

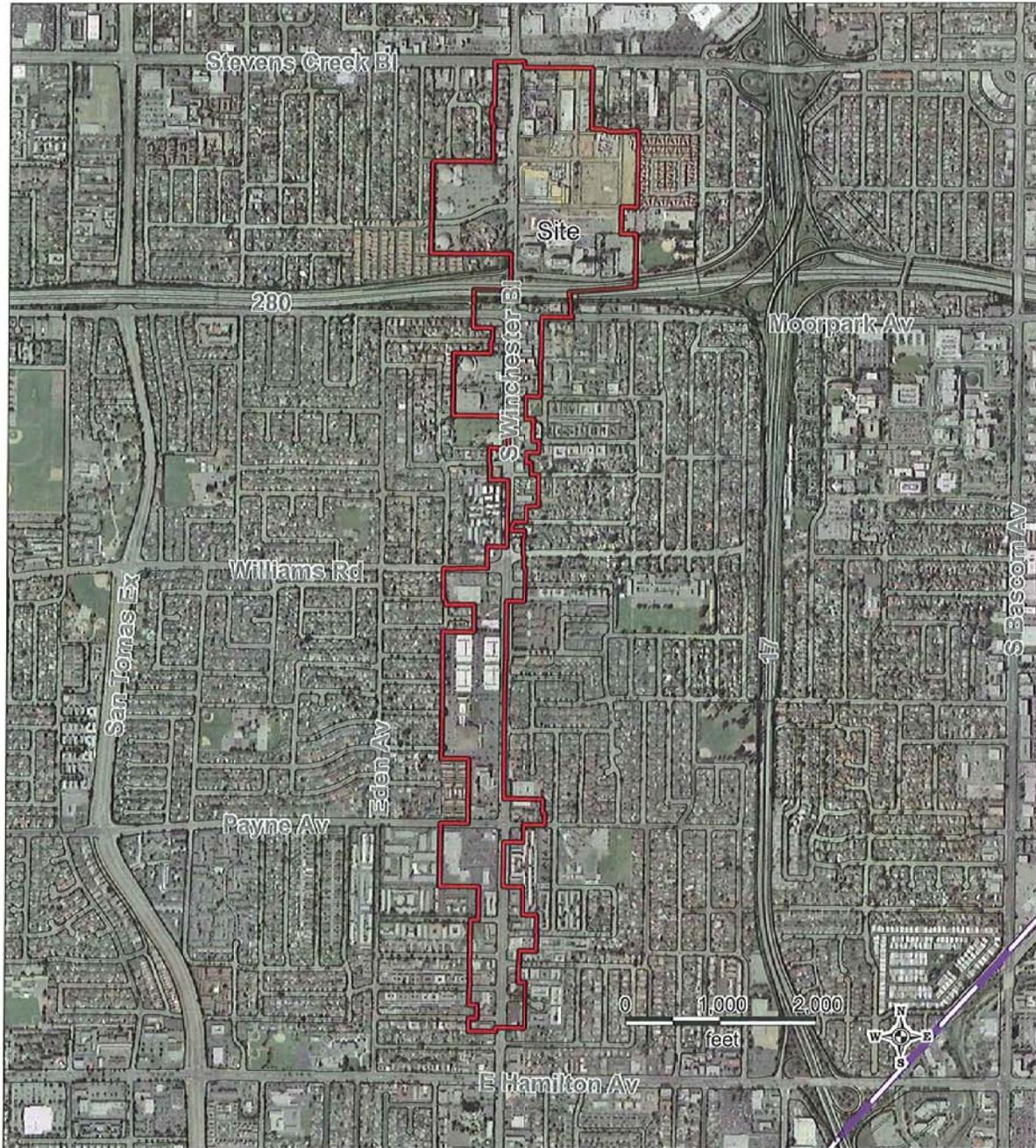
STAFF REPORT
PLANNING COMMISSION

File No.: GP10-01-01

Submitted: January 29, 2010

PROJECT DESCRIPTION: General Plan Amendment request to add a Neighborhood Business District Overlay to Winchester Boulevard, generally from Stevens Creek Boulevard to Impala Drive.

Existing Zoning	Various Districts (see map on page 4)
General Plan	Various Designations (see map on page 3)
Proposed General Plan	Add Neighborhood Business District Overlay
Council District	1 and 6
Annexation Dates	Various, including Winchester #25 (3-19-74)
SNI	Winchester, generally from Highway 280 to Impala Drive
Redevelopment Area	Strong Neighborhoods Initiative Redevelopment Project Area from generally from Highway 280 to Impala Drive

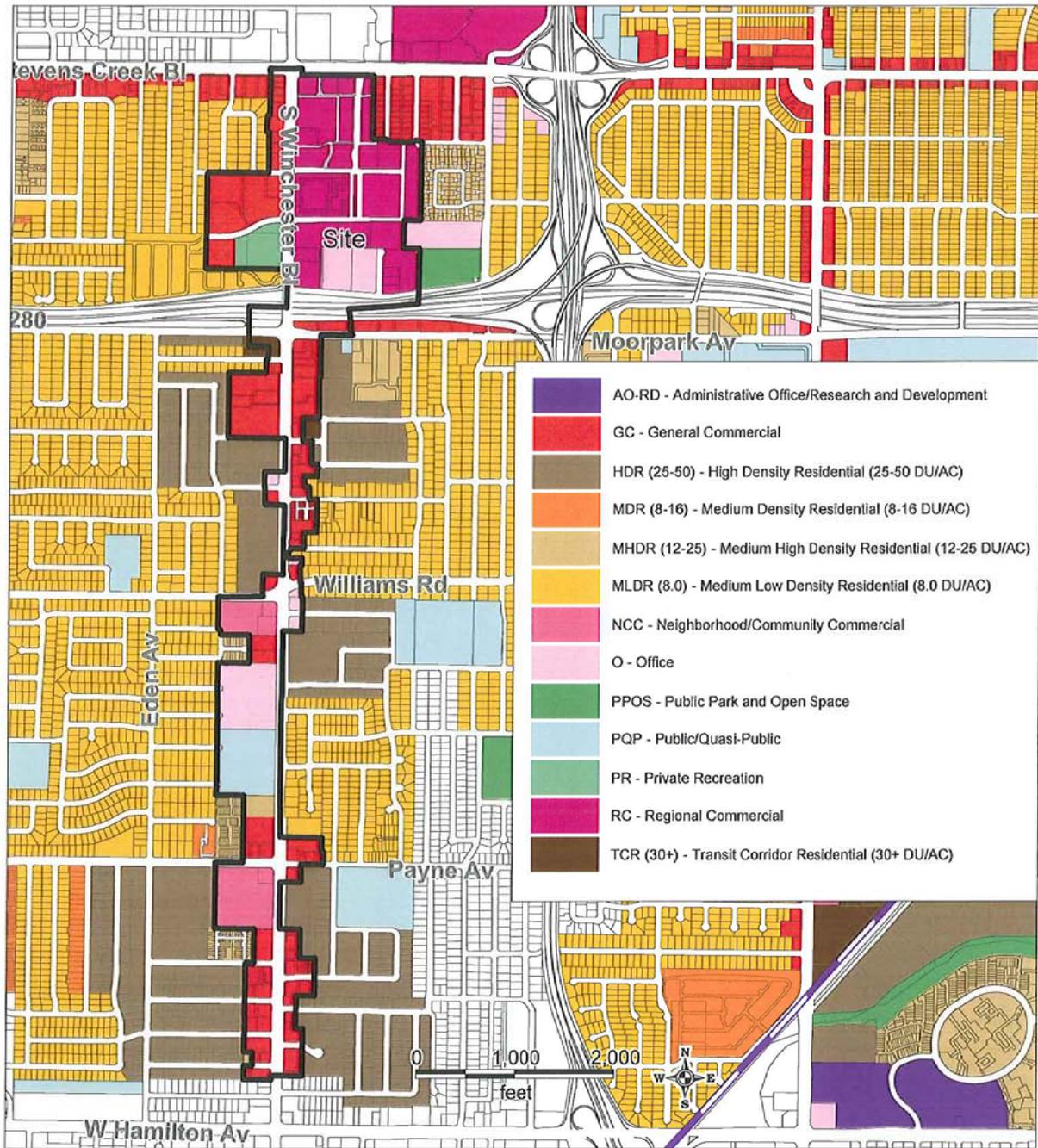


File No: GP10-01-01
District: 1

Aerial



Prepared by the Department of Planning,
Building, and Code Enforcement
3/25/2010



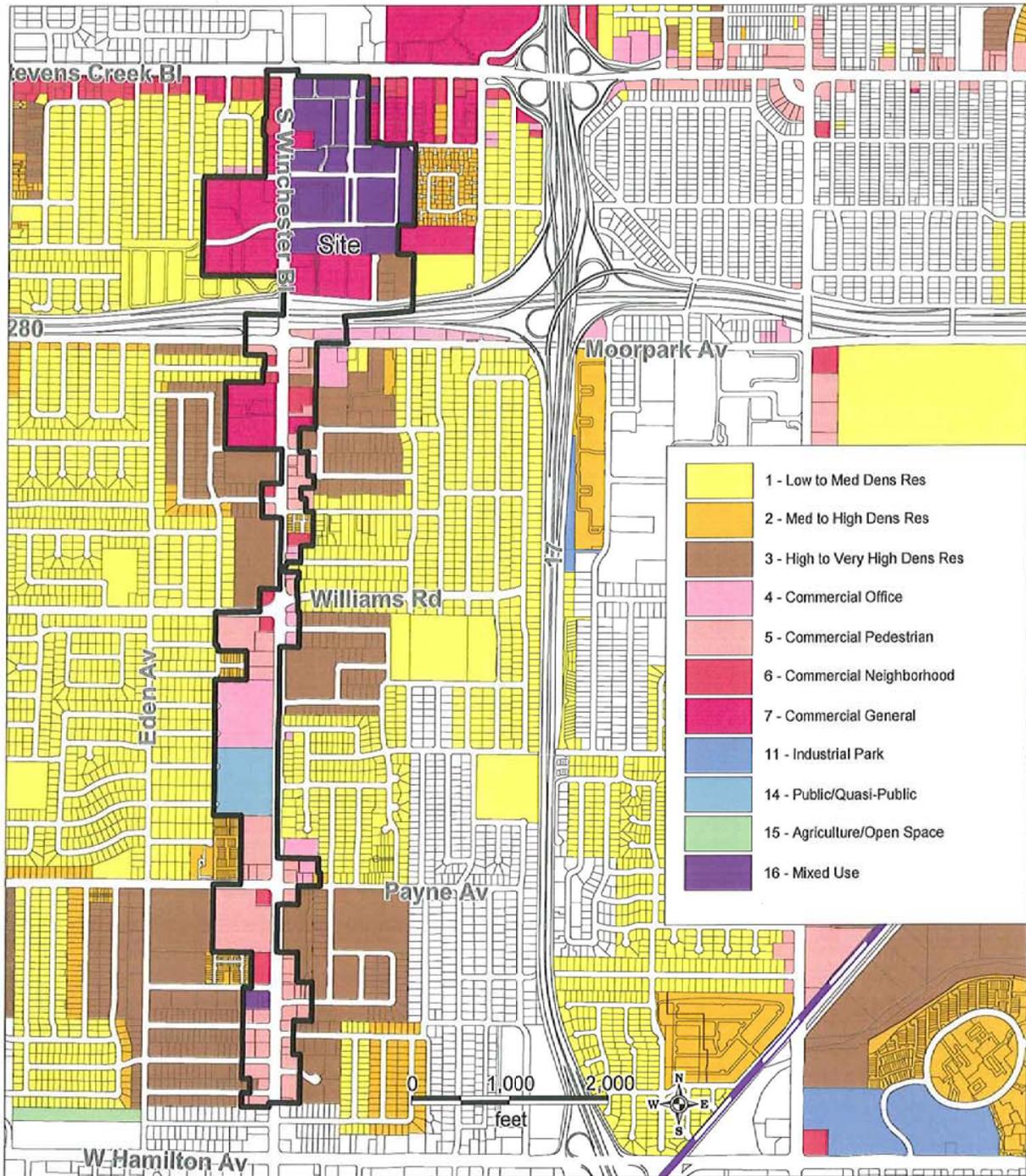
File No: GP10-01-01
District: 1

General Plan



Prepared by the Department of Planning,
Building, and Code Enforcement
3/25/2010

— Proposed NBD Overlay



File No: GP10-01-01
District: 1

Zoning



Prepared by the Department of Planning,
Building, and Code Enforcement
3/25/2010

RECOMMENDATION

Planning staff recommends that the Planning Commission recommend to the City Council the approval of the proposed amendment to the General Plan Land Use/Transportation Diagram because the addition of the Neighborhood Business District Overlay would support and facilitate economic development along Winchester Boulevard.

BACKGROUND

On December 1, 2009, the San José City Council adopted a Text Amendment to the *2020 San José General Plan* (GP09-T-03) to facilitate economic development on the City's major commercial streets, including, but not limited to: Transit-Oriented Development Corridors, Arterials, and Major Collectors. As part of this approval, Council directed City staff to return with a resolution designating Winchester Boulevard a Targeted Business Area (TBA), and to process a General Plan amendment (GP10-01-01) to add the Neighborhood Business District (NBD) overlay to Winchester Boulevard for future Council consideration.

On December 15, 2009, the San José City Council adopted Resolution No. 75235 designating Winchester Boulevard as the first Targeted Business Area in the City, pursuant to the provisions of General Plan text amendment GP09-T-03. Subsequent to GP09-T-03, the name of the identified commercial areas is being changed from Targeted Business Areas (TBAs) to Business Destination Areas (BDAs) to better reflect the goals for these areas.

The approved text amendment (GP09-T-03) enables a process through which the City Council, by resolution, may identify Business Destination Areas without requiring a General Plan Land Use/Transportation Diagram amendment to designate each area a Neighborhood Business District. Municipal Code changes are proposed to allow new and existing businesses within a Business Destination Area to utilize more flexible development standards, particularly related to parking (this item is expected to be heard by the Planning Commission at their April 21, 2010 meeting). Together, these efforts are intended to facilitate economic development and vibrant business activity within key commercial areas in San José. If the proposed Winchester Boulevard NBD overlay is approved, the Council is expected to rescind the BDA designation for the area so there is clarity about which development and parking standards apply.

ANALYSIS

The project proposes an amendment to the City's General Plan Land Use/Transportation Diagram to add a Neighborhood Business District (NBD) overlay to properties along Winchester Boulevard, generally from Stevens Creek Boulevard to Hamilton Avenue (as shown on page 3). The properties within this area are primarily commercial, and the NBD overlay would allow an intensification of commercial uses by allowing more flexible development standards (primarily reduced parking and increased signage). Within NBDs, the City of San José has relaxed its parking standards for certain ground floor uses so that most types of commercial development, including retail and restaurants, have a standard parking ratio of one space per 400 square feet. Similar to other NBD overlays within San José, the underlying General Plan designation and zoning for the parcels within the overlay area would remain unchanged.

There are two types of commercial areas to which the NBD overlay designation is applied, the Winchester Boulevard area is of the type described as "commercial areas characterized by neighborhood serving strip development." In areas designated with the Neighborhood Business District overlay, any new development or reuse must conform to the property's underlying land use General Plan designation, the

NBD overlay designation, and zoning district. As with other development, other City policies and guidelines would also need to be followed.

The proposed Neighborhood Business District overlay is consistent with the San Jose 2020 General Plan, its Economic Development Strategy, and Economic Development Goals and Policies because the proposal reinforces and strengthens the commercial business character of Winchester Boulevard. In addition, the overlay may create incentives for new businesses to locate in this corridor due to the reduced parking requirements for some ground floor uses (e.g., retail and restaurants). Attracting and retaining economic activity enhances San Jose's municipal tax base.

The NBD would recognize the commercial and non-commercial uses which contribute to neighborhood identity by serving as a focus for neighborhood activity. As the majority of the subject area is within a Redevelopment Area, it would also be eligible for the Redevelopment Agency's NBD program which seeks to coordinate public and private improvements, business development, and other activities.

ENVIRONMENTAL REVIEW

An Initial Study (http://www.sanjoseca.gov/planning/eir/Nd2/2010/GP10-01-01/IS_WinchesterNBD.pdf) and Negative Declaration (http://www.sanjoseca.gov/planning/eir/Nd2/2010/GP10-01-01/NOI_MND.pdf) were prepared for the proposed General Plan amendment. The analysis found no significant impacts.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 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)**
- Criterion 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)**

Public outreach was conducted consistent with Council Policy 6-30. Notice of the Spring 2010 hearing on the General Plan was published in the San José Mercury News on Sunday, March 28, 2010. A notice of the public hearing was distributed to the owners and tenants of all properties located within 500 feet of the project site and posted on the City website.

A community meeting was held on March 25, 2010. Over thirty members from public attended and discussed the specific parking reductions associated with the NBD overlay, options for future residential permit parking, and other efforts to improve the Winchester area. Overall, those in attendance were supportive of the proposal. One property owner expressed concern that in the future neighboring restaurant may have "inadequate" parking, resulting in patrons parking on the property of other businesses. Many were looking forward to new business occupying existing vacant storefronts.

In addition, staff has responded to several telephone inquiries from property owners regarding the proposed NBD overlay. The majority of the property owners who have called expressed support. A couple of owners have expressed concern because of existing parking shortfalls at older apartment complexes that were built with only one parking space per unit. No correspondence from the general public has been received on this proposed General Plan amendment.

Project Manager: Laurel Prevetti **Approved by:** Laurel Prevetti **Date:** 03-30-10

Applicant: City of San Jose Redevelopment Agency	Attachments: None
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