



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Joseph Horwedel

SUBJECT: ENVISION SAN JOSE 2040
STATUS REPORT

DATE: October 4, 2007

Approved

Date

10/10/07

RECOMMENDATION

Accept the status report on the Envision San Jose 2040 General Plan Update.

BACKGROUND

In June, the City Council initiated the Envision San Jose 2040 General Plan Update. The Council's action included adoption of a set of Guiding Principles (See Attachment I), approval of the proposed Work Program (See Attachment II), approval of a Community Participation Program, and appointment of the Envision San Jose 2040 Task Force.

ANALYSIS

First Task Force Meeting

The Envision San Jose 2040 Task Force held its first meeting on September 17, 2007. The agenda included opening remarks from Mayor Reed and Co-Chairs Councilmember Liccardo and Shirley Lewis, and Vice-Chair David Pandori. Mayor Reed stated that the work of the Task Force will be long-lasting, since a new General Plan is only created every ten years or longer. He added that the Task Force has been "given a gift from the past" in the Guiding Principles approved by the City Council, based on the Major Strategies of the current and past General Plans. The Mayor emphasized that in their work on the Task Force, members should not be representing the organization or affiliation from which they were appointed, but rather to think globally and citywide, and to take the broad and long view for the future of the city as a whole.

The Co-Chairs and Vice-Chair emphasized the importance of the General Plan as influencing important issues facing the city, including the environment, services and facilities, and the overall quality of life in the community. They stressed the importance of having a vision for the future of the community and that the plan should be a grand plan and not simply a brushing up of

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

Envision San Jose 2040 Status Report

October 4, 2007

Page 2

the existing San Jose 2020 General Plan. The Task Force had a general discussion of the purpose and use of a General Plan and an overview of the Task Force Work Program.

Second Task Force Meeting

The second meeting of the Task Force is scheduled for October 9, 2007. The agenda includes the history of San Jose, the evolution of planning policy and accomplishments of the San Jose 2020 General Plan and a Task Force exercise entitled "Big Ideas, Great Opportunities and Challenging Issues for the Envision San Jose 2040 General Plan."

Kick-off Community Workshop

On Saturday, October 13, 2007, the Kick-off Community Visioning Workshop will be held at City Hall from 9:30 a.m. to 12:30 p.m. This event offers the community the opportunity to share their ideas for a vision for San Jose's future. After a welcome by Mayor Reed in the Council Chambers, the workshop consists of simultaneous presentations and discussions throughout the Rotunda and Wing Rooms in English, Spanish and Vietnamese. Extensive community outreach is being conducted, including direct contact with leaders in the Vietnamese and Hispanic communities, wide E-mail distribution, contact with area media, an ad in the San Jose Mercury News, and the City's website. People of all ages, including youth, are encouraged to attend.

At the Committee meeting on October 22, staff will present additional information regarding the preliminary results of the Community Workshop.

Work Program Overview

The Envision San Jose 2040 General Plan Update will set the direction for much more than just future land use decisions. It will define the future quality of life for San Jose residents, including provision of jobs and housing, protection and enhancement of the environment, establishing and maintaining high quality community services, and celebration and respect for our social, cultural and economic diversity.

The major milestones in the Work Program (see attached) include:

- Development of land use alternatives to accommodate projected future jobs, housing and other community uses and activities.
- Analysis of demographic and economic projections and the fiscal impacts of the alternatives on the services and facilities provided to existing and future residents and workers
- Review and potential update of the service and facility goals for libraries, parks, public safety, and other services
- Establishment of performance measures and implementation actions to guide and track progress of achieving the desired outcomes of the Envision San Jose 2040 General Plan

Significant community participation is built into the process at key milestones. The Work Program incorporates the work of consultants to provide technical expertise in the areas of transportation analysis, demographic, economic and fiscal impact analysis and preparation of the Environmental Impact Report (EIR). The Requests for Qualifications (RFQ) for these studies are

circulating and available to interested consultants at the following website:
<http://www.sanjoseca.gov/purchasing/consulta.asp>.

EVALUATION AND FOLLOW-UP

City Council Study Sessions will be scheduled at key milestones in the process.

POLICY ALTERNATIVES

Not Applicable

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
- 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.
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may Community group that requires special outreach.

Significant public outreach has occurred. Twenty-five public meetings were held throughout the community prior to initiation of the process. All meetings were included on the Planning website Community Calendar. The calendar was also distributed through the Neighborhood Development Center E-mail distribution. Notice of the Envision San Jose 2040 Task Force meetings is sent to an extensive list of community members via E-mail. In addition, the Envision San José 2040 General Plan Update website is being kept current with materials associated with the process.

COORDINATION

Preparation of this memo was coordinated with the City Attorney's Office.

FISCAL/POLICY ALIGNMENT

The General Plan Update was initiated by the City Council on June 26, 2007.

COST SUMMARY/BUDGET IMPLICATIONS

The FY2007-08 Operating Budget contains funding for staffing and consultant resources for the General Plan Update.

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

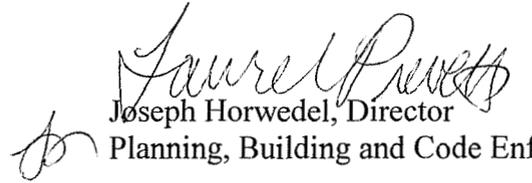
Envision San Jose 2040 Status Report

October 4, 2007

Page 4

CEQA

Not a Project


Joseph Horwedel, Director
Planning, Building and Code Enforcement



Guiding Principles

Economic Development – Maximize the economic and revenue generation potential of the City’s land resources and employment opportunities for San Jose residents.

Growth Management – Balance the urban services and facilities demands of new development with the need to address the City’s fiscal stability through the operating and capital budget process.

Downtown Revitalization – Invigorate Downtown as San Jose’s cultural center with a mix of housing, employment, convention and visitor amenities, museums, parks, linkages to San Jose State University, etc.

Urban Conservation/Preservation – Protect and enhance San Jose’s neighborhoods and historic resources to promote community identify and pride.

Greenline/Urban Growth Boundary – Preserve land that protects water, habitat, and agricultural resources and/or offers recreational opportunities, as well as to preserve the scenic backdrop of the hillsides surrounding San Jose.

Housing – Provide a wide variety of housing opportunities to meet the needs of all economic segments of the community in stable neighborhoods.

Sustainable City – Manage, conserve and preserve natural resources for present and future generations. Identify opportunities to enhance the City’s sustainability policies through the implementation of the Urban Environmental Accords.

Social Equity - Cultivate ethnic, cultural and socio-economic diversity and equity in the planning for all public facilities and services to protect and enhance the quality of life for all San Jose residents.

Attachment II

*Envision San Jose 2040***Work Program - Phase One**

September 2007 - August 2008

Note: Meetings and agenda items are subject to change

Meeting Type	Agenda Items	Date
Kick-off Task Force	<ul style="list-style-type: none"> ◆ Welcome and Introductions ◆ Role and Responsibilities of Task Force ◆ Purpose and Use of General Plan ◆ Review of Work Program 	September 17, 2007
Task Force #2	<ul style="list-style-type: none"> ◆ History of Development in San Jose ◆ Evolution of Planning Policy and City Vision ◆ Accomplishments of the San Jose 2020 General Plan ◆ Opportunities and Challenges for Envision San Jose 2040 ◆ Guiding Principles ◆ Preview of Workshop 	October 9, 2007
Workshop Series I	Issue Identification and Vision Kick-Off Workshop at City Hall	Saturday, October 13, 2007
Task Force #3	<ul style="list-style-type: none"> ◆ Review of Results of Workshop I <ul style="list-style-type: none"> • Discussion on San Jose's assets and unique qualities • Discussion on issues to address in Envision San Jose 2040 • Begin discussion on the vision for the City of San Jose 	November 13, 2007
Task Force #4	<ul style="list-style-type: none"> ◆ Natural Environment - Existing Conditions ◆ Land Use and Transportation - Existing Conditions ◆ Review of Draft Vision Statement 	December 17, 2007
Task Force #5	<ul style="list-style-type: none"> ◆ Sustainability Assessment ◆ City Infrastructure and Services -Existing Conditions 	January 21, 2008
Task Force #6	<ul style="list-style-type: none"> ◆ Existing and Projected Demographics ◆ Housing Needs Assessment ◆ Housing Capacity Analysis ◆ Employment Lands Needs Assessment ◆ Employment Lands Capacity Analysis ◆ General Parameters of Alternatives 	February 18, 2008
Workshop Series II	Existing Conditions Review/Input on Alternatives Development	Late Feb 2008
Task Force #7	<ul style="list-style-type: none"> ◆ Existing Fiscal and Economic Conditions ◆ Results of Public Workshop Series II ◆ Refine Parameters of Alternatives 	March 10, 2008
Task Force #8	<ul style="list-style-type: none"> ◆ Preliminary Draft Alternatives ◆ Discussion on Service Delivery Goals 	March 24, 2008

Revised September 7, 2007

Meeting Type	Agenda Items	Date
Task Force #9	<ul style="list-style-type: none"> ◆ Develop Proposed Service Delivery Goals ◆ Finalize Alternatives 	April 14, 2008
Planning Commission Study Session	Existing Conditions and Land Use Alternatives	Mid April 2008
City Council Study Session	Existing Conditions and Land Use Alternatives	End of April 2008
Task Force #10	<i>Agenda to be Determined</i>	May 19, 2007
Task Force #11	<ul style="list-style-type: none"> ◆ Transportation Analysis of Alternatives ◆ Fiscal Analysis of Alternatives ◆ Analysis of Consistency of Alternatives with Guiding Principles and Vision 	June 16, 2008
City Council Study Session	Alternatives Analysis Report	End of June 2008
Workshop Series III	Alternatives Review and Evaluation	Mid June - End of June 2008
Planning Commission Study Session	Alternatives Analysis Report	Early July 2008
Task Force #12	<ul style="list-style-type: none"> ◆ Results of Workshop Series III ◆ Refinement of a Preferred Alternative 	July 7, 2008
Task Force #13	◆ Recommendation of a Preferred Alternative	July 28, 2008
Council Hearing	Preliminary Selection of Preferred Alternative	Last Hearing Date in August 2008

Notes:

- * Task Force meetings will generally occur on the 3rd Monday of the month except in those months where there are two Task Force meetings.
- * Task Force meetings will generally occur between 6:30 and 9:00 pm
- * Task Force meetings will occur in Council Wing 118 - 120

Envision San Jose 2040
Work Program - Phase One

September 2007 - August 2008

Note: Meetings and agenda items are subject to change

Meeting Type	Agenda Items	Date
Kick-off Task Force	<ul style="list-style-type: none"> ◆ Welcome and Introductions ◆ Role and Responsibilities of Task Force ◆ Purpose and Use of General Plan ◆ Review of Work Program 	September 17, 2007
Task Force #2	<ul style="list-style-type: none"> ◆ History of Development in San Jose ◆ Evolution of Planning Policy and City Vision ◆ Accomplishments of the San Jose 2020 General Plan ◆ Opportunities and Challenges for Envision San Jose 2040 ◆ Guiding Principles ◆ Preview of Workshop 	October 9, 2007
Workshop Series I	Issue Identification and Vision Kick-Off Workshop at City Hall	Saturday, October 13, 2007
Task Force #3	<ul style="list-style-type: none"> ◆ Review of Results of Workshop I <ul style="list-style-type: none"> • Discussion on San Jose's assets and unique qualities • Discussion on issues to address in Envision San Jose 2040 • Begin discussion on the vision for the City of San Jose 	November 13, 2007
Task Force #4	<ul style="list-style-type: none"> ◆ Natural Environment - Existing Conditions ◆ Land Use and Transportation - Existing Conditions ◆ Review of Draft Vision Statement 	December 17, 2007
Task Force #5	<ul style="list-style-type: none"> ◆ Sustainability Assessment ◆ City Infrastructure and Services -Existing Conditions 	January 21, 2008
Task Force #6	<ul style="list-style-type: none"> ◆ Existing and Projected Demographics ◆ Housing Needs Assessment ◆ Housing Capacity Analysis ◆ Employment Lands Needs Assessment ◆ Employment Lands Capacity Analysis ◆ General Parameters of Alternatives 	February 18, 2008
Workshop Series II	Existing Conditions Review/Input on Alternatives Development	Late Feb 2008
Task Force #7	<ul style="list-style-type: none"> ◆ Existing Fiscal and Economic Conditions ◆ Results of Public Workshop Series II ◆ Refine Parameters of Alternatives 	March 10, 2008
Task Force #8	<ul style="list-style-type: none"> ◆ Preliminary Draft Alternatives ◆ Discussion on Service Delivery Goals 	March 24, 2008

Meeting Type	Agenda Items	Date
Task Force #9	♦ Develop Proposed Service Delivery Goals ♦ Finalize Alternatives	April 14, 2008
Planning Commission Study Session	Existing Conditions and Land Use Alternatives	Mid April 2008
City Council Study Session	Existing Conditions and Land Use Alternatives	End of April 2008
Task Force #10	<i>Agenda to be Determined</i>	May 19, 2007
Task Force #11	♦ Transportation Analysis of Alternatives ♦ Fiscal Analysis of Alternatives ♦ Analysis of Consistency of Alternatives with Guiding Principles and Vision	June 16, 2008
City Council Study Session	Alternatives Analysis Report	End of June 2008
Workshop Series III	Alternatives Review and Evaluation	Mid June - End of June 2008
Planning Commission Study Session	Alternatives Analysis Report	Early July 2008
Task Force #12	♦ Results of Workshop Series III ♦ Refinement of a Preferred Alternative	July 7, 2008
Task Force #13	♦ Recommendation of a Preferred Alternative	July 28, 2008
Council Hearing	Preliminary Selection of Preferred Alternative	Last Hearing Date in August 2008

Notes:

- * Task Force meetings will generally occur on the 3rd Monday of the month except in those months where there are two Task Force meetings.
- * Task Force meetings will generally occur between 6:30 and 9:00 pm
- * Task Force meetings will occur in Council Wing 118 - 120