



Guiding Principles

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

Growth Management – Balance the urban services and facilities demands of new development with the need to address the City’s fiscal stability through the operating and capital budget process.

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 identity 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 – Provide a wide variety of housing opportunities to meet the needs of all economic segments of the community in stable neighborhoods.

Sustainable City – Manage, conserve and preserve natural resources for present and future generations. Identify opportunities to enhance the City’s sustainability policies through the implementation of the Urban Environmental Accords.

Social Equity - Cultivate ethnic, cultural and socio-economic diversity and equity in the planning for all public facilities and services to protect and enhance the quality of life for all San Jose residents.