



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

**SUBJECT: DRAFT ENVISION SAN JOSÉ 2040
GENERAL PLAN AND PENDING
AMENDMENT PROPOSALS**

DATE: October 7, 2010

Approved

Date

10/7/10

COUNCIL DISTRICT: Citywide
SNI AREA: All

RECOMMENDATION

1. Accept the work of the Envision Task Force, the community and other stakeholders to date in the development of the Draft Envision San José 2040 General Plan (Draft Plan) document and Land Use/Transportation Diagram.
2. Accept the process for the review and consideration of:
 - a. Pending General Plan amendments that would become part of the Envision Preferred Scenario;
 - b. Pending General Plan amendments that would be considered by Council either in December 2010 or June 2011; and
 - c. Additional General Plan Amendment applications filed by November 15, 2010 to be considered by the Council in June 2011.

OUTCOME

Working together over the past three years, the City Council, Envision Task Force, community members and staff have developed a Draft Envision San Jose 2040 General Plan document and Draft Land Use / Transportation Diagram that embody the City's goals and objectives for its future. The City Council has provided specific direction at key milestones in the Envision process to define the parameters with which the Draft Plan is consistent. By approving staff's recommendation to consider all pending General Plan Amendment requests during the Fall 2010 General Plan hearing, the Council will define the scope of Policy Alternatives which will need to be considered as part of the General Plan Update process, avoid further debate over options which have already been identified as counter to the City's goals, and enable successful completion of the General Plan Update on schedule for Council consideration in June 2011.

With Council acceptance of the status report, the Council is acknowledging that the Draft Envision San Jose 2040 General Plan and Land Use/Transportation are now available for public review and comment. At Task Force meetings and various community forums, discussions are continuing about the Draft document with ideas and comments that could be incorporated in future drafts of the Plan and Diagram.

If Council accepts the General Plan Amendment process, property owners, the real estate development industry, and other interested parties will have clarity with respect to the timing of Council's consideration of pending General Plan Amendment applications and new Amendment applications that may be filed this fall. This clarity allows staff and the environmental consultant team to remain on schedule with the completion of the General Plan Update EIR in spring 2011 and City Council consideration of the Envision San Jose 2040 General Plan in June 2011.

EXECUTIVE SUMMARY

1. Draft Envision San Jose 2040 General Plan

On September 20, 2010, a major milestone in the Envision San Jose 2040 General Plan Update process was achieved on schedule with the release of the first complete Draft of the Envision San José 2040 General Plan (Draft Plan) document. The Draft Plan has been posted for public review and comment on the Envision website: http://www.sanjoseca.gov/planning/gp_update/draftplan.asp. The accompanying Draft Envision General Plan Land Use/Transportation Diagram illustrating General Plan land use designations for all properties is also available for review and comment at: http://www.sanjoseca.gov/planning/gp_update/LandUse_Diagram.asp. Together these documents build upon the Preferred Land Use Scenario selected by the City Council in April of this year, the work of the Envision Task Force, and the participation of approximately 4,500 community members during 43 Task Force meetings, 7 workshops and several extensive online community engagement activities. This fall, the Task Force and community members will continue to refine the Draft Plan prior to Council consideration of the Envision San Jose 2040 General Plan in June 2011.

2a. and 2b. Pending General Plan Amendment Applications

The City currently has 19 pending General Plan Amendments requests for land use designation changes, filed between 2003 and 2010. Close coordination of pending Amendment requests with the General Plan Update is necessary to ensure successful completion of the Environmental Impact Report process for the Update by June 2011. Staff proposes to address pending Amendment requests as follows:

- Seven pending Amendment applications are consistent with the Envision 2040 Plan; however, they do not have complete environmental clearance [e.g., Cal Water (GP08-03-01) and McKee/White (GP06-05-01)]. For this reason, staff is recommending that the proposals be incorporated into the Draft Envision Plan and that the Envision Environmental Impact Report would provide the necessary environmental analysis. The Council would consider the Draft Envision Plan in June 2011.

- Four of them are expected to be considered by the Council at the December 2010 General Plan Amendment hearing as is typical for applications that have environmental clearance and other complete materials [(i.e., Mirassou Winery (GP09-08-05), Brokaw Road (GP10-04-01), Monroe/Tisch (GP10-06-01), and Lester (GP10-10-01)]. If an Amendment is incomplete, then it will be heard in June 2011. Amendments that are approved in December would become part of the current San Jose 2020 General Plan and also become part of the proposed Envision Plan.
- Five of the pending applications are inconsistent with the current San Jose 2020 General Plan and the direction provided to date by the Council [(Campbell Avenue (GP05-06-03), King/Las Plumas (GP05-03-07), Evergreen*East Hills (GP05-08-01A-E), Grimley Lane (GP07-10-02), and South 10th (GP09-07-02)]. These five are proposed to be considered by the Council also in December 2010 so that their disposition will be known in relation to the Envision 2040 Plan, which will be considered for adoption by the Council in June 2011.
- Three Amendment applications are proposed for “continued processing” and would come forward as independent pending Amendments with their own environmental clearance at the same hearing as the Envision General Plan Update in June 2011. These applications are Cottle/I-Star (GP07-02-01), Rancho del Pueblo (GP10-05-01), and Bailey (GP04-10-01).

2c. New General Plan Amendment Applications

Additionally, during the past several months, some property owners, public agencies, and members of the development community have expressed interest in potentially proposing modifications to the Draft Envision Land Use/Transportation Diagram as developed through the Envision process by the Task Force and community. As part of the Envision General Plan Update, staff proposes to provide an opportunity for privately-initiated requests for modifications to the Draft Envision Land Use/Transportation Diagram, and to establish **November 15, 2010** as the deadline for such requests submitted for consideration at the June 2011 hearing of the Envision 2040 Plan and pending Amendments. This would allow time for independent environmental clearance prior to June 2011 if the proposal generates potential impacts beyond the analysis that is underway for the Envision 2040 Environmental Impact Report.

BACKGROUND

Since the initiation of Envision San José 2040 effort in June of 2007, there have been 43 Task Force meetings, 7 community workshops, and 2 online survey opportunities. In addition to the 35-member Council appointed Task Force and staff from all City departments, over 4,000 community members have contributed to the Envision General Plan Update initiative. All Task Force meeting agendas, Task Force and community meeting materials, presentations, workshop summaries, technical reports, online survey data, and other information are available for review in the Background Information on the Envision San José 2040 web page located at www.sanjoseca.gov/planning/gp_update/background.asp.

Major milestones of the Envision San José 2040 process thus far include:

Launch of Envision San José 2040 General Plan Update (September 11, 2007): Council approved Guiding Principles for the General Plan Update and initiated the Envision Task Force process. The Guiding Principles reinforce longstanding City General Plan major strategies of economic development, growth management, housing, and other topics.

Completion of Envision Phase I (April 21, 2009 and June 16, 2009): Council reviewed and accepted the key products of Envision Phase I, including the draft Envision San José 2040 Vision (Draft Vision), draft Land Use/Transportation Scenario Guidelines (Guidelines), development of a Planned and Identified Growth Areas map, and selection of potential job and housing growth amounts and locations for five Land Use Study Scenarios. In particular:

- **Vision and Guidelines:** The community-based vision for San Jose promotes a vibrant City that is thriving economically, achieving fiscal health, and sustaining its environment by focusing new jobs and housing near existing and planned transit facilities and other infrastructure. “Planning for people and not just cars” became a key feature of the Guidelines for the Envision Plan. In addition to the Task Force and community workshop participants, nearly 1,000 community members participated in an online community engagement survey expressing interest in these themes for San Jose:
http://www.sanjoseca.gov/planning/gp_update/documents/SurveySummaryResponse-3-29-10_000.pdf.
- **Growth Areas Map:** Based on Task Force and community input, the Council directed that no growth should be considered in the Mid-Coyote or South Almaden Valley Urban Reserves as part of Envision General Plan and that the Evergreen Campus Industrial properties be preserved as industrial lands (pending General Plan Amendments GP05-08-01C, GP05-08-01D and GP05-08-01E).

Completion of Envision Phase II (April 20, 2010): Council selected the Preferred Land Use Scenario recommended by the Task Force as the foundation for the Envision General Plan text and Land Use/Transportation Diagram. The Scenario is based on the Task Force and community’s draft Vision and Guidelines, mentioned above. The Draft Plan aligns with this scenario and supports the development of up to 470,000 new jobs and up to 120,000 new housing units, with the goal of achieving a Jobs-to-Employed Resident ratio (J/ER) of 1.3 by 2040. San Jose currently has a 0.8 Jobs-to-Employed Resident ratio. Key features of the Preferred Land Use Scenario include:

- Identifying “villages” to support the invigoration of suburban locations to vibrant, walkable, bicycle-friendly, mixed-use areas at strategic locations throughout the City.
- Placing substantial job and housing growth capacity at transit locations in the Downtown, existing light rail stations, future bus rapid transit stations, and at the future Berryessa and Alum Rock BART stations.

- Locating significant job growth capacity at existing employment lands (i.e., North San José, Edenvale, North Coyote Valley), and in proximity to the Milpitas BART station and Cropley Light Rail Station.
- Protecting existing neighborhoods.
- Maintaining near term residential capacity for up to 85,000 dwelling units in the first phase of the Envision Plan with additional housing capacity up to 120,000 units by 2040.

Phase II also included the Task Force review of Goals, Policies and Implementation Actions for all of the topic areas in the General Plan, including monitoring of the Plan's implementation progress.

Draft Envision San José 2040 General Plan (September 20, 2010): Complete first draft of the Envision San José 2040 General Plan and accompanying Land Use/Transportation Diagram distributed to the Envision Task Force and made available for public review. To facilitate public comment, the Plan has been posted on the Envision website in an editable PDF format: http://www.sanjoseca.gov/planning/gp_update/draftplan.asp. The Draft Land Use/Transportation Diagram is also posted at: http://www.sanjoseca.gov/planning/gp_update/LandUse_Diagram.asp.

ANALYSIS

The Envision General Plan Update is now in Phase III, which includes the completion of the Draft Envision San José 2040 General Plan document and Land Use/Transportation Diagram, public review and certification of the program Environmental Impact Report (EIR), and the next phase of community outreach and engagement. This community engagement intends to continue the momentum of public interest generated in the Update to date as the Plan moves toward adoption and implementation. Another key element of the community outreach process is to engage individual property owners who either already have a pending General Plan Amendment request on file, or who would like to propose a modification to the Draft Envision General Plan Land Use/Transportation Diagram developed by staff and the Task Force.

This Analysis section first provides an overview of significant aspects of the newly-released Draft Envision San Jose 2040 General Plan in order to introduce the document to the City Council and the greater public. This discussion highlights the ways that San Jose's community values and input from Task Force members and other stakeholder groups have provided the framework for the Draft Plan. Secondly, this section discusses the suggested process for review of pending or new privately-initiated General Plan Amendment requests concurrent with the General Plan Update process.

1. The Draft Envision San Jose 2040 General Plan

The first Draft Envision San Jose 2040 General Plan and accompanying Land Use/Transportation Diagram were released for public review and comment on September 20, 2010. While over the past 18 months Task Force and community members have had the opportunity to review the majority of

the Draft Plan contents through separate discussions of each topic area, this is the first time the Draft Plan is presented as a complete document.

Structure of the Draft Plan: The Draft Envision San José 2040 General Plan organizes the Goals, Policies and Actions reviewed by the Task Force into seven chapters to address policy areas that will guide the City's future growth:

- **Envision San José 2040** – Presents background information, the Plan Vision, and City Design Concepts. These City Concepts and related ideas are described later in this memorandum. The Draft Plan identifies three characteristics that define the unique qualities of San José: “Capital of the Silicon Valley,” “Living amidst Abundant Natural Resources,” and “Home to a Diverse and Thriving Community.”
- **Thriving Community** – Sets forth goals and policies for topics that have an impact upon the City as a whole, shaping its image and role in the region. Topics addressed in this section include economic development, arts and culture, community engagement and fiscal sustainability.
- **Environmental Leadership** – Outlines goals and policies related to the City's continuing commitment to Environmental Leadership, organized into four categories. *Measurable Sustainability* includes policies that fulfill the City's Green Vision goal for the incorporation of specific measurable standards in the General Plan related to green building, recycling, air quality, energy, water resources and the community forest. *Environmental Resources* includes policies intended to protect the high-quality ecologies and other environmental resources that can be found within the City. *Environmental Considerations/Hazards* includes policies to reduce the potential land use risks related to various environmental hazards. *Infrastructure* includes policies for provision and management of the City's infrastructure systems.
- **Quality of Life** – Sets forth goals and policies that directly affect the quality of life for City residents, including the look and feel of San José's neighborhoods and the community services provided by the City and other agencies. Specific topics in this section include urban design guidelines, municipal services such as police, fire and libraries, educational facilities, health care and parks, trails, open space and recreation.
- **Land Use and Transportation** – Contains the Land Use/Transportation Diagram and establishes land use and transportation policies to implement the Diagram, including definitions for the Diagram's land use designations, transportation levels of service, policies to address specific land use types, and the City's trail network.
- **Implementation** – Includes policies to guide use of the General Plan for the ongoing land use decision-making process and development of related City policies, with further explanation of the Annual and Major General Plan review process, use of Planning Horizons, and the Village Planning process.

- **Appendices** –Includes supplemental information to make the General Plan document more accessible and user-friendly, including a glossary of terms, a record of General Plan amendments, and a reference guide to indicate how the General Plan fulfills specific State and legal requirements.

Key City Concepts: The Draft Plan reinforces ten key concepts that emerged through the Task Force and community planning process. These concepts are highlighted in the first chapter, “Envision San José 2040” and incorporated throughout the Draft Plan. Since the release of the Draft Plan, staff has refined the ideas contained in the Concepts as follows:

- 1) Community Based Planning – Embodiment of the community values and goals articulated through community workshops, Task Force meetings, and on-line initiatives, which have enabled the participation of over 4,500 community members.
- 2) Regional Employment Center – Shift the City’s focus toward establishing San José as a regional employment center, planning capacity for 470,000 new jobs and a ratio of jobs to employed residents of 1.3 Jobs/ER. Growing San José’s role as an employment center will enhance the City’s leadership role in North America, increase utilization of the regional transit systems (e.g., BART, Caltrain and High Speed Rail), and support the City’s fiscal health. The Draft Plan’s Land Use/Transportation Diagram supports employment growth in the Downtown, in proximity to transit facilities and on existing employment lands throughout the City. All existing employment lands are maintained and additional new employment lands have been identified in order to support this ambitious amount of job growth.
- 3) Fiscal Strong City – Incorporate policies from the Employment Lands Preservation Framework and several critical implementation policies to address the fiscal impacts of future land use decisions.
- 4) Focused Growth – Focus new housing growth (Plan capacity for 120,000 new Dwelling Units) into the Downtown, North San José, Specific Plan areas, Transit Corridors & Villages, Commercial Centers and Neighborhood Villages. The Draft Plan policies strictly limit new residential development through neighborhood infill outside of these Growth Areas to preserve and enhance the quality of established neighborhoods, to reduce environmental and fiscal impacts, and to strengthen the City’s Urban Growth Boundary. No growth is planned in the Mid-Coyote Valley or South Almaden Valley (Urban Reserves) for the Plan timeframe.
- 5) Urban Villages, Corridors and Regional Transit Hubs – Promote the development of Urban Villages, Corridors and Regional Transit Hubs to provide active, walkable, bicycle-friendly, transit-oriented, mixed-use, urban settings for new housing and job growth attractive to an innovative workforce and consistent with the Plan’s environmental goals. The Draft Plan focuses significant growth, particularly to increase employment capacity, in areas surrounding the City’s regional transit hubs in order to support the City’s continuing emergence as a Regional Employment Center and to maximize the use of these transit systems within the region.

- 6) Complete Streets, Grand Boulevards and Main Streets - Establish that streets will be designed for people, not just cars, supporting a diverse range of urban activities and functions. While all of the City's streets should be developed as Complete Streets, five roadways have been identified as Grand Boulevards which have the unique potential to connect multiple neighborhoods and act as urban design elements at a citywide scale. The Draft Plan also promotes the ongoing development of Main Streets to foster community identity and walkability, and recognizes that they serve as important destinations for retail and other activities within neighborhood areas. In many cases, neighborhood residents identify themselves according to their neighborhood's Main Street.
- 7) Destination Downtown –Support continued growth in the Downtown as the City's cultural center and as a unique and important employment and residential neighborhood. Focusing growth within the Downtown will support the Plan's economic, fiscal, environmental and urban design/placemaking goals.
- 8) Greenline/Urban Growth Boundary – Reinforce the Greenline and Urban Growth Boundary that define the limit of the City's urbanized area and preserve the surrounding hillsides largely as open space. Limiting the City's outward expansion is a basic requirement for advancing the Draft Plan's environmental and fiscal goals.
- 9) Environmental Stewardship – Advance the Green Vision through 2040 and establish Measurable Sustainability indicators consistent with Green Vision Goal #7. The Draft Plan provides the basis for the City's Greenhouse Gas Reduction Strategy.
- 10) Design for a Healthy Community –Support the physical health of community members by promoting walking and bicycling as commute and recreational options, encouraging access to healthy foods, and supporting the provision of health care and safety services.

Task Force members began their review of the final Draft Envision San José 2040 General Plan document at the September 27, 2010 Task Force meeting. Discussion of the Draft Plan is scheduled to continue over the next three Task Force meetings (October 25th, November 1st and November 15th) as identified on the Task Force work plan. In October, the Task Force is expected to focus on the Implementation features of the Plan.

Balanced Growth and Near-Term Residential Development: During the Envision process, some stakeholders expressed concern that the Draft Envision San José 2040 General Plan may not provide adequate capacity for residential development, particularly in the near-term. To clarify, the proposed General Plan Update supports a significant amount of new housing growth capacity, providing near-term capacity for development of approximately 85,000 new dwelling units, with the ability in future Plan Horizons to ultimately build up to a total of 120,000 additional dwelling units. As described in the Implementation chapter, the Draft Plan's first Plan Horizon preserves all of the San José 2020 General Plan residential growth capacity for the Downtown, Specific Plan areas, North San José and vacant lands throughout the City. In combination, these areas can support approximately 54,360 new dwelling units, of which 21,000 currently have planning entitlements. New Village housing areas

that would be created through the first Plan Horizon in the proposed Envision General Plan Update provide planned growth capacity for an additional 30,690 dwelling units.

Most of the planned housing capacity will need to be achieved through the reuse of existing low-intensity sites for higher density mixed-use projects (e.g., projects of 50 or more dwelling units per acre). Because for the first time in recent history the City is largely built-out within its City limits, it is not possible to add more growth capacity for lower density single-family detached or townhouse development projects. More of this type of development would only be possible if the City opened the South Almaden Valley Urban Reserve to new development, extended new development into the hillsides above the Urban Growth Boundary, or converted the City's employment lands to residential use.

Much of the Draft Plan's residential growth capacity already comes through such conversions, including sites previously identified for housing development within North San José or the new commercial sites that would be made available for mixed-use development through the Envision General Plan Update Village plans. Planning such sites for higher, not lower density, residential development acknowledges their value as a finite land resource and enables the City to provide housing growth capacity consistent with demographic trends and the Task Force and community objectives of the Envision effort. Further employment land conversions or dramatic expansions of the City outside of its current boundaries would have significant negative environmental, fiscal and economic implications and be clearly contrary to the City Council, Task Force and community goals for the General Plan Update as they have been articulated over the past three years.

2. Processes for Pending General Plan Amendment Applications and New Amendment Applications

Pending Applications - Close coordination of pending Amendment requests with the General Plan Update is necessary to ensure successful completion of the CEQA process for the Update by June 2011. Staff proposes to address pending Amendment requests as follows:

- Seven pending Amendment applications are consistent with the Envision 2040 Plan; however, they do not have complete environmental clearance (see attached table). For this reason, staff is recommending that the proposals be incorporated into the Draft Envision Plan and that the Envision Environmental Impact Report would provide the necessary environmental analysis. The Council would consider the Draft Envision Plan in June 2011.
- Four of them are expected to be considered by the Council at the December 2010 General Plan Amendment hearing as is typical for applications that have environmental clearance and other complete materials [(i.e., Mirassou Winery (GP09-08-05), Brokaw Road (GP10-04-01), Monroe/Tisch (GP10-06-01), and Lester (GP10-10-01)]. Amendments that are approved in December would become part of the current San Jose 2020 General Plan and also become part of the proposed Envision Plan.
- Five of the pending applications are inconsistent with the current San Jose 2020 General Plan and the direction provided to date by the Council [(Campbell Avenue (GP05-06-03),

King/Las Plumas (GP05-03-07), Evergreen*East Hills (GP05-08-01A-E), Grimley Lane (GP07-10-02), and South 10th (GP09-07-02)]. These five are proposed to be considered by the Council also in December 2010 so that their disposition will be known in relation to the Envision 2040 Plan, which will be considered for adoption by the Council in June 2011.

- Three Amendment applications are proposed for “continued processing” because they warrant City Council consideration in the context of the Update. These applications would come forward as independent pending Amendments with their own environmental clearance at the same hearing as the Envision General Plan Update in June 2011. These applications are Cottle/I-Star (GP07-02-01), Rancho del Pueblo (GP10-05-01), and Bailey (GP04-10-01).

Staff will be preparing additional staff reports analyzing the merits of each pending application for Council’s consideration in December 2010 and June 2011, respectively. The intent of this current report is to establish a clear process and describe how it will affect individual pending Amendment applications.

For the proposed Amendments that staff intends to recommend for denial in December, it is important to note that the Council will have the choice to decide to approve, deny, or continue processing to June 2011. If the Council decides that one or more of the Amendments should continue processing, they may require additional environmental analysis, which would need to be completed by June 2011 in order for Council to consider their approval. They may also require modification of the Preferred Land Use Scenario previously accepted by the City Council to relocate job and housing growth capacity so that the total Plan growth capacity (470,000 jobs and 120,000 dwelling units) is maintained.

Deadline for New General Plan Amendment Applications - After review of the Envision Draft Land Use / Transportation Diagram, some property owners and members of the development community have expressed interest in exploring other land use designations for their properties prior to Council consideration of the General Plan Update in June 2011. Private property owners requesting changes to the proposed Land Use/Transportation Diagram should submit requests by **November 15, 2010**, to allow the time needed to complete environmental clearance in time for the June 2011 General Plan hearing.. In other words, for a private request to be considered concurrently with the General Plan Update, an independent CEQA clearance will either need to be completed for the proposed change by June 2011 and include the Envision GP Update as the 'background' condition, or the proposal will need to be environmentally consistent with the CEQA clearance for the Update.

Future General Plan Amendment Hearings – The Council’s consideration of the Envision 2040 Plan in June 2011 will be the culmination of a tremendous investment by the Council, the Task Force, community, property owners, outside agencies, and many other interested parties. As such, the Envision Plan is intended to set a clear direction for San Jose’s future to meet its aspirations as a great city and a great place. Staff is exploring different options for future General Plan Amendment processes to allow for minor clean up Amendments and perhaps limit the frequency in which major or significant policy changes would be considered by the Council. This would facilitate the Envision Plan’s implementation and provide time to collect data on the Plan’s performance before raising significant policy questions.

Next Steps

The Envision Task Force, community members, City staff and consultants will continue working to complete the Draft Envision San Jose 2040 General Plan document and Draft Land Use / Transportation Diagram so that they can be brought to the City Council for consideration in June 2011. Next steps include:

- The Envision Task Force will continue meeting in October and November to refine the Draft Envision San Jose 2040 General Plan document and Draft Land Use / Transportation Diagram. The Envision Task Force Work Program is posted at:
http://www.sanjoseca.gov/planning/gp_update/documents/EnvisionWorkProgramPhaseIII_revised.pdf
- Staff will accept requests for changes to the draft General Plan Update text and Land Use / Transportation Diagram for concurrent processing with the General Plan Update through November 15, 2010.
- Staff will bring forward for the Fall 2010 General Plan hearings all pending General Plan Amendment requests for consideration by Council.
- The Draft Environmental Impact Report for the Envision General Plan Update will be circulated for public review in December 2010.

POLICY ALTERNATIVES

Alternative #1: Do not set a deadline for General Plan Amendments to be considered with the Envision Plan in June 2011. Council may recommend that staff continue to accept applications for General Plan Amendments on an on-going basis, anticipating that these may be minor modifications that could be heard either in June 2011 with their own environmental clearance or in the intervening years before the next consideration of Amendments with major policy implications in 2013.

Pros: Allowing ongoing submittal of General Plan Amendment applications provides more opportunity for property owners to initiate requests for General Plan Amendments and provide more flexibility for future City Council consideration of those requests.

Cons: Adherence to the November 15, 2010 deadline for new requests for General Plan Amendments is necessary in order to allow concurrent review of those requests with the General Plan Update in June 2011. This alternative may delay the submittal of General Plan Amendment applications, creating frustration in early 2011 if those submittals are unable to complete their environmental clearance in timely manner to be heard in June 2011.

Reason for Not Recommending: The Envision General Plan Update process represents a significant investment on the part of the City Council, Envision Task Force and the community in developing a clear and cohesive vision for the City's future. By establishing a deadline this fall, Council is communicating its interest in considering new policy questions associated with the General Plan in June 2011 together with the Update. This demonstrates a clear commitment to use and implementation of the Envision General Plan as the City's primary land use policy document.

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)**

Property owners and applicants for the pending General Plan Amendment requests have been noticed for the October 19, 2010 City Council meeting of staff's recommendation related to their pending Amendment requests, and will be provided with official notice, along with adjacent property owners per Council policy, prior to Council consideration of the specific Amendment requests in either December 2010 or June 2011. Staff has begun to discuss the November 15, 2010 General Plan Amendment deadline with members of the development community so they can work with property owners regarding their potential submittals. Additional outreach to the real estate development industry will occur to communicate the Council's action on this report.

Significant and regular community outreach has occurred as part of the Envision San José 2040 General Plan Update process, both through traditional means and through use of online resources. Prior to each Task Force meeting, e-mails are sent to a subscription list that consists of approximately 700 individuals who have subscribed online or at a Task Force or community meeting. All Task Force meeting agendas and materials are posted on the Envision San José 2040 website in advance of the meeting, and synopses and audio recordings of meetings are posted online following each meeting. Additional community outreach has occurred at seven Saturday and evening Community Workshops that attracted a cumulative total of approximately 500 people. Full summaries of all Community Workshops are available under the "Community Outreach & Task Force" heading at http://www.sanjoseca.gov/planning/gp_update/Background.asp.

In addition to the more traditional outreach efforts identified above, staff has engaged a significant portion of the San José community with online outreach efforts. Between August 1, 2009 and November 15, 2009, nearly 4,500 registered users visited an online Wikiplanning site, and of these visitors, nearly 2,800 completed an online survey, and 2,200 answered open-ended questions. Improving public transit was most frequently referenced as the single thing that would make San José

a better city, diversity was mentioned most frequently as San José's most significant asset, and respondents ranked "proximity to shops and restaurants" as their most important criteria in choosing a place to live during the next 30 years. A full summary of the Wikiplanning report is available online at http://www.sanjoseca.gov/planning/gp_update/documents/WikiReport-Final_001.pdf

To support the development of the Preferred Land Use Scenario staff supplemented a conventional community meeting with an online questionnaire that generated approximately 1,000 complete responses. In allocating 100 points to any of ten priorities for shaping San José's future, community members ranked economic development first, fiscal stability second, and minimizing environmental impacts third. Increasing transit ridership was ranked fourth, with creating neighborhood villages closely following as a fifth priority. A full summary of the survey responses is available online at http://www.sanjoseca.gov/planning/gp_update/documents/SurveySummaryResponse-3-29-10_000.pdf. Staff has also created a Facebook page to help engage the community in providing input into and following the Envision process.

COORDINATION

The preparation of this memorandum has been completed in coordination with the City Attorney's Office, the Office of Economic Development, the Housing Department, and the Department of Transportation.

Staff representatives of all City Departments are actively participating in the Envision process. The Envision process has been coordinated with a number of outside agencies, including the Santa Clara Valley Water District, the various School Districts, Santa Clara County and the California Department of Transportation. Staff has worked particularly closely with the Valley Transportation Authority on the development of the Draft Land Use / Transportation Scenario.

FISCAL/POLICY ALIGNMENT

The General Plan is the City's primary fiscal/policy document upon which other City policies are based. Updating the General Plan is an opportunity for the City to determine the future fiscal and policy direction of the City. The Task Force and staff are working together to develop a General Plan update consistent with direction provided by the City Council when it launched the Envision San José 2040 process and consistent with the Council's funding actions for the Envision project. Improvement of the City's fiscal condition has been a key goal for the Task Force, the public, and staff throughout the Envision process, consistent with current City policies and goals, and the recommendation contained in this memorandum embraces this goal.

COST SUMMARY/IMPLICATIONS

Council direction at this time to proceed with the recommended process for consideration of pending General Plan Amendment requests or privately initiated requests to modify the Land Use / Transportation Diagram will allow staff to proceed with the environmental review consistent with the

terms of the City's current contracts with those consultants. Based on the scope of those contracts, staff is scheduled to complete the Envision San José 2040 process in June of 2011. Funding for this effort extends through June 2011.

BUDGET REFERENCE

Not Applicable

CEQA

Not a project. The proposed action will allow staff and the consultants to proceed with the analysis of potential environmental impacts of the proposed General Plan Update as required by CEQA.

/s/
JOSEPH HORWEDEL, DIRECTOR
Planning, Building and Code Enforcement

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

Attachment: Table of Seven Pending General Plan Amendment Applications

Table: Pending General Plan Amendment Applications Recommended for Incorporation into the General Plan Update

Pending Amendment & Applicant	Amendment Request Description	Currently in San Jose 2020 General Plan	Requested San Jose 2020 General Plan	Proposed Envision Land Use / Transportation Diagram	Comments
GP03-02-02 City Initiated	Remove the Intersection Designation at Metcalf Road and US Highway 101	Interchange	No Interchange	No Interchange	This interchange was not included in the transportation network reviewed by the Envision Task Force and is not included within the Plan traffic modeling.
GP05-05-03 Northpointe Development	Change the Land Use/Transportation Diagram designation from General Commercial on 0.4 acres and Medium High Density Residential (12-25 DU/AC) on 1.1 acres to Transit Corridor Residential (20+ DU/AC) on the entire 1.5-acre site on the south side of Alum Rock Avenue, approximately 250 feet easterly of McCreery Avenue (1936 Alum Rock Avenue).	General Commercial and Medium High Density Residential (12-25 DU/AC)	Transit Corridor Residential (20+ DU/AC)	Village Designation; Included within the Alum Rock Village Corridor Growth Area	The Alum Rock corridor is identified as an important Village "Corridor" growth area for mixed-use, higher density development within the Envision Plan. The Village Designation allows for residential and/or commercial development at densities consistent with the San Jose 2020 General Plan Transit Corridor Residential designation, while also establishing additional support for employment uses.
GP06-05-01 Northpointe Development	Change the Land Use/Transportation Diagram from Medium Low Density Residential (8 DU/AC) to High Density Residential (25-50 DU/AC) on a 0.96-acre site on the north side of McKee Road, approximately 400 feet northeasterly from White Road.	Medium Low Density Residential (8 DU/AC)	High Density Residential (25-50 DU/AC)	Neighborhood Community Commercial; Included within a future Neighborhood Village Growth Area	Properties at the intersection of McKee and White roads are included within a planned future (Horizon 5) Neighborhood Village growth area. The proposed Neighborhood Community Commercial designation allows for interim intensification with commercial uses. Per the proposed Horizon plan, higher density residential development, consistent with pending Amendment request, will be allowed when the site is redesignated to Village at the commencement of Horizon 5.
GP07-06-03 Mark and Joan Folden	Change the Land Use/Transportation Diagram designation from Medium Density Residential (8-16 DU/AC) to General Commercial on a 0.28-acre site on the west side of Lincoln Avenue, approximately 70 feet northerly of Lincoln Court.	Medium Density Residential (8-16 DU/AC)	General Commercial	Neighborhood Community Commercial	The Envision Neighborhood Community Commercial designation is applied to properties with the General Commercial designation in the San Jose 2020 General Plan and supports comparable uses. Applying this designation will support existing and future employment activity on the subject property.

Pending Amendment	Amendment Request Description	Currently in San Jose 2020 General Plan	Requested San Jose 2020 General Plan	Proposed Envision Land Use / Transportation Diagram	Comments
GP07-07-01 Charrette Design	Change the Land Use/Transportation Diagram designation from Medium-Low Density Residential (8 DU/Acre) to Neighborhood-Community Commercial on 0.52-acre site on the southeast side of Tully Road, 470 feet northeasterly of Senter Road	Medium-Low Density Residential (8 DU/Acre)	Neighborhood Community Commercial	Neighborhood Community Commercial	The Envision Neighborhood Community Commercial designation is applied to properties with the Neighborhood Community Commercial designation in the San Jose 2020 General Plan and supports comparable uses. Applying this designation will support existing and future employment activity on the subject property.
GP08-03-01 California Water Company	Change the Land Use/Transportation Diagram designation from Transit Corridor Residential (25-65 DU/AC)/General Commercial on 5.75 acres, Public Park and Open Space on 2.6 acres, and Industrial Park on 0.25 acre to Combined Industrial/Commercial on 8.6 acres on the east side of North First Street, approximately 450 feet northerly of Archer Street	Transit Corridor Residential (25-65 DU/AC), General Commercial, Public Park and Open Space, and Industrial Park	Combined Industrial / Commercial	Combined Industrial / Commercial	The Envision Combined Industrial / Commercial designation supports the same land uses as the San Jose 2020 General Plan Combined Industrial / Commercial designation. Applying this designation will support existing and future employment activity on the subject property.
GP10-07-01 Sun Garden	Change the Land Use/Transportation Diagram designation from Commercial and Heavy Industrial to Combined Industrial and Commercial on 21 gross acre site on the east side of Monterey Road approximately 300 feet southerly of Alma Avenue	Heavy Industrial	Combined Industrial / Commercial	Combined Industrial / Commercial	The Envision Combined Industrial / Commercial designation supports the same land uses as the San Jose 2020 General Plan Combined Industrial / Commercial designation. Applying this designation will support existing and future employment activity on the subject property.