

## Goals, Policies and Implementation Actions – Plan Implementation Policies



### Land Use – Planned Growth Areas

The following goal and policies for the Planned Growth Areas document the Growth Areas concept which has been extensively reviewed by the Task Force and which forms the basis of the Envision Land Use / Transportation Diagram and its planned growth capacity.

#### **Planned Growth Areas**

A key strategy of this Plan is to focus new growth and intensification of land uses in specifically identified “Growth Areas,” while preserving the general character and density of other areas of the City that are predominantly established single-family residential neighborhoods. This approach focuses new growth into relatively compact and centralized locations, thereby reducing environmental impacts, fostering transit use and walkability and preserving the character of San Jose established neighborhoods.

**Goal GA-1 Focus new growth into identified Growth Areas to protect the quality of existing neighborhoods, while establishing new mixed use neighborhoods with a compact and dense form that is attractive to the City’s projected demographics (i.e., an aging population), and that supports walking, provides opportunities to incorporate retail and other services in a mixed-use format, and facilitates transit use.**

Policy GA-1.1 Provide significant job and housing growth capacity within strategically identified “Growth Areas” in order to maximize use of existing or planned infrastructure (including fixed transit facilities), minimize the environmental impacts of new development, provide for more efficient delivery of City services, and foster the development of more vibrant, walkable urban settings.

Policy GA-1.2 Include within the General Plan Land Use / Transportation Diagram significant job and housing growth capacity within the following identified Growth Areas:

- a) **Downtown** – The City’s Downtown Strategy plans for ambitious job and housing growth capacity in the Downtown area to reinforce its role as the City’s civic, cultural and symbolic center and to support key infrastructure investments, including the planned BART and High-Speed Rail systems.
- b) **Specific Plan Areas** – The City’s Specific Plans provide significant residential growth capacity and opportunities for mixed-use development. The Alviso Master Plan and Rincon South Specific Plan areas also include significant amounts of planned job growth. The Water Pollution Control Plant lands, currently undergoing a separate master planning process, have been identified as a significant opportunity within the City to add new employment land areas, and in particular to provide an opportunity for new light industry or manufacturing activity jobs.

- c) **North San Jose** – Because of its importance as a job center, access to transit facilities and proximity to the San Jose Mineta International Airport, the North San Jose Area is planned to accommodate up to 100,000 new jobs and 32,000 new housing units. The North San Jose Area Development Policy includes a phasing plan and a Traffic Impact Fee which link job and housing growth and provide funding for transportation improvements. The North San Jose Neighborhoods Plan and North San Jose Urban Design Guidelines provide additional guidance for the development of this City region.
- d) **Employment Lands** – The Plan supports significant intensification of employment activity within each of the City’s major employment districts (North San Jose, Monterey Corridor, Edenvale, Berryessa/International Business Park, Mabury, East Gish and Senter Road and North Coyote Valley). Within the North San Jose, Berryessa / International Business Park and Old Edenvale areas, a centralized sub-area with strong transit access has been designated as an Employment Center to support mid-rise or high-rise employment development. The Employment Center in the northeast corner of the Berryessa / International Business Park area is also classified as a BART station area due to its proximity to the planned Milpitas BART station and existing Capitol Avenue Light Rail stations.
- e) **BART/Caltrain Villages** – To maximize utilization of the Caltrain and BART systems, support regional commuting and foster the City’s growth as a regional job center, significant new job growth capacity is planned for the each of the BART / Caltrain Villages. Significant job and housing growth capacity is planned for the Berrryessa BART station area in order to support intensification of the station area as a regional employment destination and to achieve a level of density consistent with that planned for other BART and Light Rail station areas.
- f) **Transit Villages and Corridors** – A large and balanced amount of job and housing growth capacity is planned for the Transit Villages and Corridors with the goal to maximize the opportunity for creating new mixed-use villages in these areas. While the BART area job capacity is planned primarily for mid-rise and high-rise offices, the Light Rail Villages provide more opportunity for retail and service jobs that benefit from close proximity to residential use. While the BART system serves as a regional transit line, bringing workers from throughout the region to employment centers within San Jose, the light rail system is more appropriate for shorter commute trips and is also less likely to generate land use compatibility concerns. Accordingly, it is appropriate to include more residential and retail growth capacity along the light rail system. The Oakridge Mall Light Rail station area is particularly of interest because of its size and high level of unrealized potential to support a walkable, mixed-use community because of the amount and diversity of established commercial uses and other services already located within the area.

- g) **Commercial Centers** – While the Commercial Centers are less directly connected to transit, they contain large parcels which may have greater potential for redevelopment and are generally located in areas with a high degree of accessibility which is advantageous for intensified commercial development. Providing residential growth capacity in the Commercial Center Growth Areas is a potential catalyst for spurring the redevelopment and enhancement of existing commercial uses while also transforming them into Village type environments. At the same time, their typically more suburban settings may create some challenge to such revitalization. The Commercial Centers with closer proximity to other Growth Areas and transit (e.g., North Bascom Avenue) or in proximity to established, more intense uses (e.g., De Anza Blvd.) may have greater near-term potential for transformation into Village settings. A modest and balanced amount of new housing and job growth capacity is planned for the Commercial Centers in order to support their intensification as both employment and housing centers, while also recognizing that transit-oriented sites should be given greatest priority.
- h) **Neighborhood Villages** – To support the Envision goal of providing broad access to mixed-use Villages for all areas of the City through the development of Neighborhood Villages, while also accommodating the General Plan’s strong jobs orientation, a small amount of housing growth capacity and a modest amount of job growth capacity is planned for the Neighborhood Village areas. Without more housing growth, it will be difficult to significantly enhance existing retail and service uses in the Neighborhood Village areas. It also will likely be difficult to attract Driving Industry type jobs to these locations given their relatively small scale and separation from other employment areas.

Policy GA-1.3 The specific amount of planned job and growth capacity for each Growth Area is indicated in *Table \_\_\_ General Plan Capacity – Distribution of Job and Housing Growth Capacity by Location*. The planned job and growth capacity is a projection or planned capacity based upon the expected job and housing growth that would result from full build-out of underutilized properties consistent with the General Plan Land Use / Transportation Diagram designations for such properties within the relevant Growth Area.

Policy GA-1.4 To support the intensification of the identified Growth Areas and achieve the various goals related to their development, throughout the City restrict new development on properties in non-Growth Areas.

Action GA-1.5 To accomplish the planned intensification of employment and residential uses at the Berryessa BART station, modify existing entitlements to expand the area planned for employment uses and to increase the density of employment and residential areas within the BART Station Village area.