Council Agenda: June 21, 2005
Item: 4.3

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: City Council

FROM: Mayor Ron Gonzales
Councilmembers Cortese and Campos

SUBJECT: Evergreen Visioning Project

DATE: June 21, 2005

Approved Date 6/21/05

RECOMMENDATION

1. Approve staff's recommendations outlined in the memo dated June 16 with the following changes:

   a. (Attachment 2) EVP Vision and Expected Outcome #6 should be changed to read: "Explore opportunities to increase workplace density on existing industrially zoned land to create mixed-use opportunities, utilizing information provided in the "Trade-Off Analysis."

   b. (Attachment 2) EVP Vision and Expected Outcome #7 should be changed to read: "Capture new retail and commercial opportunities while strengthening all existing retail including the commercial center at the Evergreen Village."

   c. (Page 6) All three affordable housing scenarios shall be explored as part of the EVP process.

2. Receive the attached list of the Task Force composition (Attachment 1).

3. Direct staff to present the Task Force with the framework for the Trade-Off Analysis described on Page 3 in advance of its preparation.

4. Direct staff to work with Task Force to structure the Community Facilities District such that Greenprint projects within the boundaries of the Area Development Policy are not delayed by other projects on the EVP Community Amenities List. The parks, trails and open spaces included in the Community Amenities List must have originated from at least one of the following processes/documents:
   a. City's adopted Greenprint
   b. City's SNI planning process

c. Turnkey Projects that are integrated as part of the internal design of the yet to be determined subdivisions and developments.
d. Projects approved by the City Council to be implemented or pursued.

BACKGROUND

The Evergreen Visioning Process is an exciting and ambitious planning opportunity for San José that we expect will provide benefits both for the residents of the Evergreen neighborhoods and the entire city. The City Council Study Session on June 8 was very informative, and we greatly appreciate the valuable input provided by the participants. They provided important information and perspectives on many key policy areas such as transit-oriented development, home ownership versus renting, and industrial conversion.

One of the many benefits of the Study Session is that staff has taken the thoughts and comments of the City Council and the participants and are presenting the Council with a thoughtful and comprehensive list of recommendations on the Evergreen Visioning Process. The recommendations are consistent with the smart growth strategies included in the General Plan. We concur with the recommendations. The Guiding Principles and Vision & Expected Outcome statements will adequately guide the Task Force discussions and the final recommendations on the projects within the Evergreen Visioning Project.

Increasing the supply of affordable housing in San José is one of the City's top priorities. We build more housing than any other city in California and we are committed to continue that pace of development. Understanding that adding more affordable housing beyond the Arcadia site will impact other priorities in the Evergreen Visioning Project, the Trade-Off Analysis will provide key information to the City Council and Task Force. For that reason, it is important that the Task Force is well informed on the development of the analysis. Therefore, we feel it is important for staff to provide the Task Force with the framework for the analysis before the work is initiated and that all three options presented by staff as to how affordable housing could be implemented in Evergreen be fully explored by the Task Force.

The composition of the Task Force in Attachment I includes a wide range of perspectives and interests associated with both the Evergreen area and San José overall. It includes Council representation from three districts; volunteer commissioners; landowners; environmental, labor, and business advocates; and residents of affected areas. Councilmember Cortese will serve as the chairman of the Task Force and Councilmember Campos as the vice-chair.

As the Community Amenities List is developed and finalized, it is important that the parks, trails, and open spaces included or considered in the Greenprint (within the Area Development Policy) are given priority in terms of build-out. The Greenprint is the result of a citywide strategic planning process to identify current leisure and recreational needs and to develop opportunities for parks, community facilities, recreation programs and neighborhood services. The Greenprint is a toolbox for the City Council and the Task Force for building a more livable and healthful community. Because the Council has adopted the Greenprint, the community amenities should be compatible with it and its vision for the area contained within the Area Development Policy.

As stated in the "Recommendation" section of this memorandum, all of the amenities should comport with at least one of the following sources:

a. City's adopted Greenprint
b. City's SNI planning process
c. Turnkey Projects that are integrated as part of the internal design of the yet to be determined subdivisions and developments.
d. Projects approved by the City Council to be implemented or pursued.

CONCLUSION

Our mutual goal is to create a plan that will have the support of the City Council and the public and will benefit both the residents of the Evergreen area and the whole community.

ATTACHMENT I

Evergreen Visioning Project Task Force

Members

1. Councilmember Dave Cortese, Chair
2. Councilmember Nora Campos, Vice Chair
3. Sylvia Alvarez, Quimby Hills neighborhood, Evergreen Elementary School District Board of Trustees, District 8 (EVP)
4. Jenny Chang, Greystone Estates neighborhood, District 8 (EVP)
5. Chris Corpus, Evergreen Elementary School District (EVP)
6. Alan Covington, Charrette participant, District 8 (EVP)
7. Steven Cox, HPC Architecture, citywide business representative
8. Nancy Dellamattera, Working Partnerships, labor representative
9. Steve Dunn, Legacy Partners, property owner
10. Carolyn Gonot, Chief Development Officer/VTA, VTA representative
11. Joe Head, Summerhill Homes, property owner
12. Mike Hill, San Jose Evergreen Community College District
13. Felipe Juarez, KONA SNI, District 7
14. Lou Kvitek, Silver Creek Valley Community Organization, District 8 (EVP)
15. Bob Levy, Planning Commission Chairman
16. Maria Lopez, Meadowfair neighborhood, West Evergreen SNI, District 8 (EVP)
17. Gordon Lund, Groesbeck Park neighborhood, business owner, District 8 (EVP)
18. Mark Milioto, Evergreen Little League, District 8 (EVP)
19. Al Munoz, Mt. Pleasant Neighborhood Association, District 5
20. Khanh Nguyen, West Evergreen NAC, District 7 (EVP)
21. Melanie Richardson, Parks & Recreation Commissioner
22. Vince Songcayawon, business owner, Evergreen Business and Professional Association, District 8 (EVP)
23. Jim Webb, Acting Chief of Staff, District 7
24. Ike White, Mt. Pleasant neighborhood, School Site Council member, District 8 (EVP)
25. Rob Wooten, Arcadia, property owner
26. Homing Yip, Evergreen Hills Resident Action Group, District 8 (EVP)
27. Esperanza Zendejas, Superintendent, East Side Union High School District
28. Dave Zenker, Falls Creek Neighborhood Association, District 8 (EVP)
29. Jim Zito, Quimby Creek Neighborhood Advisory Committee, District 8 (EVP)
30. George Perez, Superintendent, Mount Pleasant Elementary School District