

# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***



***City Council Study Session***  
***May 3, 2007***

# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***

### ***AGENDA***

#### ***PURPOSE***

To present the results of the Early Community Outreach, discuss the Proposed Framework for the Work Program for the General Plan Update, and obtain Council input on Guiding Principles to guide the General Plan Update.

#### ***OUTCOMES***

- ◆ Acceptance of the results of the Early Community Outreach process
- ◆ Input regarding the proposed Framework for the Work Program for the General Plan Update
- ◆ Guidance regarding the proposed Community Participation program
- ◆ Input on proposed General Plan Update Guiding Principles

# *ENVISION SAN JOSE 2040*

## *General Plan Update*

### *Early Community Outreach Meetings*

- ◆ 25 meetings held, 2 pending
- ◆ Over 350 people attended
- ◆ Citywide distribution
- ◆ Overview video
- ◆ Web Page



# ***ENVISION SAN JOSE 2040 General Plan Update***

## ***Early Community Outreach Meetings***

- ◆ 11 - SNI-NEIGHBORHOOD ADVISORY COMMITTEES
- ◆ 4 - COMMUNITY MEETINGS
- ◆ 4 - CITY COMMISSIONS
- ◆ 5 - OTHER GROUPS
- ◆ 2 - FUTURE MEETINGS



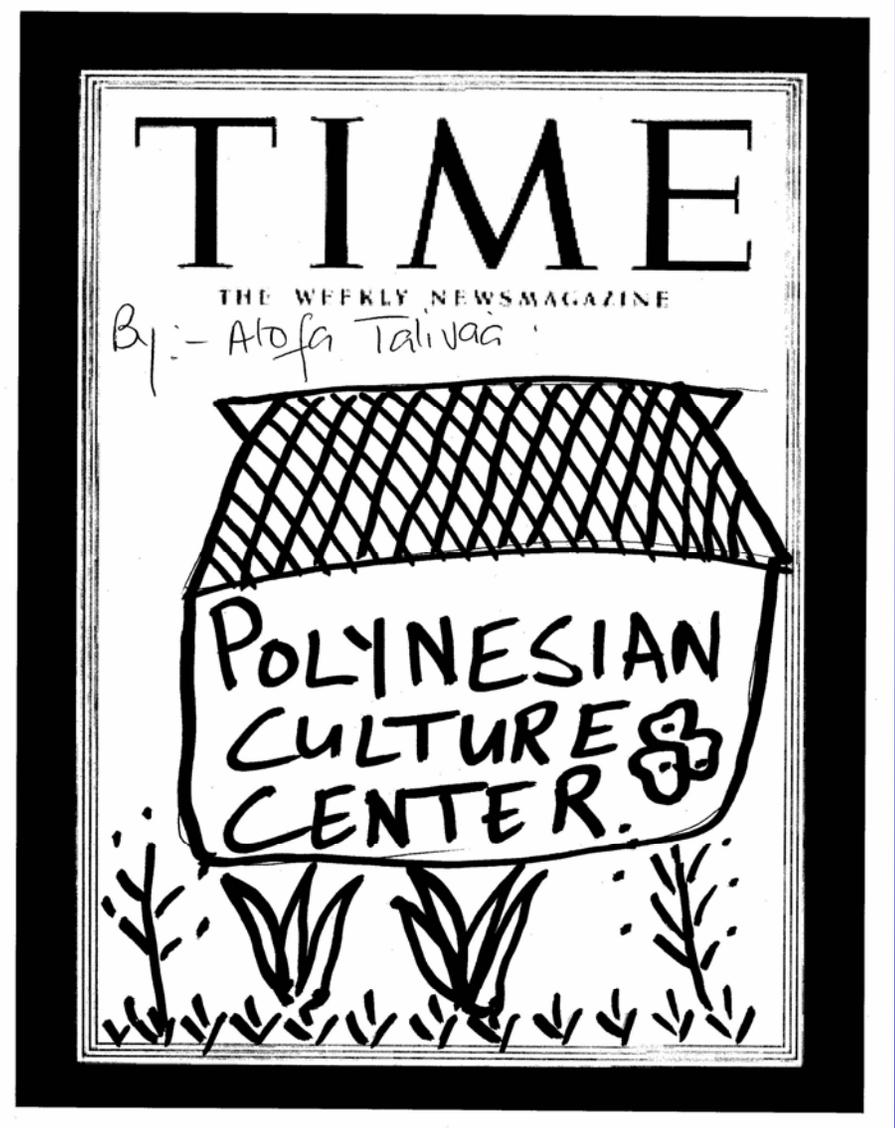
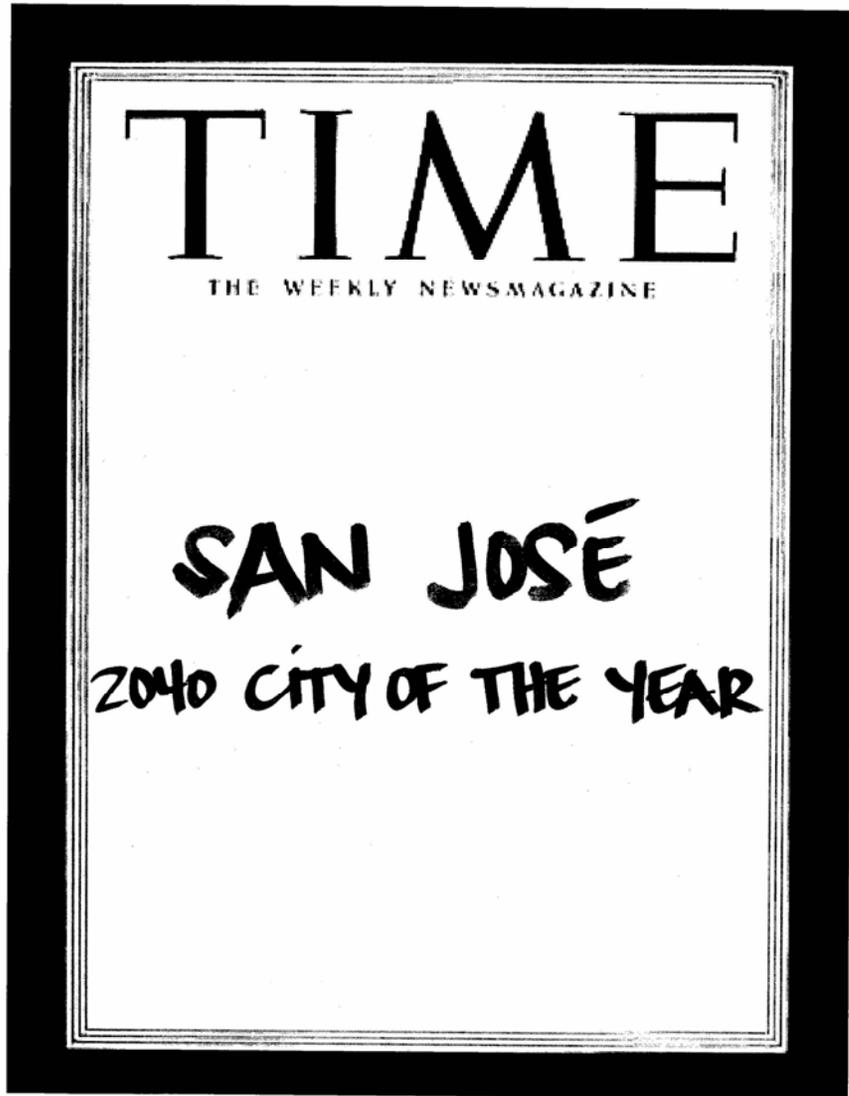
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## ***General Plan Update***

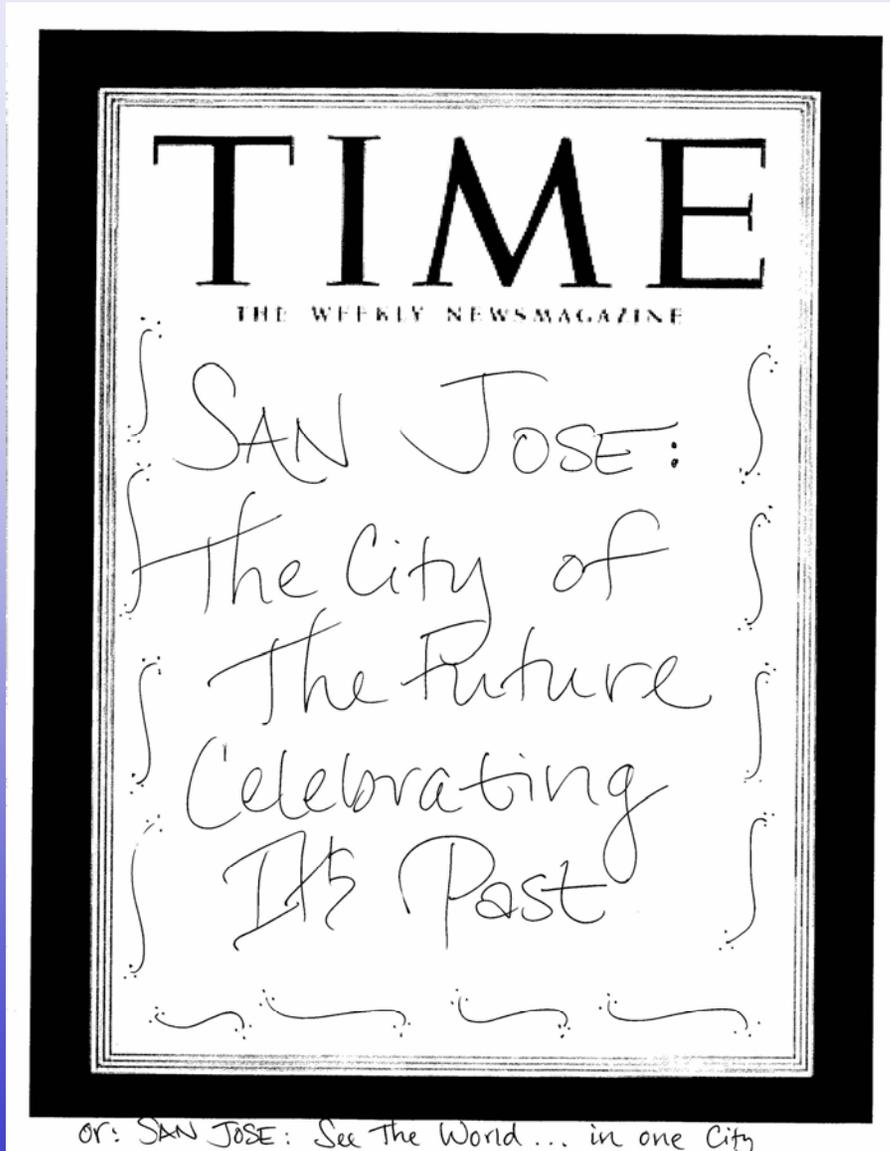
### ***Early Community Outreach Meeting Results***

- What's your vision of San Jose as "City of the Year" in 2040?
- Three group discussion questions:
  1. What do you like about living-in, working-in and visiting San Jose?
  2. How would you like to see San Jose change in the next 20 – 30 years?
  3. What kind of Community Outreach and communication is most useful/effective?

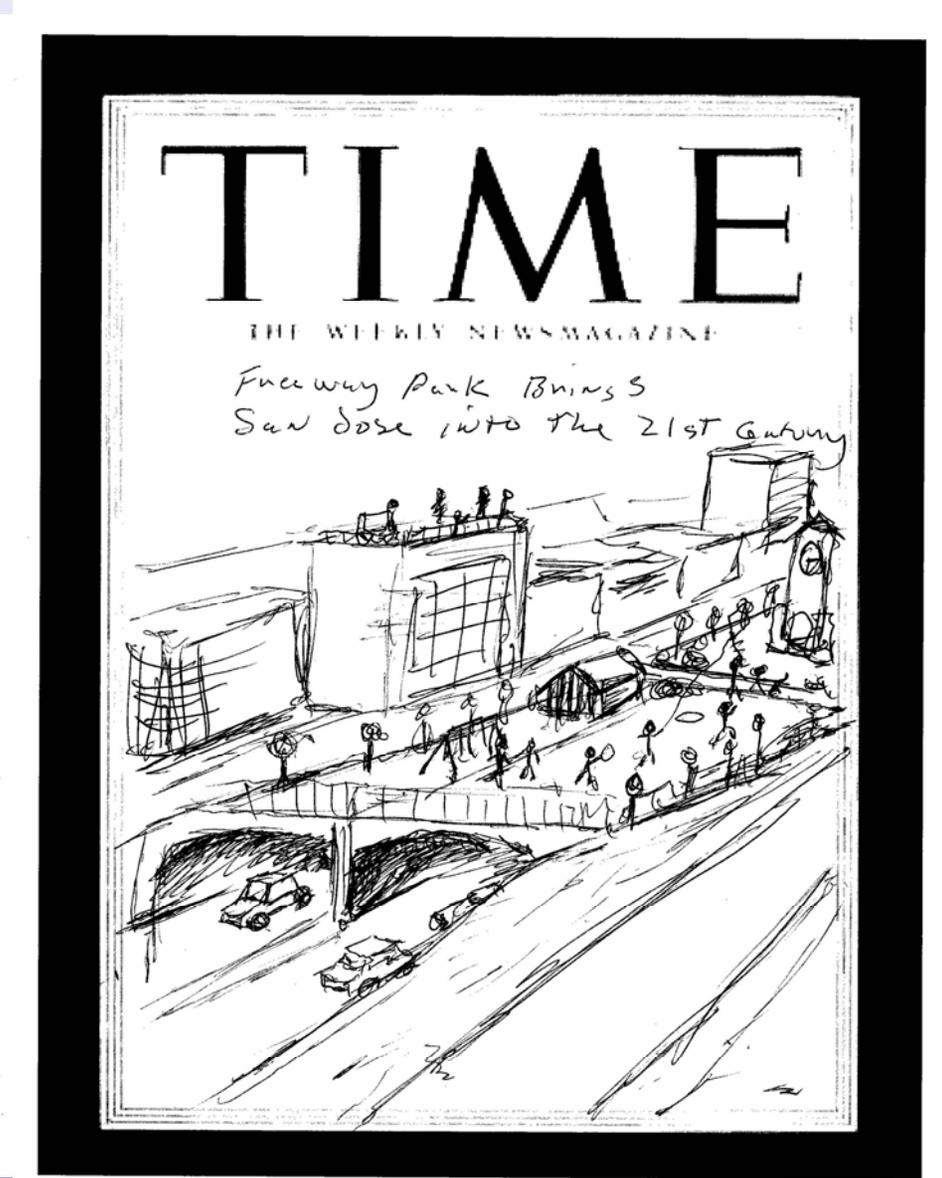
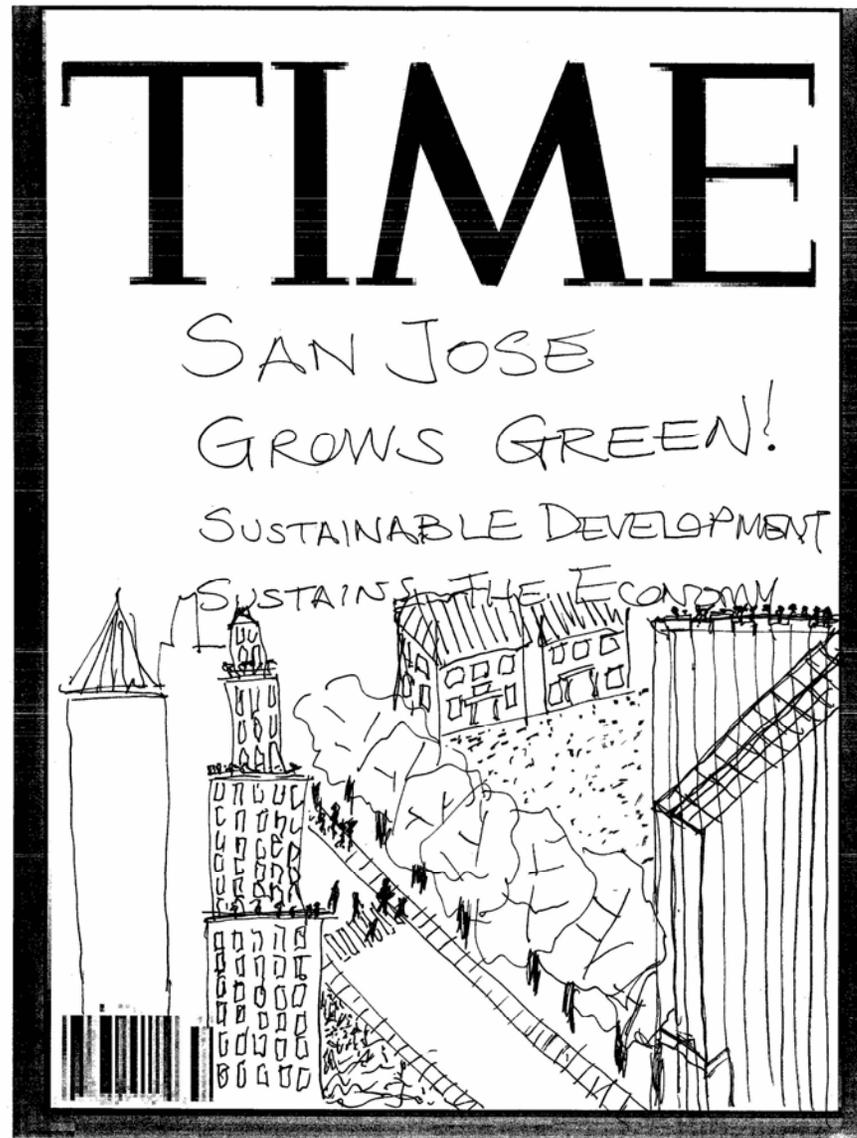
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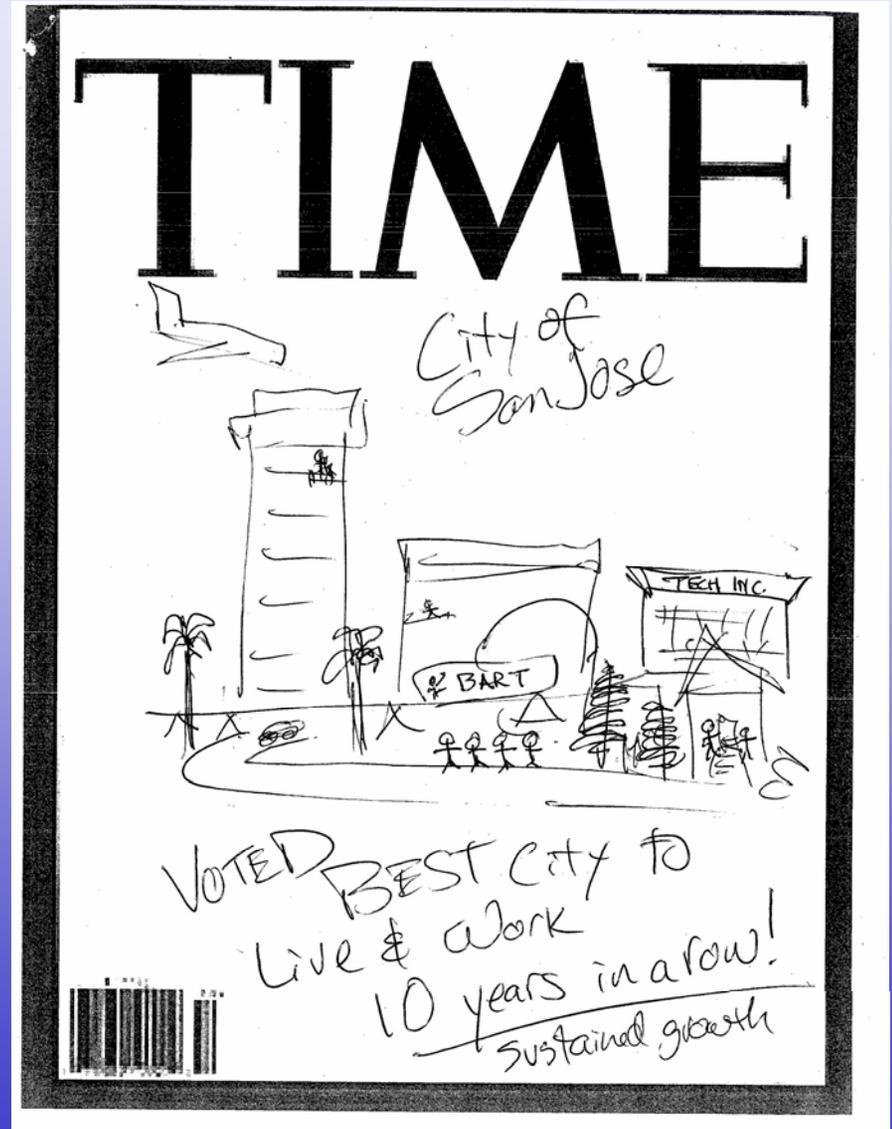
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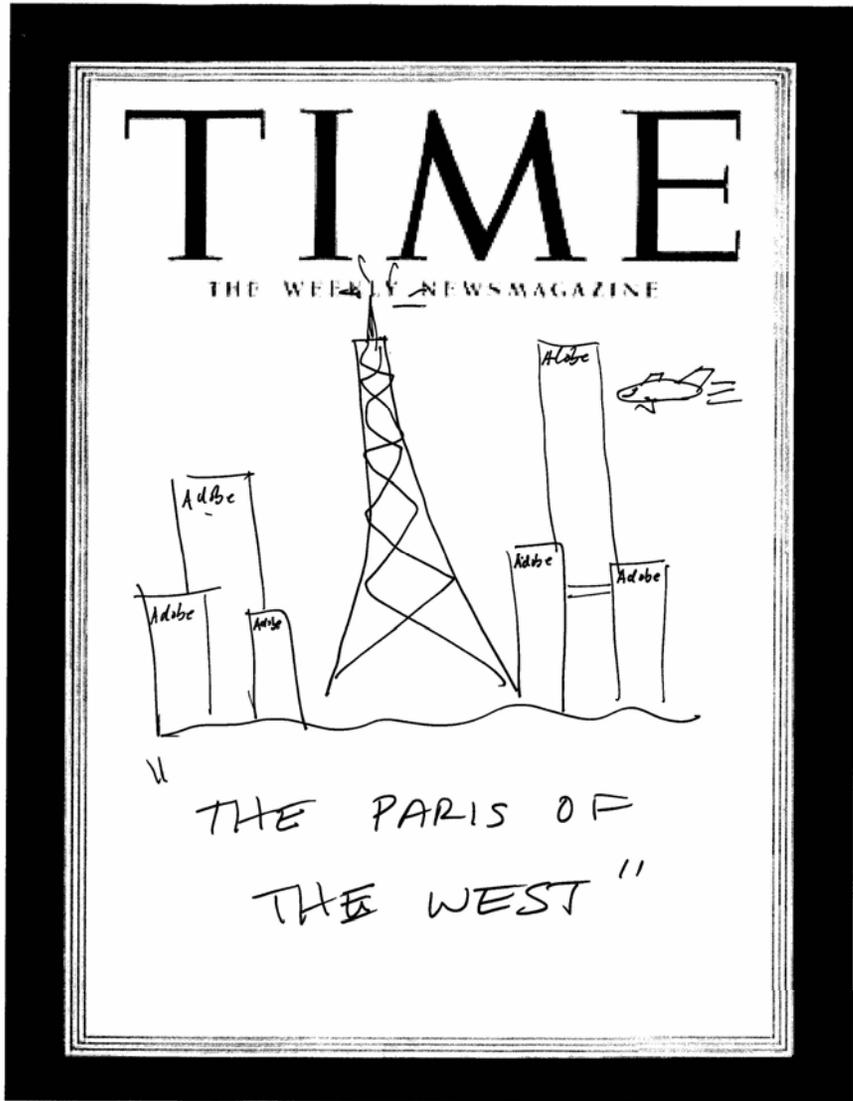
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# What's your vision of San Jose as "City of the Year" in 2040?



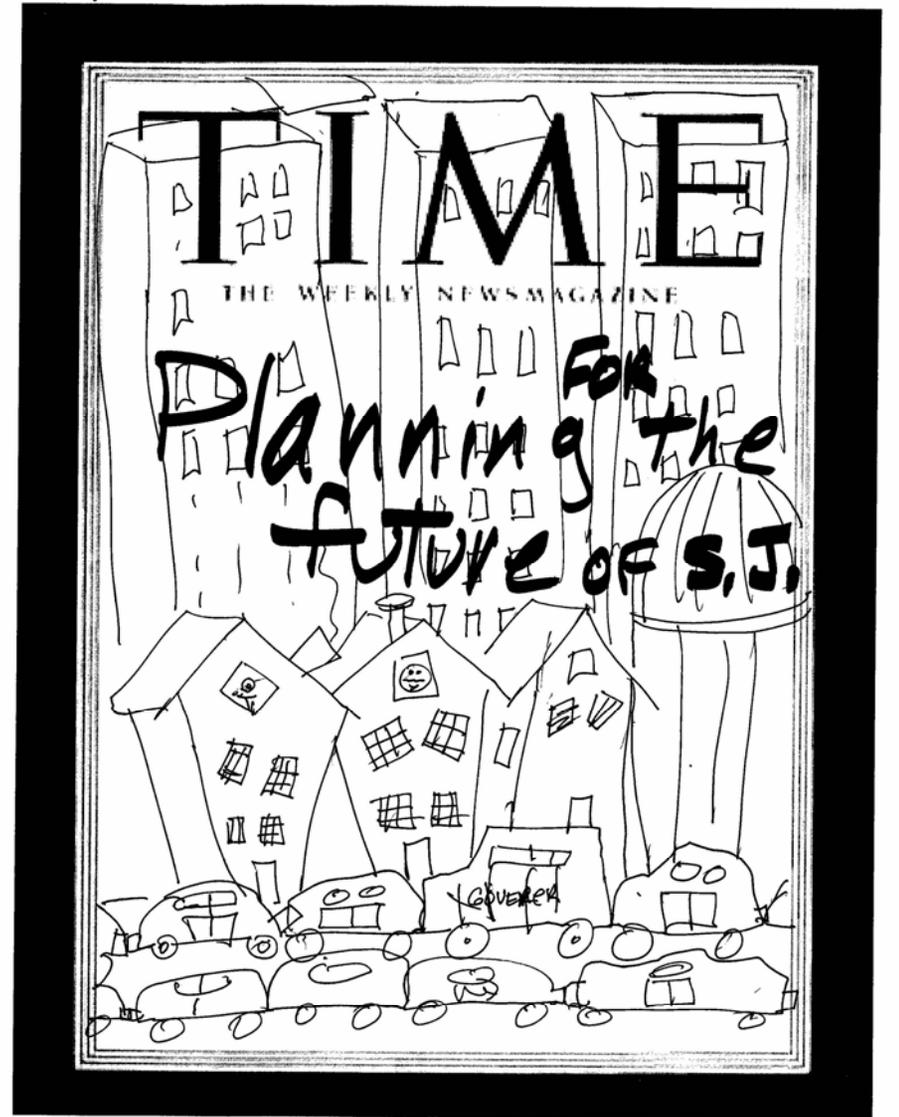
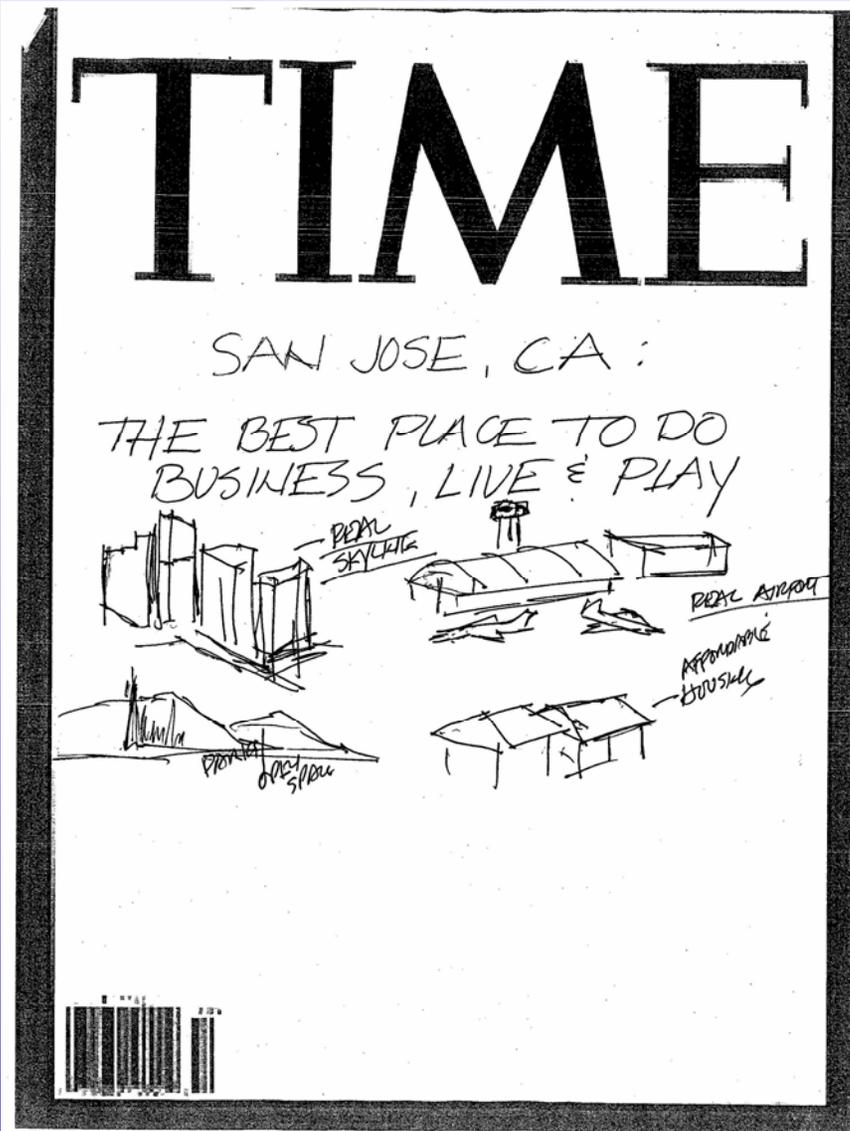
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# What's your vision of San Jose as "City of the Year" in 2040?



# What's your vision of San Jose as "City of the Year" in 2040?



# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***

### ***Early Community Outreach Meeting Results***

- Three group discussion questions:
  1. What do you like about living-in, working-in and visiting San Jose?
  2. How would you like to see San Jose change in the next 20 – 30 years?
  3. What kind of Community Outreach and communication is most useful/effective?

# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***

### ***Early Community Outreach Meeting Results***

#### ***Summary of Values Expressed***

- ◆ Celebrate & cultural diversity
- ◆ Vibrant, walkable Downtown offering arts, entertainment, restaurants, plus housing & jobs
- ◆ Safe community
- ◆ Neighborhood diversity, commitment & involvement
- ◆ Expanding inclusiveness of community in government
- ◆ Nature in the urban environment: riparian areas, hillsides, urban forest
- ◆ Good place to raise a family: schools, parks

# **ENVISION SAN JOSE 2040**

## **General Plan Update**

### **Early Community Outreach Meeting Results**

#### **Summary of Values Expressed**

- ◆ *Growing importance of sustainability: Green Building, energy conservation, greenhouse gasses, recycling*
- ◆ *High quality City services*
- ◆ *Continue affordable housing construction*
- ◆ *Continue expansion of parks system*
- ◆ *Continue transit-oriented development*
- ◆ *Continue economic development: jobs & revenue*

***ENVISION SAN JOSE 2040***  
***General Plan Update***

***Early Community Outreach***

***Council Discussion***

# ENVISION SAN JOSE 2040

## General Plan Update

### Proposed Work Program Framework

#### 1. Scoping

- Early Community Input
- Prepare the Work Plan
- City Council Initiation
- Guiding Principles

#### 2. Start-Up

- Background Research
- Trends & Projections
- Vision Creation

#### 3. Develop & Test the Plan

- Define Alternatives
- Fiscal/Environ. Analyses
- Choose Preferred Alternative

#### 4. Finalize the Plan

- Public Draft of the Plan and EIR

#### 4. Adopt the Plan

- Public Hearings
- City Council Approval

*Public Workshop Series*

*City Council*

CC

CC

CC

CC

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CC

CC

2007

2008

2009

2010

COMMUNITY PARTICIPATION

***ENVISION SAN JOSE 2040***  
***General Plan Update***

***Proposed Work Program Framework***

***Council Discussion***

# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***

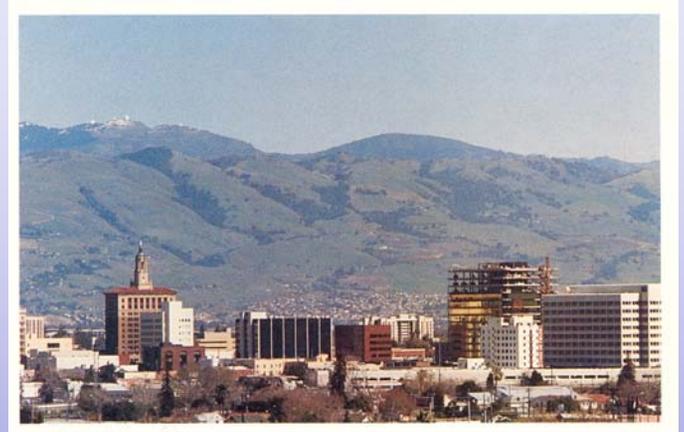
### ***What Type of Public Input Process does the Council envision?***

- ◆ Appointed Community Steering Committee?
- ◆ Open community process with no appointed body?

# ***Horizon 2000*** (Adopted 1984)

## ***Community Process***

- ◆ Twenty-five member Task Force
- ◆ Task Force consisted of:
  - Representatives from all ten Council Districts
  - Special and community interest group representatives
  - Four City Council Members
  - One Planning Commissioner



# ***Horizon 2000*** *(Adopted 1984)*

## ***Community Process***

- ◆ Four Subcommittees
  - Neighborhood Facilities and Services
  - Citywide Infrastructure
  - Housing and neighborhood preservation
  - Environmental Quality
- ◆ Membership consisted of Task Force members
- ◆ Community meeting series at each of three stages of planning process

# ***General Plan 2020*** (Adopted 1994)

## ***Community Process***

- ◆ Thirty-three member Task Force
- ◆ Task Force consisted of:
  - Four City Council Members
  - One Planning Commissioner
  - Representatives from all ten Council Districts
  - Special and community interest group representatives
- ◆ Community meeting series at each of three stages of planning process



# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***

### ***Appointed Process***

- ◆ Traditional community steering committee
- ◆ Community steering committee with subcommittees



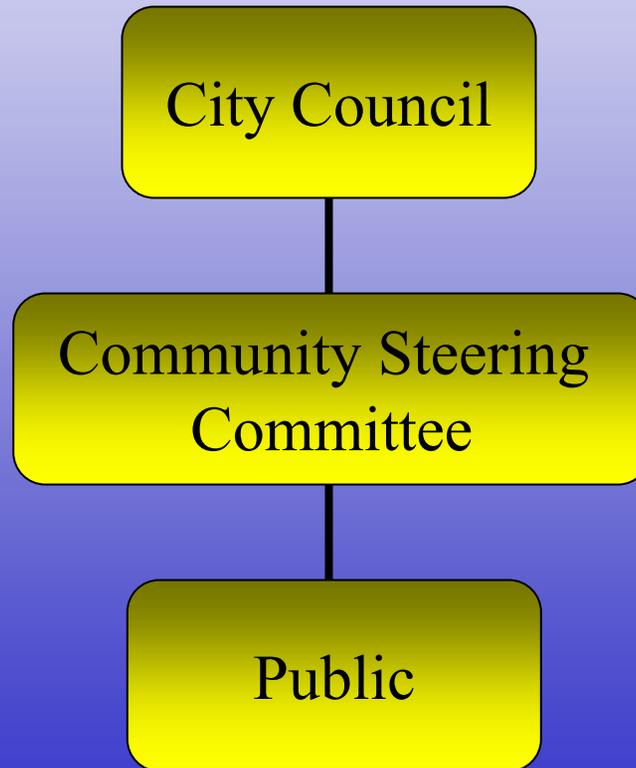
### ***Open Process***

- ◆ No appointed subcommittee
- ◆ Topic based community focus groups



# *Appointed Committee*

*Traditional steering committee model*



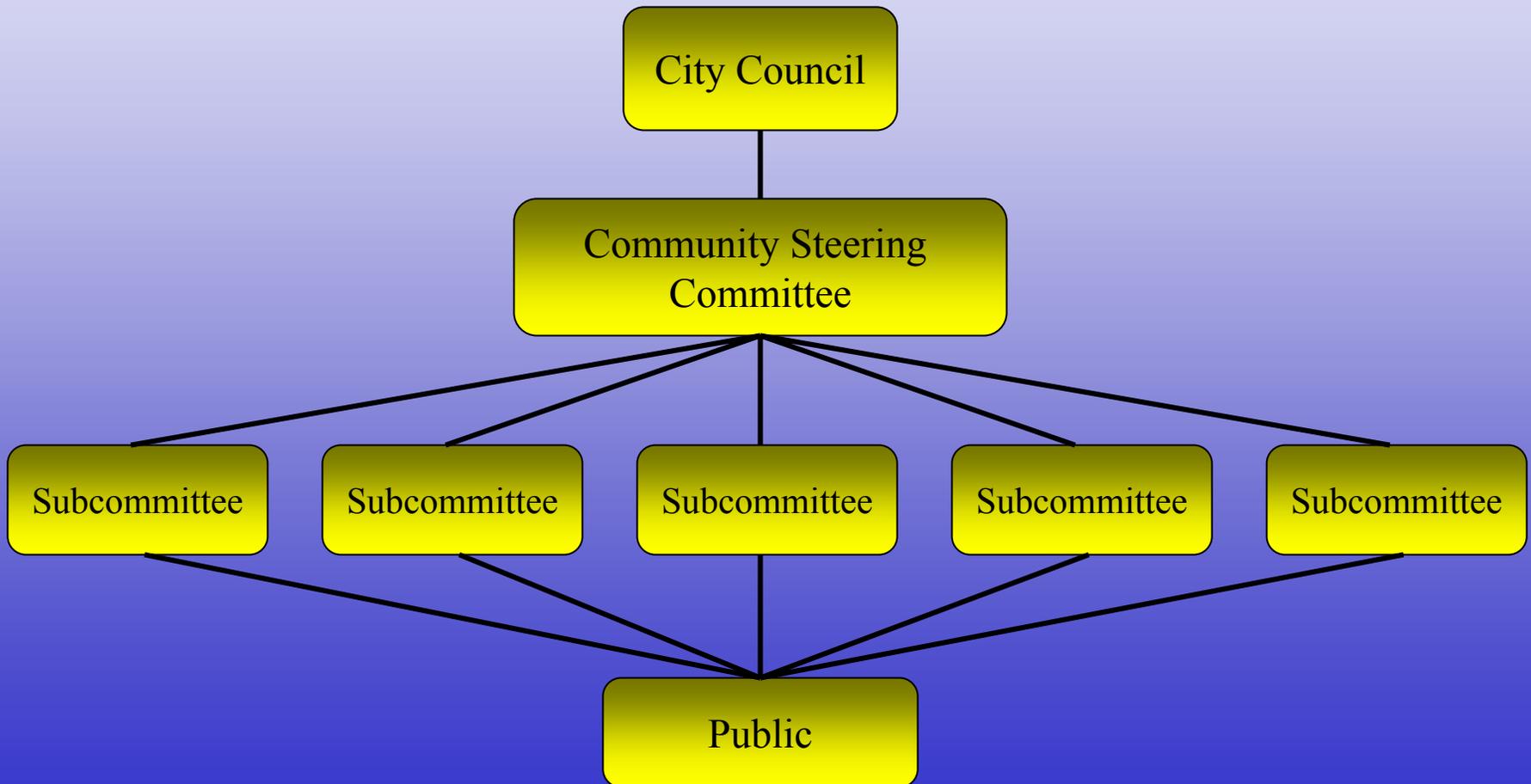
# *Appointed Committee*

## *Traditional community steering committee model*

- ◆ Consists of set number of appointed representatives
- ◆ Group led by a chairperson.
- ◆ Includes representation from community, neighborhood, business and development interests
- ◆ Provides direction on planning process and content
- ◆ Makes recommendations to Planning Commission and City Council.

# *Appointed Committee*

## *Committee and subcommittee model*



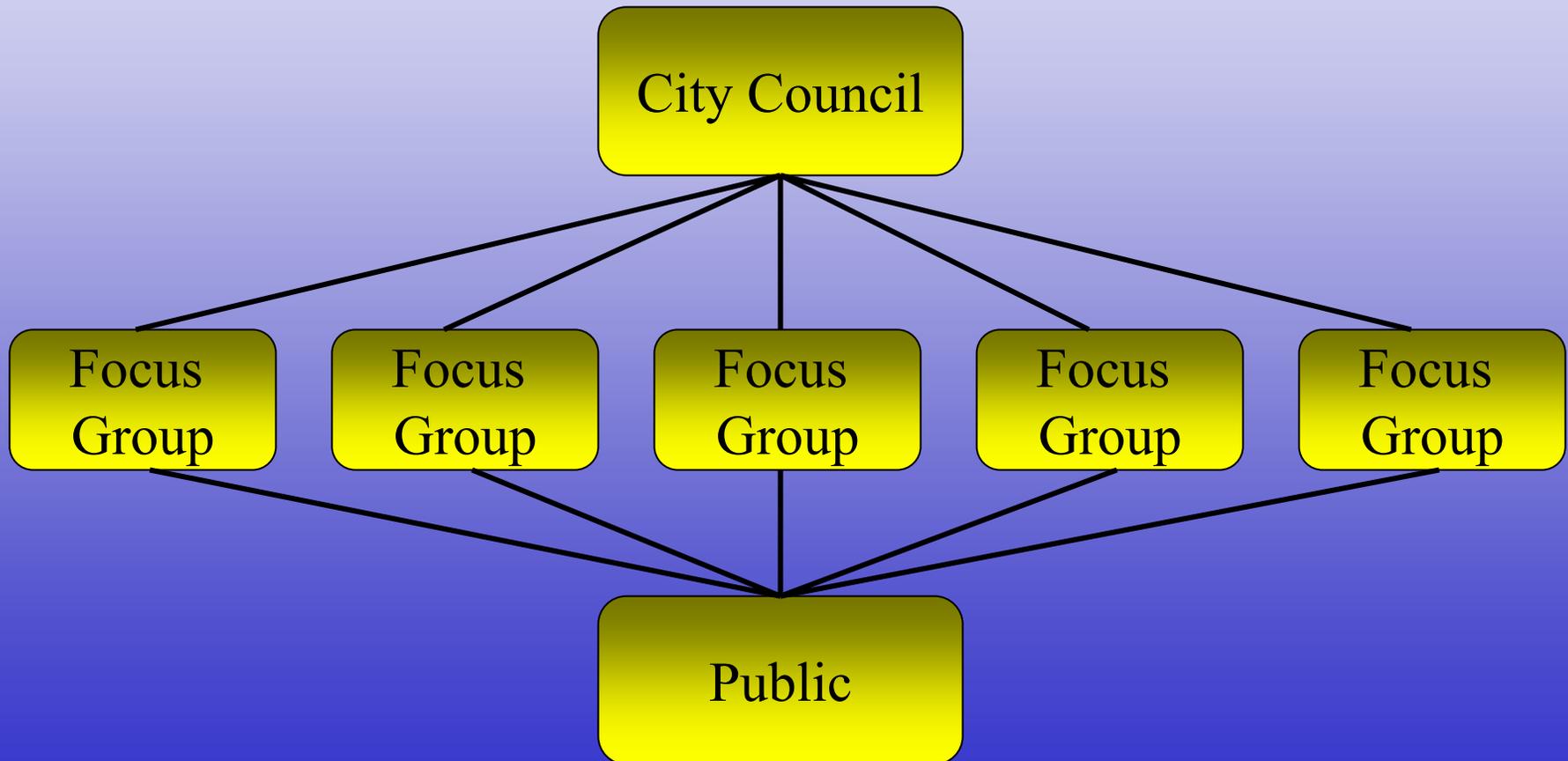
# *Appointed Committee*

## *Committee and subcommittee model*

- ◆ Appointed steering committee guides overall process
- ◆ Subcommittees provide direction on specific issue areas
- ◆ Cross membership between Steering and Subcommittees
- ◆ Subcommittees make issue related recommendations to steering committee.
- ◆ Steering Committee makes recommendation to Planning Commission and City Council

# *Open Community Process*

*Topic based community focus groups model*



# *Open Community Process*

## *Topic based community focus groups model*

- ◆ Multiple small groups of community representatives
- ◆ Each group focuses on specific General Plan topic or issue area
- ◆ Includes representation from community, neighborhood, business and development interests
- ◆ Makes topic related recommendations to staff
- ◆ Recommendations forwarded to Planning Commission and City Council
- ◆ Potentially more active role of City Council in process

# ***Community Input Opportunities***

- ◆ Public workshops at key point in process
  - Workshops for General Public
  - Children's workshops
  - Workshops in Spanish and Vietnamese
  
- ◆ General Plan Update Web site
  - Provide public with information on process
  - Allow public to provide input on Plan process, content on direction

# ***Community Outreach Strategies***

- ◆ Newspapers, Radio and Television
  - Advertisements
  - News stories
  - English and non-English media
- ◆ Outreach through the Strong Neighborhoods Initiative
- ◆ Outreach through School Districts
- ◆ Outreach through existing community and business organizations
- ◆ Develop public outreach data base

***ENVISION SAN JOSE 2040***  
***General Plan Update***

***Community Participation Program***

***Council Discussion***

# **ENVISION SAN JOSE 2040**

## **General Plan Update**

### **Proposed Guiding Principles**

#### **San Jose 2020 General Plan Major Strategies**

- **Economic Development** – Maximize the economic and revenue potential of the City's land resources and employment opportunities.
- **Growth Management** – Focus growth within the existing urban area to manage the delivery of City services within budget constraints.
- **Downtown Revitalization** – invigorate Downtown as San Jose's cultural center with a mix of housing, employment, convention and visitor amenities, museums, parks, linkages to San Jose State University, etc.
- **Urban Conservation/Preservation** – Protect and enhance San Jose's neighborhoods and historic resources to promote community identity and pride.

# **ENVISION SAN JOSE 2040**

## **General Plan Update**

### **Proposed Guiding Principles**

#### **San Jose 2020 General Plan Major Strategies, cont.**

- **Greenline/Urban Growth Boundary** – *Preserve land that protects water, habitat, and agricultural resources and/or offers recreational opportunities, as well as to preserve the scenic backdrop of the hillsides surrounding San Jose.*
- **Housing** – *Preserve a variety of housing opportunities to meet the needs of all household types and income levels within the community.*
- **Sustainable City** – *Manage, conserve and preserve natural resources for present and future generations*

# *ENVISION SAN JOSE 2040*

## *General Plan Update*

### ***Proposed Guiding Principles***

#### Other Possible Topics

- **Enhanced Sustainability Principles**, e.g., “Green” policies, including energy, air and water conservation, greenhouse gas reduction, and LEED certified construction,
- **Expanded/Enhanced Urban Design Principles**, e.g., transit-oriented, mixed use, walkable development and enhanced architectural and historic preservation design, and
- **Cultivate ethnic, cultural and socio-economic diversity and equity** by honoring our past and, celebrating our cultural diversity.

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***Proposed Guiding Principles***

***Council Discussion***

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### **Next Steps**

1. Interdepartmental Coordination
2. June 5, 2007 City Council meeting:  
Approval of Work Program, Community Participation Program & Guiding Principles

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***Open Forum***