



Coyote Valley Corridor Study

Stakeholder Outreach Event #3 | April 25, 2024



» City of San Jose

- Brent Carvalho, Project Manager
- Martina Davis, Division Manager, Citywide Planning
- Aparna Ankola, Supervising Planner

» PlaceWorks

- Greg Goodfellow
- Charlie Knox



- **Current Project Step: Economic & Land Use Assessment – 5:30 PM**
- **Potential Land Uses Review and Discussion**
 - Businesses and Services – 5:45 PM
 - Infrastructure and Storage – 6:15 PM
 - Regional Destination – 6:45 PM
- **Next Steps – 7:15 PM**
 - » Comment on Draft Assessment
 - » Public Meeting #2 at Southside Community Center
 - » Revise analysis per stakeholder/public comment
 - » Finalize list of preferred land uses

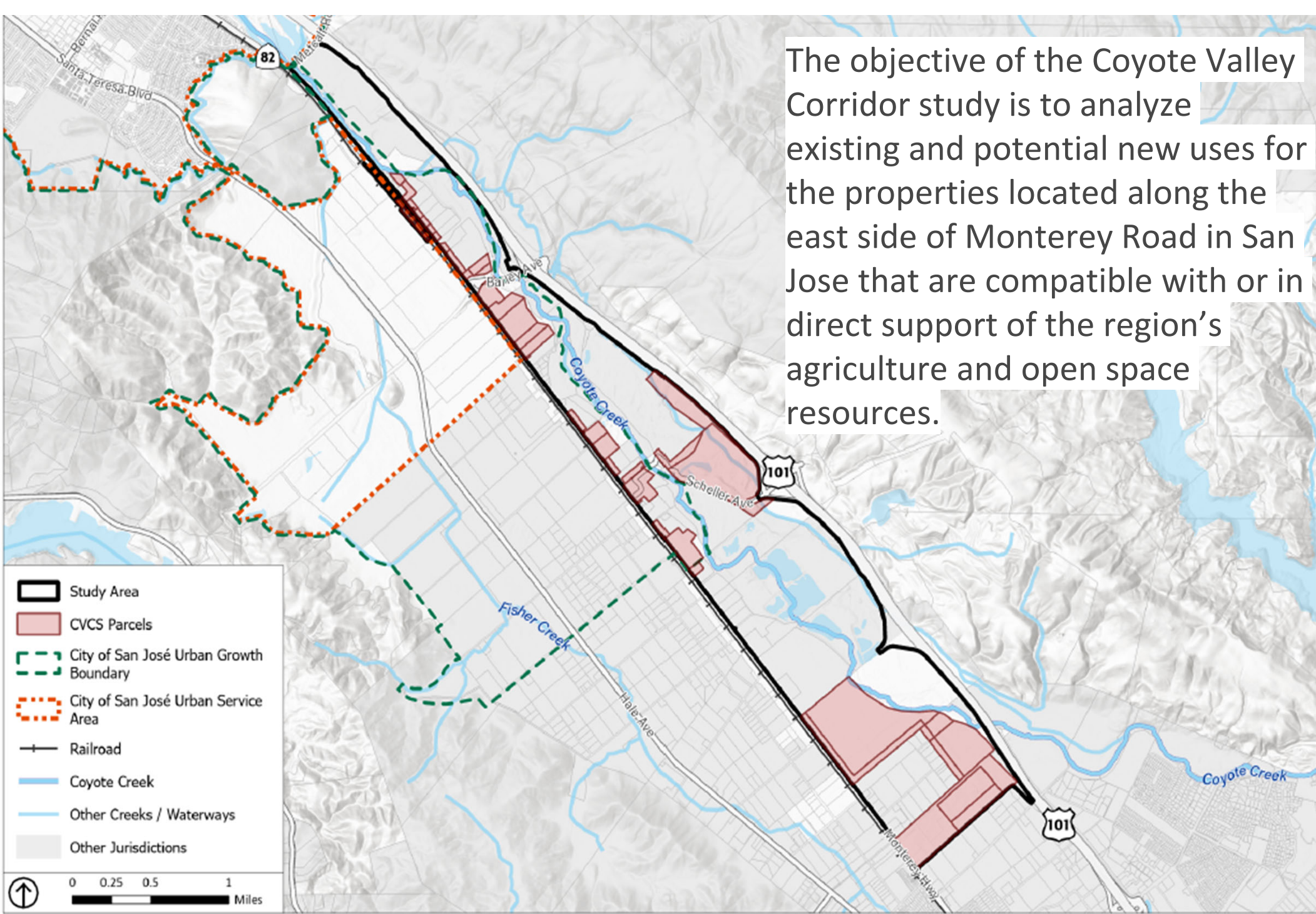
Meeting Agenda

Commenting via Zoom today



- Use the raise hand function when you would like to speak during the comment periods. Speakers will be called upon by staff and unmuted to speak.
- If you are joining by phone and wish to speak, press *9 to utilize the raise hand function.
- Participants must refrain from behavior that disrupts the meeting or that may intimidate others who wish to voice their opinions.
- Harassment of meeting participants including City staff will not be tolerated in any form. If a participant engages in harassing behavior, City Staff will remove the participant from the Zoom Meeting call or end the meeting.

The objective of the Coyote Valley Corridor study is to analyze existing and potential new uses for the properties located along the east side of Monterey Road in San Jose that are compatible with or in direct support of the region's agriculture and open space resources.



Coyote Valley Corridor

Land Use Assessment Criteria

» *Categories for Potential Uses*

- *Business and Services*
- *Infrastructure and Storage*
- *Regional Destination*

» **Feasibility considerations**

- Study area conditions
- Site restrictions and opportunities
- Existing surrounding uses

» **Stakeholder Feedback**

- 2/1/24 workshop land use vision and preferences exercises

» **General Plan Consistency**

- Agriculture and open space policies
- Growth management boundaries: UGB/USA

Current & *Potential* Land Uses

» **Example Currently Permissible Uses**

- Outdoor education
- Farmers market
- Utility facilities
- Equestrian operations
- Animal husbandry and products

» ***Business and Services***

- *Eating and drinking*
- *Lodging*
- *Limited retail*
- *Agricultural Supply*

» ***Infrastructure and Storage***

- *Sustainable agriculture*
- *Battery storage*
- *Outdoor storage*

» ***Regional Destination***

- *Conferences and events*
- *Markets*
- *Exhibits & Education*



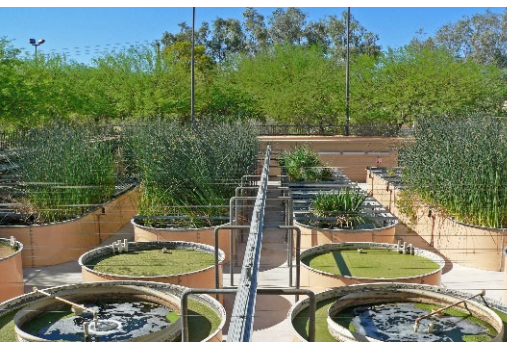
Potential Land Use	Economic Feasibility Considerations	Consistency with Stakeholder Vision	Consistency with General Plan
Restaurants, Wineries, Beer Gardens & Culinary Arts	<ul style="list-style-type: none"> • Limited local market • Limited turnkey sites 	5: Consistent	5: Fully consistent
Spas and Personal Service Uses	<ul style="list-style-type: none"> • Limited local market • Lack of complementary food/lodging • Limited turnkey sites removed from roadways 	5: Consistent	3: Partially Consistent
Lodging/Small Eco-Hotels	<ul style="list-style-type: none"> • Limited local market • Limited turnkey sites • Lack of complementary surrounding uses 	5: Consistent	3: Partially Consistent
Private Recreation Uses	<ul style="list-style-type: none"> • Limited local market • Limited turnkey sites • Potential restrictions on outdoor lighting • Would benefit from existing golf course 	5: Consistent	3: Partially Consistent
Small-Scale Retail	<ul style="list-style-type: none"> • Limited local market 	5: Consistent	0: Inconsistent

Businesses and Service Uses



Potential Land Use	Economic Feasibility Considerations	Consistency with Stakeholder Vision	Consistency with General Plan
Agricultural Distribution and Processing Facilities	<ul style="list-style-type: none"> • Dependent on surrounding ag production • Limited turnkey sites • Benefit from low-cost locations in CVC 	3: Partially Consistent	5: Fully consistent
Agricultural Suppliers	<ul style="list-style-type: none"> • Driven by local agricultural demand • Limited appropriately-sized, turnkey sites 	3: Partially Consistent	0: Inconsistent
Cannabis Cultivation	<ul style="list-style-type: none"> • Saturated nearby urban market • New San Jose zoning and locational restrictions 	1: Limited Consistency	0: Inconsistent

Businesses and Services *(cont'd)*



Potential Land Use	Economic Feasibility Considerations	Consistency with Stakeholder Vision	Consistency with General Plan
Demonstration Areas for Sustainable Infrastructure	<ul style="list-style-type: none"> • Require support from organizations/agencies • Potential for operational partnerships • Adaptable to diverse sites 	5: Consistent	5: Fully consistent
Agrivoltaics/Solar Farming	<ul style="list-style-type: none"> • High start-up costs • Not all crops adaptable to infrastructure • Limited turnkey sites 	3: Partially Consistent	3: Partially Consistent
Outdoor Storage	<ul style="list-style-type: none"> • Markets in nearby suburban areas • Potential restrictions on security lighting • Access by large/storage vehicles restricted 	1: Limited Consistency	0: Inconsistent
Battery Storage Facilities	<ul style="list-style-type: none"> • Potential partnerships with existing and planned power stations • Required land area increases with storage capacity 	1: Limited Consistency	0: Inconsistent

Infrastructure and Storage Uses



Potential Land Use	Economic Feasibility Considerations	Consistency with Stakeholder Vision	Consistency with General Plan
Farmers' Markets/Food Stands	<ul style="list-style-type: none"> • Typically managed by central operator • Proven popularity of regional farmers' markets • Feasibility depends on quantity & diversity of vendors 	3: Partially Consistent	5: Fully consistent
Agricultural Exhibits and Education Uses	<ul style="list-style-type: none"> • Require financial support of sponsoring institutions • Potential to partner with local ag producers • Can support land values ranging from agricultural to commercial 	3: Partially Consistent	5: Fully consistent
Nature-Based Education Centers	<ul style="list-style-type: none"> • Benefit from open, natural and cultural spaces • Dependent on short-trip visitors to CVC • Lack of surrounding services and resources 	3: Partially Consistent	3: Partially Consistent
Recreation Vehicle Resorts and Campgrounds	<ul style="list-style-type: none"> • Benefit from parks, open spaces and urban attractions to the north • Limited appropriately-sized, turnkey sites 	3: Partially Consistent	1: Limited Consistency

Regional Destination Uses



Potential Land Use	Economic Feasibility Considerations	Consistency with Stakeholder Vision	Consistency with General Plan
Conference/Event/Retreat facilities	<ul style="list-style-type: none"> • Dependent on regional visitation • Lack of nearby job and transportation resources • Benefit from surrounding parks, open spaces, golf course 	3: Partially Consistent	0: Inconsistent
Flea Markets/Swap Meets	<ul style="list-style-type: none"> • Limited appropriately-sized sites • Typically located in population-dense areas • Lack of public transit • Rezoning of San Jose Flea Market may increase demand 	3: Partially Consistent	0: Inconsistent
Outdoor Amphitheatre/Event Centers for Large Sites	<ul style="list-style-type: none"> • Limited appropriately-sized sites • Lack of transportation infrastructure • Limited local hospitality and visitor resources 	1: Limited Consistency	0: Inconsistent

Timing for Next Steps

- » **Now:** Comment on Draft Assessment by email to:
Brent.Carvalho@sanjoseca.gov
- » **May 2, 2024:** Public Meeting #2 at Southside Community Center
- » **May 25:** Update at Community and Econ. Development Committee
- » **Late May:** Revise analysis per stakeholder/public comment
- » **Early June:** Finalize list of preferred land uses