

# Proposed General Plan Update Goals, Policies, and Implementation Actions



## Economic Development

Economic Development Goals, Policies, and Implementation Actions directly support the Innovative Economy element of the City’s Vision. The desired outcomes of these Goals, Policies, and Implementation Actions include growing San José’s economic role within the region and world, increasing prosperity and opportunity for members of the community, providing opportunities both for San Jose residents and the regional workforce, and creating revenue growth for the City.

### Goal ED-1 Land Use

**Goal ED-1** Proactively manage land uses to provide and enhance economic development and job growth in San José.

### ED-1 Policies

Policy ED-1.1 Protect and improve the quantity and quality of those lands designated exclusively for industrial uses that are vulnerable to conversion to non-employment uses to maintain land capacity for employment uses in San José. (San José 2020 General Plan, revised)

Policy ED-1.2 Plan for the retention and expansion of a strategic mix of employment activities at appropriate locations throughout the City to support a balanced economic base, including industrial suppliers and services, commercial/retail support services, clean technologies, life sciences, as well as high technology manufacturers and other related industries. (San José 2020 General Plan, revised)

- Deleted: Facilitate a
- Deleted: mix of land uses
- Deleted: in the
- Deleted: which contribute to

Policy ED-1.3 As part of the intensification of commercial, Village, Industrial Park and Employment Center job growth areas, create complete, mixed-employment areas that include business support uses, public and private amenities, child care, restaurants and retail goods and services that serve employees of these businesses and nearby businesses.

- Deleted: C
- Deleted: use
- Deleted: in appropriate locations

Policy ED-1.4 Manage land uses to enhance employment lands to improve the balance between jobs and workers residing in San José. Strive to achieve a minimum ratio of 1.3 jobs/employed resident to attain greater fiscal stability. (San José 2020 General Plan, revised)

Policy ED-1.5 Promote the intensification of employment activities on sites in close proximity to transit facilities and other existing infrastructure, in particular within the Downtown, North San José, the Berryessa International Business Park and Edenvale.

Policy ED-1.6 Plan land uses, infrastructure development, and other initiatives to maximize development potential proximate to transit system investments. Advance the Diridon Station Area as a world-class transit hub and key transportation center for Northern California. Encourage public transit providers to serve employment areas.

Deleted: of

Action ED-1.7 Measure and report the number of jobs created in identified growth areas during the City Council's periodic review of the General Plan.

Policy ED-1.8 Invest in infrastructure improvements, as appropriate, in order to encourage private investment, reduce new construction costs, and increase business efficiency and in order to support business retention and growth, stimulate economic activity, and employ people. (San José 2020 General Plan, revised)

Policy ED-1.9 Protect and improve trucking and other modes of freight transportation access to the City's key employment areas.

Policy ED-1.10 Allow interim development of employment lands with alternative employment uses such as small expansions of existing uses when the interim development would not limit the site's ability to be redeveloped in the future in accordance with the long-term plan for the site.

Policy ED 1.11 When developing housing near to active industrial areas, provide sufficient buffer areas and use construction methods for the housing project so that current and future business operations are not inhibited.

Policy ED-1.12 Achieve goals related to Quality Neighborhoods, including diverse housing options, a walkable/bikable public street and trail network and compact, mixed-use development where infrastructure exists to distinguish San José as a livable and attractive city, to promote interaction among community members, and to attract talented workers to the City.

### ED-1 Actions

Action ED-1.13 Periodically review residential construction activity and supply, and industrial and commercial job growth rates, to monitor the City's balance of land uses and resulting tax base as well as the progress towards reaching the goal of 1.3 jobs per employed resident in San José. Report results of this review to the City Council as part of the annual General Plan review. (San José 2020 General Plan, revised)

Deleted: improving the balance between jobs and resident workers

Action ED-1.14 Develop a long-term freight access plan, including trucking and rail, to support the City's key employment areas.

Action ED-1.15 Recognize projects that exemplify the Urban Design, Housing, and Green Building Goals, Policies, and Actions as a means to promote distinctive

architecture and quality design and to attract a diverse group of employees and visitors to San José.

## Goal ED-2 Business

**Goal ED-2 Promote San José as an employment center. Nurture existing and attract new companies of all sizes (large anchor companies, emerging growth companies, small businesses) in industries that will drive the job and revenue growth of the City and regional economy.**

### ED-2 Business Policies

Policy ED-2.1 Maintain City government practices attuned to business needs for clear and timely use of incentives, regulations and development entitlement processes.

Deleted: Create a

Deleted: business-friendly environment

Policy ED-2.2 Attract and sustain a growing concentration of companies to serve as the economic engine for San Jose and the region, particularly in driving industries such as information and communication technologies, clean technology, bioscience, and other sectors based on creativity and innovation.

*Note: Portions of all of Policies ED-2.3, ED-2.5, and ED-2.8 (from prior version presented to the Task Force) have been moved to Goal 7.*

Policy ED-2.3 Ensure support for the creative economy by facilitating access to resources and services for creative industries and entrepreneurs.

Policy ED-2.4 Support the development of the health care industry and related businesses, including those providing services to San Jose's aging population, in part by promoting the Health Care Goals, Policies, and Actions.

Policy ED-2.5 Provide business assistance and support to facilitate job creation, develop new businesses, spur private investment, and promote industry growth.

Policy ED-2.6 Promote the development of retail to the maximum extent feasible, consistent with other General Plan goals and policies, in order to generate City revenue, improve customer convenience, and enhance neighborhood livability.

Deleted: possible

Policy ED-2.7 Encourage business and property development that will provide jobs and generate revenue to support city services and infrastructure.

### ED-2 Business Actions

Action ED-2.9 Evaluate and periodically update the City's policies, regulations and ordinances to maintain San José's competitive ability to attract and grow businesses, including small businesses and home occupations.

Action ED-2.10 Partner with public, private, and non-profit organizations, and continue to develop partnerships with San José State University, community colleges and

other educational institutions, to advance economic development goals, meet the needs of businesses, and resolve constraints to business operations at the local, state, and federal levels.

Deleted: shared

Deleted: problems and impediments

Action ED-2.11 Evaluate and refine existing goals for economic development projects that receive City funding to maintain a positive return on investment for the City.

*Note: Portions of the information under Goal ED-3 (from prior version presented to the Task Force) have been moved to Goal 7.*

Deleted: ¶

¶  
Goal ED-3 Workforce¶  
Goal ED-3 . . . Attract new and retain existing employees, entrepreneurs, and executives who contribute to the local and global economies. ¶

¶  
ED-3 Workforce Policies¶  
Policy ED-3.1 . . . Assist residents in preparing themselves to secure jobs, advance their careers, and succeed in an ever-changing economy.¶  
¶

Deleted: Policy ED-3.2 . . . Provide leadership with the K-12 education community to increase the share of youth in San Jose who graduate from high school, the share of high school graduates prepared for post-secondary education, and the share of graduates who enter and complete post-secondary education.¶

Deleted: ¶  
Policy ED-3.3 . . . Support expansion of existing higher educational institutions and development of new higher educational institutions in San Jose.¶  
¶

Deleted: Goal ED-4

## Regional, State, and National Leadership

**Goal ED-4** Increase San José's leadership role and influence in regional, state, and national forums in order to advance City economic development goals and secure greater resources, and support the City's efforts to become a job center for the region.

### ED-4 Regional, State, and National Leadership Policies

Policy ED-4.1 Promote San José's stature as the capital of Silicon Valley, the Bay Area's largest city, and one of the nation's largest cities to secure resources, investment, and talent, and to attract members of the regional workforce.

### ED-4 Regional, State, and National Leadership Actions

Action ED-4.2 Support federal, state, and regional policies and regulations that secure economic development resources for the City, promote economic development in the City, or further implementation of the General Plan.

Action ED-4.3 Work at the regional level to promote a shared responsibility for sufficient housing supply to accommodate the changing demographics and growing population.

Action ED-4.4 Continue to work with leaders of other large cities in California and across the nation to advance the importance of large cities in job creation and innovation to enhance San Jose's competitiveness for state and federal resources.

Action ED-4.5 Advocate for changes to local, regional, and national policies that promote economic development and secure economic development resources for San José.

Action ED-4.6 Work with partners within the region to influence the development of regional policies and regulations that support a higher-density, clustered, transit-oriented development pattern consistent with the San José General Plan vision and policies.

Action ED-4.7 Maintain and periodically update a strategic plan for economic development (Five-Year Economic Strategy) establishing near-term economic development goals and actions to achieve those goals.

**Goal ED-5 Connections to Promote Economic Development,**

**Goal ED-5 Strengthen San José's connections to the world, and promote San José's assets and image as a global innovation center to attract economic development, and increase job production in San Jose.**

Deleted: and Promotion

Deleted: Bay Area and

**ED-5 Connections and Promotional Policies**

Policy ED-5.1 Embrace San José's diversity as a strength that provides for varied perspectives, presents partnership opportunities, and connects San José to the world.

Policy ED-5.2 Continue developing a world-class airport, and build national and world connections by attracting new air service to the airport.

Policy ED-5.2a Support development of fixed transit between the Mineta San Jose International Airport and other fixed transit systems serving the area and specifically the Downtown.

Policy ED-5.3 Promote heightened awareness of San José's companies, assets, and economic development initiatives to national and international business media as a tool to attract companies to San José and to strengthen the connection of existing companies to the City.

**ED-5 Connections and Promotional Actions**

Action ED-5.6 Continue implementation of improvements to the airport facilities pursuant to the Airport Master Plan.

Action ED-5.7 Support the California High Speed Rail Authority efforts to bring high-speed rail to Diridon Station.

Action ED-5.8 Support Valley Transportation Authority efforts to extend BART service to Downtown San José and to Diridon Station.

Action ED-5.9 Expand and upgrade the San José Convention Center to increase its capabilities as a modern conferencing facility.

Deleted: Action ED-5.4 . Pursue development and implementation of global partnerships that foster trade, promote investment in San

Deleted: Jose, or

Deleted: accelerate business growth. ¶  
¶  
Action ED-5.5 . Continue outreach to airlines and the community to attract new and expanded air service. Update or modify applicable short- and long-term strategies as necessary.¶

## **Goal ED-6 Cultural Attractions**

**Goal ED-6** **Develop and promote a distinctive set of sports, arts, and entertainment offerings aligned with San José’s diverse, growing population to attract economic development and members of the regional workforce.**

### **ED-5 Cultural Attractions Policies**

Policy ED-6.1 Further the Goals, Policies, and Actions that support the Vibrant Arts and Culture Vision Element, as well as those for Parks, Trails, Open Space, and Recreation to enhance San José’s identity regionally, nationally, and internationally; to serve residents; and to attract workers and visitors.

Policy ED-6.2 Promote San José as a great bicycling community, highlighting its weather, topography, and fitness-oriented culture as significant assets for biking in order to attract businesses which support or can benefit from bicycling activity.

Policy ED-6.3 Support private efforts to achieve a stronger mix of evening and late-night uses in Downtown that promote a vibrant, 24-hour City center to generate jobs, increase revenues and attract visitors and workers to San Jose.

Policy ED-6.4 Support entertainment offerings and cultural facilities, including but not limited to visual and performing arts, museums, theatres, historic structures/sites/neighborhoods, festivals, and commercial entertainment venues, particularly those that provide significant social and economic benefit to San José’s community, provide opportunities for community participation, achieve excellence and innovation, and/or reflect San José’s population.

Policy ED-6.5 Attract and retain professional and amateur sports teams and events in San José and identify and support opportunities for growth of related businesses and retail markets.

## **Goal ED-7 Broad Economic Prosperity**

**Goal ED-7** **Provide widespread access to diverse employment and training opportunities in San José and strive to increase job growth to allow the community to broadly share in the region’s prosperity.**

### **ED-7 Broad Economic Prosperity Policies**

Policy ED-7.1 Provide incentives that promote the creation of high-quality jobs across all industries.

Policy ED-7.2 Attract and retain a diverse mix of businesses and industries that can provide jobs for the residents of all skill and education levels to support a thriving community. (San José 2020 General Plan, revised)

Policy ED-7.3 Attract job opportunities accessible to all of San Jose's residents.

**ED-7 Broad Economic Prosperity Actions**

Action ED-7.4 Partner with educational, civic, labor, and business institutions to provide job training programs that meet the needs of business and industry, including programs that enable the unemployed, under-employed, or economically or socially disadvantaged to enter or move up in the labor force. Connect local businesses with such programs, organizations, or educational institutions.

Note: As appropriate, some items from the Arts & Culture Goals, Policies, and Actions may be incorporated into these Economic Development Goals & Policies.