COUNCIL STUDY SESSION 5-3-07

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: Joseph Horwedel

SUBJECT: Envision San Jose 2040 General Plan Update Study Session

DATE: April 19, 2007

Approved

Date 4/23/07

COUNCIL DISTRICT: Citywide
SNI: All

RECOMMENDATION

The City Council accept the results of the Early Community Outreach meetings, review and provide input regarding the Draft Framework for the Work Program, Community Participation Program and Draft Guiding Principles for the Envision San Jose 2040 General Plan Update. On June 5, 2007 the Council will consider approval of a final Work Program, Community Participation Program and Guiding Principles.

PURPOSE OF THE STUDY SESSION

The purpose of the Study Session is to present to the City Council the information necessary to facilitate initiation of the proposed Envision San Jose 2040 General Plan Update. Staff is seeking input on the Draft Framework for the Work Program, Community Participation Program and Guiding Principles for the Envision San Jose 2040 General Plan Update.

OUTCOMES

Per the attached agenda (Attachment 1), the General Plan Update Study Session has the following intended outcomes:

1. Acceptance of the results of the Early Community Outreach meetings;
2. Review and direction to Staff regarding the Draft Framework for the Work Program and the Community Participation Program for the Envision 2040 General Plan Update; and
3. Provide input on the creation of Guiding Principles for the General Plan Update

BACKGROUND

On February 5, 2007, the City Council held a Study Session to discuss the Major Strategies contained in the San Jose 2020 General Plan, and provide input on the proposed approach to a comprehensive General Plan Update, particularly regarding the initial outreach to the community. Council discussion

included the need to identify what elements of the current General Plan are functioning well and should not be modified and the importance of establishing Guiding Principles to guide the Update process.

The Council provided suggestions regarding the early community outreach, intended to describe the existing vision and role of the General Plan, and obtain input on the most effective methods of community involvement. In particular, the Council encouraged that Staff attend existing, regularly-scheduled meetings of various community groups and organizations to leverage the participation of the established membership of those groups.

ANALYSIS

Early Community Outreach

Based on Council direction to conduct early community outreach regarding the proposed General Plan Update, Planning Staff scheduled 25 meetings throughout the community. The meetings included the SNI Project Area Committee (PAC), 12 SNI Neighborhood Advisory Committees (NAC), Community meetings in Council Districts 2, 4, 8 and a joint meeting in Districts 9/10, the development industry (Developer Roundtable), business community, environmental groups and faith-based organizations. Presentations were also made to the Planning, Historic Landmarks, Parks and Recreation and Housing and Community Development Commissions. Additional meetings are scheduled with the ethnic chambers of commerce and school districts. To-date a total of approximately 300 people have attended the meetings.

The meeting format included presentation of a brief video providing an overview of the characteristics of great cities and how the General Plan functions as the guiding policy for implementation of decisions on land use, capital infrastructure, public services and other city actions that influence the quality of life in the community. Meeting participants were asked to draw or write their vision of how San Jose would look as an award-winning City in 2040. They were also asked for their ideas on what they like about living, working or visiting San Jose, what they would like to see changed in the next 20 – 30 years and what kind of community outreach techniques are most effective.

Attachment 2 provides a summary of the comments received in response to each of the three questions. Not surprisingly, many of the comments were repeated at several meetings, indicating some clear themes from throughout the community. Some of those themes are:

What the Community likes about San Jose

- Green hills and nearby, accessible open space
- San Jose is a big city with a small-town feel
- An Urban Downtown with restaurants, entertainment, arts and professional sports
- New City facilities – parks, libraries & community centers
- A good place to raise a family

What the Community would like to see changed in the next 20 -30 years

- Expand transit – Light Rail Transit, bring BART to San Jose
- Expand "green" policies – energy, buildings
- Improve pedestrian facilities, trails – make city more walkable
- Expand and diversify parks and sports fields

This information is being used by Staff in the formation of the work program for the Update and will also be used to help inform the proposed Visioning Process, to be conducted early in the Update process.

The General Plan Update: Envision San Jose 2040 web page has been added to Planning's web site (sanjoseca.gov.planning/gp_update) and includes a wide variety of information about the current and future elements of the General Plan Update process.

Framework for the Work Program for the Envision San Jose 2040 General Plan Update

Staff's original intent was to present a completed Work Program for Council approval at the Study Session. However, a number of key tasks necessary to finalize the Work Program are still in progress. These include synthesizing the results of the Early Community Outreach, conducting benchmarking efforts to identify the most successful, state-of-the-art techniques from recent General Plan update processes in other jurisdictions, coordinating with other City Departments that will have a key role in the Update process, and identifying the nature and magnitude of necessary consultant services.

Attachment 3 is a Draft Framework for the Work Program for the Envision San Jose 2040 General Plan Update, intended to provide the Council with a description of the anticipated major components of the work program and an estimated timetable. At the Study Session Staff will provide additional information on the progress of the outstanding tasks, noted above. Staff will recommend that the Council provide input to staff on the Work Program Framework and approve staff's recommendation, noted above, to finalize the work program, and other components of the update program described herein, for Council approval at the June 5 Council meeting. Staff from other City Departments will be present at the Study Session to discuss the their role in the General Plan Update.

Community Participation Program

The term "community", as used throughout this memo refers to the diverse range of interests citywide affected by the General Plan, including residents, workers, visitors, businesses, educational institutions, civic, community service, non-profit organizations, religious communities, and various public agencies. There are three main issues that need to be addressed in the design of a Community Participation Program for the General Plan Update that will effectively and consistently represent all the above diverse interests. These are:

1. Is there a need for a standing committee or task force of community representatives to oversee the Update process?
2. How will the citywide community be kept informed, involved and interested in the two-year plus Update process?
3. What kind of Visioning Process should be conducted at the beginning of the General Plan Update to identify the values, priorities and goals for the future of the community?

Need for a Standing Committee or Task Force
The two prior General Plan Updates, Horizon 2000 and San Jose 2020, as well as the EEHVS and CVSP processes utilized citizen task forces appointed by the City Council, comprised of residents of the affected areas, together with representatives of other interested and affected groups, organizations or public agencies. Such groups have both advantages and disadvantages in terms of their role and responsibility to fairly, accurately and consistently represent all aspects of the community affected by the proposed project. The recent achievements by the City in advancing community participation and involvement, including such efforts as the Public Outreach Policy, the SNI program, and the Sunshine Reform Task Force have established a high standard for organizing and maintaining effective and comprehensive community involvement in the important activities of the City.

Two alternative approaches to providing community involvement in the oversight and leadership of the Update process would be 1) some form of more traditional standing committee with membership established by the City Council or 2) create focus groups or community workshops based around key issue areas, combined with more regular communication and guidance by either the City Council or one or more of the Council Standing Committees. Achieving appropriate representation from the diverse community without creating a group of excessive size to be effective to manage and operate may be a significant challenge. Creating more regular involvement by the Council and/or Council Committees would keep the Council more directly connected to the process but would require a more extensive time commitment of all involved. At the Study Session Staff will provide further elaboration on how each approach could work.

How to Keep the Citywide Community Informed, Involved and Interested in the Two-Year plus Update Process?
As noted in the list of Community Outreach ideas provided at the Early Community Outreach meetings, there are a myriad of community outreach ideas to consider. The City's objective should be to reach the broadest range of interested and affected parties, especially those that typically do not participate in City government on a regular basis. The geographic, ethnic, and cultural diversity of San Jose is both a key strength of our community, as noted in the community input, and also a significant challenge for the creation of a truly effective community participation program for this lengthy and important process. At the Study session Staff will summarize the key elements of a proposed program for Council input, to be finalized for the June 5 meeting.

Community Visioning Process
The goal of a community visioning process is to engage the community in discussions at the beginning of the General Plan Update process to help establish a clear set of values and priorities upon which to base the overall direction of the Plan update effort. The results of the Early Community Outreach, while limited by time and resource constraints, provide an initial look at a range of key issues and ideas and will be a useful starting point for a more comprehensive and structured approach to setting community goals for the future. The Community Visioning process will also provide an important opportunity to confirm the Guiding Principles established by the City Council to ensure everyone is "on the same page" when the course is set for the General Plan Update. At the Study Session Staff will provide additional information regarding the nature and scope of a visioning process.

General Plan Update Guiding Principles

At the February 5 Study Session the Council discussed the importance of providing guidance to focus and direct the General Plan Update process. The establishment of Council-adopted Guiding Principles in recent long-range planning studies, e.g., the Coyote Valley Specific Plan and Evergreen*East Hills Vision Strategy, have provided a valuable and necessary framework for the project. Staff will recommend the Council discuss at the Study Session potential Guiding Principles for the General Plan Update.

There are recently-adopted policy initiatives, Specific Plans and other provisions of the current General Plan that may not require further review and, in fact, should form the building blocks of the foundation for the updated General Plan. Examples of recently-adopted policy updates include the North San Jose Area Development Policy, the Downtown Strategy Plan and the Transportation Impact Policy. There are currently nine specific plans with accompanying Planned Communities included in the San Jose 2020 General Plan, ranging in age from the Berryessa and Silver Creek Planned Communities adopted in the 1980's to the Rincon South and Martha Gardens plans approved in the late nineties and post-2000. While some of these may warrant a review due to changing conditions and renewed policy objectives, others are either built-out or still provide appropriate direction for the future development of the area. In addition, the Evergreen*East Hills Vision Strategy (EEHVS) and Coyote Valley Specific Plan (CVSP) will have direct influence on the General Plan Update.

As also discussed at the February Study Session, the Major Strategies contained in the San Jose 2020 General Plan act as the guiding principles for the vision of San Jose's future (see Attachment 4). These strategies should be reviewed by the Council with the intent to provide Staff direction for their inclusion as the basis for Guiding Principles for the General Plan Update. In addition to the Major Strategies, the Council may wish to include topics that either modify, strengthen or add to the Major Strategies. These could include such topics as the following:

- Enhanced sustainability principles, e.g., "Green" policies, including energy, air and water conservation, greenhouse gas reduction, and LEED certified construction,
- Expanded Urban Design policies, 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.

At the Study Session, Staff will obtain input from the Council regarding recommended Guiding Principles for the General Plan Update, to be finalized for Council approval at the June 5 meeting.

PUBLIC OUTREACH/INTEREST

☐ **Criteria 1**: Requires Council action on the use of public funds equal to $1 million or greater.

☐ **Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City.

☐ **Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may Community group that requires special outreach.

Although this item does not meet any of the above criteria, significant public outreach has occurred, as described in this memorandum. Twenty-five public meetings were scheduled throughout the community. All meetings were included on the Planning website Community Calendar. The calendar was also distributed through the Neighborhood Development Center E-mail distribution.

COORDINATION

Preparation of this memorandum was coordinated with the City Attorney's Office.

NEXT STEPS

Council action on the Envision San Jose 2040 General Plan Update Work Program, Community Participation Program and Draft Guiding Principles will be placed on the June 5, 2007 Council agenda.

Laurel Prevetti
for Joseph Horwedel, Director
Planning, Building and Code Enforcement

For questions please contact STAN KETCHUM, PRINCIPAL PLANNER, at 535-7876.

Attachment 1

General Plan Update City Council Study Session

May 3, 2007

9:00 A.M. – 12:00 P.M.

CITY COUNCIL CHAMBERS

PURPOSE:

To present the results of the Early Community Outreach, to present the Proposed Framework for the Work Program for the Envision San Jose 2040 General Plan Update for City Council review and comment, and obtain Council input on Guiding Principles for the General Plan Update

OUTCOMES

1. Acceptance of the results of the Early Community Outreach process
2. Input to Staff regarding the proposed Framework for the Work Program for the Envision San Jose 2040 General Plan Update
3. Guidance to Staff regarding the proposed Community Participation program
4. Input on proposed General Plan Update Guiding Principles

AGENDA

1. Open Remarks

2. Introduction and Overview

3. Presentation of the Results of the Early Community Outreach Process

4. Discussion and input regarding the proposed Framework for the Work Program for the Envision San Jose 2040 General Plan Update

5. Discussion and input regarding the proposed Community Participation Program

6. Discussion of potential Guiding Principles for the General Plan Update

7. Next Steps

8. Open Forum

9. Adjourn

Attachment 2

General Plan Update Early Community Outreach Meeting
Summary of Issues and Ideas

This list of comments was gathered from the input received at 18 meetings conducted between February 16 and April 18. Additional meetings are being held through the end of April. A total of approximately 300 persons have attended the meetings to-date. The comments listed are responses to three standard questions asked at each meeting. A number of responses to questions One and Two were heard at multiple meetings, indicating they represent a common sentiment or theme in the community. These are listed first under the respective question. Other than this distinction, the order of the comments does not represent any priority

Question 1 - What do you like about living in, working in and visiting San Jose?

Theme Comments

- Green hills, nearby Open-Space –easily assessable
- Historical Resources
- Big City/Small town feel
- Cultural Diversity
- Neighborhoods
- Urban downtown – restaurants, entertainment, Arts, professional sports – walk able
- Weather
- Safe community
- Community involvement, volunteerism
- Easy access to regional attractions
- Growing inclusiveness of community in City government
- New City facilities: parks, libraries, Community centers
- Trees, urban forests, restaurants
- Good place to raise a family
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Other Comments

- Higher density residential near transit
- Community Policing
- National environmental leader
- Maintain Urban Growth Boundary
- Affordable Hosing
- Higher Education
- Support for homeless
- Airport
- Schools
- Expanding public transit system

Question 2 - How would you like to see San Jose change in the next 20 -30 years?

Theme Comments

- Expand transit options (BART, Light Rail, taxis, bike lane trails) – provide linkage
- Expand Green policies – energy, buildings – Provide
- Improve pedestrian facilities to inspire walk able communities, including safety (school kids, health, reduce auto use)
- Finish trail system and connections
- Expand and diversify parks, sports fields (e.g., cricket)

Other Comments

- Infill densities compatible with neighborhoods
- Improve public transit to support infill
- Expand Downtown activities (more free events)
- Expand Police staffing for future growth
- Expand public art - along Guadalupe River Park
- Don't reduce General Plan standards for parks,
- Expand community gathering opportunities (ethnic, cultural, social)
- Expand services to aging population
- Plan new Community facility expansion based on ability to staff them
- Focus on urban infill department
- Eliminate South Almaden Valley Urban Reserve, expand the Greenbelt
- Preserve farm land, organic farms, provide food to schools
- Meet Mayor's Green challenge – LEED Certificate
- Improve environmental – friendly City – less auto use (less transportation expansion), reduce parking requirements, on-site storm water treatment, increased pervious surfaces, reduce energy use
- Create measurable goals (e.g., zero waste)
- Encourage green economic development
- Reduce red tape in Development Review process
- Create a form-based Zoning Code consistent with the General Plan – simplify development process
- Get drugs and gangs out of neighborhoods and parks
- Respect adopted Neighborhood (SNI) Plans
- Need more Mom and Pop stores
- Need health services Downtown
- Need more fitness programs in schools
- Downtown should include housing for all incomes, need housing for service employees
- Expand job opportunities for residents
- Strengthen neighborhood conservation policies
- Enhance Neighborhood Business Districts
- Better mitigation of infill development traffic impacts
- Strengthen historic preservation
- Improve storm water treatment techniques
- Strengthen Riparian Corridor requirements
- Control industrial land conversion
- Budget for maintenance of new facilities
- More distinctive, vibrant architecture and signage – visual experience Downtown
- Connect job centers – North San Jose, Downtown, Coyote Valley

Question 2 - How would you like to see San Jose change in the next 20 -30 years?, cont.

- Strengthen implementation policies of General Plan
- Cleaner City of San Jose
- Expand Youth programs
- Eliminate overcrowding in neighborhoods/housing
- Retain high-tech businesses
- Control monster houses that don't match surrounding neighborhood
- Intensify housing and retail at transit stations
- City/School partnerships for improved facilities and program funding
- Involve neighborhoods in process of defining where new development will occur
- Maintain jobs/housing balance in San Jose
- Enhance image of public transit (much more accepted in other big cities)
- Encourage technological alternatives to commuting to work

Question 3 - What kind of Community outreach and communication is most useful/effective?

- Telephone, mail survey
- Website input
- Community events (BBQ)
- Blog/Podcast
- Non-web outreach – mail, school flyers, door hangers, cable TV
- Get youth involvement – their future
- Community and ethnic newspaper
- Involve City Council offices/City Managers
- County Health
- Booths @ events
- Density examples
- NAC's
- E-mail lists
- Advanced notice for all meetings
- Complete Community loop – explain that City did with Community input
- Reach out to parts of Community not active
- Ensure sustainable outreach/Community process
- Provide community education on planning basics
- Information at libraries, community centers, on buses/bus stations
- Radio Public Service Announcements – multi-lingual
- Neighborhood E-mail list services
- Develop school activities/involvement
- Outreach to ethnic organizations
- Outreach involvement/technical support from major corporations that support community involvement (Adobe, CISCO, IBM)
- Have food at community events
- Make community events fun and entertaining
- Engage high school students – environmental clubs
- Reach out to both youth and seniors
- Outreach to ethnic communities through neighborhood retail/commercial outlets

Attachment 3

Draft Framework for the Work Program for the Envision San Jose 2040 General Plan Update

Task Description and Estimated Timeframe

Phase 1 – Scoping

February – June, 2007

- Early Community Outreach, Work Program Development
- City Council Study Session – summary of Early Community Outreach input, overview of work program framework, discussion of community participation plan and preliminary Guiding Principles
- Council approval of Work Program, Draft Guiding Principles, Community Advisory Committee composition, and Community Participation Plan

Phase 2 – Start-Up

July, 2007 - May, 2008

Key Activities

- Project Team development & Consultant selection process
- Internal Policy Analysis – review of guidelines, legislation & case law addressing the General Plan Update process

> - **Community Visioning Process – General Plan Update Kick-off events, Community workshops to synthesize early community outreach results, Council Guiding Principles to establish C*ommunity values, priorities and goals***
> - **City Council acceptance of results of Community Visioning Process & validation of Guiding Principles**

- Background Research – Examine current conditions & trends, including, but not limited to:
  - Data Collection (demographic/economic conditions/employment/jobs/housing balance)
  - Housing conditions & needs assessment
  - Regional Plans & Policies Review – (ABAG/MTC, BAAQMD, SCVWD, VTA, LAFCO, County, RWQCB, Open Space Authority, other cities
  - Compilation of recent major policy initiatives adopted: Area Development Policies (North San Jose, Downtown, Edenvale) Transportation Impact Policy; pending initiatives: Evergreen, CVSP

- Environmental Issues: water supply, water quality, air quality, noise, open space, habitat protection (riparian, protected species), urban forest, historic preservation, energy, global warming, waste management, sustainability, green systems (building, energy, recycling, other), agricultural lands, soils/geology/seismicity, traffic, HCP/ NCCP
- Neighborhood Facilities & Services Assessment (Parks, Libraries, Fire, Police, solid waste/ recycling/yard waste collection), also including schools, religious facilities and other community services
- Citywide Infrastructure & Services Assessment (transportation, sewers, street and sewer maintenance, sewage treatment/water recycling)

- *Preparation of Existing Conditions & Trends Report*

Initiate Community Advisory Process

Key Activities

- Introduction to Update Process – Role & charge of Committee, procedures, Review of Work Program, Evolution of Planning in San Jose
- Presentation of Community Visioning Process Results & Council-adopted Guiding Principles

> - ***Community process for presentation of Background Research Results - Community validates Community Vision Values, Priorities and Goals***
> - **City Council Study Session – presentation of Summary of Background Research & Community Outreach Results**

Phase 3 - Develop & Test the Plan

June, 2008 - June, 2009

Key Activities

- Develop Major Strategies & Goals for All Issue Areas (build on SJ2020 & Council Guiding Principles & create new strategies & goals, as appropriate)

> - ***Community process to review & validate proposed draft Major Strategies & Goals***
> - ***City Council Study Session – review and validate proposed draft Major Strategies & Goals***

- Develop alternative future scenarios/levels of housing & job growth, location, intensity
- Preparation of economic/fiscal, social & environmental, transportation assessments of alternatives

- ***Community process to review and provide input regarding results of economic/fiscal, social, environmental and transportation assessments of alternatives***
- ***City Council Study Session to review results assessment of alternatives & provide guidance regarding selection of preferred alternative***

Phase 4 – Finalize the Plan
July, 2009 - February, 2010

Key Activities
- Review of Draft General Plan text for Major Strategies, Goals & Policies & Land Use/Transportation Diagram designations
- Draft Plan and Draft EIR circulated for public comment

- ***Community process to review Draft Plan and DEIR and provide comment***
- **City Council Study Session** ***to review Draft Plan***

- Draft Plan revised per public comment on Plan and DEIR
- City Commission hearings on Draft Plan

Phase 5 – Adopt the Plan
March – May, 2010

Key Activities
- Planning Commission hearings on Draft Plan and certification of DEIR
- City Council hearings and adoption of Updated General Plan

Attachment 4

Draft Guiding Principles

Validation/Enhancement of San Jose 2020 General Plan Major Strategies

Economic Development – Maximize the economic and revenue generation potential of the City's land resources and employment opportunities for San Jose residents.

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 identify and pride.

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

Others

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.

Establish performance measurement or indicators to track progress and achievement of Guiding Principles, Major Strategies and Goals established in the General Plan Update