

Proposed General Plan Update Goals, Policies, and Implementation Actions



Land Use – Commercial, Industrial, Downtown, & Urban Agriculture

Land Use

- Goal LU-1** **Facilitate land uses that foster a more fiscally stable, environmentally sustainable, safe, and livable city.**
- Policy LU-1 *Encourage Walking.* Create safe, attractive, and accessible pedestrian connections between developments and to adjacent public streets to minimize vehicular miles traveled.
- Policy LU-1.1 *Parcel Consolidation.* Within Identified Growth Areas, where consolidation of parcels is necessary to achieve viable designated land uses or other objectives of this general plan, limit residential development of individual parcels that do not conform to approved Village Plans or further other plan objectives.
- Policy LU-1.2 *Locate Child Care Facilities Near Employment.* Encourage developers of large commercial and industrial projects to identify and appropriately address the potential need generated by these projects for child care facilities or services. (San Jose 2020 General Plan, revised) The provision of on-site child care may be considered for a single tenant building in industrial areas primarily for use by employees of the industrial facility. Off-site, freestanding child care facilities should not be considered in industrial areas, except for those areas that have been designated for such uses. (San Jose 2020 General Plan)
- Policy LU-1.3 *Comply with Current Land Use Standards.* With new development or expansion and improvement of existing development or uses, incorporate measures to comply with current Federal, State, and local standards. (San Jose 2020 General Plan)
- Policy LU-1.4 *Encourage Transit.* Encourage employee-intensive commercial uses and, where compatible with surrounding land uses, industrial uses to locate within walking distance of transit stops. (San Jose 2020 General Plan)
- Action LU-1.5 *Update Title 20.* Review criteria in the Zoning Ordinance and update it as appropriate to reflect Land Use goals, policies, and implementation actions in this Plan.

Policy LU-1.6 *Outside Agency Policies.* Collaborate with appropriate external agencies with land use authority or regulations in San Jose. Consider applicable Airport Land Use Commission, Santa Clara Valley Water District, Local Area Formation Commission, and other policies from outside agencies when reviewing new or expanded uses.

Action LU-1.7 *Plant Master Plan.* Incorporate appropriate land use results of the Water Pollution Control Plant Master Plan into this Plan to more clearly identify the distribution of jobs in that area.

Commercial Land Use

Goal LU-2 Establish commercial uses that maximize revenue to the City and provide employment for City residents in order to improve the City's fiscal stability and jobs/housing ratio.

Policy LU-2.1 *Preserve Commercial Lands.* Retain existing commercial lands to provide jobs, goods, services, entertainment, and other amenities for San Jose's workers, residents, and visitors.

Policy LU-2.2 *Regional Commercial Destination.* Encourage distinctive regional-serving commercial uses on sites near the City's borders with good access to freeways and major arterials or near multimodal transit stations in order to attract shoppers from throughout the region.

Policy LU-2.3 *Commercial Locations.* Concentrate new commercial development in identified growth areas and other sites designated for commercial uses on the Land Use/Transportation Diagram. Allow new and expansion of existing commercial development within established neighborhoods when such development is appropriately located and designed and is primarily neighborhood serving.

Policy LU-2.4 *Industrial Uses in Commercial Areas.* Consider allowing limited industrial uses in commercially designated areas if such uses are of a scale, design, or intensity that creates less than significant negative impacts to surrounding uses.

Goal LU-3 Locate viable neighborhood-serving commercial uses throughout the City in order to stimulate economic

development, create complete neighborhoods, and minimize vehicle miles traveled.

- Policy LU-3.1 *Accessibility.* Promote new commercial uses and revitalize existing commercial areas in locations that provide safe and convenient multi-modal access to a full range of goods and services in order to create complete communities.
- Policy LU-3.2 *Commercial Locations Near Residents.* Locate neighborhood-serving commercial uses throughout the city, including identified growth areas and areas where there is existing or future demand for such uses, to facilitate pedestrian access to a variety of commercial establishments and services that meet the daily needs of residents and employees. (San Jose 2020 General Plan, revised)
- Policy LU-3.3 *Mixed-Uses.* In appropriately designated areas, encourage new and intensification of existing commercial development in vertical mixed-use projects and, in some instances, integrated horizontal mixed-use projects.
- Policy LU-3.4 *Encourage Pedestrians & Biking.* Require new commercial development to facilitate pedestrian and bicycle access through techniques such as minimizing building separation from public sidewalks; providing safe, accessible, convenient, and pleasant pedestrian connections; and including secure and convenient bike storage. (San Jose 2020 General Plan, revised)
- Policy LU-3.5 *Connections Between Properties.* Provide pedestrian and vehicular connections between adjacent commercial properties with reciprocal-access easements to encourage safe, convenient, and direct pedestrian access and “one-stop” shopping. Encourage and facilitate shared parking arrangements through parking easements and cross-access between commercial properties to minimize parking areas and curb-cuts.
- Policy LU-3.6 *Attractive Shopping Areas.* Encourage and facilitate the upgrading, beautifying, and revitalization of existing strip commercial areas and shopping centers. (San Jose 2020 General Plan)
- Policy LU-3.7 *Active Ground-Floor Uses.* Encourage retail, restaurant, and other active uses as ground-floor occupants in identified growth areas and other locations with high concentrations of commercial development.

Policy LU-3.8 *Outdoor Uses.* Encourage outdoor cafes and other outdoor uses in appropriate commercial areas to create a vibrant public realm, maximize pedestrian activity, and capitalize on San Jose’s temperate climate.

Policy LU-3.9 *Adult Entertainment.* Adult entertainment uses (i.e., adult motion picture theaters, adult book stores, adult cabarets, and massage parlors) should not be located within close proximity to residential uses, schools, or one another. (San Jose 2020 General Plan)

Industrial Land Use

Goal LU-4 **Preserve and protect industrial uses to sustain and develop the City’s economy.**

Policy LU-4.1 *Prohibit Industrial Conversions.* Prohibit conversion of lands designated for light and heavy industrial uses to non-industrial uses. Prohibit lands designated for industrial uses and mixed industrial-commercial uses to be converted to non-employment uses. (San Jose 2020 General Plan, revised)

Policy LU-4.2 *Prohibit Incompatible Uses.* Prohibit encroachment of incompatible uses into industrial lands, and prohibit non-industrial uses which would result in the imposition of additional operational, and/or mitigation requirements on industrial users. (San Jose 2020 General Plan, revised)

Policy LU-4.3 *Protect Existing Industrial Uses.* When new uses are proposed in proximity to existing industrial uses, the new use should incorporate measures to minimize negative impacts on existing nearby land uses, and the new use shall incorporate measures to promote the health and safety of individuals at the new development site. (San Jose 2020 General Plan)

Policy LU-4.4 *Encourage Industrial Revitalization.* Encourage the development of new industrial areas and the redevelopment of existing older or marginal industrial areas with new industrial uses, particularly in locations which facilitate efficient commute patterns. Use Redevelopment tax increment financing to provide necessary public improvements as one means of encouraging this economic development and revitalization. (San Jose 2020 General Plan, revised)

Policy LU-4.5 *Viable Industrial Lands.* Maintain and create Light Industrial and Heavy Industrial designated sites that are at least *TBD* acres in size

in locations with convenient access to major arterials and highways in order to facilitate viable industrial uses.

Policy LU-4.6 *Monitor Industrial Lands.* Monitor the absorption and availability of industrial land, particularly land identified for light and heavy industrial uses, to ensure a balanced supply of available land for all sectors, including industrial suppliers and services. (San Jose 2020 General Plan, revised)

Policy LU-4.7 *Encourage Limited Support Uses.* Encourage supportive and compatible commercial and office uses in the industrial areas designated for those uses. In areas reserved for light and heavy industrial uses, only limited auxiliary and incidental commercial uses, such as small eating establishments, may be permitted when the uses are of a scale and design providing support only to the needs of businesses and their employees in the immediate industrial area. (San Jose 2020 General Plan, revised)

Policy LU-4.8 *Encourage Appropriate Incidental & Supportive Uses.* Industrial areas should be reserved for industrial and compatible support uses. Only non-industrial uses which are incidental to and totally compatible with primary industrial uses should be allowed in exclusively industrial areas. Recognize that industrial uses come in a variety of types and forms. In industrial areas, consider allowing supportive, non-industrial activities, such as retail sales of materials manufactured or stored on site. (San Jose 2020 General Plan, revised)

Policy LU-4.9 *Prohibit Assembly Uses.* Prohibit assembly uses in industrial park, light industrial, and heavy industrial areas.

Action LU-4.10 *Maintain an Industrial Land Inventory.* Maintain an inventory of industrial lands and periodically assess the condition, type, and amount of industrial land available to meet projected demands. (San Jose 2020 General Plan, revised)

Goal LU-5 Attract new industrial uses to expand the City’s economy, stimulate employment, increase revenues to the City, and further environmental goals.

Policy LU-5.1 *Retain/Expand Industrial Uses.* Encourage industrial supplier/service business retention and expansion in appropriate areas in the City. (San Jose 2020 General Plan)

- Policy LU-5.2 *Promote Environmentally Sustainable Industrial Uses.* Seek out industrial uses that are environmentally sustainable or create environmentally beneficial products in order to maintain a healthful environment and preserve natural resources.
- Policy LU-5.3 *Facilitate Recycling Operations.* Encourage the use of industrially-planned land to provide locations for various forms of recycling services (e.g., collection, handling, transfer, processing, etc.), for the support facilities required by these services (e.g., service yards, truck storage and service) and for companies that manufacture new products out of recycled materials in order to support the City's Solid Waste Program. (San Jose 2020 General Plan)
- Goal LU-6 **Maintain Appropriately Designated Employment Areas for a Mix of Industrial and Compatible Commercial Uses.****
- Policy LU-6.1 *Designate Mixed Industrial & Commercial Areas.* In areas that are designated for mixed industrial and commercial uses, commercial uses that are compatible with industrial uses may be allowed. Non-employment uses should be prohibited in these areas.
- Policy LU-6.2 *Support Large-Format Commercial.* Encourage more large-format commercial uses in Combined Industrial/Commercial lands, since these development typologies are typically similar to the development scale of industrial development in the same area. Discourage small-scale and strip commercial shopping centers in the Combined Industrial/Commercial area.

Downtown

- Goal LU-7 **Strengthen Downtown as a regional job, entertainment, and cultural destination and as the as the symbolic heart of San Jose.****
- Policy LU-7.1 Provide maximum flexibility in mixing uses throughout the Downtown Area. Support intensive employment, entertainment, cultural, public/quasi-public, and residential uses in compact, intensive forms to maximize social interaction; to serve as a focal point for residents, businesses, and visitors; and to further Vision elements of this plan.
- Policy LU-7.2 Support Downtown as a primary employment center in the region, especially for financial institutions, insurance companies,

government offices, service functions, information and communication technology companies, and businesses related to conventions.

- Policy LU-7.3 Support the development of Downtown as an arts, cultural and entertainment center for San Jose and the region.
- Policy LU-7.4 Facilitate development of retail and service establishments in Downtown, and support regional- and local-serving businesses to further primary objectives of this Plan.
- Policy LU-7.5 Consider public parking needs to support a thriving and active Downtown.
- Policy LU-7.6 Prohibit uses that serve occupants of vehicles (such as drive-through windows) and discourage uses that serve the vehicle (such as car washes and service stations), except where they do not disrupt pedestrian flow, are not concentrated, do not break up the building mass of the streetscape, and are compatible with the planned uses of the area. (San Jose 2020 General Plan)
- Policy LU-7.7 Recognize the urban nature of Downtown and support 24-hour uses and outdoor uses, so long as significant adverse impacts do not occur.

Note: Residential Land Use Goals & Policies were previously forwarded to the Task Force. The most current version of Residential Land Use Goals & Policies can be referenced with the February 8, 2010 Task Force packet materials.

Urban Agriculture

Urban agriculture has a wealth of health, social, environmental, and economic benefits. The Envision San Jose 2040 Urban Agriculture Goals, Policies, and Implementation Actions are intended to preserve agricultural land, improve the community's access to healthful foods, promote local and ecologically sound food production, and support the ability of farmers in the region to sell their produce locally.

Goal UA-1 Expand the cultivation and sale of locally grown agriculture as an environmentally sustainable means of food production and as a source of healthy food for San Jose residents.

UA-1 Urban Agriculture Policies

Policy UA-1.1 Maintain existing and facilitate the development of new and expanded community gardens and farmers markets throughout San

Jose with a particular emphasis on providing these gardens in low income, nutritionally deficient neighborhoods.

- Policy UA-1.2 Support urban agriculture opportunities such as back-yard, roof-top, indoor, and other gardens that produce ecologically sound food for personal consumption.
- Policy UA-1.3 Protect and preserve the remaining farmlands within San Jose’s sphere of influence that are not planned for urbanization in the timeframe of this general plan through the following means:
- Limit residential uses in agricultural areas to those which are incidental to agriculture.
 - Restrict and discourage subdivision of agricultural lands.
 - Encourage contractual protection for agricultural lands, such as Williamson Act contracts, agricultural conservation easements, and transfers of development rights.
 - Prohibit land uses within or adjacent to agricultural lands that would compromise the agricultural viability of these lands.
- Policy UA-1.4 Preserve agricultural lands and prime soils in non-urban areas in order to retain the aquifer recharge capacity of these lands.
- Policy UA-1.5 Encourage appropriate agricultural uses in the hillsides. (San Jose 2020 GP)
- Policy UA- 1.6 Promote the passage of legislation to establish Countywide or Statewide agricultural preservation programs, including the funding necessary for implementation of such programs. (San Jose 2020 GP)
- Policy UA-1.7 Encourage incorporation of edible landscaping in appropriate locations on all new residential, commercial, and public development projects.
- Policy UA-1.8 Support the efforts of non-profit organizations and the County to integrate and/or maintain sustainable small scale agriculture within existing and planned parks and open spaces including the planned Marshall Cottle County Park, the Guadalupe Gardens, and other publicly or privately owned properties where appropriate.

UA-1 Urban Agriculture Actions

- Action UA-1.9 Develop a City Council Policy to address ways the City of San Jose will support Urban Agriculture. The policy should include strategies to increase access to healthful foods, particularly in low income or nutritionally-deficient areas; increase the sale and availability of locally or regionally grown foods; increase urban food production;

and clearly identify the appropriate City processes for dealing with agriculture issues.

Action UA-1.10 Work with the County Health Department, school districts and non-profit health organizations, particularly at schools, community centers and libraries, on efforts to educate the community on the nutritional, economic, and environmental benefits of consuming locally grown and ecologically sound foods

Action UA-1.11 Revise the Zoning Ordinance to allow both community gardens and incidental gardening as a permitted use in appropriate zoning districts.

Urban Agriculture Performance Measures:

Regularly track:

- Number of acres of land within San Jose's sphere of influence that are in agricultural production
- Number of farmers markets within San Jose's Urban Service Area
- Number of community gardens within San Jose's Urban Service Area