

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Welsh
Rosalynn Hughey

SUBJECT: NEW BROCHURE ON
DOWNTOWN VISION

DATE: October 17, 2019

Approved

Ernesto Maguire

Date

10/17/19

INFORMATION

A new brochure, available online at <http://www.sanjoseca.gov/DowntownVision>, has been produced collaboratively by the Department of Planning, Building and Code Enforcement and the Office of Economic Development to communicate the City of San José's vision for Downtown.

The idea of a Downtown vision document has been a long-held priority for groups such as the San Jose Downtown Association, the Silicon Valley Organization, and SPUR. Staff introduced the concept of a vision document in a May 7, 2018 memorandum to the Community & Economic Development Committee.¹ Since that time, staff decided a graphically rich and succinct brochure would best convey the City's vision and aspirations for Downtown San José to a range of stakeholders and the public.

The brochure expresses six key descriptions of what "Downtown San José is becoming:"

- Everyone's extraordinary city center
- The West Coast's largest rail hub
- Connected through four distinct districts
- A dynamic, creative employment and education center
- Rich in fantastic dining and cultural experiences
- Alive with public life

This shared vision embodies a commitment to placemaking, social equity, economic development, environmental sustainability, and financially viable private development.

The brochure opens to reveal a map of the downtown's core area and its four distinct districts (San Pedro Square, Diridon Station Area, Historic District & San Jose State University, and SoFA & Convention Center). The map, produced by Planning's Citywide Design Team, includes

¹ <http://sanjose.legistar.com/gateway.aspx?M=F&ID=a12ea302-5719-44e9-b736-619bbd7431ef.pdf>

HONORABLE MAYOR AND CITY COUNCIL

October 17, 2019

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Page 2

approved development projects and helps visualize the location of the planned BART stations, one on East Santa Clara Street and one at Diridon Station. It also includes the personalized visions of nearly a dozen, diverse residents of San Jose, including participants in a 2018 Downtown Stakeholder Summit.

The Downtown Vision is rooted in the San Jose Envision 2040 General Plan, adopted in 2011 by the City Council, and in the Diridon Station Area plan, adopted in 2014. In crafting these plans, City staff synthesized the voices of thousands of residents, business associations, and San Jose leaders and partners. Staff also used the 2018 Stakeholder Summit and other public engagement activities, including a community workshop for the Downtown Design Guidelines held in April 2018, to inform the content of the brochure.

Staff has begun sharing the brochure with stakeholders and report that it is being well received. Hard copies of the brochure have been delivered to Council Offices.

/s/

KIM WALES

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Director, Office of Economic Development

/s/

ROSALYNN HUGHEY, Director

Planning, Building and Code Enforcement

For more information, please contact Tim Rood, Planning Division Manager, at timothy.rood@sanjoseca.gov.