



Coyote Valley Corridor Study

Focus Group Meeting | July 6, 2023



12:00 Project Team

12:05 The Corridor

12:20 Study History & Approach

12:35 Outreach Strategy

12:45 Next Steps

Agenda





Project Team



CITY OF SAN JOSÉ
 Brent Carvalho, Project Manager

PlaceWorks

Project Management, Zoning, Land Use Planning, Agricultural Preservation, Public Engagement, Environmental Review

- Charlie Knox**, AICP, Principal, Principal-in-Charge
- Greg Goodfellow**, Senior Associate, Project Manager
- David Early**, FAICP, LEED AP, Senior Advisor
- Alexis Mena**, LEED AP, Senior Associate, EIR Advisor/Project Manager
- Robert Mazur**, Associate Principal, Director of GIS



BAE Urban Economics

Land Use and Agricultural Economics

Matt Kowta, Managing Principal

SAGE

Agricultural Planning

Sibella Kraus, President



bae urban economics

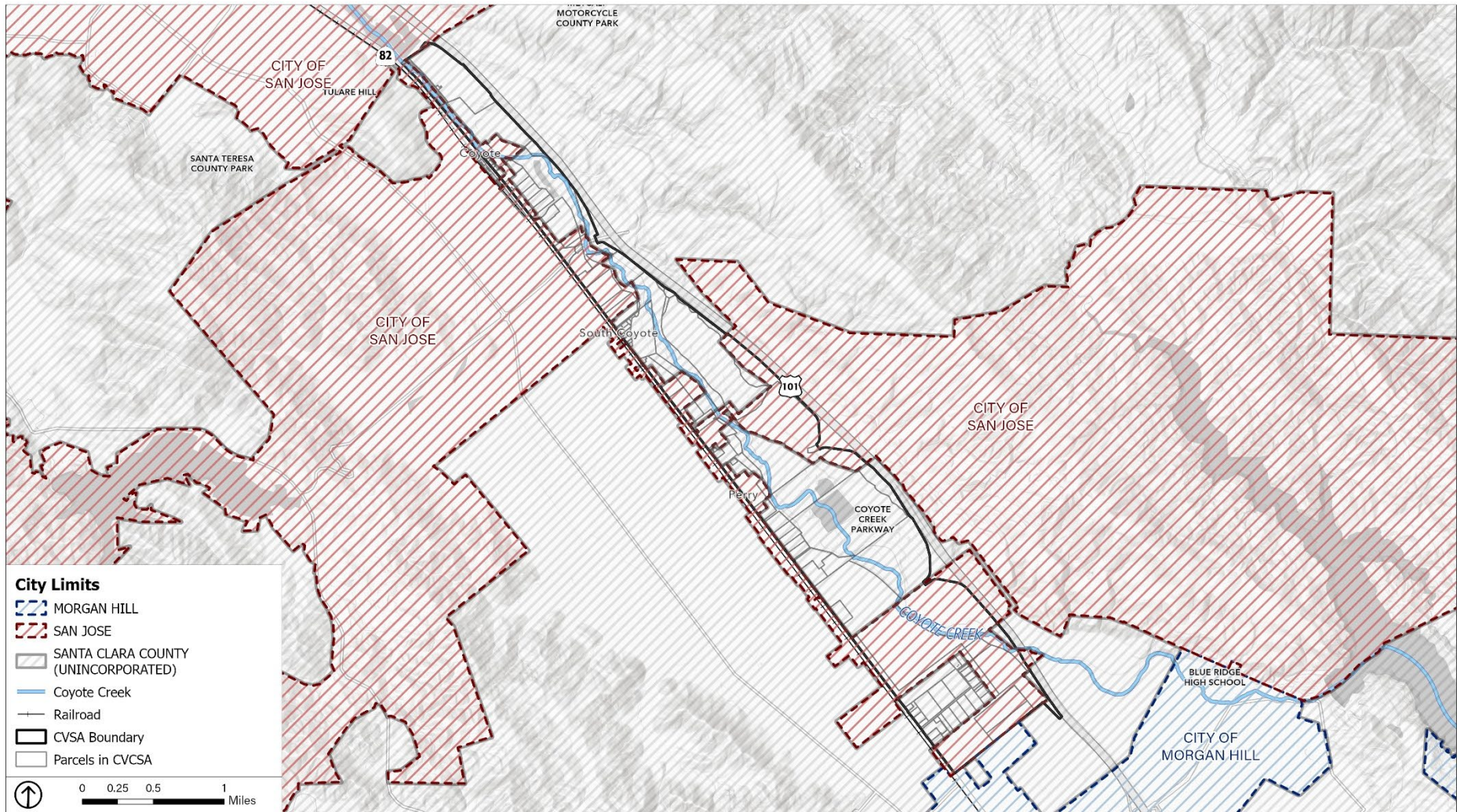


The Corridor

Corridor Basics

- » 181 parcels; 2,415 acres
 - » Metcalf Road north
 - » US 101 east
 - » City of Morgan Hill south
 - » Monterey Road/Southern Pacific rail line west
- » San Jose, Santa Clara County, Morgan Hill Unified

Jurisdictional Boundaries

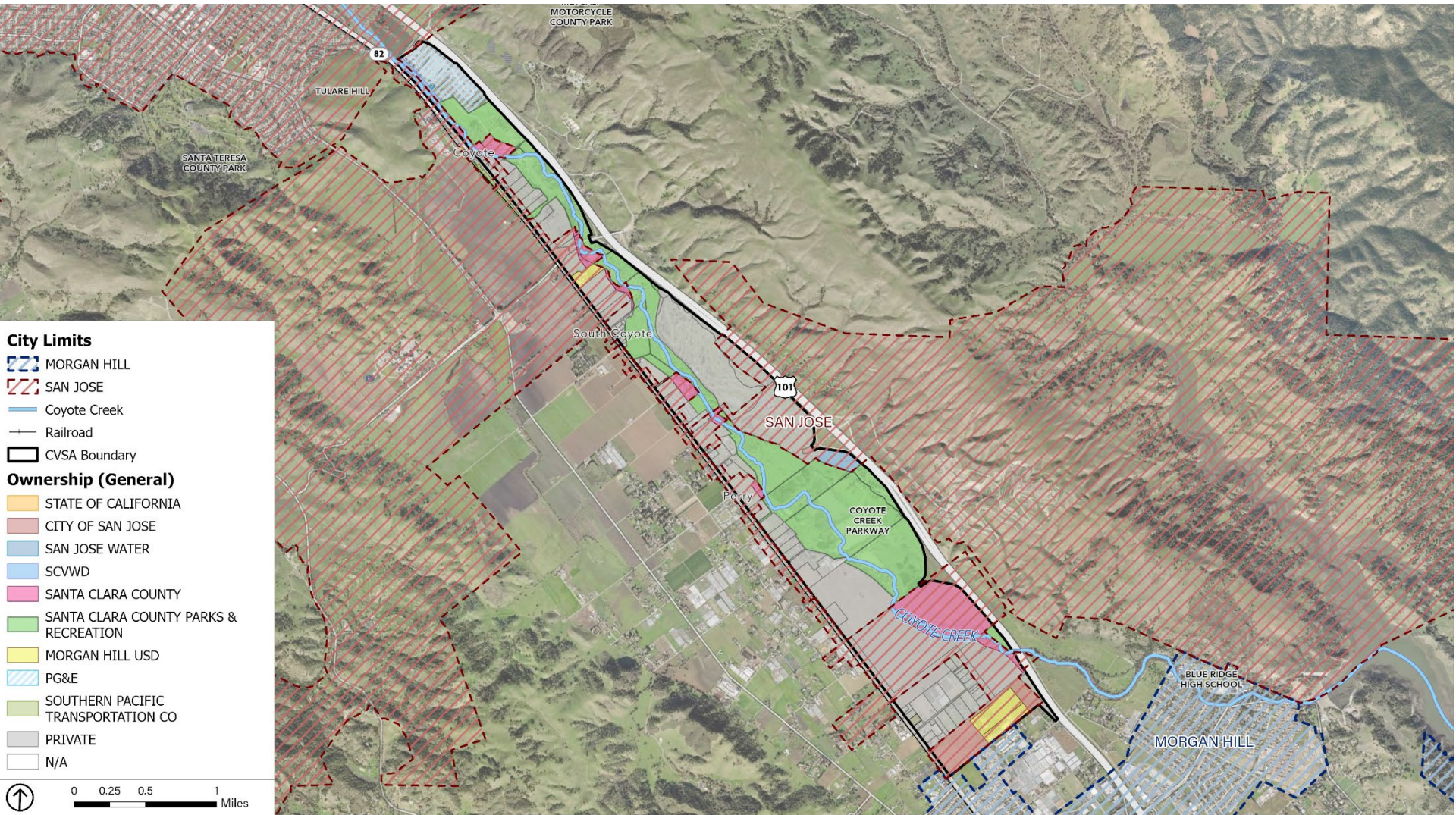


Source: City of San Jose, 2023; ESRI, 2023; PlaceWorks, 2023

Current Land Use Summary

- » City of San Jose Zoning
 - » A Agriculture: Grazing, livestock, farmers' market, complementary childcare. 20 acre minimum.
 - » A(PD) Agriculture Planned Development: Agricultural in accordance with City-approved plan.
 - » R-MH Mobilehome Park District
- » Santa Clara County Zoning
 - » A-sr-cv Exclusive Agriculture and Scenic Road/Coyote Valley combining: Agricultural processing, sales, single family residential.
 - » Protect the visual character of roads and greenbelt.

Ownership Summary



Source: City of San Jose, 2023; ESRI, 2023; PlaceWorks, 2023



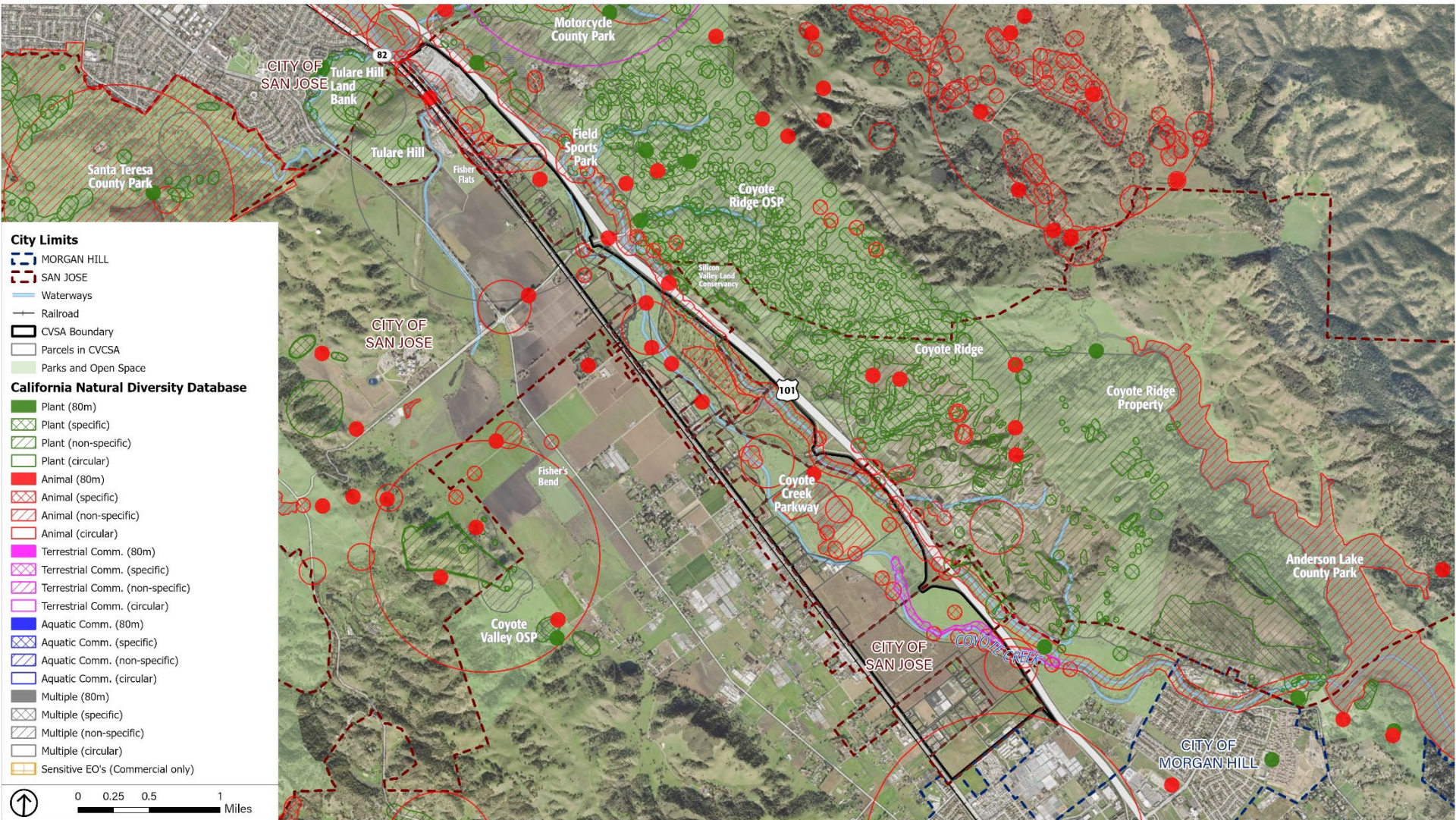
	Privately Owned		Agency Owned		Total	
	Parcels	Acreage	Parcels	Acreage	Parcels	Acreage
Incorporated	39	534	23	368	62	902
Unincorporated	93	641	26	872	119	1,513
Total	132	1,175	49	1,240	181	2,415

Natural Resources Summary

- » Migratory corridor that links Santa Cruz and Diablo Mountain Ranges
- » Mountain lion, Gray fox, Red-legged frog and other habitat
- » Coyote and Fisher Creeks are natural crossroads
- » Coyote Groundwater Subbasin 50% of undeveloped recharge areas for Silicon Valley



Natural Diversity



Source: City of San Jose, 2023; ESRI, 2023; PlaceWorks, 2023

Agricultural Context

Documented Challenges

Prohibited costs & competitiveness

Urban & open space land use incompatibilities

Lack of infrastructural and network support systems

Documented Benefits

Preservation of open space & wildlife corridors

Maintenance of rural character

Reduced GHG emissions

Groundwater replenishment



Study History & Approach

History

- » 1960: General Plan policy prioritizes industrial growth in Coyote Valley
- » 2011: *Envision 2040 General Plan* establishes Employment Land Growth Area for 35,000 new jobs
- » 2016: 1st GP 4-year review reduces job growth in Coyote Valley
- » 2020: 2nd GP 4-year review redistributes planned jobs out of Coyote Valley
- » 2021: Council reconsiders land use and zoning amendments
- » 2022: Staff scopes study of “appropriate non-residential uses” compatible with environmental objectives and community diversity

The Study

- » Analyze potential new uses for the Corridor that are compatible with existing conditions
- » Inform amendments to land use and development regulations in the General Plan and Zoning Ordinance
- » Adopt a zoning document establishing development and design regulation for these new uses
- » **Increase flexibility for land use in the Corridor and offer further assurance of economic viability**

Potential Uses

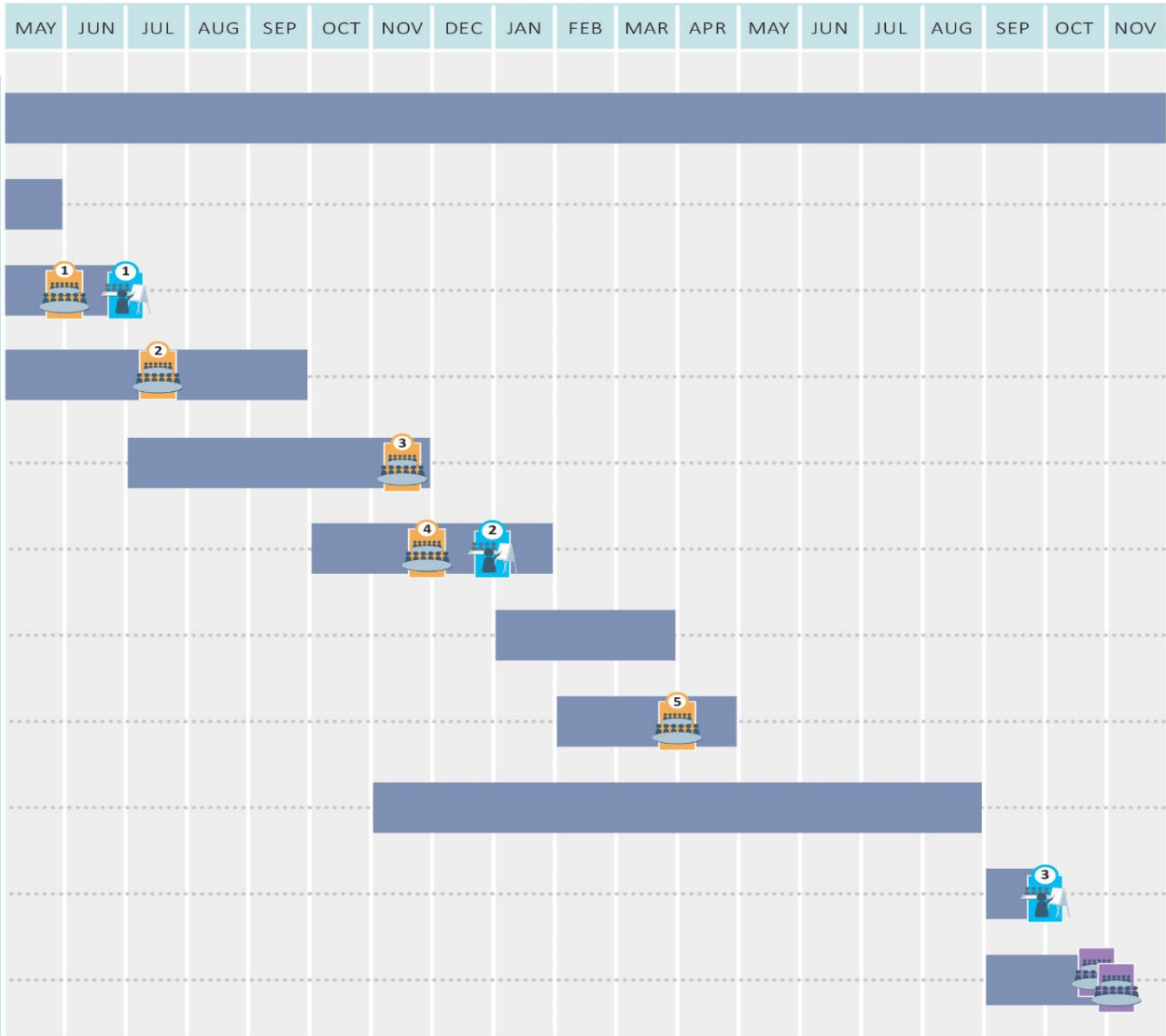
- » Hospitality
 - » Restaurants
 - » Wineries and beer gardens
 - » Outdoor special events
- » Tourism
 - » Eco-hotels & spas
 - » Small resorts
 - » Stay-Farms
 - » Recreational vehicle resorts
- » Commercial
 - » Outdoor storage
 - » Solar generation
 - » Recreational facilities
 - » Food & beverage processing



Project Tasks

2023

2024



Focus Groups



Public Meeting



Public Hearing



Outreach Strategy

Diverse Stakeholders

- » Property Owners in the Study Area
 - » All holding sizes
- » Businesses in the Study Area
 - » All types and sizes
- » Community Organizations
 - » Sierra Club
 - » Audubon Society
 - » POST
- » Public Agencies
- » Model Businesses/Producers





Next Steps:

July – August 2023

First Public Meeting



Baseline reporting: Land use conditions



Baseline reporting: Market conditions



Digital mapping database development



Begin developing proposals

Stakeholder Engagement



Questions & Comments



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