



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: SEE BELOW

DATE: January 5, 2012

Approved

Date

1/12/12

SUBJECT: APPLICATION FOR THE DESIGNATION OF THIRTEEN ENVISION SAN JOSE 2040 GENERAL PLAN GROWTH AREAS AS A REGIONAL PRIORITY DEVELOPMENT AREA

RECOMMENDATION

Adopt a resolution to support an application to the Association of Bay Area Governments FOCUS program to designate 13 Envision San José 2040 General Plan Growth Areas including 11 Urban Villages generally located along transit corridors, and two employment areas of Old Edenvale and the International Business Park area, as a regional Priority Development Area called the "Envision San José 2040 General Plan Growth Areas," and authorize the City Manager to take steps necessary to complete the application process.

OUTCOME

Adoption of a resolution will allow consideration by Association of Bay Area Governments (ABAG) staff of San José's application for the designation of Priority Development Area (PDA) to include 13 Envision San José 2040 Growth Areas (see list in Attachment A and maps in Attachments B and C). Designated PDAs may be eligible for technical and financial assistance from the Focusing Our Vision (FOCUS) program to facilitate focused growth with infrastructure and transportation improvements in these areas. As the region's Sustainable Communities Strategy is developed and refined, a significant share of available regional funding for transportation and other infrastructure will be focused on PDAs to support urban, mixed-use and sustainable development.

January 5, 2012

Subject: Application for Priority Development Area

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BACKGROUND

FOCUS, short for Focusing Our Vision, is a multi-agency, regional planning initiative spearheaded by ABAG and the Metropolitan Transportation Commission (MTC) in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission. It builds upon regionally adopted smart growth policies and programs and is funded by the State's Regional Blueprint Planning Program. Regional agencies, working with local governments and partners, work to create a specific and shared concept of where growth can best be accommodated within PDAs and what areas need protection in the region (Priority Conservation Areas).

FOCUS goals support a future development pattern that is compact and interconnected. PDAs seek to accommodate growth as mixed-use, infill development near transit and job centers. Although past emphasis has been on addressing regional housing needs, the FOCUS program was broadened in 2011 to include the potential for designating key employment areas as PDAs in cities with lower than the regional average of jobs per household which includes San José.

Previously Approved PDAs in the City of San José

The City is well represented in the FOCUS program with approved PDAs in the San Francisco Bay Area Region. Together, the approved Planned and Potential PDAs in San José comprise one of the largest areas — if not the largest area — of any city in the FOCUS program.

In June 2007, the City submitted an application to the FOCUS program for approval of a San José Consolidated Planned PDA that includes selected Specific Plan areas, BART Station Area Nodes, Transit-Oriented Development Corridors, Development Policy Areas, Neighborhood Business Districts, and other Special Strategy Areas in the San José 2020 General Plan. This includes areas such as Alum Rock Avenue, the Berryessa BART Station Area, the Alameda, the Downtown Core and Frame, North San José and Communications Hill. ABAG approved the San José Consolidated Planned PDA in September 2007, which then helped position the City to win approval of a \$750,000 MTC Planning Grant for the Diridon Station Area Plan in 2008.

In addition, ABAG approved the Potential Priority Development Area in 2007 that includes Cores, Corridors and Station Areas proposed by the Santa Clara Valley Transportation Authority (VTA) — many of which are located in the City. Inclusion in a Potential or Planned PDA allows such areas to be considered for technical assistance and planning grants administered by agencies associated with FOCUS (i.e., MTC and ABAG).

Following Council adoption of a resolution on June 23, 2009, staff applied for the designation of the Cottle Transit Village and Shopping Center (the site commonly known as the Hitachi Campus site) as a regional Planned PDA. Inclusion of the Cottle site in the FOCUS program as a Planned Priority Development Area was unanimously approved by ABAG's Executive Board on September 17, 2009.

Complete descriptions, area profiles and maps of existing PDAs within the City and throughout the nine-county Bay Area region can be viewed at: www.bayareavision.org/pda/santa-clara-county/.

Call for FOCUS Applications in December 2011

ABAG currently maintains an ongoing PDA application process, with applications received from city or county jurisdictions in the nine-county Bay Area to be reviewed on a quarterly basis. However, in order to facilitate development and refinement of the region's draft Sustainable Communities Strategy (SCS) within an early 2012 timeframe, ABAG and MTC encouraged applications for Potential and Planned PDA designation under the FOCUS program by the deadline December 16, 2011. Designation informs regional agencies which jurisdictions want and need assistance and expresses the region's priorities for growth, which can help connect with state efforts and programs.

Regional agencies are committed to securing incentives and providing technical and financial assistance to designated PDAs. Under the draft regional Sustainable Communities Strategy, an even more direct relationship is expected between targeting areas of focused sustainable growth and allocation of regional transportation and other infrastructure funding, making application for inclusion of all appropriate areas within the City at this time of vital importance. As noted above, a large portion of San José, including the Downtown and North San José, is already included in the FOCUS program; however, the recent Council adoption of the Envision San José 2040 General Plan with its key strategy of focusing San José's new sustainable urban development into specific Growth Areas makes them prime candidates for the inclusion of those Growth Areas proximate to transit in the regional FOCUS program. In return, the expectation is that local jurisdictions will commit to expedite development and support local policies that advance sustainable development goals, and, in particular, regional housing goals. San José has done this with the recently adopted Envision 2040 General Plan.

ANALYSIS

Council Resolution for Adoption of a Planned PDA

In order for the City to formally apply for a regional PDA (as noted above, staff has submitted an application to ABAG to meet the December 16, 2011 deadline), ABAG requires that a resolution be adopted by Council to show support for involvement in the FOCUS process by January 30, 2012. In past years, applicants had to demonstrate that an area proposed for designation as a PDA meets all of the following criteria:

1. The area is within an existing community.
2. The area is near existing or planned fixed transit (or served by comparable bus service).
3. The area is planned or is planning for more housing.

11 of the 13 Envision Growth Areas proposed for inclusion in the FOCUS program as a PDA meet

these three criteria, including capacity for additional high density housing in each future Urban Village. These areas are:

1. Bascom TOD Corridor
2. Bascom Urban Village
3. Blossom Hill/Snell Urban Village
4. Camden Urban Village
5. Capitol Corridor Urban Villages
6. Capitol/Tully, King Urban Villages
7. Oakridge/Almaden Plaza Urban Village
8. Saratoga TOD Corridor
9. Stevens Creek TOD Corridor
10. Westgate/El Paseo Urban Village
11. Winchester Boulevard TOD Corridor

In addition, in September 2011, place type criteria for PDAs were added to include Employment Centers. Two areas meet these criteria:

1. Old Edenvale Employment Area
2. International Business Park Area

Employment Centers were added to acknowledge the importance of employment location in creating a robust, functional transit network, and sustainable regional land use pattern, and are intended for existing non-residential areas with transit service that are planned for more intensive development including a greater mix of uses and more pedestrian-friendly environments. Both the Old Edenvale Employment area near the Cottle and Santa Teresa LRT Stations and the Blossom Hill Caltrain Station, and the International Business Park area near the Capitol LRT and proximate to the future Milpitas BART station, meet these criteria. Intensification of employment uses at a density of 25 jobs/acre or new development at greater than 0.5 FAR at both of these Employment Centers will enhance utilization of the existing LRT lines and the planned BART extension, and contribute to an improvement in San José's future ratio of jobs per household, a focus of the "jobs first" Envision General Plan.

Additionally, FOCUS strongly recommends that a PDA be at least 100 acres in size. In aggregate, these 13 Growth Areas (see maps in Appendix C) proposed for inclusion in FOCUS as a Priority Development Area comprise approximately 2850 acres, with nine Growth Areas individually more than 100 acres in size, and the remaining four between 45 to 90 acres. Council adoption of this resolution will complete San José's Priority Development Area application for this application cycle.

POLICY ALTERNATIVES

Council may choose not to adopt the resolution.

Pros: None

Cons: The Envision San José 2040 General Plan Growth Areas PDA may not be eligible for technical and financial assistance opportunities provided by FOCUS, and may not be eligible for infrastructure and transportation funding targeted to Regional PDA areas in the future.

Reason for not recommending: The City will lose the potential to obtain assistance for plans that the City has already begun implementing in accordance with FOCUS program goals and will be less competitive for transportation and other infrastructure funding.

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)**

After a four-year process, Council adopted a comprehensive Update of the City's General Plan through approval of the Envision San José 2040 General Plan on November 1, 2011. The development of the Envision Plan was achieved through a successful process based on significant involvement of the community members, property owners and other interested stakeholders. Over the four years of the development of the Envision General Plan, there were 51 public Task Force meetings, seven community workshops, two on-line survey opportunities and over 125 additional outreach meetings. In addition to participation by the 35-member Council-appointed Task Force, City staff, and regularly-attending community members, over 5,000 community members contributed to the General Plan Update through on-line or conventional engagement opportunities. Several hundred attendees at the workshops had opportunity to work with Lego blocks to consider preferred locations and form for the proposed new growth.

The proposed new PDA comprised of 13 Envision Growth Areas reflects existing land use designations on the Envision 2040 General Plan Land Use/Transportation Diagram.

COORDINATION

San José's participation in the FOCUS process has been coordinated with the Department of Transportation and the City Attorney's Office. The Envision San José 2040 General Plan Update on which the PDA proposal is based, was also coordinated with the Housing Department, Office of Economic Development, Redevelopment Agency and other City Departments, as well as the Santa Clara Valley Transportation Authority and the County of Santa Clara.

FISCAL/POLICY ALIGNMENT

This project is consistent with applicable Envision San José 2040 General Plan Major Strategies, goals, and policies.

CEQA

Envision San José 2040 Final Environmental Impact Report, adopted on November 1, 2011, Resolution No. 76041.

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

For questions please contact Susan Walton, Principal Planner, at 408-535-7847.

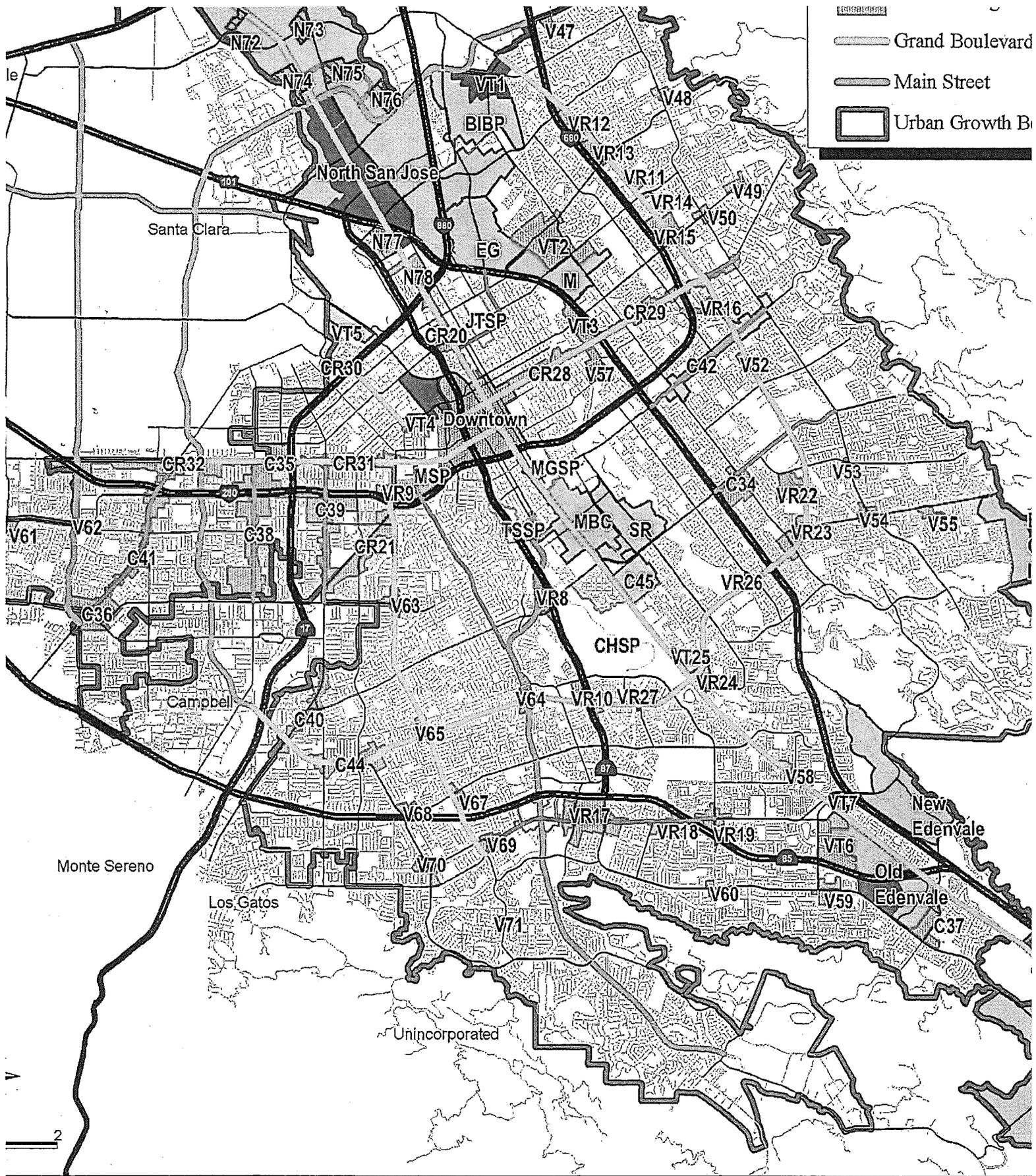
Attachments: A. Matrix of Envision Growth Areas in Proposed Planned Priority Development Area
B. Envision Planned Growth Areas Diagram
C. Maps of thirteen Growth Areas within Proposed Priority Development Area

December 16, 2011

	c. Acres	d. Public Transit (1)	e. Place Type	f. Total Housing Units			g. Total Jobs			h. DU per Gross Acre (2)	i. Jc Gro
				Existing	Planned	Total	Existing	Planned	Total		
	62	Light rail & bus lines 25, 61, 62	Mixed-Use Corridor	500	1,560	2,060	1,220	1,440	2,660	56	
	63	Exp. Bus 101; Lmted buses 320, 328; Buses 26, 37, 49, 61, 62	Mixed-Use Corridor	1,000	805	1,805	1,830	1,705	3,535	50	
(19)	45	Light rail; Exp buses 182 168, 102, 122; Lmt bus 304; buses 27, 66	Mixed-Use Corridor	500	1,083	1,583	910	2,598	3,508	40	
	90	Exp. Bus 101; Lmted buses 320, 328; Buses 37, 62, 65	Mixed-Use Corridor	500	1,000	1,500	5,120	3,500	8,620	50	
VR	187	Light Rail, Exp bus 104; buses 45, 61, 62, 64, 70; planned Berryessa BART station	Mixed-Use Corridor	1,000	6,245	7,245	2,600	6,597	9,197	42	
R22,	226	MST buses 55, 79; Exp buses 121, 122; buses 12, 22, 26, 31, 37, 39, 70, 77	Suburban Center	1,000	2,250	3,250	3,150	6,490	9,640	50	
age	323	Light Rail, Exp buses 102, 168, 182; buses 13, 27, 64	Suburban Center	2,000	7,303	9,303	4,860	9,090	13,950	40	
	100	Exp. Bus 101; Lmted buses 328; Buses 58, 82	Mixed-Use Corridor	2,500	1,115	3,615	3,700	3,605	7,305	29	
)	269	Exp. Buses 101, 102; buses 23, 25, 26, 54, 55, 81	Mixed-Use Corridor	1,500	3,860	5,360	4,550	2,400	6,950	50	
(C36)	140	Exp Bus 101, Lmted bus 328; buses 26, 57, 58, 82	Suburban Center	2,500	2,500	5,000	3,010	3,000	6,010	50	
or	216	Exp bus 101; buses 25, 60	Mixed-Use Corridor	4,500	2,000	6,500	4,350	4,600	8,950	50	
ld	530	Shuttle to Light Rail; Caltrain; buses 42, 68	Employment Center	-	700	700	8,715	32,500	41,215	50	
3IBP,	598	Light Rail, Exp bus 181; Lmted bus 321, buses 66, 77; planned Milpitas BART Station	Employment Center	-	-	-	16,704	38,555	55,259	-	
	2,849			17,500	30,421	47,921	60,719	116,080	176,799	44	

erwise noted.

dwelling units divided by the total gross acreage planned for residential or mixed-use residential. Density calculation does not included existing dwelling units.
 ss non residential and residential acres for a given growth area divided by total number of jobs (existing + planned)



Areas
 Communications Hill
 Jackson-Taylor Residential Strategy
 Martha Gardens
 Downtown
 Mission Station Area

- Urban Villages**
- VT2 - Berryessa BART
 - VT3 - Five Wounds BART
 - VT4 - The Alameda (East)
 - VT6 - Blossom Hill / Hitachi
 - VR8 - Curtner Light Rail/Caltrain
 - VR9 - Race St Light Rail (includes C46)
 - VR10 - Capitol/871 Light Rail

- Urban Villages (cont.)**
- C35 - Valley Fair/Santana Row
 - C36 - Paseo de Saratoga
 - C37 - Santa Teresa Bl/Bernal Rd
 - C38 - Winchester Bl
 - C39 - S. Bascom Av (North)
 - C40 - S. Bascom Av (South)
 - C41 - Saratoga Av

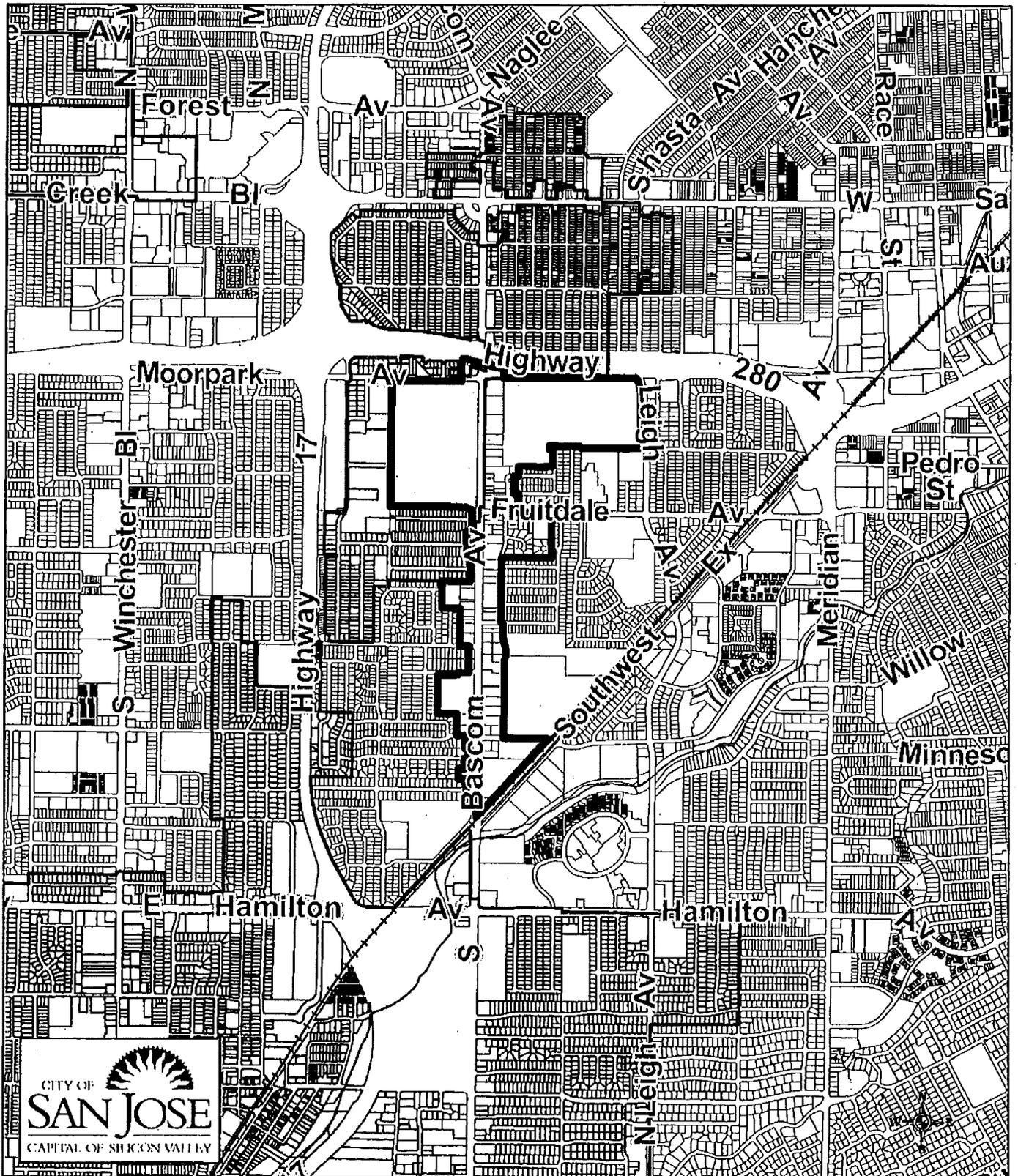
- Urban Villages (cont.)**
- V64 - Almaden Ex/Hills
 - V65 - Foxworthy Av/Meridian
 - V67 - Branham Ln/Meridian
 - V68 - Camden Av/Branham
 - V69 - Kooser Rd/Meridian
 - V70 - Camden Av/Kooser
 - V71 - Meridian Av/Branham

ATTACHMENT C

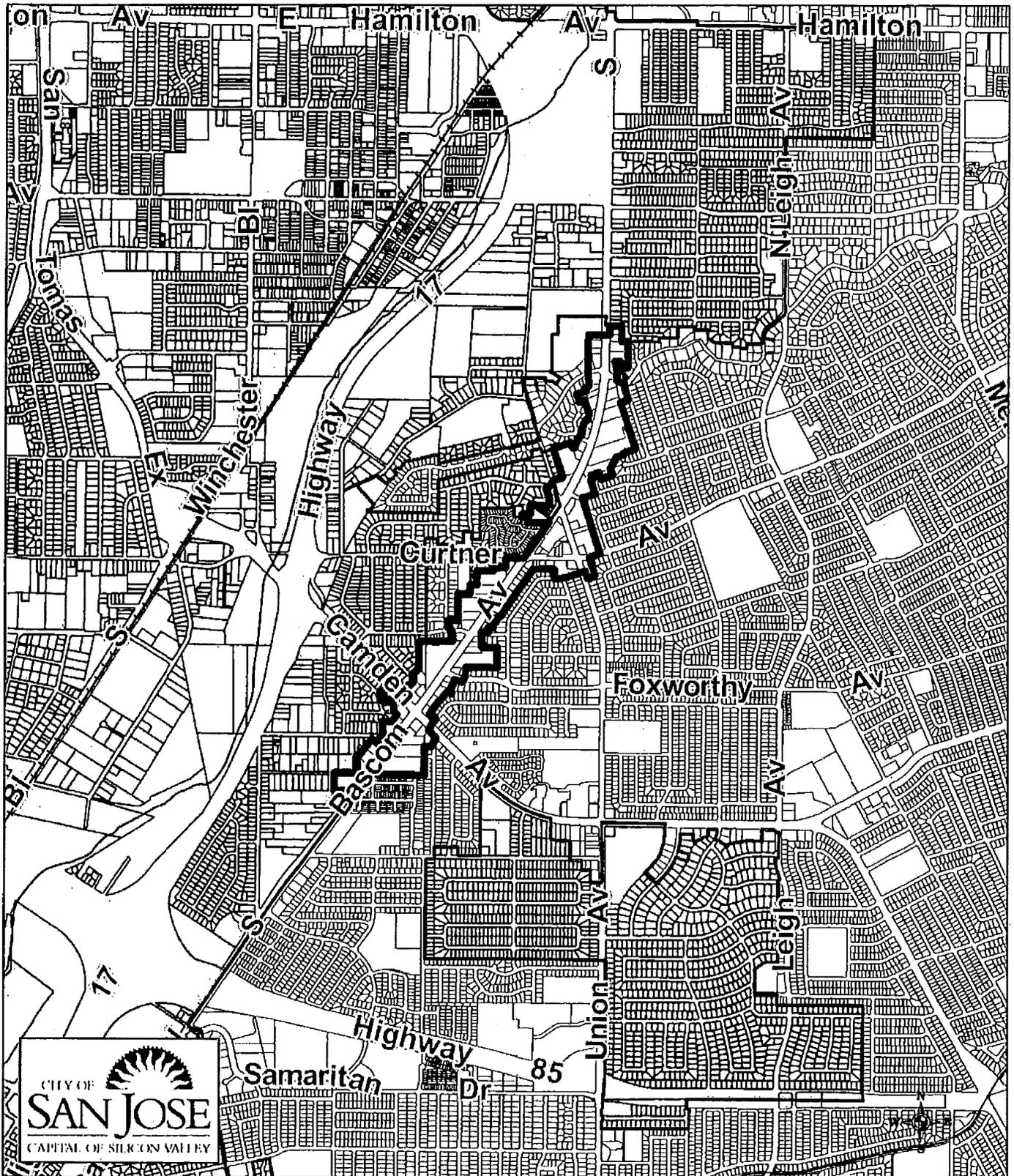
MAPS OF THIRTEEN ENVISION GROWTH AREAS WITHIN

PROPOSED PRIORITY DEVELOPMENT AREA

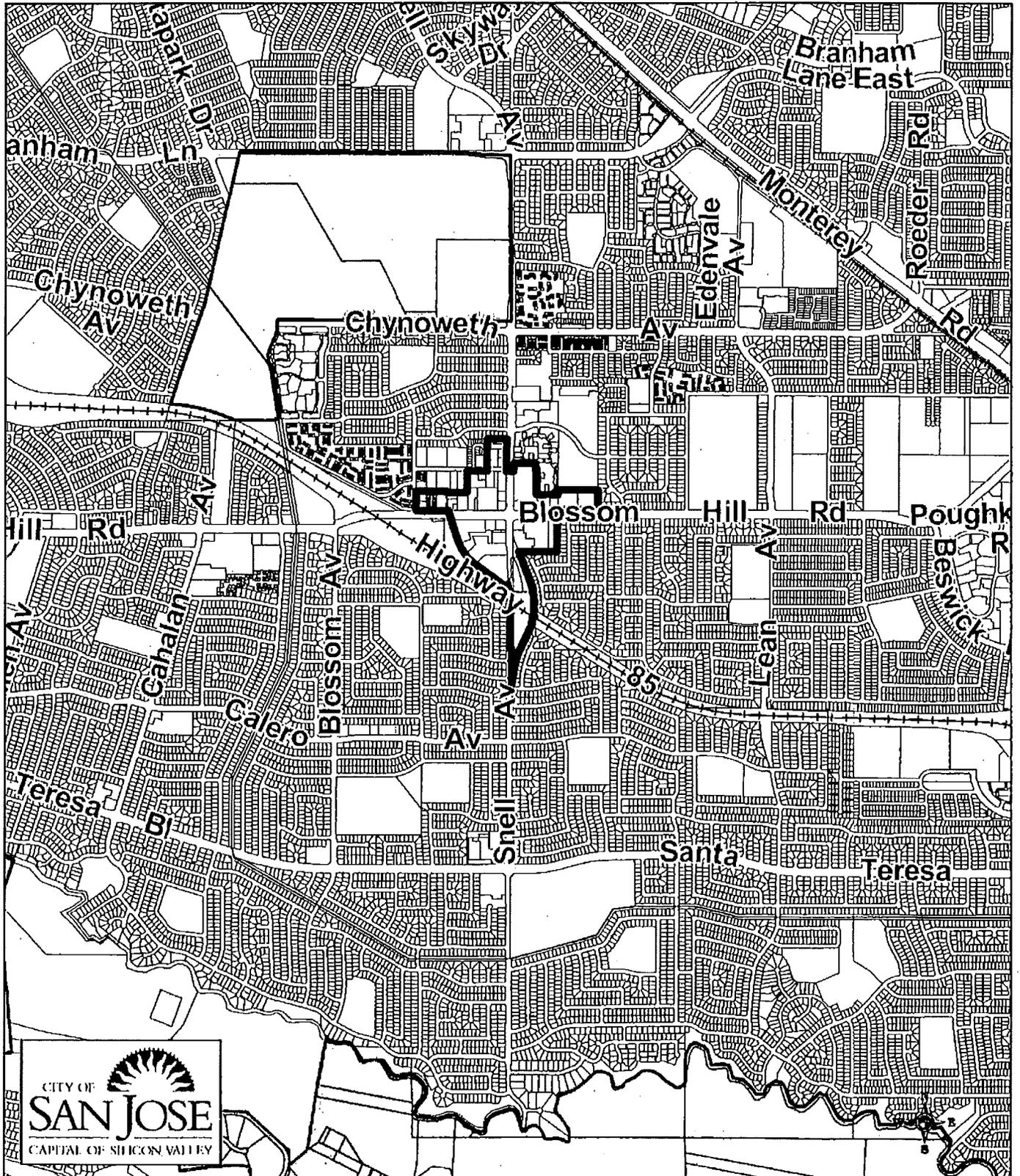
1. Bascom TOD Corridor Proposed Priority Development Area (PDA)



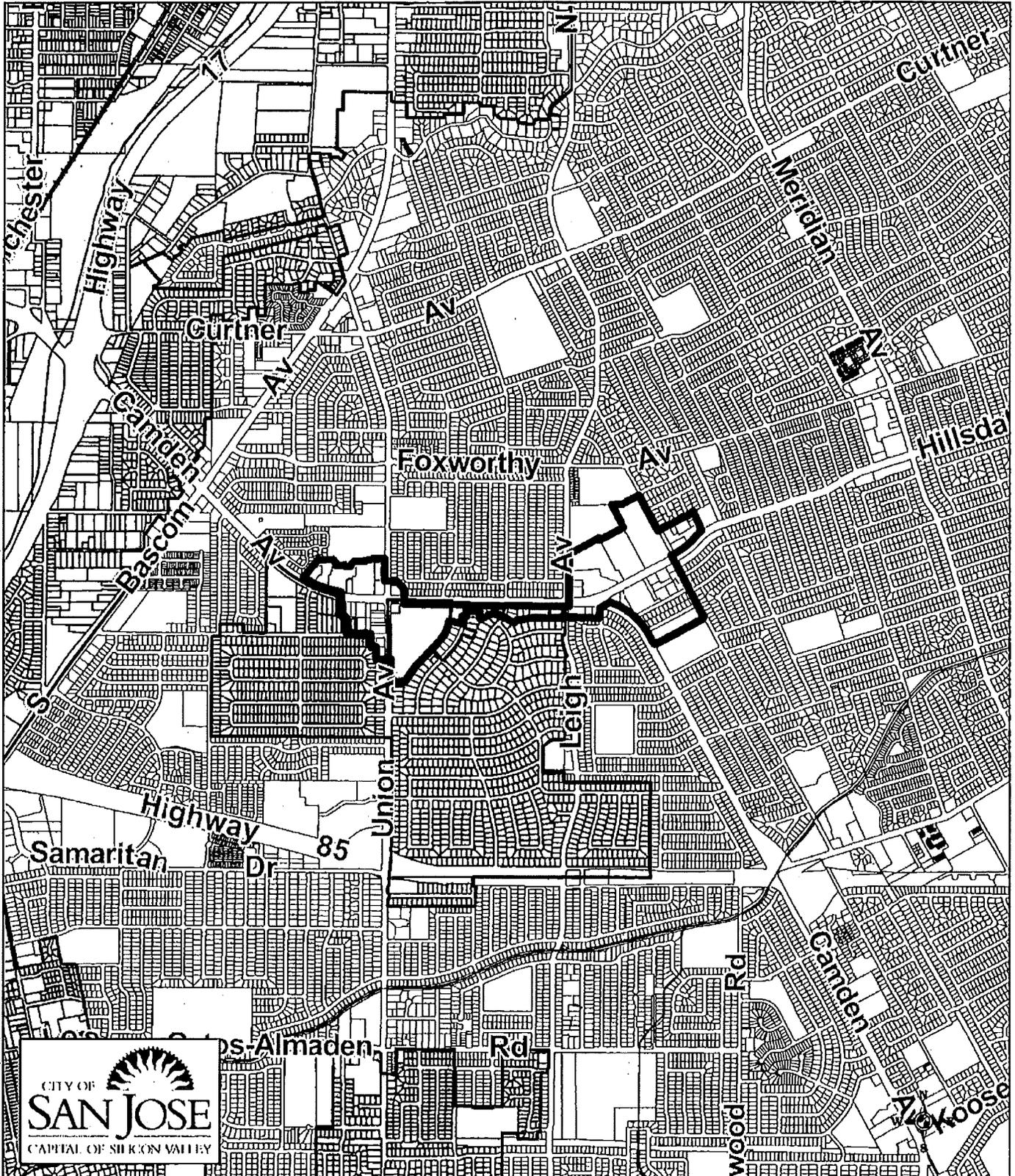
2. Bascom Urban Village Proposed Priority Development Area (PDA)



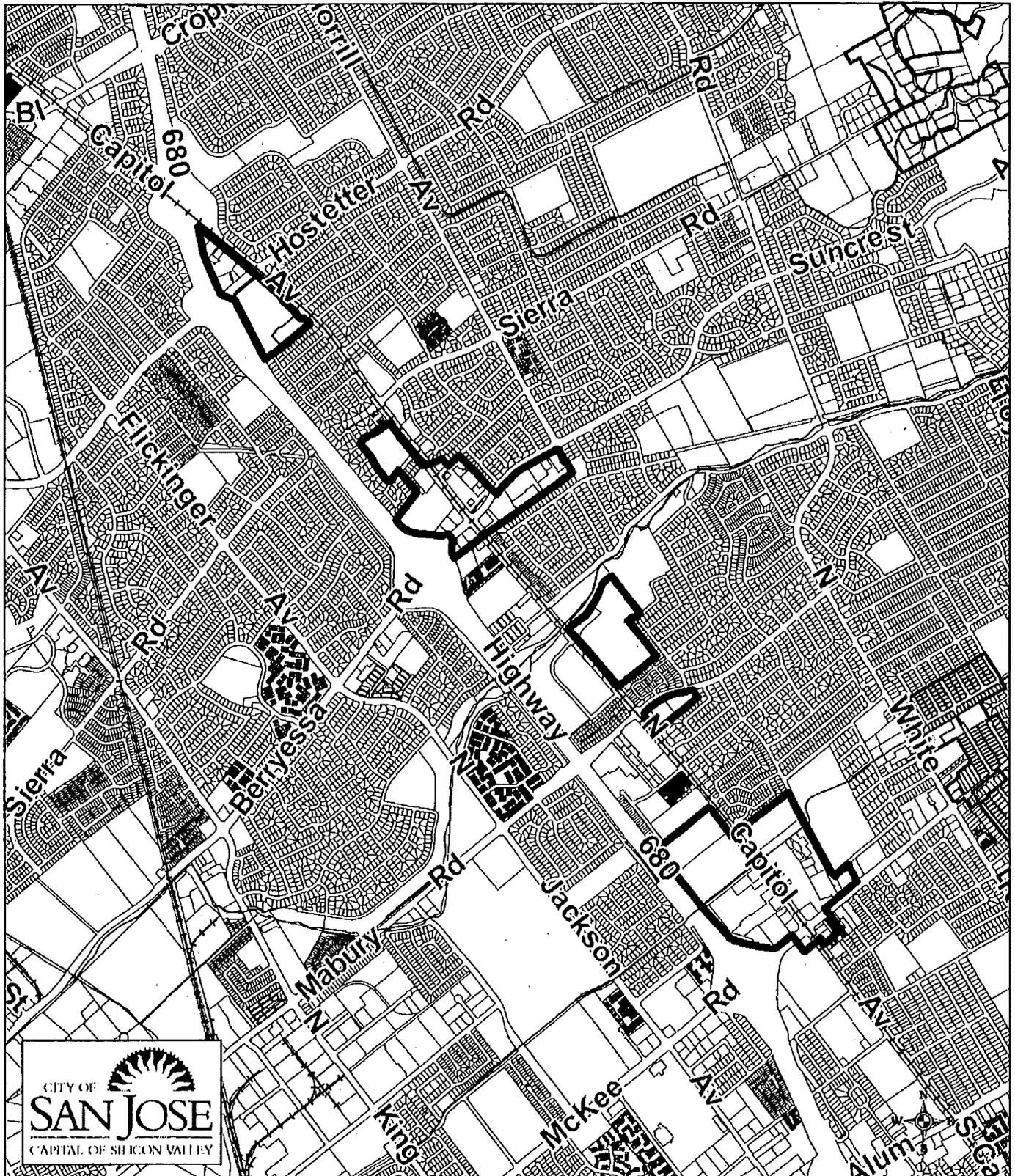
3. Blossom Hill/Snell Urban Village Proposed Priority Development Area (PDA)



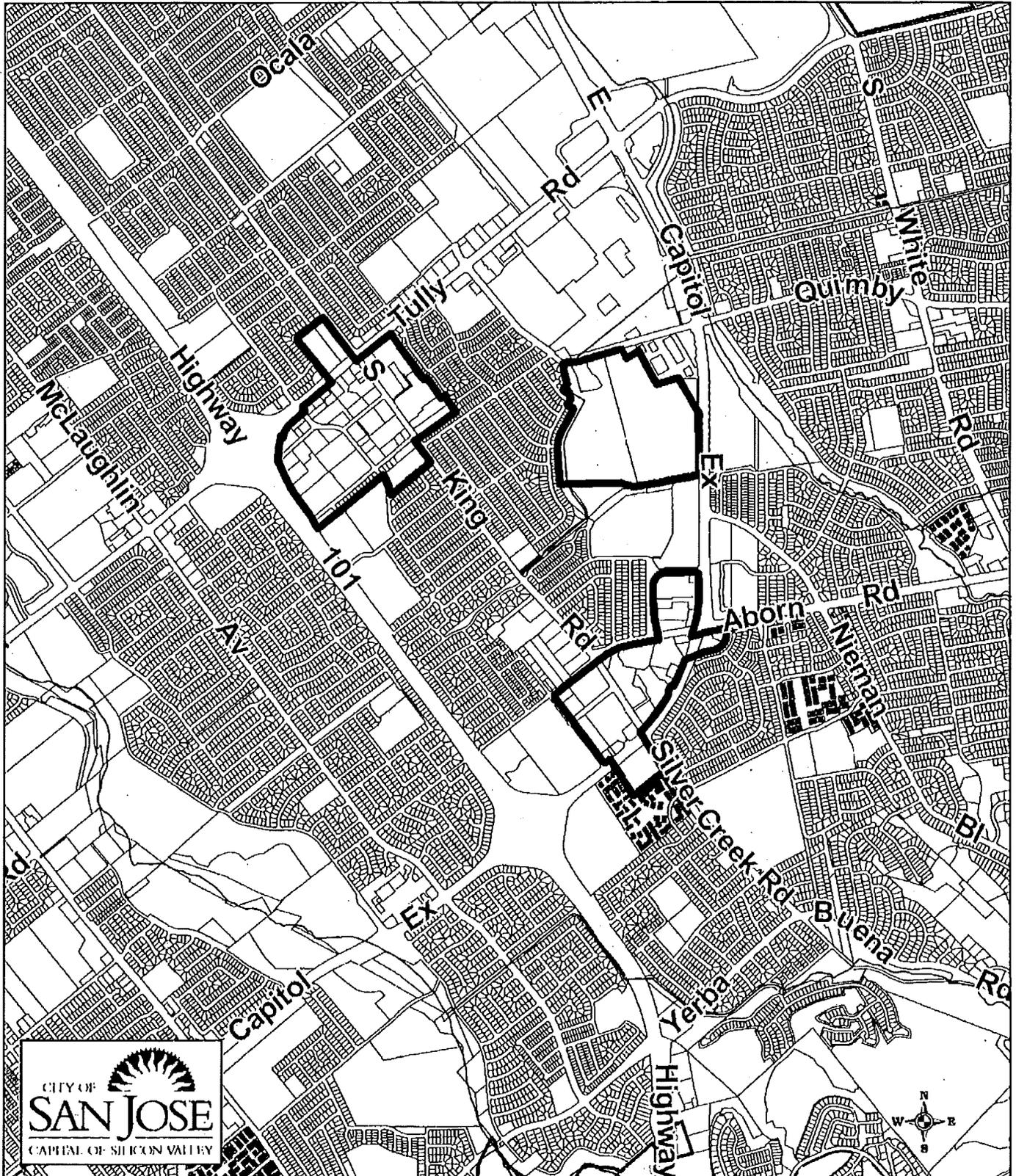
4. Camden Urban Village Proposed Priority Development Area (PDA)



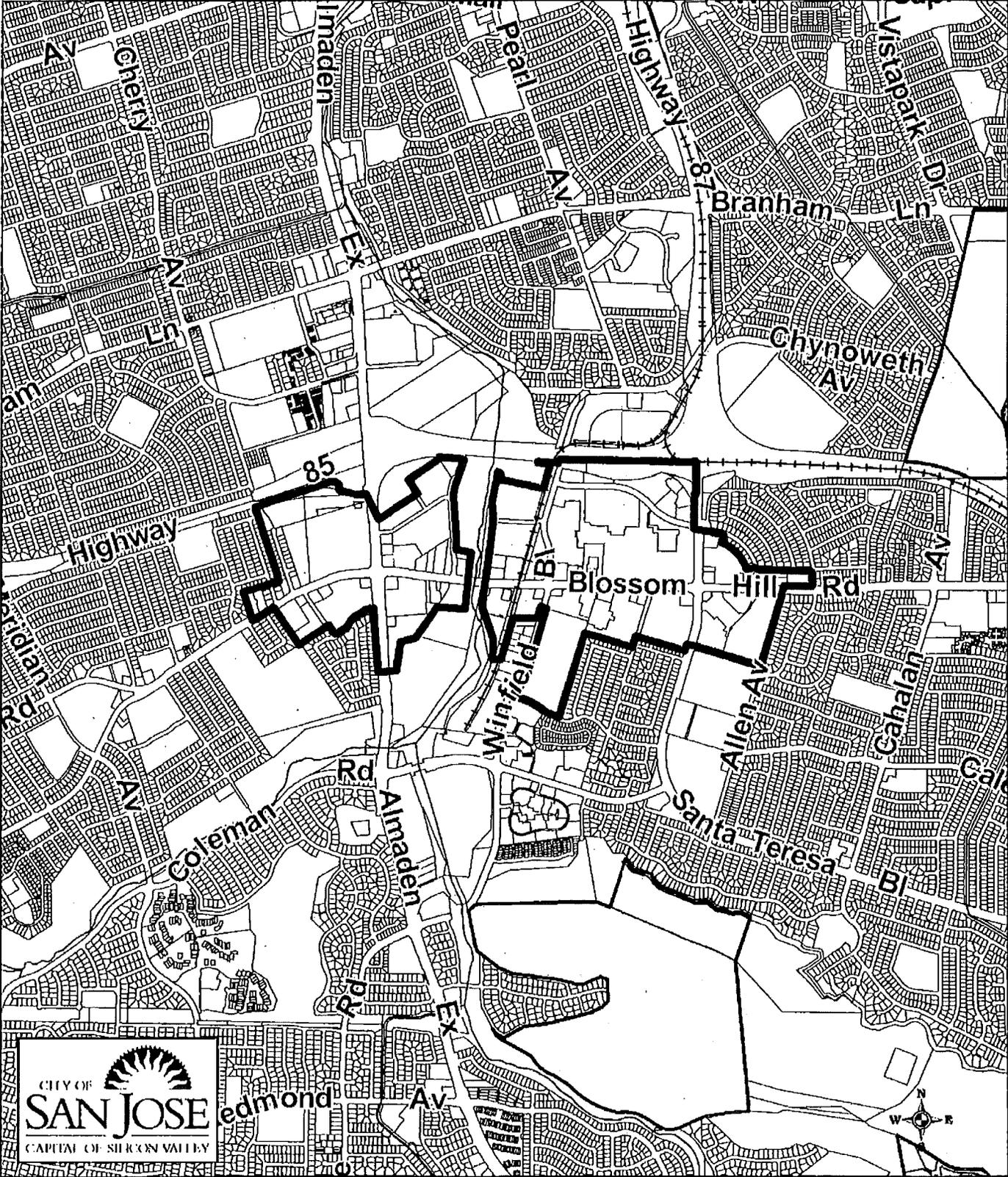
5. Capitol Corridor Urban Villages Proposed Priority Development Area (PDA)



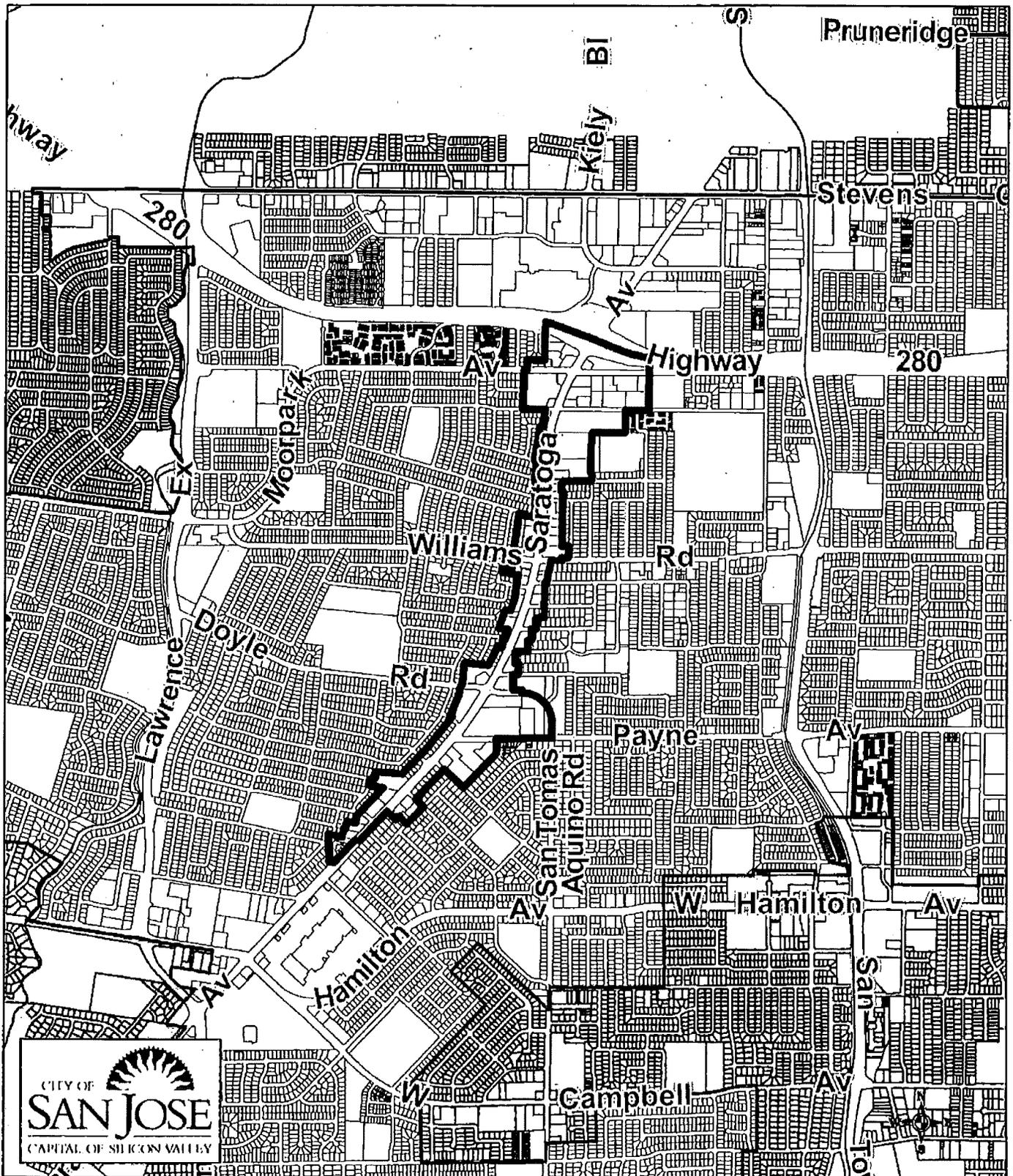
6. Capitol/Tully/King Urban Villages Proposed Priority Development Area (PDA)



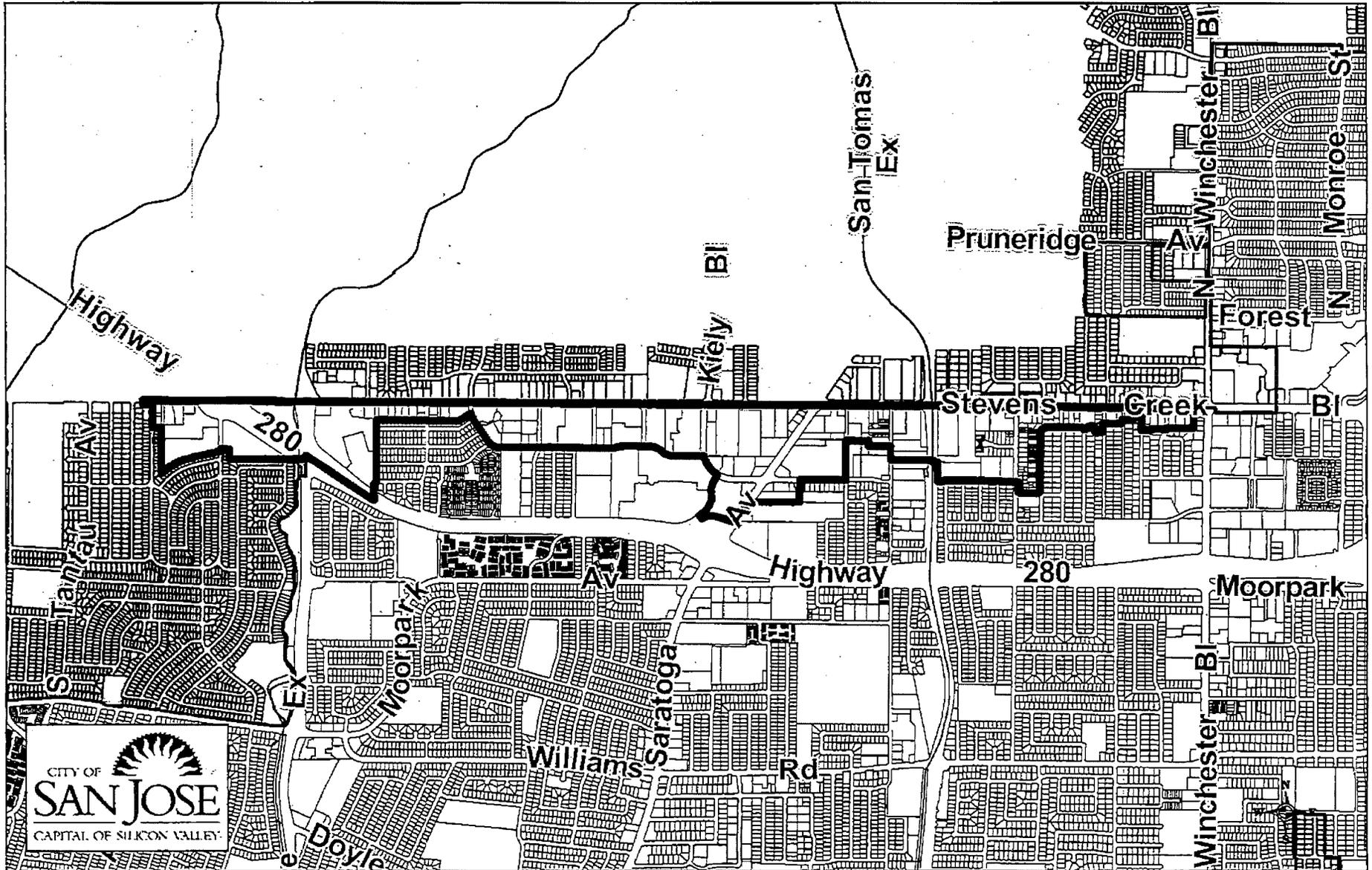
7. Oakridge/Almaden Plaza Urban Village Proposed Priority Development Area (PDA)



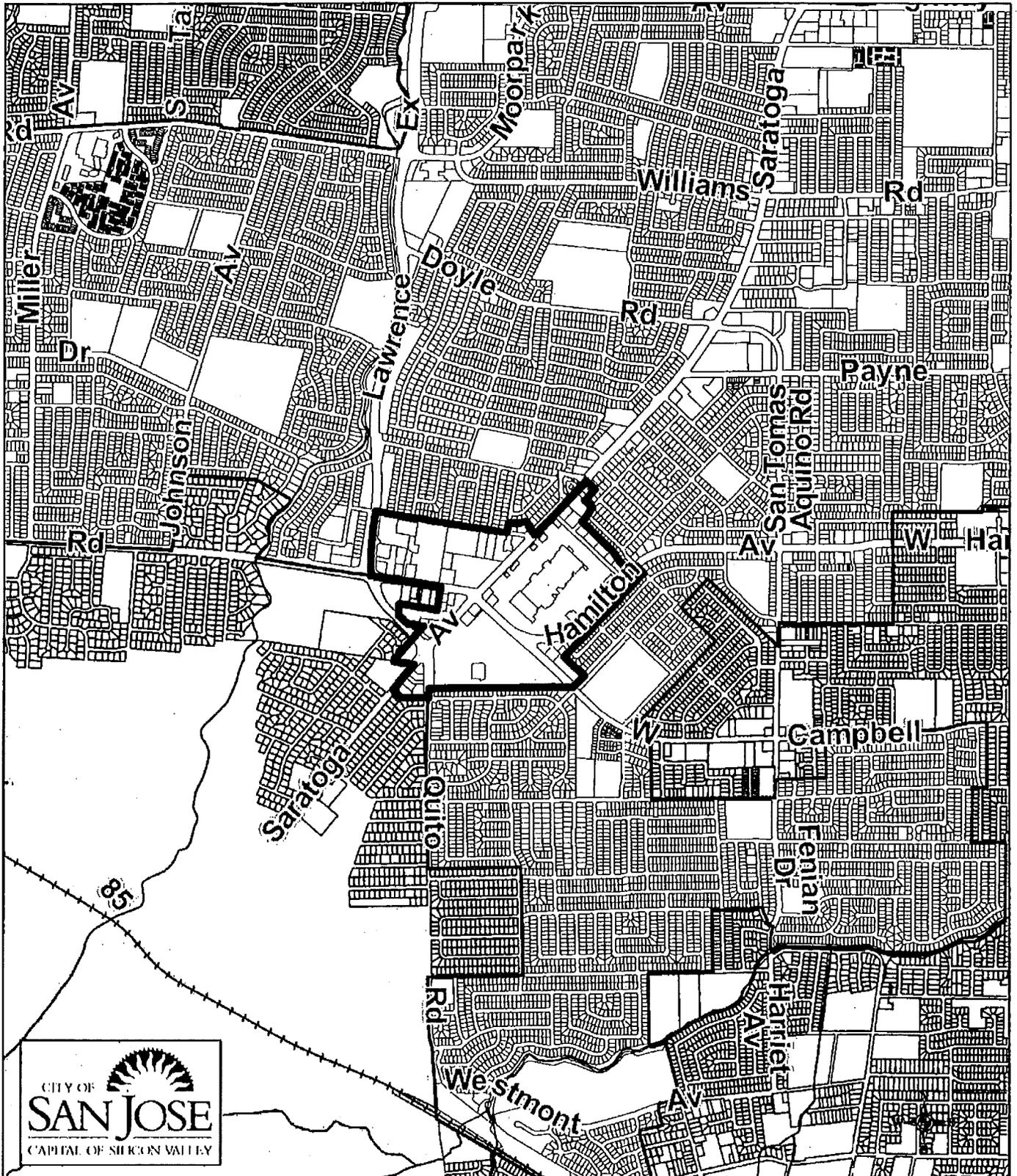
8. Saratoga TOD Corridor Proposed Priority Development Area (PDA)



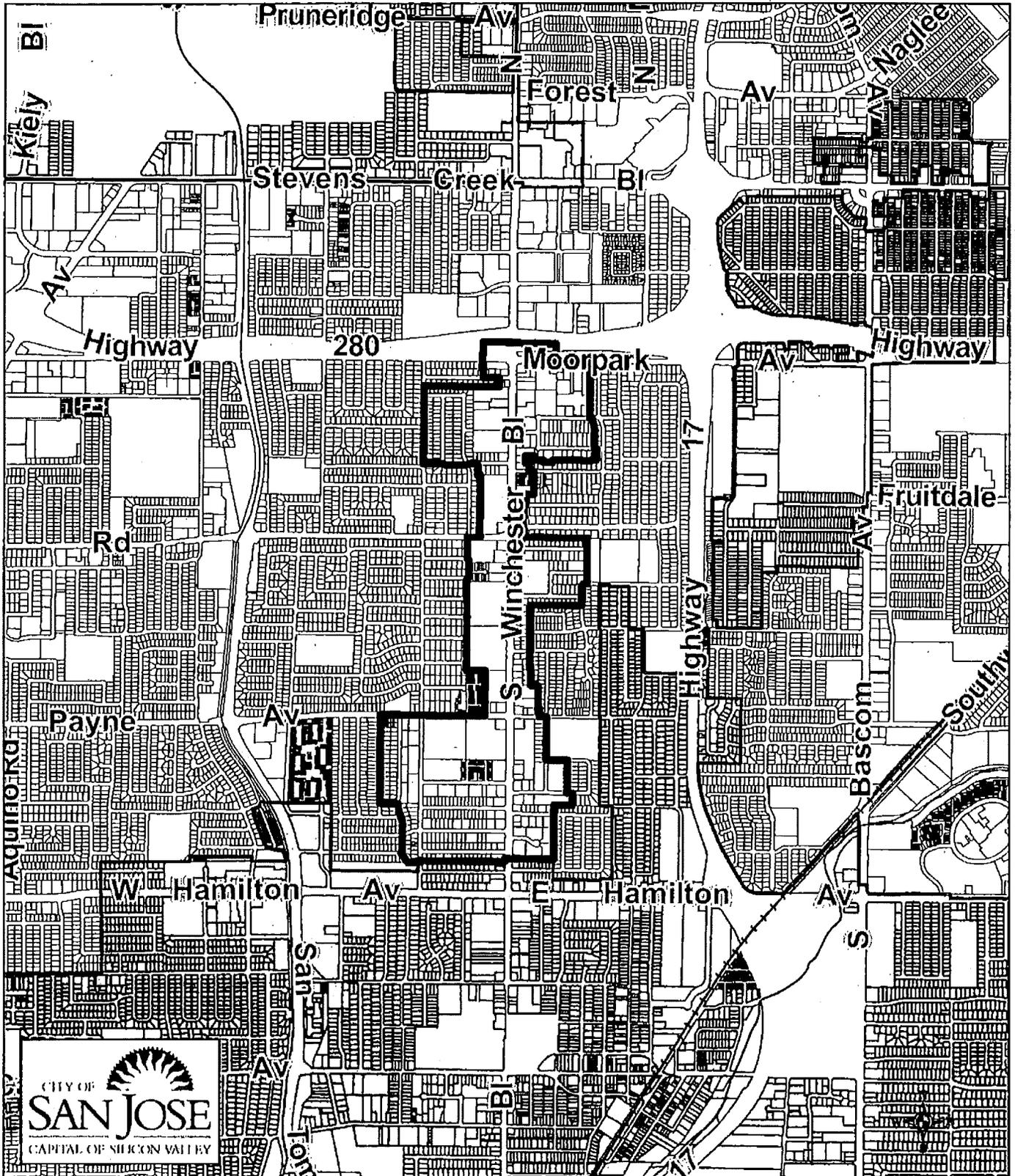
9. Stevens Creek TOD Corridor Proposed Priority Development Area (PDA)



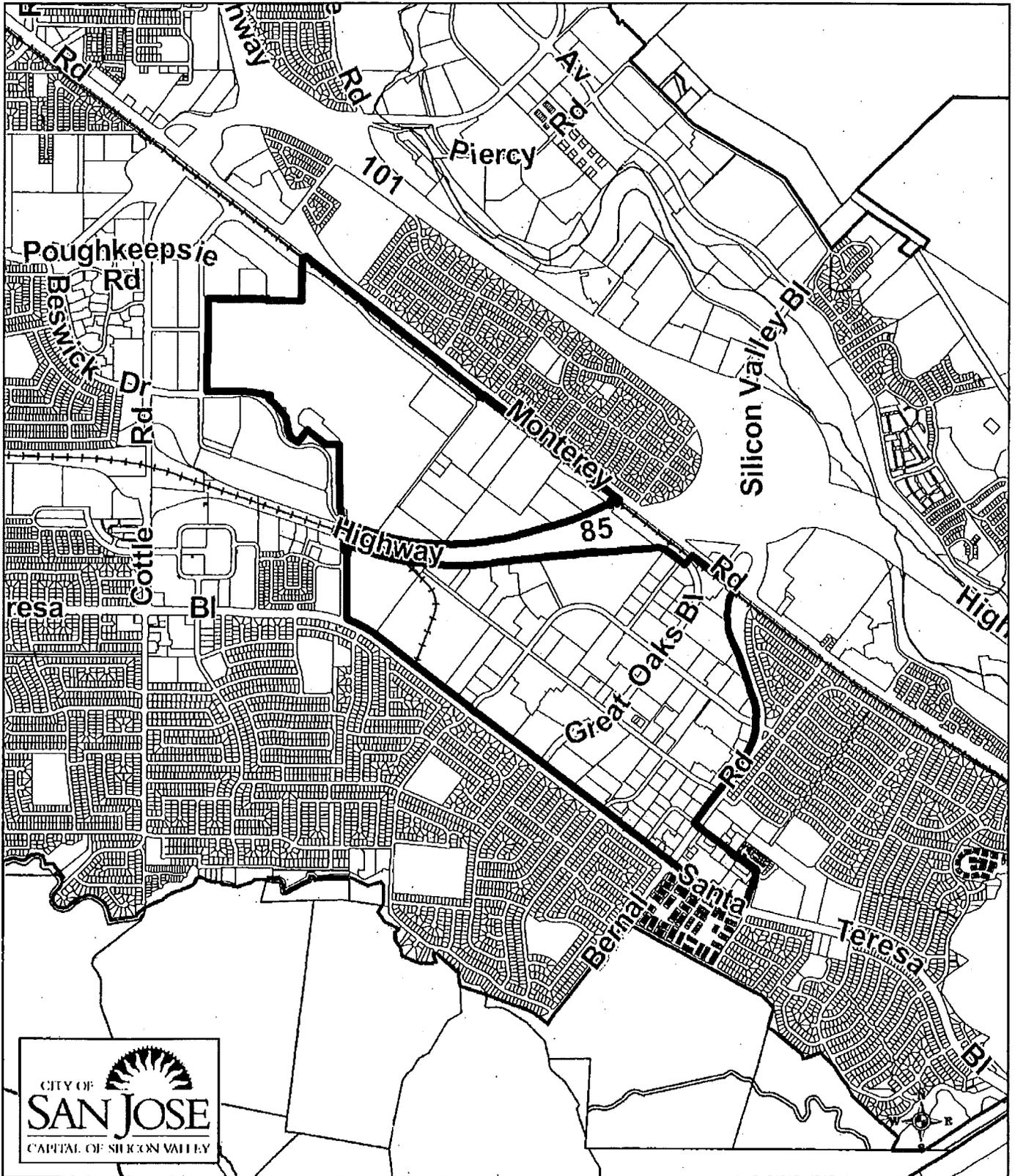
10. Westgate/El Paseo Urban Village Proposed Priority Development Area (PDA)



11. Winchester Boulevard TOD Corridor Proposed Priority Development Area (PDA)



12. Old Edenvale Employment Area Proposed Priority Development Area (PDA)



13. International Business Park Area Proposed Priority Development Area (PDA)

