



# Memorandum

**TO:** CITY COUNCIL

**FROM:** Mayor Chuck Reed  
Vice Mayor Judy Chirco  
Councilmember Sam Liccardo  
Councilmember Pierluigi Oliverio

**SUBJECT:** ENVISION SAN JOSE 2040  
SELECTION OF PREFERRED  
LAND USE SCENARIO:

**DATE:** April 16, 2010

**APPROVED:**

*Chuck Reed*  
*Pierluigi Oliverio*

**DATE:**

*4/16/10*

**RECOMMENDATION:**

*Judy Chirco*  
*Sam Liccardo*  
*Pierluigi Oliverio*  
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- A. Accept the Preferred Land Use Scenario as jointly recommended by the Envision Task Force and Administration, as well the amount and geographic distribution of new job and housing growth capacity;
- B. Direct the Administration to proceed with environmental review and preparation of the General Plan Update text document and Land Use/Transportation Diagram for final consideration by City Council in June 2011; and,
- C. Direct staff to incorporate the guidance provided below in their on-going work:
  - i. Scope: That the Task Force work within the Guiding Principles as approved by the City Council in June 2007, focus on policies that advance the Preferred Land Use Scenario, and avoid including levels of detail that are not directly related to land use regulation or planning;
  - ii. Legal Requirements: That the City Attorney provide further guidance with regards to enabling the Task Force to pursue the jobs/housing balance that is in San Jose's long term best interests, while complying fully with State-mandated obligations to provide sufficient housing for future growth;
  - iii. Job Growth and Intensification of Floor Area Ratios: That staff and the Task Force continue to engage directly with local developers and corporate real estate facilities executives to be certain that the new General Plan include pragmatic implementation measures to meet the community's aspirations for San Jose to increase its share of job growth by 2040.
  - iv. Comprehensive Village Plan: That staff engage the community in preparing Growth Area Village Plans as expeditiously as possible, as funding becomes available, and most importantly, assess and model specific infrastructure needs, and amenities and services necessary to support the jobs and housing growth assigned to each growth area; and

- v. Envision San Jose 2040 Fiscal Report: That the conclusions of the fiscal report which relies upon assumptions of high growth of retail to justify revenue projections accompanying housing growth be further analyzed, with a report to the Task Force reflecting that analysis.

**BACKGROUND:**

An extraordinary effort has been underway over the past 34 months. A 36-member Task Force, hundreds of San Jose residents, and representatives of regional agencies have engaged in hours of work with City staff towards the preparation of the General Plan 2040 Update that is expected to be finalized and considered by City Council in June 2011. We express our thanks to everyone that has participated thus far in the monthly Task Force meetings, the Community Workshops and Online Surveys. Your efforts will bring a measure of certainty to how San Jose will evolve over the next three decades, eliminate the uncertainties caused by current discretionary policies, guide the investment decisions of our development community, and assure that our aspirations to create thriving job centers and high quality neighborhoods continue to be realized.

We are particularly proud of the vision that is evolving for 2040, and endorse:

- a. The Preferred Land Use Scenario providing for growth capacity for up to 470,000 new jobs and up to 120,000 new dwelling units to achieve a Jobs/Employed Resident Ratio of 1.3:1. Our current 0.8 Jobs/Employed Resident Ratio is no longer an acceptable or sustainable option. It is clear that the Task Force and community support a shift in our current approach. The Preferred Land Use Scenario is absolutely consistent with this City Council's stated economic development priority to induce job growth and achieve long-term fiscal stability.
- b. The concept of Growth Areas which deliberately plans where and how much additional growth can be accommodated to support our long-term vision to create vibrant, walkable, mixed-use villages throughout San Jose. We agree with the notion of:
  - i. placing emphasis on job growth, becoming a regional job center, further intensifying existing employment centers in North San Jose, Edenvale, and Monterey Corridor, retaining job capacity in Evergreen and North Coyote Valley, providing for growth in the WPCP buffer lands and the Berryessa Business Park, and encouraging significant job growth in locations adjacent to Caltrains, BART and High Speed Rail Stations;
  - ii. encouraging new housing growth in Specific Plan Areas, transit corridors, station areas, commercial centers, and neighborhood oriented villages and maintaining our commitment to developing several thousand units already entitled or planned in the Downtown and North San Jose;
  - iii. excluding the development of the urban reserves through 2040; and
  - iv. phasing the growth capacity on a geographic basis, and dividing the overall General Plan timeframe into four horizons with specific goals to be assessed on an annual basis, and a City Council review in the final year of each horizon.