COUNCIL AGENDA: 04-22-08
ITEM: 9.1

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: City Council

FROM: Mayor Chuck Reed
Councilmember Kansen Chu

SUBJECT: SEE BELOW

DATE: April 18, 2008

APPROVED: Kansen Chu, Chuck Reed

DATE:

SUBJECT: CONSIDERATION OF THE RECOMMENDATIONS OF THE NORTH SAN JOSE NEIGHBORHOODS PLANNING TASK FORCE

RECOMMENDATION

Approval of staff recommendations on Item 9.1 on the April 22, 2008 Joint City Council/Redevelopment Agency Agenda with the following clarifications and amendments:

a. Acceptance of the Final Guiding Principles and the background reports on schools, parks, and retail, constitutes an acknowledgement of the work efforts and outstanding contributions of the North San Jose Neighborhoods Planning Task Force and that of City and Redevelopment staff, consultant teams, and executives of local schools and other agencies over the past eight months. The Guiding Principles are a valued set of recommendations that will advise and support staff efforts in the preparation of an Implementation Strategy to implement the North San Jose Vision 2030 Development Policy.

b. Staff is directed to return to City Council within four months with a Draft North San Jose Implementation Strategy. The North San Jose Urban Design Guidelines, Grid Street Master Plan, the Guiding Principles and with other staff work program efforts pertinent to implementing Council Policy directives in North San Jose should be considered in the Implementation Strategy. Once adopted by City Council, the Implementation Strategy shall set the ground rules for implementation of the North San Jose Development Policy.

c. Staff should reconvene the North San Jose Neighborhoods Planning Task Force to get their comments on the Draft North San Jose Implementation Strategy.

d. Amend the language of Guiding Principle 7.7 to add the following: Development of the Moitozo property may be achieved in conformance with the property's existing General Plan and Zoning designation.

e. Modify the Parks Plan to more clearly present the large swaths of land identified for community parks as opportunity sites, where all portions of the land instead of the entire site would be designated to satisfy the 35 acre total community park requirement.

f. Staff should actively and creatively pursue financing parks operation and related costs in the long term from sources other than the General Fund. Exploring opportunities for private developer and HOA funding will be a valuable exercise.

g. Until such time as the Implementation Strategy is adopted, staff will continue to process development applications consistent with the North San Jose Policy and in the spirit in which the guiding principles were established. Silicon Valley is in constant change. Our goal must be to ensure the economic viability of San Jose's premier employment center and to establish a successful new residential living environment supported by parks, schools, and other public facilities. Processing certainty is a key element to site selection decision making by investors and the development community. It is critical in present market conditions to provide flexibility in the development process and not preclude investment in North San Jose by creating uncertainty. The Urban Design Guidelines and Grid Street Master Plan must be supportive and consistent with our economic development goals and must not become rigid rules that discourage major investments.

CONCLUSION

We take this opportunity to thank the North San Jose Neighborhoods Planning Task Force members for their commitment towards endorsing the City Council's vision to evolve North San Jose from a traditional industrial and office park to a pre-eminent and thriving 21st century technology hub supported by livable, walkable neighborhoods with access to world class parks, community facilities, schools, retail amenities, public transit and infrastructure. What has been accomplished by the Task Force and City and Redevelopment staff in a short period of time is commendable, and will serve the City Council well. As the City Council implements the North San Jose Development Policy, it is our hope that you will remain engaged in the process as valued development partners and neighborhood leaders.