



# Memorandum

**TO:** COMMUNITY & ECONOMIC  
DEVELOPMENT COMMITTEE

**FROM:** Joseph Horwedel

**SUBJECT:** ENVISION SAN JOSE 2040  
IMPLEMENTATION AND URBAN  
VILLAGES IMPLEMENTATION

**DATE:** November 15, 2012

Approved

Date

Nov. 15, 2012

**COUNCIL DISTRICT:** City-Wide

## RECOMMENDATION

Accept the report on the progress to implement the Envision San Jose 2040 General Plan's Urban Villages strategy.

## BACKGROUND

On November 1, 2011, the City Council adopted the Envision San Jose 2040 General Plan, a comprehensive update of the City's former San Jose 2020 General Plan. This Plan has been awarded the 2012 California State American Planning Association Comprehensive Planning Award for a Large Jurisdiction. A key strategy in the Envision 2040 Plan is to focus new housing and job development into key growth areas such as Downtown, North San Jose, and new Urban Villages located generally along corridors with existing and planned transit including Caltrain, BART, Light Rail and Bus Rapid Transit (BRT). The next step toward implementing the Urban Village Strategy is to develop Urban Village master plans that will facilitate the development of new employment, housing, parks, and other infrastructure within a given Urban Village. To this end, the City successfully received grant funding to prepare Village Plans and/or rezonings for the following Urban Villages:

- Diridon Station Area Plan - Urban Village Plan
- West San Carlos Street – Urban Village Plan
- South Bascom Avenue (Interstate 280 to Southwest Expressway) – Urban Village Plan
- The Alameda – Urban Village Plan and zoning framework
- Five Wounds Strong Neighborhoods Initiative (SNI) Area – Four Urban Village Plans
- East Santa Clara Street - Urban Village Plan and zoning framework

- Alum Rock Avenue – Rezoning framework (US 101 and King Road) and Alum Rock Main Street Zoning District rezonings (King Road to Interstate 680)

As part of the 2012-2013 Operating Budget, the Council allocated the savings (\$951,593) from the preparation of the General Plan Update to complete additional implementation activities for the Envision San Jose 2040 General Plan. Specifically, these monies are supporting the completion of environmental review, needed traffic studies, and additional Urban Village plans for areas with near term market interest, such as Winchester and Stevens Creek Boulevards. The status of all of these efforts are discussed below.

### **ANALYSIS**

With the award of over \$1,171,000 in grant funds since Council adoption of the Envision San Jose 2040 General Plan and with the additional Envision San Jose Implementation funds allocated by the Council, the Urban Village planning team is now fully staffed with one Senior Planner and three Planner I/II's. The Department of Transportation is completing its recruitment for an Associate Transportation Specialist who will assist with the transportation analyses. In addition, the City is working through the procurement process to issue a Request for Qualifications for consultant work in Urban Design, Environmental Review, Traffic Studies, Economic Analysis, and other technical areas. Together, these resources will support the completion of Village Plans, rezonings, environmental analyses, and other policy changes to facilitate construction in key transit locations.

Most of the Urban Village processes that were planned for initiation in this fiscal year are underway or will soon be initiated. A summary of the status of current and future Urban Village planning processes is provided below.

#### **Urban Village Plans Underway**

Diridon Station Area: On April 28, 2011, the City Council accepted the draft Diridon Station Area Plan as a maximum development strategy and project description for preparation of the Environmental Impact Report (EIR) for the Plan. The EIR is currently in preparation and is expected to begin its public review and comment period in the winter of 2013 with Council consideration of the Plan anticipated in June 2013.

Five Wounds Strong Neighborhood Initiative Area: Using a \$50,000 grant from the Health Trust and working with CommUniverCity, staff is currently completing drafts of four Urban Village plans (one for each subarea) in the Five Wounds Strong Neighborhoods Initiative (SNI) area. These Plans are based on previously completed community plans. This work is anticipated for Council approval in winter 2013.

West San Carlos Street and South Bascom Avenue: Through a \$300,000 grant awarded by CalTrans, staff is currently preparing Urban Village Plans for West San Carlos Street between

Sunol Street and State Highway 17, and for South Bascom Avenue from West San Carlos Street to Southwest Expressway. The planning processes for both of these Urban Villages are being conducted separately but in parallel. Both will be completed in the fall of 2013 per the CalTrans grant. With the recent initiation of the Bus Rapid Transit (BRT) planning and community engagement process, the West San Carlos Urban Village planning process is being coordinated with the Valley Transportation Authority.

To obtain resident, business and property owner input on how planned new residential and employment growth and parks could be accommodated within each Village, kick-off community workshops were held in October for both West San Carlos and South Bascom. Both workshops were well attended. The October 24<sup>th</sup> South Bascom community workshop attracted over 50 people and an estimated 45 people attended the October 29<sup>th</sup> West San Carlos Workshop. To get input from the large Spanish speaking population in the area, a Spanish speaking workshop for both South Bascom and West San Carlos is planned for November 28<sup>th</sup>. The input from these workshops will form the basis of land use alternatives to be brought back for refinement and community input in February 2013. Thus far the community has generated some very innovative ideas and, in general, has expressed support for new urban type development along the West San Carlos and South Bascom corridors.

The Alameda (Diridon to Hanchett Avenue): In September, staff initiated the Urban Village Plan process for The Alameda, funded in large part by a \$150,000 grant from the Valley Transportation Authority (VTA). The first of three community workshops was held on October 18<sup>th</sup> and was attended by almost 50 people. As with the West San Carlos and South Bascom workshops, most of the community identified opportunity areas for new urban type and scale development. The second workshop, which will refine community input received into a conceptual plan, is planned for February 2013. Staff will begin to develop a proposed zoning framework in March of 2013. This process will include significant outreach to individual property owners. Both the Plan and proposed zoning framework will be completed in the Fall of 2013.

Alum Rock Avenue (King Road to I-680): Staff secured a \$34,100 grant from VTA to propose rezoning of private property along Alum Rock Avenue between King Road to Interstate 680 from the current mix of Commercial, Residential and Industrial Zoning Districts to the new Main Street Zoning District. Staff has initiated this proposed rezoning process and plans to conduct property owner outreach in winter 2013.

Winchester Boulevard (Interstate 280 to City of Campbell): Staff is currently initiating the Winchester Urban Village planning process. This planning process, together with the Santana Row/Valley Fair and Stevens Creek Urban Village Plans below, will establish a template for developing Urban Village Plans in a four to six month timeframe, with a compressed scope of work and focused community and property owner outreach. The Winchester Urban Village planning process will build upon the Winchester Boulevard Enhancement Strategy, completed in March of 2010 by the City and the Redevelopment Agency. The planning process will be completed in May of 2013.

Valley Fair/Santana Row and Vicinity: Project initiation for the Valley Fair/Santana Row Urban Village will occur in December of this year, with community and property owner meetings being held in January. One of the primary focuses of this planning process will be to identify how intensification would occur along the west side of Winchester Boulevard, including the Century 21 theater property. Built in 1964, the theaters are approaching 50 years of age and may have historic significance. The planning process will be completed in May of 2013.

Stevens Creek Boulevard (Winchester Boulevard to the City of Cupertino): Staff initiated preliminary work on the Stevens Creek Urban Village in September as result of expressed developer interest in property along this corridor. Given the planned Apple Cupertino Campus on one end of the corridor and Valley Fair and Santana Row on the other, this Urban Village plan is intended to facilitate significant near term commercial office, retail and housing development. VTA recently initiated conceptual planning of the Bus Rapid Transit (BRT) system along Stevens Creek Boulevard and West San Carlos Street, and plans to have the system operating by 2017. City staff is, and will continue to coordinate with VTA and the City of Santa Clara on the design of the system and modification to Stevens Creek Boulevard. In addition to land use, the Urban Village planning process will develop recommendations on urban design and circulation improvements to this roadway that will inform VTA's BRT design process. The first community workshop is planned for January 2013 with project completion in May of 2013.

### **Future Urban Village Work**

East Santa Clara Urban Village Plan and Rezoning: The City was recently awarded a \$635,594 grant to develop an Urban Village Master Plan for the East Santa Clara Street corridor between City Hall and Coyote Creek. This process will be a collaboration between the City, CommUniverCity and the County of Santa Clara. Of the total grant award, \$381,927 is budgeted to the City, with the remainder budgeted to CommUniverCity. This process would build on our collaboration with the County and prior community engagement to plan for the former Downtown Hospital property. In addition, this grant will fund the development of a zoning framework with the East Santa Clara Urban Village Planning area, as well as with the portion of East Santa Clara and Alum Rock Avenue with the Five Wounds Urban Village area (Coyote Creek to King Road) since the Five Wound Urban Village plans currently being drafted do not address zoning. This planning process will be initiated in July 2013, with project completion in August 2014.

Urban Village Zoning Framework: In the spring of 2013 staff will initiate the development of an Urban Village zoning code framework that could be adapted to Urban Villages citywide. The framework will likely result in proposed new zoning districts and/or overlays, and could also result in proposed modifications to existing Zoning Districts and Zoning regulations. The Urban Village zoning process will include the Urban Villages currently being planned, including the West San Carlos, South Bascom, Stevens Creek Boulevard, Winchester Boulevard, and Santana Row/Valley Fair Urban Villages, as case studies for the development of a new code framework. In addition, the zoning code development that is grant funded and planned for The Alameda,

East Santa Clara Street and the Five Wounds SNI portion of Alum Rock Avenue could also be woven into this larger code development process.

### **Other Envision 2040 Implementation Efforts**

In addition to the Urban Village planning efforts, staff continues to work on the following items:

- Promoting Development Opportunities in San Jose: Staff is making presentations to brokers, development groups, and other interested parties regarding the current development opportunities in San Jose under the Envision Plan and the Village planning efforts. This work includes conversations with builders who have not yet done business in San Jose.
- Creating Realistic Plans: As part of the development of each Urban Village Plan, staff will be inviting developers, brokers, and others to test the product types, development intensities, and other parameters to ensure that the Plans contain viable and financially feasible development opportunities.
- Engaging the Historic Preservation and Development Community: After the Mayor convened key stakeholders in the Historic Preservation, consultant, and development community, staff is setting up a follow up discussion to determine guiding principles for the treatment of mid-Century and other potential historic assets within Urban Villages.
- Measuring the Performance of the Envision Plan: Staff is underway with an analysis of the progress to date in implementing the goals and policies of the Envision Plan. This includes not only development activity within the planned growth areas, but also measures progress towards transportation choices, environmental sustainability, economic development, and other key strategies of the General Plan. The progress report is expected to be presented to Council in March 2013.

### **CONCLUSION**

With a fully staffed Urban Village Planning Team, and with DOT close to hiring a new Transportation Specialist, the City is moving quickly with its Urban Village planning efforts to facilitate and guide the new development that is anticipated to occur as a result of the improving economy. The Administration will continue to discuss these activities with the Committee to obtain additional guidance on the implementation of the Envision Plan.

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**Subject: Urban Villages Implementation Status Report**

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## **COORDINATION**

All of the Urban Village planning work described in this memorandum is being completed in an inter-disciplinary manner in coordination and collaboration with the Office of Economic Development, City Attorney's Office, and the Departments of Transportation, Public Works, Housing, Environmental Services, and Parks, Recreation, and Neighborhood Services. As the plans take shape, additional City Departments will participate in specific implementation mechanisms including the Finance Department and the City Manager's Budget Office. As mentioned above, coordination is also occurring with outside agencies such as VTA and the County of Santa Clara.

/s/

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