boulevard in the preparation of a Winchester Neighborhood Enhancement Strategy. Through this process, the participants have expressed an interest in a Neighborhood Business District designation, recognizing the modified development and signage standards that are now enjoyed by other NBDs in San Jose. Notice of the proposed Targeted Business Area designation is being provided to the participants of that process. In addition, this report and the draft resolution are posted on the City's website, and staff are available to take comments from the public.

**COST SUMMARY/IMPLICATIONS**

Not applicable.

**COORDINATION**

The preparation of the draft resolution was coordinated with the City Attorney's Office.

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**CEQA**

Exempt.

  
LAUREL PREVETTI, ASSISTANT DIRECTOR  
Planning, Building and Code Enforcement

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

Attachment:  
Exhibit A

# Winchester Boulevard Targeted Business Area

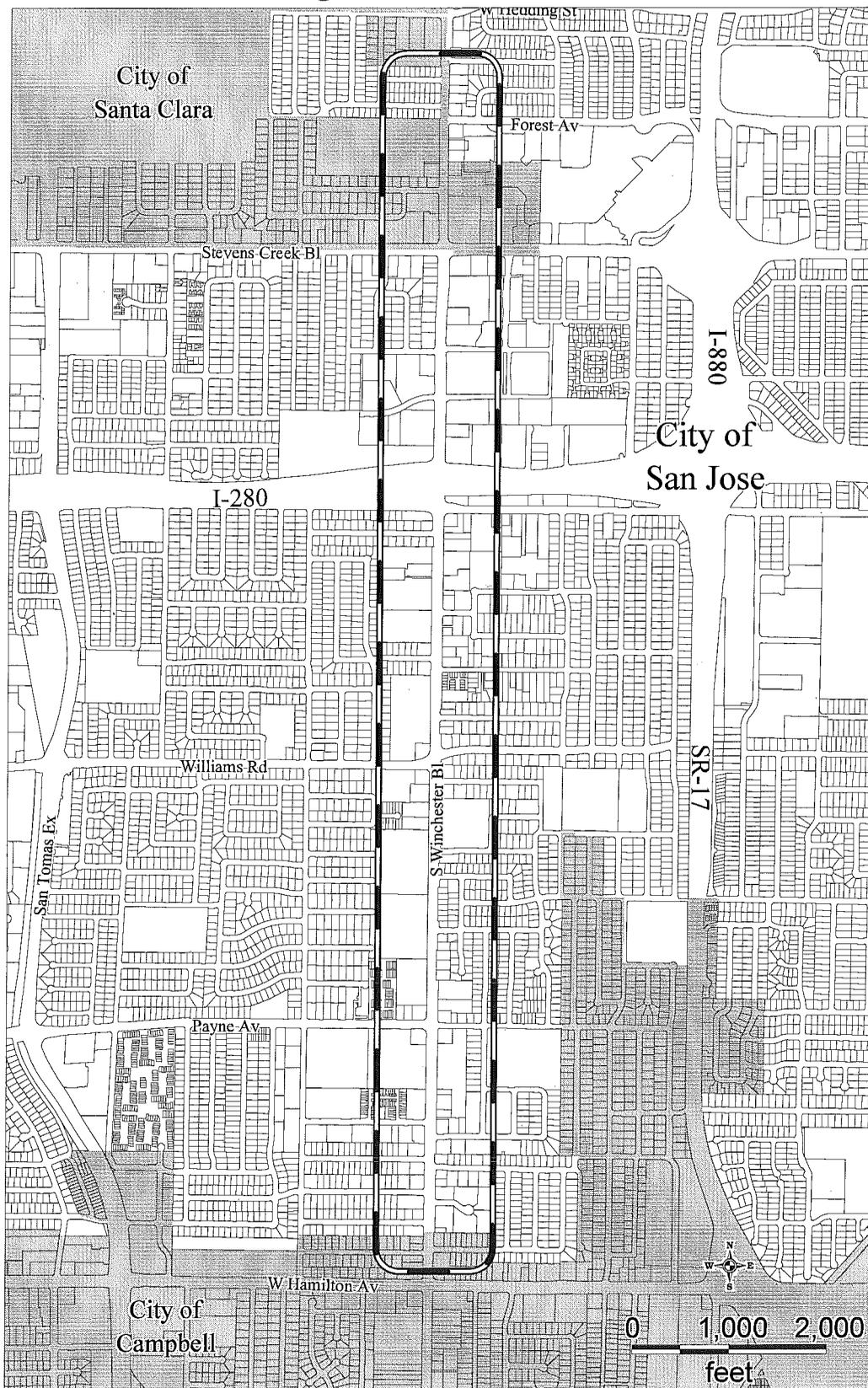


Exhibit A

