

The Envision San Jose 2040 General Plan Update process is creating the blueprint for how and where the city will grow. As part of this presentation, you will learn about the purpose of the general plan and how the City and San Jose and community stakeholders have come together to shape a vision for the City's future, with a focus on the 10 Key Concepts or "big ideas" upon which the Draft Plan is based.

General Plan Purpose

- Vision for City's future
- Standards for City Services
- Land Use Plan



State law requires that all jurisdictions prepare and maintain a General Plan.

San Jose's first modern General Plan was GP '75. The Horizon 2000 General Plan was adopted in 1984, and the current General Plan, San Jose 2020 was completed in 1994. Lots of changes have happened since that time, and we're rapidly approaching 2020, so it's time to update our guiding policies.

The General Plan provides the City's long-term vision for its future. It guides the physical development of the City so the City will provide a high quality of life for our residents, as well as for those who work in and visit San Jose. It's the driving force behind creating a City that's full of great places to live, work, and play. In CA, 7 required GP elements are land use, circulation, housing, conservation, open-space, noise and safety.

The GP guides future growth of the City by identifying appropriate locations for jobs, housing, open space, etc.

Direct capital improvements and infrastructure investment

Coordinate new development with the delivery of services such as parks, libraries, fire and police protection

General Plan Purpose

*San Jose is creating its **Blueprint for the Future** to become a great city in which to live, work, play, learn, and visit*



In sum, the new General Plan will guide the physical development of the City to provide a high quality of life for our residents, those who work and visit San Jose

Envision San Jose 2040 Plan Concepts

10 Key Concepts of the Envision Plan

- Community Based Planning
- Regional Employment Center
- Fiscally Strong City
- Focused Growth
- Urban Villages, Corridors and Regional Transit Hubs
- Complete Streets, Grand Boulevards and Main Streets
- Destination Downtown
- Greenline / Urban Growth Boundary
- Environmental Stewardship
- Design for a Healthy Community

The following slides provide an overview of the 10 key concepts that emerged as the focus of the Envision Task Force and community participation through the past 3 years of the General Plan Update process.

Concept: Community Based Planning

- 48 Task Force meetings
- 7 community meetings and workshops
- Over 4,500 on-line participants



Development of plan concepts involved significant community engagement efforts. A stakeholder Task Force representing political, business, resident, development, religious, and labor interests guides the Envision process.

Community workshops were conducted, including workshops translated in multiple languages and innovative use of Lego blocks to represent growth;

Creative graphics were used throughout the outreach efforts;

and a Bus tour of potential development areas in the city attracted a broad audience.

Extensive online engagement also facilitated community participation:

A plethora of information is available on the **Envision website**

Wikipanning

On-line survey

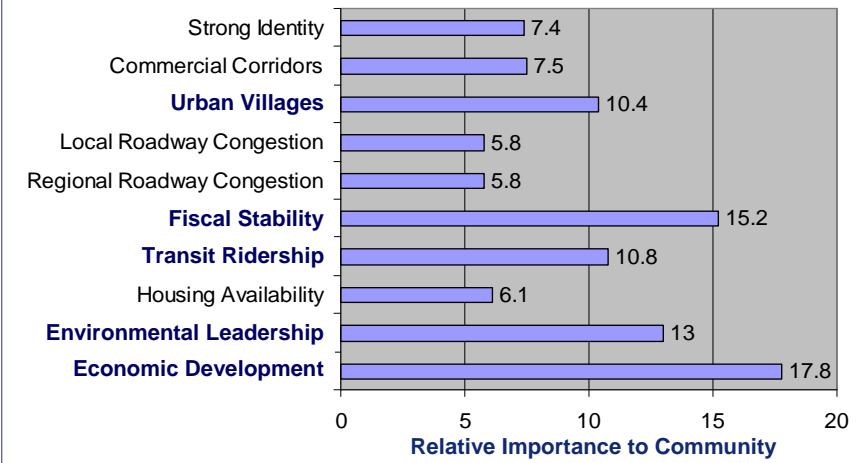
Social media

Internet

- nearly 4,500 visited Wikipanning Site
- approximately 2,800 completed Wikipanning survey in 3 months
- nearly 1,000 completed Preferred Land Use Scenario survey in 2 weeks

Concept: Community Based Planning

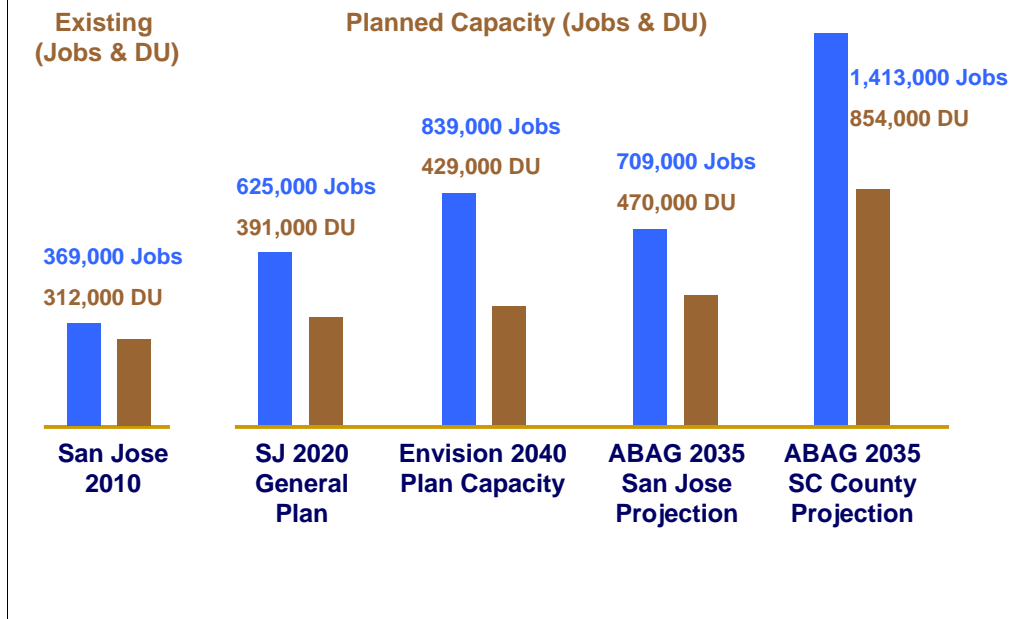
Community Identified Planning Priorities



Key decisions of the Envision process are directly connected to the priorities expressed by Task Force and community members. This chart shows the planning priorities from approximately 1,000 respondents to an online survey with top priorities shown in bold.

The draft Envision San Jose 2040 General Plan policy document aligns with community priorities by placing a strong emphasis on promoting job growth, protecting employment lands, fostering fiscal stability, and focusing growth capacity in urban Villages and near to transit.

Concept: Regional Employment Center



The second important concept is to promote San Jose as a Regional Employment Center, planning capacity for 470,000 new jobs and a ratio of jobs to employed residents of 1.3 Jobs/ER. This is reflected in the planned amount of job and housing growth capacity supported by the Draft Envision Plan and Draft Land Use / Transportation Diagram. This chart depicts the current amount of jobs and housing units in San Jose in 2010, the amount supported by the current 2020 General Plan, and the planned capacity for the Envision 2040 Plan. For reference, the chart also depicts how much growth had been projected by ABAG (the Association of Bay Area Governments) for San Jose through 2035 based on the 2020 General Plan and how much growth ABAG projected for the entire county through 2035. As you can see, while the Envision Plan shifts the focus of San Jose's growth toward employment, the Plan also supports a significant amount of housing growth and a reasonable portion of that forecast for the County as a whole.

Concept: Regional Employment Center

- Intensify existing employment lands
- Create transit-oriented employment centers
- Enhance and expand commercial activity
- Add employment lands in Alviso



San José's role as an employment center will enhance the City's leadership role in North America, increase utilization of the regional transit systems (e.g., BART, Caltrain and High Speed Rail), and support the City's fiscal health. The Draft Plan's Land Use/Transportation Diagram supports employment growth in the Downtown, in proximity to transit facilities and on existing employment lands throughout the City. All existing employment lands are maintained and additional new employment lands have been identified in order to support this ambitious amount of job growth.

Because the City is largely built-out, there is limited opportunity to add new employment lands and most job growth will need to occur through preservation and intensification of existing employment area. The one opportunity for a new employment area is in Alviso, taking advantage of the Water Pollution Control Plant buffer lands which to some degree will become available for development as the Plant operations evolve.

Concept: Regional Employment Center



Light rail corridor - existing

The following two slides provide a visual simulation of how intensification of the existing North San Jose area could help to meet several Plan goals. As you can see, the existing condition is characterized by low intensity development of 1 or 2 story buildings, set well back from the street and supported by limited pedestrian facilities despite the close proximity to transit.

Concept: Regional Employment Center



Light rail corridor – Intensification photo simulation

This rendering depicts the future potential character for this area, developed with 4 to 6 story mid-rise office buildings, mixing in retail, and providing enhanced pedestrian and bicycle facilities.

Concept: Fiscally Sustainable City

- City Operations & Service Delivery
- Cultivate Resources
- Land Use Framework



The Draft Plan incorporates policies from the Employment Lands Preservation Framework and several critical implementation policies to address the fiscal impacts of future land use decisions. Adequate fiscal resources are vital for the City to provide municipal services consistent with supporting the high quality of life envisioned within the Plan.

Concept: Focused Growth

- Strengthen UGB
- Transit-oriented and walkable
- Build complete communities
- Minimize fiscal and environmental costs
- Preserve existing neighborhoods



The Focused Growth strategy is integral to multiple Plan goals, supporting and strengthening the City's Urban Growth Boundary, providing sufficient development activity in focused areas to support the development of new transit-oriented and walkable communities, reducing service costs by focusing new growth into more compact areas and preserving the character of established neighborhoods.

Concept: Villages, Corridors & Hubs

- Transit Villages (Light Rail)
- Neighborhood Villages
- Corridors (BRT)
- Commercial Centers
- Transit Hubs (BART, Caltrain)



The Plan promotes the development of Urban Villages, Corridors and Regional Transit Hubs to provide active, walkable, bicycle-friendly, transit-oriented, mixed-use, urban settings for new housing and job growth attractive to an innovative workforce and consistent with the Plan's environmental goals. The Draft Plan focuses significant growth, particularly to increase employment capacity, in areas surrounding the City's regional transit hubs in order to support the City's continuing emergence as a Regional Employment Center and to maximize the use of these transit systems within the region.

Concept: Urban Villages



Existing underutilized shopping center site

The next three slides provide a conceptual illustration of how incremental redevelopment of an existing, underutilized shopping center can result in the development of the type of pedestrian-friendly, attractive urban environment supported by the Plan.

Concept: Urban Villages



Proposed Village
Mixed-use development - Phase I

This slide depicts an interim step with new development placed at the front of an existing surface parking lot, providing an opportunity for new residential and retail development in a format more friendly for pedestrians.

Concept: Urban Villages



Proposed Village
Mixed-use development - Phase 2

And this image depicts a final condition with additional housing and commercial development and enhanced pedestrian, bicycle and transit facilities.

Concept: Streetscapes for People

- Complete Streets
- Grand Boulevards
- Main Streets



The Complete Streets, Grand Boulevards and Main Streets concept establishes that streets will be designed for people, not just cars, supporting a diverse range of urban activities and functions. While all of the City's streets should be developed as Complete Streets, five roadways have been identified as Grand Boulevards which have the unique potential to connect multiple neighborhoods and act as urban design elements at a citywide scale. The Draft Plan also promotes the ongoing development of Main Streets to foster community identity and walkability, and recognizes that they serve as important destinations for retail and other activities within neighborhood areas. In many cases, neighborhood residents identify themselves according to their neighborhood's Main Street.

Concept: Destination Downtown

- Key Employment and Housing District
- Cultural and Symbolic Center



The Envision Plan supports continued growth in the Downtown as the City's cultural center and as a unique and important employment and residential neighborhood. Focusing growth within the Downtown will support the Plan's economic, fiscal, environmental and urban design/placemaking goals.

For the Downtown, the Plan:

- Maintains the *Downtown Strategy*
- Further Supports transit use
- Supports development of a regional job center
- Continues to encourage high-rise housing Development

Concept: Maintain Greenline

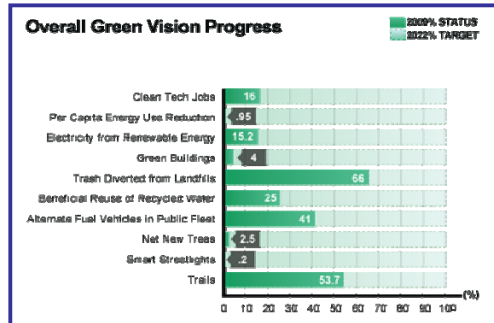
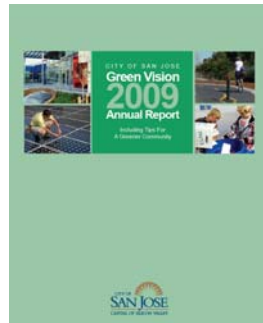
- Protect open space
- Preserve sensitive watershed / habitat areas
- Preserve & restore riparian corridors within Greenline
- Limit Urban Service Area



The Envision Plan reinforces the Greenline and Urban Growth Boundary that define the limit of the City's urbanized area and preserve the surrounding hillsides largely as open space. Limiting the City's outward expansion is a basic requirement for advancing the Draft Plan's environmental and fiscal goals.

Concept: Environmental Stewardship

- Continue “Smart Growth” Strategy
- Implement City’s Green Vision (Goal #7)
- Measure and Report Plan Performance



Environmental Leadership was one of the top three goals identified by the Task Force and the community for the Envision General Plan Update. To support this goal, the Plan advances the City’s Green Vision goals through 2040 and establish Measurable Sustainability indicators consistent with Green Vision Goal #7. The Draft Plan also provides the basis for the City’s Greenhouse Gas Reduction Strategy.

Land Use policy and growth management tools are a critical component of Environmental Leadership. These policies and tools build on San Jose’s unique attributes and past sustainability successes and continues emphasis on transit-oriented design and greater density as means of achieving environmental goals.

Concept: Design for Healthy Community

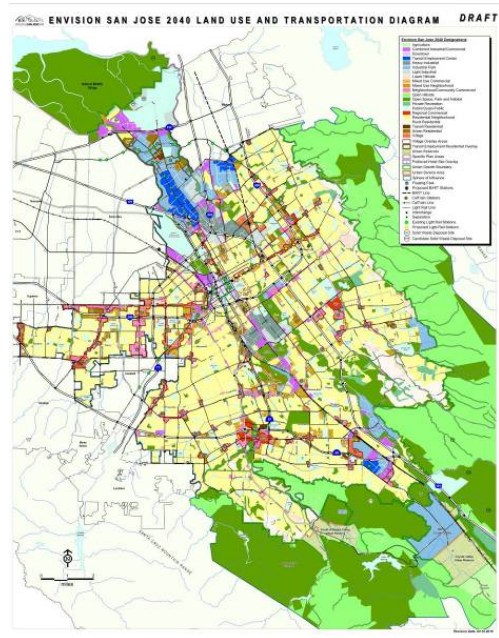
- Promote walking and bicycling
- Encourage access to healthy foods
- Support health care and safety services



The Plan supports the physical health of community members by promoting walking and bicycling as commute and recreational options, encouraging access to healthy foods, and supporting the provision of health care and safety services.

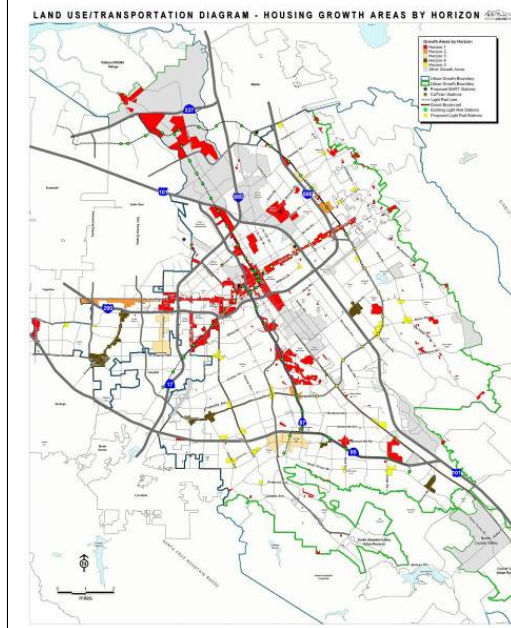
Land Use / Transportation Diagram

- More flexibility for employment uses
- More mixed use
- Designate growth areas
- Preserve non-growth areas
- Village Overlay Areas



The Land Use / Transportation Diagram is a core component of the General Plan and by establishing Land Use and Transportation diagram designations to guide the City's growth to closely align with the overall Plan vision and goals. The Draft Envision Diagram is updated from the 2020 General Plan to be more general in nature, provide more flexibility for job growth and mixed-use development, and to align with the Focused Growth and Village concepts.

Growth Phasing / Periodic Review



- Horizon Objectives (Goals)
- Council / Community check-in at the end of each Horizon
- Land Use Diagram changes by Horizon
- Strategically focus growth to align with infrastructure planning
- Village Plans – pre-development community engagement
- Meet regional housing obligation

An important implementation tool for the Envision General Plan will be the use of periodic review by the community and City Council to confirm that the Plan's implementation is progressing consistent with the overall Plan vision and goals. As part of this periodic review, the identified Growth Areas have been allocated to different phases or Horizons, with some identified as a higher priority for near-term growth in the first Horizon, while others provide longer term growth capacity in later Plan Horizons. This tool will help the City to meet multiple Plan goals, allowing for on-going community participation in the Plan's implementation, careful planning of new infrastructure and service delivery, and conformance with State planning requirements.

Envision San Jose 2040

Visionary Strategies...

- Villages and Corridors
- Regional Job Center
- Focused Growth Areas
- Measurable Sustainability
- Periodic Review

...Based on Community Values

- Economic Development
- Fiscal Sustainability
- Environmental Leadership
- Transit Ridership
- Urban Villages



In summary, the Plan's key concepts include several new strategies for San Jose, each of which directly corresponds to an important value of our community.

Schedule

- Fall 2010: Draft General Plan document for public review and comment.
- Spring 2011: Draft Environmental Impact Report for public review and comment.
- Fall 2011: City Council consideration of General Plan Update.

www.EnvisionSJ2040.org

Facebook: Envision San Jose 2040

We welcome your participation in the General Plan Update as we near conclusion of this 4-year process. A complete draft of the Draft Plan document and Draft Land Use / Transportation Diagram are available for public review and comment. We are scheduled to release an environmental analysis of the Plan (EIR) in the Spring of this year, leading to City Council consideration of the Update in Fall 2011.