



Evolution of Planning Policy and Accomplishments of the General Plan in San Jose 1970 to Present

Evolution of Planning Policy - 1970's

Urban Development Policy (1970) This landmark document initiated the City of San Jose's growth management program through the establishment of the Urban Service Area concept. Equally significant, the City and the County of Santa Clara developed a policy stating that urban development would only be permitted within the Urban Service Area of cities. This policy is still in force today.

General Plan '75 (1976) This document was the first "modern" General Plan for the City of San Jose. It integrated the State mandated elements into a cohesive, internally consistent document. The Land Use/Transportation Diagram was based upon and reflected the goals and policies of the Plan. In addition, this Plan introduced minimum densities, infill development within the Urban Service Area, Non-Urban Hillside designation, designated agricultural lands, economic development of downtown, strategic locations for industrial development to reduce commutes (North San Jose and Edenvale), and the critical linking of land use planning with planned transportation facilities.

Transportation Level of Service Policy (1978) This City Council Policy prescribed the mitigation measures that would satisfy the transportation level of service policies of the General Plan. In 2002, the City Council adopted amendments to the General Plan to allow flexibility in the General Plan's vehicular traffic and transportation policies in order to support multi-modal transportation goals and smart growth land use principles. In 2005, the City Council adopted an additional policy to exempt certain intersections from traffic mitigation improvements if alternate improvements were made to other modes of transportation, including pedestrian, transit and bicycle.

Redevelopment Project Areas – Industrial Park (1974 – 1979) The Rincon de Los Esteros Redevelopment Area was established in 1974. This is a 4,800-acre area in North San Jose bounded by Highways 101, 880 and 237 with built space totaling 42 million square feet. This area is home to more than 1,200 of the world's best known international and multinational technology companies, employing over 55,000 people. Major employers include: Cisco, Texas Instruments, Novellus, KLA Tencor, BEA Systems, Altera, Atmel, Brocade Communications, Cadence Design Systems, Seimens, Sony, Acer America, Hitachi, Hynix, Canon, Philips, Samsung, Lockheed Martin, Agilent, Rockwell Collins, eBay, Boston Scientific, Cypress Semiconductor, Pivot Interiors.

The Edenvale Redevelopment Area was established in 1979. There are over 300 companies located in this 2,312 acre technology park which employs over 13,400 people. Companies include Stryker Endoscopy, Innovative Robotics, Power Integration, Clinimetrics, IBM, Symbol Technologies, Celestica, Lynux Works, Intel, Ionics, Hitachi, Solectron, Northrop Grumman, M/A-Com Tyco Electronics, and Jabil Circuits. The technology park is also home to the San Jose Bio Center, a world-

class, state-of-the-art life sciences research facility and business incubator sponsored by the Redevelopment Agency.

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Berryessa-Evergreen Swap (1980) The General Plan amendments to exchange land uses between the Evergreen and Berryessa areas became known as the Berryessa-Evergreen Swap. The Berryessa-Evergreen Swap included approximately 300 acres in the Berryessa area which were converted from Industrial Park uses to residential uses. To complement the industrial-to-residential conversion in Berryessa, approximately 375 acres of land in Evergreen were converted from low density residential to Campus Industrial uses. The “swap” was approved to maintain the City’s overall industrial job base and to bring jobs and housing opportunities closer together to help reduce the impacts of commuting from southern San Jose neighborhoods to job centers in the north. Subsequently the Berryessa housing was fully developed and only one campus industrial project was completed in the Evergreen area.

Mayor’s Task Force on Economic Development (1983) The City Council established the Task Force to comprehensively review the City’s economic development program and to prepare recommendations on specific parcels in South San Jose and the Coyote Valley. The Task Force evaluated the vacant industrial land inventory, high technology demand and infrastructure requirements. Task Force recommendations included: creating a comprehensive plan for Coyote Valley through the Horizon 2000 process, expansion of the urban service area to accommodate large firms in North Coyote Valley and Edenvale, and the approval of the proposed General Plan amendments in North Coyote Valley.

Horizon 2000 General Plan (1984) The Horizon 2000 General Plan built upon General Plan '75 by going a step further with the identification of five Major Strategies to tie the Plan together. These Strategies were Growth Management, Downtown Revitalization, Economic Development, Urban Conservation/Preservation, and Greenline. In addition, Horizon 2000 established the Coyote and Almaden Valley Urban Reserves.

Redevelopment Areas- Light and Heavy Industrial (1976 & 1994) The Julian-Stockton (1976), Olinder (1976) and Monterey Corridor (1994) Redevelopment Project Areas were established to address the needs of light and heavy industrial users in San Jose. These Redevelopment Areas encompass almost 1000 acres and employ over 10,000 people. Some examples of businesses include recycling, tile and cement manufacturing, sheet metal contractors, automobile parts and suppliers, and general contracting service providers, garment manufacturing, roofing, auto services, sheet metal fabrication, transportation services, and other general contractor firms that are suppliers to the residential and industrial construction companies. Support uses such as banking, health care, retail and restaurant operations are also found in the areas.

Downtown Redevelopment Areas (1961 – 1988) The Downtown Redevelopment Areas include Park Center Plaza (1961), San Antonio Plaza (1968), Pueblo Uno (1975), Century Center (1983), Market Gateway (1983), Guadalupe-Auzerais (1983), and Almaden Gateway (1988). These Redevelopment Areas include uses such as commercial/office, retail, cultural and recreational, theater, arts, and entertainment mixed-use and together help to create a dynamic, lively city where people live, work, and shop. Today's Downtown is a thriving urban center, offering an amalgamation of cultural, professional, and residential amenities. Through a potent combination of public/private partnerships, the San Jose Redevelopment Agency has stimulated more than \$1.7 billion of private investment in Downtown.

Merged Redevelopment Project Areas An important financial milestone was achieved in 1980 when all of the Redevelopment Areas were merged into one project area to allow for use of funds interchangeably between Redevelopment Areas. In particular this action facilitated the infusion of funding into the successful downtown revitalization. .

North San Jose Area Development Policy (1988) Due to severe traffic constraints in San Jose's prime industrial area, the North San Jose Policy contains five critical elements to manage traffic to preserve important development opportunities. These elements include: Transportation Demand Management program, capital improvements, a level of service policy, a floor area ratio cap, and the strategic location of housing within the industrial area (superceded by 2005 North San Jose Area Development Policy).

San Jose Historic Resources Inventory The Inventory is a list of all designated historic resources in the City of San Jose. All owners of properties listed in the Historic Resources Inventory can use the State Historic Building Code, which allows more flexibility (and potential financial savings) than the regular code requirements; and the General Plan Policies, which allow alternate land uses through the Planned Development Zoning process when planning alterations to historic resources. Properties listed in or determined eligible for listing in the National Register of Historic Places are also eligible for certain federal tax credits. Owners of City Landmarks can also apply for Property Tax relief under the Mills Act/Historic Property Contract, as well as exemption from some Building construction taxes. Currently there are approximately 3,200 properties on the Inventory, including 162 City Landmarks and 6 City Landmark Historic Districts.

Accomplishments of General Plan -1980's

Berryessa Planned Residential Community The Berryessa Planned Residential Community encompasses approximately 300 acres in northeast San Jose in the area bordered by Murphy Road on the north, Berryessa Road on the south, the San Jose Municipal Golf Course on the west, and the Union Pacific Railroad and King Road on the east. The Berryessa Planned Residential Community was created in an effort to provide greater housing opportunities in close proximity to employment centers in North San Jose and Downtown.

Guadalupe Corridor LRT (1987) The Guadalupe Corridor included the first light rail transit line completed in Santa Clara County. It consists of 20 miles of rail and a series of stations extending from North San Jose/Santa Clara employment area through Downtown to South San Jose's Edenvale industrial area. The Guadalupe Corridor is part of a multi-modal transportation system which combines light rail with a freeway and incorporates bicycle lanes along portions of its right-of-way. The goal is to connect the predominantly residential community to the south with the job centers in Downtown and North San Jose.

Silver Creek Planned Community (1989) This planned residential community in southeast San Jose encompasses approximately 3100 acres. It allows for a planned community of low density suburban form within close proximity to the fully urbanized city. The plan encouraged private sector creativity and innovative design concepts in the development of a high-quality suburban residential community including an 18-hole golf course and other amenities.

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Housing Initiative Study (1991) The Housing Initiative Study explored opportunities for high-density residential and mixed-use development along the majority of the Guadalupe Light Rail Corridor, within the Downtown Frame Area, and two major arterials with frequent bus service. The Study concluded that there was a land supply for 10,000 new high density units in the short term; a market demand for up to 9,500 such units; and that most projects would be financially feasible.

San Jose 2020 General Plan (1994) Building further on the very successful prior General Plans, San Jose 2020 was a comprehensive update which used a detailed fiscal analysis to make difficult decisions regarding the location and intensity of future growth. Based on the fiscal analysis, the City Council adopted a Plan which reduced opportunities for urban growth at the City's edge, committed to higher intensity infill development along identified intensification corridors (generally along existing and planned light rail corridors), and added the Housing and Sustainable City Major Strategies.

Housing Opportunity Study Based on the successful Housing Initiative, the Housing Opportunity Study identified sites along the Transit-Oriented Development Corridors for high-density housing and mixed-use developments. The first phase of the Study resulted in General Plan amendments on 14 sites, adding 6,000 housing units to the City's total housing capacity. The second phase identified another 11 sites, which created the potential to add another 6,100 housing units.

Urban Growth Boundary (UGB)/Greenline Initiative (1996) This program intended to permanently limit urbanization in San Jose to areas already developed and/or already planned for urban development. To implement the UGB, San Jose worked with Santa Clara County to improve upon long established cooperative policies and practices to assure that urban uses occur only inside the Urban Growth Boundary. This effort builds upon existing strategies, goals, and policies of the San Jose 2020 General Plan.

Neighborhood Revitalization Strategy (1997) The Strategy looked at coordinating the delivery of selected services to neighborhoods requiring special assistance to improve their living environments. The fundamental concept was to target comprehensive packages of City services into selected neighborhoods to achieve real and visible results as opposed to the typical practice of delivering individual services independently and often without visible or long term results. One of the services was the preparation of a Neighborhood Revitalization Plan as the vehicle to determine services needed to guide the overall long term improvement of a neighborhood.

Riparian Corridor Policy Study (1994) This study analyzed numerous streams and riparian corridors found within San Jose and addressed in great detail how development of all types should be designed to protect and preserve riparian corridors. These guidelines are being used in the development review process resulting in 50- to 100-foot setbacks from corridors for new development as well as other techniques to protect water quality and fish and wildlife habitat.

Historic Preservation The preservation of historic structures and sites helps to create a unique environment and sense of place in San Jose. This cultural richness strengthens the local economy by promoting tourism and encouraging investment. The San Jose 2020 General Plan contains goals and policies which encourage historic preservation. These goals and policies encourage the protection and preservation of historic resources within the City. The primary General Plan goal is to preserve historically and archaeologically significant structures, sites, districts, and artifacts in order to promote

a greater sense of historic awareness and community identity, and to enhance the quality of urban living.

Accomplishments of the General Plan – 1990's

Specific Plans

The City Council has approved several Specific Plans in key locations within San José to foster transit-oriented development, historic preservation, mixed uses, sensitivity to surrounding neighborhoods, and other strategic goals. Each Specific Plan explains the vision for future land use development in the plan area with a detailed land use plan, design guidelines, and implementation strategy. Each Specific Plan was developed with community and other stakeholder involvement at the time of its preparation. These Plans are:

- **Communication Hill Specific Plan (1992)** The Communications Hill Specific Plan, winner of numerous regional, state, and national awards, has excited much interest in its vision for a very urban, high density, pedestrian-oriented community atop a very visible hill rising from the valley floor a couple of miles south of downtown. The Plan provides for a grid street pattern to accentuate the hill and maximize high density residential development and community facilities on the top and lower sides of the hill while leaving substantial amounts of the grassy hillsides as open space. Approximately 1,590 of the planned maximum of 4,660 dwelling units have been completed. The plan also calls for construction of parks, an elementary school and civic area, fire station and neighborhood commercial uses.
- **Jackson-Taylor Residential Strategy (1992)** Similar to a specific plan, the Strategy guides the transition of an older industrial area into an exciting mixed-use and pedestrian friendly community. Located close to downtown, Jackson-Taylor is surrounded by existing neighborhoods, business districts, and industrial areas. The Strategy carefully weaves land uses and outlines development standards to ensure compatible interfaces between the existing and planned developments. Approximately 1,030 dwelling units of the proposed maximum of 1,900 units have been constructed.
- **Midtown Specific Plan (1992)** Like Jackson-Taylor, the Midtown Plan directs the conversion of an aging industrial area to a vibrant mixed use community oriented to transit and the pedestrian. Located just west of downtown and south of the San Jose Arena, this 210-acre area is planned for close to 3,000 high density housing units, parks, employment opportunities, neighborhood-serving commercial uses, some industrial activities, and close community ties with the San Jose Diridon Caltrain/Amtrak station and planned light rail stations. 1,576 dwelling units have been completed to-date. Another 970 units have received zoning approvals.
- **Tamien Station Area Specific Plan (1995)** This Plan directs the development of vacant and underutilized sites in close proximity to the Tamien Multi-Modal Station. The Plan identified a number of high density housing sites with a capacity of up to approximately 1,700 dwelling units adjacent to existing neighborhoods consisting of aged single family housing and large, relatively new condominium and apartment projects. Approximately 700 units have been completed to-date. Careful attention is given to station area housing, a park, small scale commercial uses and a recently completed child care center.

- **Alviso Master Plan: A Specific Plan for the Alviso Community (1998)** Located adjacent to the southerly tip of San Francisco Bay, Alviso is a unique piece of San Jose retaining much of its original character and historical roots. Working closely with the community, the City prepared a Plan which retains Alviso's small town feel while preserving the historic resources, enhancing infrastructure and services, and providing modest development opportunities. Approximately 90 new residential units have been constructed. Approximately 5.2 million square feet of new industrial park uses have been approved on lands adjacent to the Alviso village, with 471,000 square feet constructed to-date.
- **Rincon South (1998)** The Rincon South Specific Plan outlines a vision for the redevelopment of the area to the east of Mineta-San Jose International Airport and generally bounded by Highways 101 and 880 and Route 87 (Guadalupe Parkway). This area is almost fully developed with a large variety of land uses. A key goal of the Plan is to develop the North First Street (Guadalupe) Intensification Corridor, as identified in the General plan while balancing commercial development against traffic capacity limitations. The Plan addresses nine key objectives: Support transit use and create a pedestrian friendly environment, improve visual character of the area including streetscape, promote new and protect existing viable residential development, promote retail development, promote and maintain existing light industrial development, promote and maintain high quality office development, add new parklands, promote economic development, and minimize traffic impacts and encourage transit use. 614 of a planned 1,900 dwelling unit capacity have been completed.

Poco Way Neighborhood Revitalization Strategy (1994) This type of plan goes beyond land use and urban design to uncover the causes of severe deterioration of housing conditions, high crime, speeding, broken infrastructure, and other problems. Working closely with other City departments, the Plan provides a set of realistic actions to turn around the neighborhood. The Poco Way Strategy is now fully implemented, resulting in the rehabilitation of 150 units, new construction of 64 family apartments, creation of usable open space and recreation areas, undergrounding of utilities, street closure, and improvements to the playfields of the nearby Arbuckle Elementary School.

Santee Neighborhood Revitalization Plan (1996) Like Poco Way, the Santee Plan directs the revitalization of a very troubled neighborhood. Adopted recommendations include the institution of professional common property management in the fourplex areas, concentrated code enforcement, development of a new park and swimming pool, and participation of property owners in the revitalization effort.

Evolution of Planning Policy – 2000's

Greenprint Parks Master Plan (2000) The Greenprint is the City's 20-Year Strategic Plan for Parks, Recreational Facilities and Programs. The Greenprint provides opportunities to improve resident health and wellness through strategies developed to achieve San Jose's goals and vision for parks, recreation facilities, recreation programs and neighborhood services. The Plan includes six key program areas: *Programs and Services*- Provide recreation programs and neighborhood and human services that respond to neighborhood needs, strengthen neighborhoods, and encourage healthy lifestyles; *Parks and Open Space*- Acquire, develop, renovate, modernize, and preserve parks and open space; *Citywide Trails*- Create a citywide trail network that encourages alternative transportation modes and provides access to recreation; *Recreation Facilities*- Provide access to various types of

recreational facilities for all residents; *Public Outreach*- Increase public awareness of parks, recreational facilities, programs, and services; *Resource Development*- Develop resources necessary to implement the community vision.

The Greenprint is currently being updated. The updated plan will be presented in spring 2008 and will be the basis of the recreation policy updates in the Envision San Jose 2040 General Plan.

Strong Neighborhood Initiative (2001) Building on the Neighborhood Revitalization Strategy, the Strong Neighborhoods Initiative (SNI) is a partnership between the City of San Jose, the Redevelopment Agency (RDA) and San Jose's residents and business owners to strengthen the City's neighborhoods by building clean, safe and strong neighborhoods with independent, capable and sustainable neighborhood organizations. By coordinating and combining resources from the City, the Redevelopment Agency, property and business owners, individual community members, and public-private partnerships, the Initiative is helping these neighborhoods reach their full potential as highly livable communities.

The 20 (19 active) Strong Neighborhoods Initiative areas encompass about 10,000 acres and are located in many sections of San Jose. While facing some common urban challenges, all of these communities possess important assets and attributes. The underlying principle of the Strong Neighborhoods Initiative is to build upon neighborhood assets, and special SNI resources, in a deliberate strategy to develop the capacity of communities to become their own agents for improvement over the long term.

Framework, as a Guideline, to Evaluate Proposed Conversions of Employment Lands to Other Uses (approved 2004 and modified 2005) The Framework was originally approved in response to a background report, entitled "Towards the Future: Jobs, Land Use, and Fiscal Issues in San Jose's Key Employment Areas: 2000-2020". The Framework is used as a guideline to evaluate proposed conversions of employment lands to other uses. The intent of the Framework is to create more certainty and predictability in the review of employment land conversion proposals while retaining flexibility to respond to changing conditions, information, and policy considerations. The Framework is the subject of pending revision, to be considered by the City Council October 2007.

Economic Development Strategy (2003) This economic strategy identifies 15 Strategic Initiatives that the City of San Jose should pursue with its economic development partners to achieve the vision and desired economic outcomes. Action in these areas will make San Jose more competitive and attractive as a place to start and grow businesses in the Silicon Valley region, as well as relative to national and international competitors. These actions will also improve economic opportunity and quality of life for residents.

Multi-Modal Transportation Policy (2005) The City Council adopted this City Policy on June 21, 2005. This policy, adopted by the City council in June, 2005, repeals and replaces previously adopted Council Policies 5-3, "Transportation Level of Service" and 5-4, "Alternate Traffic Mitigation Measures". The purpose of this Policy is to guide analyses and determinations regarding the overall conformance of a proposed development with the City's various General Plan multi-modal transportation policies, which together seek to provide a safe, efficient, and environmentally sensitive transportation system for the movement of people and goods.

North San Jose Area Development Policy (2005) The updated North San José Area Development Policy will guide the ongoing growth and development of the North San José area as an important

employment center for San José. This Policy covers the North San Jose area north and west of Interstate 880 and south of State Route 237. This primarily industrial area is home to many of the City's high-tech companies and is a very important employment center for the City. The City's goal for this planning effort is to provide for more development in North San Jose through a set of policies that benefit both the employers who call North San Jose home and the residents of San Jose as a whole.

The Policy provides more flexibility than the adopted policy and provides additional industrial development capacity for 20 million square feet of transferable floor area credits that can be allocated to specific properties within the Policy area. The Policy supports the conversion of specific sites from industrial use to high-density residential use, based upon specific criteria compatible with industrial activity. Up to 32,000 new residential units can be built throughout the policy area. The Policy also identifies necessary transportation improvements to support new development and establishes an equitable funding mechanism for new development to share the cost of those improvements.

Edenvale Area Development Policy (adopted in 2005, revised in 2007) The City of San Jose has adopted an Area Development Policy for the Edenvale Redevelopment Area in conformance with the provisions of General Plan Level of Service Policy. The primary reasons for adoption of this Area Development Policy are to manage the traffic congestion associated with near term development in the Edenvale Redevelopment Area, promote General Plan goals for economic development and particularly high technology driving industries, encourage a citywide reverse commute to jobs at southerly locations in San Jose, and provide for transit-oriented, mixed-use residential and commercial development to increase internalization of automobile trips and promote transit ridership.

In addition to build-out of the industrial square footage in the Edenvale Redevelopment area, this policy specifically provides for the redevelopment of the underutilized 18-acre former IBM property on the northeast corner of Poughkeepsie and Cottle Roads with approximately 222,000 square feet of commercial uses (proposed Lowes site), build-out of the Hitachi campus mixed-use project of approximately 332 acres with up to 2,930 attached dwelling units, and 460,000 square feet of commercial while maintaining up to 3.6 million square feet of industrial R&D/office space, and development of up to 450,000 square feet of commercial uses and up to 1.0 million square feet of industrial square footage on the adjacent iStar site.

County Island Annexations (2006) In April 2006, the City Council launched a three to five year program in which the City of San José will annex the remaining "islands" (or "pockets") of less than 150 acres of unincorporated County of Santa Clara land. Unincorporated islands are governed by and receive services from the County even though they are completely or substantially surrounded by land within the incorporated boundary of San Jose.

Upon annexation, the land use and general governing responsibility will change from the County of Santa Clara to the City of San José. This change will enable residents in these County islands to receive urban services from the City rather than the County and empowers registered voters to vote in City elections. The City of San José will have general government authority over and provide services such as police and fire protection, street maintenance, and library, parks and neighborhood services to these areas.

Environmental Policies

- **Urban Environmental Accords (2005)** On November 1, 2005, the City Council signed on to the Urban Environmental Accords, a declaration of participating city governments to build ecologically sustainable, economically dynamic, and socially equitable futures for their urban citizens. The Accords offer San Jose a great opportunity to improve the quality of life for its citizens and preserve San José's environment and resources. San José recently received a commendation for being among the first 100 cities to sign the Accords. In San José, many of the actions are on-going or already underway, such as energy conservation, green building, water conservation and creating eco-jobs in low-income areas. The Environmental Services Department is in the process of evaluating the Accords to determine which additional actions to pursue and a timeframe for their completion.
- **Urban Run-off** The Post Construction Urban Runoff Management Policy requires all new and redevelopment projects to implement Post-Construction Best Management Practices (BMPs) and Treatment Control Measures (TCMs) to the maximum extent practicable. This Policy also establishes specified design standards for Post-Construction TCMs for Applicable Projects defined as: new development projects that create ten thousand (10,000) square feet or more of Impervious Surface Area; new streets, roads, highways and freeways built under the City's jurisdiction that create ten thousand (10,000) square feet or more of impervious surface area and significant redevelopment projects.
- **Green Building (2001)** On June 19, 2001 the City Council accepted the staff report on the Green Building Guidelines Recommendations and adopted the Green Building Policies as developed by the members of the community with the input of City Departments. On March 6, 2007 the San José City Council took action that resulted in the adoption of an updated Green Building Policy that states: The City of San José will require all new municipal buildings over 10,000 square feet to be constructed to achieve LEED™ Silver level certification at a minimum, with a goal of reaching LEED™ Gold or Platinum certification.
- **Greenhouse Gas Emissions (2007)** In June 2007 the City Council accepted the status report on the City of San Jose Climate Change Activities and adopted the recommended greenhouse gas emission (GHG) reduction goal for municipal activities. The City's interdepartmental Climate Action Team recommended a municipal goal that is both practical and aggressive and would establish the City of San Jose as a regional and national leader in municipal climate change mitigation. The recommended goal includes multiple milestone years to enable detailed tracking of the City's progress. It meets and/or exceeds the obligations of California AB32, the Urban Environmental Accords, and Conference of Mayor's Climate Protection Agreement. The overarching policy framework that supports this and other environmental policies and Programs is the Sustainable City Major Strategy within the General Plan.

Accomplishments of General Plan - 2000's

Specific Plans

- **Martha Gardens Specific Plan:** The Martha Gardens Specific Plan established the framework for the redevelopment of the area south of Highway 280, between S. First and S. Seventh Streets. Drawing on existing and historic uses in the area, the Plan sketches out a new community with emphasis on new housing with family and arts oriented services and facilities.

The new neighborhood is envisioned to be a lively mix of residential, commercial, recreation, education and arts uses; safe and pleasant pedestrian environments; parks and community facilities; and preserved historic buildings. The Plan was developed with the active involvement of the residents, business owners and other stakeholders in the existing, surrounding community.

Because of its proximity to Downtown San Jose and major, existing and future transportation systems, it has long been expected that the Martha Gardens area would eventually redevelop with uses related to the Downtown and other job centers. In response to the ongoing regional need for housing, the San Jose 2020 General Plan and prior General Plans have assumed that high-density residential development would be the most appropriate use for this area. The majority of the area therefore is planned for very high density housing under the *Residential Support for the Core* (25+ dwelling units per acre (DU/AC)) designation. 600 of the planned 1,900 dwelling units have been constructed.

Capitol Light Rail Transit line This project included the extension of the light rail transit approximately 3.5 miles along Capitol Avenue from the end of the Tasmén Light Rail line, at Capitol Avenue and Camino Del Rey (south of Hostetter Road), to a terminal station just north of Capitol Expressway. This allowed for a continuous 18-mile long light rail line which runs from east San Jose through the cities of Milpitas, Santa Clara, Sunnyvale, and Mountain View, as well as connecting with the existing Guadalupe Light Rail line to travel to downtown and south San Jose. The Capitol line provides expanded areas with rail transit access from predominantly residential areas of San Jose to job centers in San Jose and the Silicon Valley cities to the north.

Downtown Strategy Plan (2005) “Strategy 2000: San Jose Greater Downtown Strategy for Development” is an action guide for development and redevelopment of Greater Downtown San Jose through the year 2010. The “Strategy” is the result of a broad, multi disciplinary consideration of the issues of economics, transportation, urban design, urban landscape, historic resources, cultural resources and events as they apply to the Greater Downtown. The Redevelopment Agency Board uses the “Strategy” as a guide to make policy, planning, and budgetary decisions concerning development through 2010.

Ten Thousand Affordable Housing Units The City’s very ambitious and successful Affordable Housing Program is implemented by the Housing Department using a complex variety of funding sources, the primary one being the 20 percent contribution of Redevelopment Agency's annual tax increment revenue. Since 1999, more than 10,000 affordable units have been built. In addition, City Policy requires that market rate projects located in redevelopment areas established after 1976 include 20 percent of the units as affordable.

Mixed Use, Pedestrian and Transit-Oriented Development

- **Hitachi (2005):** In June, 2005 the City Council approved two General Plan Amendments and a Planned Development Zoning for the 332-acre Hitachi campus located In South San Jose adjacent to Highway 85 and Monterey Highway. The main objective of this development was to create a vibrant transit –oriented, mixed-use development retaining 3.6 million square feet of office and industrial space through redevelopment with intensified, modern upgraded facilities, together with almost 3,000 units of new affordable and market rate housing, up to 460,000 square feet of new retail space and a 10.5-acre park. This project provides an innovative approach to upgrading aging industrial facilities to retain critical employment capacity, while contributing significantly to San Jose’s continued need for housing. The project’s location adjacent to two major transportation routes, the Guadalupe Corridor light rail line and CalTrain make it a highly desirable location for transit-oriented development.
- **Flea Market (2007):** Between 2002 and 2007 the City Council approved General Plan Amendments and, most recently, a Planned Development Zoning to allow up to 2,818 residential units, 365,622 square feet of retail commercial, office, or industrial use, and approximately 36 acres of public park/open space on the 120-acre site of the San José Flea Market. The Flea Market site has been identified as a station location for the proposed 16.3-mile extension of BART to Milpitas, San José, and Santa Clara. The main intent of the rezoning is to facilitate the creation of a mixed-use, walkable village that has the proposed Berryessa BART Station as its focus.
- **Citywide Transit-Oriented Development** The Transit-Oriented Development Corridors contained in the San Jose 2020 General Plan include the Guadalupe Corridor, Stevens Creek Boulevard/West San Carlos Street, Santa Clara Street/Alum Rock Avenue, Winchester Boulevard, Capitol Avenue/Expressway and Vasona Corridor. Since 1990, approximately 39,300 dwelling units of higher density, mixed use, pedestrian and transit-oriented development have been constructed.
- **Public Outreach Policy (adopted 1999, updated 2004)** The Public Outreach Policy is intended to reflect the City Council’s commitment to providing information and opportunities to encourage residents to follow development activity and other City activities that affect their neighborhoods and to actively participate in the land use development process. The policy establishes a protocol for dissemination of information related to development activity and to encourage early and frequent communication between City staff , applicants and the public.
- **Vasona Corridor LRT (March 2000):** This project included the construction of an extension of the Light Rail Transit (LRT) System in Santa Clara County into what is commonly known as the Vasona Corridor, approximately 6.8 miles in length, extending from Downtown San Jose, through the City Campbell, to the Town of Los Gatos. The Downtown San Jose portion of the project includes a direct connection to Caltrain, Amtrak and Altamont Commuter Express rail service at the San Jose/Diridon Station. The project also directly serves the San Jose Arena.