

# Proposed General Plan Update Goals, Policies, and Implementation Actions



## Economic Development

Economic Development Goals, Policies, and Implementation Actions directly support the Innovative Economy element of the Vision. The desired outcomes of these Goals, Policies, and Implementation Actions include growing San Jose’s economic role within the region and world, increasing prosperity and opportunity for members of the community, and creating revenue growth for the City.

### Goal ED-1 Business

**Goal ED-1** Promote San Jose as an employment center. Nurture existing and attract new companies of all sizes (large anchor companies, emerging growth companies, small businesses) in industries that can drive the regional economy, in production-related sectors, in health care, and in retail.

### ED-1 Business Policies

- Policy ED-1.1 Create a business-friendly environment through respect for business needs related to clear development review and timeliness.
- Policy ED-1.2 Attract and sustain a growing concentration of companies which build on the strengths of the area (San Jose 2020 General Plan, revised) and serve as the economic engine for the city and region, particularly in driving industries such as information and communication technologies, clean technology, bioscience, and other sectors based on creativity and innovation.
- Policy ED-1.3 Attract and retain a diverse mix of businesses and industries that can provide jobs for the City's unemployed and under-employed labor force in order to support a thriving community. (San Jose 2020 General Plan, revised)
- Policy ED-1.4 Aggressively implement the Clean Tech Strategy; Clean Technology Goals, Policies, and Actions; and Green Vision to make San Jose the “World Center of Clean Tech Innovation.”
- Policy ED-1.5 Support the development of the health care industry and businesses providing services to seniors, in part by promoting the Health Care Goals, Policies, and Actions.
- Policy ED-1.6 Protect and improve the quantity and quality of all employment lands, particularly industrial lands designated exclusively for industrial uses and employment lands vulnerable to conversion to non-employment uses. (San Jose 2020 General Plan, revised)

- Policy ED-1.7 Invest in capital improvements, as appropriate, in order to encourage private investment, reduce new construction costs, or increase business efficiency and in order to support business retention and growth, stimulate economic activity, and employ people. (San Jose 2020 General Plan, revised)
- Policy ED-1.8 Continue to improve the speed, consistency, and predictability of the development review process while using the process to add value and improve the quality of new development. (San Jose 2020 General Plan, revised)
- Policy ED-1.9 Evaluate and periodically update the City's policies, regulations and ordinances to maintain San Jose's competitive ability to attract and grow businesses.
- Policy ED-1.10 Provide business assistance and support to enable job creation, develop new businesses, spur private investment, and promote industry evolution.
- Policy ED-1.11 Encourage a mix of land uses in the appropriate locations which contribute to a balanced economic base, including industrial suppliers and services, commercial/retail support services, clean technologies, bioscience, as well as high technology manufacturers and other related industries. (San Jose 2020 General Plan, revised)
- Policy ED-1.12 Manage land uses to improve the balance between jobs and workers residing in San José. Strive to achieve a minimum ratio of **TBD (based on preferred land use scenario)** jobs/employed resident to attain greater fiscal stability. (San Jose 2020 General Plan, revised)
- Policy ED-1.13 Protect and improve truck and freight transportation access to the City's key employment areas.
- Policy ED-1.14 Allow interim development of employment lands with alternative employment uses when the interim development does not limit the site's ability to redevelop in the future in accordance with the long-term plan for the site.
- Policy ED-1.15 Promote development of retail to the maximum extent possible, consistent with other goals and policies, in order to generate city revenue, improve customer convenience, and enhance neighborhood livability.
- Policy ED-1.16 Consider incentives or other tools to attract a broad range of new retail and other revenue-generating businesses to San Jose.
- Policy ED-1.17 Showcase and help demonstrate innovations born from San Jose-based companies.

- Policy ED 1.18 When developing housing proximate to active industrial areas, ensure sufficient buffer areas and construction methods around industrial uses to avoid inhibiting current and future business operations.
- Policy ED-1.19 Encourage business and property development that can generate revenues to support city services and infrastructure.

**ED-1 Business Actions**

- Action ED-1.20 Periodically review residential construction activity and supply, and industrial and commercial job growth rates, to monitor the City's balance of land uses and resulting tax base as well as the progress toward improving the balance between jobs and resident workers. The results of this review should be reported to the City Council as part of the annual General Plan review. (San Jose 2020 General Plan, revised)
- Action ED-1.21 Partner with public, private, and non-profit organizations to advance shared economic development goals.
- Action ED-1.22 Work with industry to resolve problems and impediments at the local, state, and federal levels that impede business growth.
- Action ED-1.23 Assist businesses in accessing information related to energy efficiency, water use reduction, and other green building measures.
- Action ED-1.24 Develop a long-term trucking and freight access plan to better support the City's key employment areas.
- Action ED-1.25 Promote federal tax credits, such as the Enterprise Tax Credits, and state tax credits as tools to encourage companies to locate and expand in San Jose.
- Action ED-1.26 Build and strengthen relationships with venture capitalists who can help promote San Jose as an attractive home for companies, with priority for growth companies in early phases of development with typically fewer than 100 employees.
- Action ED-1.27 Continue to develop strategic partnerships with San Jose State University and other local colleges and universities to drive innovation and economic impact and to encourage young entrepreneurs to locate and incubate their emerging growth companies in San Jose.

## **Goal ED-2 Workforce**

**Goal ED-2        Attract new and retain existing employees, entrepreneurs, and executives who contribute to the local and global economies.**

### **ED-2 Workforce Policies**

- Policy ED-2.1        Achieve goals related to Quality Neighborhoods, including diverse housing options, walkable/bikable neighborhoods (i.e., compact development where jobs, homes, parks, amenities, and services are clustered near one another), and access to healthful foods to distinguish San Jose as a livable and attractive city, to spur interaction among community members, and to attract talented workers to the City.
- Policy ED-2.2        Assist residents in preparing themselves to secure jobs, advance their careers, and succeed in an ever-changing economy.
- Policy ED-2.3        Provide leadership with the K-12 education community to increase the share of youth in San Jose who graduate from high school, the share of high school graduates prepared for post-secondary education, and the share of graduates who enter and complete post-secondary education.
- Policy ED-2.4        Expand existing higher educational institutions and attract more to San Jose.
- Policy ED-2.5        Use the Housing Goals, Policies and Implementation Actions to provide housing options for all segments of San Jose’s diverse community, paying particular attention to the housing characteristics that will attract energetic, creative, entrepreneurial people and housing that serves active seniors and lower-wage workers.
- Policy ED-2.6        Create complete, mixed-use employment areas that include business support uses, public and private amenities, child care, restaurants and retail services that serve both adjacent businesses and the employees of these businesses.
- Policy ED-2.7        Further the Urban Design and Green Building Goals, Policies, & Actions as a means to provide distinctive architecture and quality design and to attract talent and visitors to San Jose.

### **ED-2 Workforce Actions**

- Action ED-2.8        Partner with educational, civic, and business institutions to provide job training programs which meet the needs of business and industry, including programs that enable the unemployed, under-employed, or economically or socially disadvantaged to enter or move up in the labor force. (San Jose 2020 General Plan, revised)

**Goal ED-3 Regional, State, and National Leadership**

**Goal ED-3 Increase San Jose’s leadership role and influence in regional, state, and national forums in order to advance City goals and secure resources.**

**ED-3 Regional, State, and National Leadership Policies**

- Policy ED-3.1 Promote San Jose’s stature as Northern California’s largest city and as one of the nation’s largest cities.
- Policy ED-3.2 Further the Goals & Policies that support the Destination Downtown City Design Concept and continue to position Downtown San Jose as Silicon Valley’s City Center.
- Policy ED-3.3 Actively promote San Jose’s Economic Vision, including its characteristics as a global gateway, creative community, entrepreneurial environment, place of opportunity, valued contributor to addressing global challenges, & world’s most livable big city.
- Policy ED-3.4 Ensure that federal, state, and regional agencies have policies and regulations that support or do not impede implementation of the higher-density, clustered, transit-oriented development featured in the Envision 2040 Plan.

**ED-3 Regional, State, and National Leadership Actions**

- Action ED-3.5 Secure and maintain additional voting rights in important regional agencies, including the Association of Bay Area Governments and the Metropolitan Transportation Commission, commensurate with San Jose’s size as Northern California’s largest city.
- Action ED-3.6 Work at the regional level to promote a sufficient housing supply to accommodate the changing demographics and growing population.
- Action ED-3.7 Continue to work with leaders of other large cities in California and across the nation to advance the importance of large cities in job creation and innovation.
- Action ED-3.8 Advocate for changes to local, regional, and national policies which promote economic development in and secure resources for San Jose.
- Action ED-3.9 Work with partners within the region to influence the development of regional policies and regulations that support a higher-density, clustered, transit-oriented development pattern consistent with the San Jose General Plan vision and policies.

**Goal ED-4 Connections and Promotion**

**Goal ED-4            Strengthen San Jose’s connections to the Bay Area and world, and promote San Jose’s assets and image as a global innovation center.**

**ED-4 Connections and Promotion Policies**

- Policy ED-4.1        Embrace San Jose’s diversity as a strength that provides for varied perspectives, presents partnership opportunities, and connects San Jose to the world.
  
- Policy ED-4.2        Pursue development and implementation of global partnerships that foster trade, promote investment in San Jose, or accelerate business growth.
  
- Policy ED-4.3        Plan land uses, infrastructure development, and other initiatives to maximize potential of transit system investments. Advance the Diridon Station Area as a world-class transit hub and key transportation center for Northern California.
  
- Policy ED-4.4        Continue developing a world-class airport, and build national and world connections by attracting new air service to the airport.
  
- Policy ED-4.5        Promote heightened awareness of San Jose’s companies, assets, and economic development initiatives to national and international business media as a tool to attract companies to San Jose and to strengthen the connection of existing companies to the City.

**ED-4 Connections and Promotion Actions**

- Action ED-4.6        Track the success of the airport in attracting new air service, report the results to City Council on an annual basis, and update or modify applicable short- and long-term strategies as necessary.
  
- Action ED-4.7        Support the California High Speed Rail Authority to bring high-speed rail to Diridon Station.
  
- Action ED-4.8        Support Valley Transportation Authority to extend BART service to Downtown San Jose and to Diridon Station.
  
- Action ED-4.9        Track the successes of global partnerships and annually report to the City Council on benefits derived from these partnerships.
  
- Action ED-4.10        Expand and upgrade the San Jose Convention Center to increase its capabilities as a modern conferencing facility.

**Goal ED-5 Cultural Attractions**

**Goal ED-5        Develop and promote a distinctive set of sports, arts, and entertainment offerings aligned with San Jose’s diverse, growing population.**

**ED-5 Cultural Attractions Policies**

- Policy ED-5.1        Further the Goals, Policies, & Actions that support the Vibrant Arts & Culture Vision Element, as well as those for Parks, Trails, Open Space, and Recreation to enhance San Jose’s identity regionally, nationally, and internationally; to serve residents; and to attract visitors.
  
- Policy ED-5.2        Promote San Jose as a great bicycling community, highlighting its weather, topography, and fitness-oriented culture as significant assets for biking.
  
- Policy ED-5.3        Support private efforts to achieve a stronger mix of evening and late-night uses in Downtown that promote a vibrant, 24-hour City center.
  
- Policy ED-5.4        Support entertainment offerings and cultural facilities, including but not limited to visual and performing arts, museums, theatres, festivals, and commercial entertainment venues, particularly those that provide significant social and economic benefit to San Jose’s community, that provide opportunities for community participation, that achieve excellence and innovation, and/or that reflect San Jose’s distinct population.
  
- Policy ED-5.5        Seek to attract new and retain existing professional and amateur sports teams and events to San Jose.