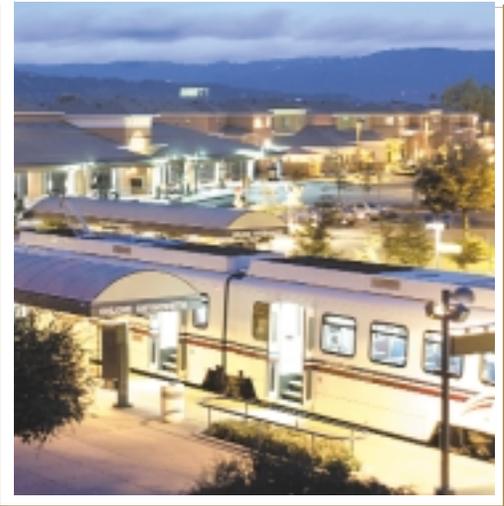


SAN JOSE 2020 GENERAL PLAN

Focus on the Future

A general plan is an adopted statement of policy for the physical development of a community. The *San José 2020 General Plan* is the City's official policy regarding its future character and quality of development. The *General Plan* describes the amount, type, and phasing of development needed to achieve the City's social, economic, and environmental goals. It is the policy framework for decision making on both private development projects and City capital expenditures.



MAJOR STRATEGIES

The Major Strategies establish the basic structure for planning in San José. The principal objectives and central themes of the *General Plan* are:

- **Economic Development:** Maximizes the economic potential of the City's land resources and employment opportunities for San José's residents.
 - **Growth Management:** Addresses the need to balance the urban services demand of new development with the need to balance the City's budget. This Major Strategy addresses several of the *General Plan's* key components:
 - **Urban Growth Boundary:** Establishes the ultimate limit of urbanization in San José.
 - **Urban Service Area Boundary:** Defines the area in the City where urban services are, or will be, available to serve urban development.
 - **Infill Development:** Controls a variety of services costs through increased efficiency.
 - **Downtown Revitalization:** Emphasizes the importance of a prominent and attractive downtown as a catalyst that brings new investment, residents, businesses, and visitors to the center city.
 - **Urban Conservation/Preservation:** Underscores the importance of protecting and enhancing San José's neighborhoods and historic resources to promote community identity and pride.
- **The Greenline:** Seeks to 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 José.
 - **Housing:** Strives to provide a variety of housing opportunities to meet the needs of all segments of the community.
 - **Sustainable City:** Promotes the management and conservation of resources for present and future generations.

LAND USE/TRANSPORTATION DIAGRAM

The *Land Use/Transportation Diagram* (see reverse side) provides a geographic reference and spatial context to the goals and policies in the *General Plan*. It shows designated land uses and illustrates the inextricable link between land uses and the transportation network.

ANNUAL REVIEW

The *San José 2020 General Plan* is kept current and available to public scrutiny through an Annual Review process. Once each year, the City considers all proposed changes in a single review and decision making process.

The San José 2020 General Plan is a comprehensive long term plan to guide future growth and development in the City of San José. The *General Plan* is an integrated, internally consistent statement of the official land use policy of the City.

The *General Plan* consists of text and a diagram. The text specifies the objectives, and standards for development. The *Land Use/Transportation Diagram* graphically translates policies into land use designations.

SMART
GROWTH

San José 2020 General Plan

