



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Chris Burton

SUBJECT: PLEASANT HILLS GOLF COURSE GUIDING PRINCIPLES PROCESS **DATE:** April 22, 2024

Approved

Date

4/23/24

INFORMATION

The purpose of this information memorandum is to provide an update to the City Council on the Pleasant Hills Golf Course Guiding Principles Process as directed by the City Council in April 2023.

BACKGROUND

In February 2018, Council Policy 5-1 “Transportation Analysis Policy” replaced Council Policy 5-3 “Transportation Impact Analysis.” This shifted from Level of Service analysis to Vehicle Miles Travelled (VMT), consistent with Senate Bill 743. At that time, the VMT Policy did not support significant new market-rate residential development in some of the Evergreen areas because of the high VMT, and new development would result in a significant level of VMT that could not be mitigated.

In December 2021, as part of the Four-Year Review, the City Council approved General Plan Amendments to remove the Evergreen-East Hills Development Policy from the Envision San José 2040 General Plan. New development projects in the Evergreen-East Hills Development Policy are subject to the requirements of the VMT Policy.

In December 2022, the City Council amended the VMT Policy and made a policy shift allowing the City Council to consider significant new market-rate residential development to occur on land for market-rate housing designated with a Private and Recreation and Open Space land use designation. On December 5, 2022, Lakeside Community, LLC submitted a General Plan Amendment (File No. GP22-010) to change the land use designation of the former Pleasant Hills Golf Course site from Private Recreation and Open Space to Mixed Use Neighborhood and Mixed Use Commercial. The VMT amendment and policy shift allowed the City Council to consider the redevelopment of the Pleasant Hills Golf Course. When the City Council made this

amendment, it directed staff to return to the City Council with recommendations for a hybrid City/developer-led public engagement process.

On April 25, 2023, Planning, Building, and Code Enforcement Department staff presented to the City Council a proposed scope of work for the public engagement process. The staff report outlined the goal of a guiding principles document, outreach approach, draft schedule, and budget for a consultant. Through the engagement process, the consultant would work with staff to conduct the outreach efforts, conduct three to four community workshops, and develop the guiding principles. The community workshops would be held in person and virtually. Outreach and the workshops would be conducted in Spanish and Vietnamese, in addition to English. The consultant would also work with community-based organizations to help reach out to difficult-to-reach communities.

The City Council approved staff's recommendation with the additions of 1) directing staff to ensure community engagement includes but is not limited to, hybrid meetings, surveys, and workshops; 2) directing staff to work with the consultant team to complete the summary of the public engagement process and Guiding Principles document for the City Council's consideration no later than summer 2024; and 3) directing staff to publish an information memorandum with a progress update on the community engagement process in early 2024, as well as the CEQA and General Plan and Zoning application review processes.

ANALYSIS

Beginning in the summer of 2023, Planning, Building, and Code Enforcement Department staff initiated the process to select a consultant to assist staff in the completion of the Guiding Principles for the former Pleasant Hills Golf Course property as directed by the City Council in April 2023. Through this process, the consultant, PlaceWorks, was selected to assist staff in the community engagement process and drafting of the guiding principles document. The execution of the agreement with PlaceWorks was delayed while the Planning, Building, and Code Enforcement Department staff worked to complete updates to the adopted Housing Element that was submitted to the state on November 29, 2023. Staff completed the agreement with PlaceWorks in December 2023 and immediately initiated work planning for the first community workshop.

With the assistance of the consultant team, staff held the first set of workshops in February 2024. The first workshop was held in person on February 15, 2024 and virtually on February 21, 2024. The meeting content and agenda were the same for both formats. Community meeting notices were mailed by the Planning, Building, and Code Enforcement Department to properties within a 2,500-foot radius of the project site. The community meeting notice included information on both the in-person and virtual meetings. The workshops were also posted on the Planning, Building, and Code Enforcement Department's social media accounts and community meeting calendars. The two community-based organizations working with the consultant, the Latina Coalition of Silicon Valley and the Vietnamese American Roundtable, conducted outreach. They

distributed multilingual flyers, conducted door-to-door outreach, and utilized their social media platforms to share project information and updates.

On February 15, 2024, the in-person workshop was held at August Boeger Middle School. There were approximately 105 community members in attendance. On February 21, 2024, the virtual workshop was held via Zoom and there were approximately 75 community members in attendance. Councilmember Candelas, Councilmember Ortiz, and District 1 County Supervisor Sylvia Arenas welcomed the community. City staff from the Planning, Building and Code Enforcement Department, the Public Works Department, the Department of Transportation, and the Parks Recreation, and Neighborhood Services Department were available for questions and helped facilitate small group discussions amongst attendees. The Latina Coalition of Silicon Valley and the Vietnamese American Roundtable attended and assisted with the small group discussions. Community members were asked three questions in the small group discussions. The first question was what existing community assets, destinations, and services were significant to them. The second question was what community assets, destinations, and services they felt were missing. The third question was what their priorities for potential development at this site are. The key topics for priorities discussed were housing, economic development, parks and public space, transportation, and sustainability and equity. Community members were also allowed to share any other priorities that were not covered under the main topics. After the small group discussions, eight groups shared a summary of their concerns and priorities. A summary of the comments received by the community will be posted by the consultant on the project webpage: www.PleasantHillsVision.org.

To obtain additional input on community priorities, an online survey was posted on the project webpage from February 14, 2024 through April 8, 2024. The next set of workshops are scheduled for Thursday, April 25, 2024, for an in-person meeting and Monday, April 29, 2024, for a virtual meeting. The workshops will discuss specific issues that community members believe should be covered in the guiding principles. A community meeting notice was mailed to owners and tenants within a 2,500-foot radius. Another community meeting notice will be mailed for the third workshop in August.

Application Review Process

The General Plan Amendment application (File No. GP22-010) was submitted on December 5, 2022. As a result of the City Council's action in December 2022, the applicant will need to submit a development project for concurrent review with the General Plan Amendment. Since the project site is not within City boundaries, an Annexation and Rezoning would be required to incorporate the project site into the City. The applicant has not submitted an Annexation, Rezoning, or development permit application. As part of the environmental review process, the environmental consultant will need to prepare a Notice of Preparation for a draft Environmental Impact Report. The Notice of Preparation will be circulated for 30 days for public comment to solicit guidance for the scope and content of the environmental information to be included in the Environmental Impact Report. A scoping meeting will be held during the 30-day circulation period.

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EVALUATION AND FOLLOW-UP

Staff will continue to work on the guiding principles process through the summer. The second workshop is scheduled for the end of April and the third workshop will be held in August. The guiding principles will be presented to the City Council by the end of the summer. Additional information can be found on the project website at www.PleasantHillsVision.org.

/s/

CHRIS BURTON

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The principal author of this memorandum is Michelle Flores, Planner IV. For questions, please contact Jerad Ferguson, Principal Planner, at jerad.ferguson@sanjoseca.gov or (669)223-1160.