

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Joseph Horwedel
Jennifer A. Maguire

SUBJECT: ENVISION 2040 GENERAL PLAN
IMPLEMENTATION

DATE: May 25, 2012

Approved

Date 5/25/12

RECOMMENDATION

1. Adoption of the following amendments to the 2012-2013 Proposed Budget in the General Fund:
 - a. Decrease the General Plan Update Earmarked Reserve by \$951,593;
 - b. Increase the Non-Personal/Equipment appropriation to the Planning, Building and Code Enforcement Department by \$590,871;
 - c. Increase the Personal Services appropriation to the Planning, Building and Code Enforcement Department by \$226,994; and
 - d. Increase the Personal Services appropriation to the Department of Transportation by \$133,728.

2. Approve the following limit-dated position additions effective July 1, 2012 through June 30, 2013:

Department of Planning, Building and Code Enforcement (Long Range Planning):

<u>Job Code</u>	<u>Job Classification</u>	<u>FTE</u>
4122	Planner I/II	2.0

Department of Transportation

<u>Job Code</u>	<u>Job Classification</u>	<u>FTE</u>
3882	Associate Transportation Specialist	1.0

OUTCOME

If approved by the City Council, the City will be taking proactive steps to accelerate the implementation of the Envision San Jose 2040 General Plan and facilitate economic development by completing environmental review, adding protected intersections, and completing plans for Urban Villages and other strategic areas. In combination, these actions

remove steps that property owners and developers would have taken prior to making a development investment.

Specific outcomes include:

- Completion of project level environmental review and Urban Village Plans for later phase/horizon villages, such as:
 - Stevens Creek Boulevard/Saratoga Avenue (CR32)
 - Stevens Creek Boulevard/Winchester Boulevard (CR35)
 - Blossom Hill Road/Snell Avenue (VR19)
- Completion of environmental review and related work for the following proposed Protected Intersections under the City's Transportation Level of Service Policy:
 - West San Carlos/Stevens Creek (e.g., West San Carlos/Bird, Monroe/Stevens Creek, and Saratoga/Keily/Stevens Creek)
 - Bascom (e.g., Bascom/Fruitdale, Bascom/Parkmoor, and Bascom/Moorpark)
 - The Alameda (e.g., The Alameda/Taylor/Naglee and The Alameda/Race)
 - Park Avenue (e.g., Park/Naglee and Park/Race)
 - Japantown (e.g., along 10th and 11th)
- Completion of environmental review and any transportation studies needed to reduce automobile lanes to accommodate other modes of travel, such as portions of Hedding Street, Bird Avenue, Branham Lane, and Winchester Boulevard.
- Completion of materials to promote development within the City's job centers, BART stations, and other strategic locations.

The General Plan Update currently has an Earmarked Reserve of \$951,593 set aside for the use of additional Envision activities following Council adoption of the General Plan on November 1, 2011. This reserve is recommended to be used to provide the nonpersonal funding required for consulting services for the proposed work and to provide one-time funding for three positions (two positions in the Planning Long Range program in the Planning, Building and Code Enforcement Department, and one position in the Department of Transportation) through June 30, 2013.

BACKGROUND

On April 23, 2012, the Community and Economic Development Committee accepted a status report on the City's progress and next steps to implement the Envision San Jose 2040 General Plan, specifically including Urban Villages. In addition to Municipal Code changes to align with the new General Plan and streamline the development process, the City is working on the Diridon Station Area and Five Wounds Urban Village Plans. Also, Planning staff successfully obtained grant funding to complete planning and zoning work in four additional areas (West San Carlos, South Bascom, The Alameda, and East Santa Clara). These areas met the grant criteria

because these areas are older corridors radiating from the Downtown, close to existing and planned transportation infrastructure, assist lower income residents, or support healthy communities.

During the 2012-2013 Budget Study Session, the City Council expressed interest in accelerating implementation activities that would ready larger parcels for development to meet the current market demand for rental housing, office, and retail commercial uses. This Manager's Budget Addendum (MBA) responds to this request by recommending actions.

ANALYSIS

To accelerate implementation of the Envision General Plan, this MBA identifies specific activities for 2012-2013 by investing the balance of the General Plan Update Earmarked Reserve in specific actions that are expected to have the biggest impact on facilitating development.

Budget Appropriation

The majority of the work would be completed by professional consultants, under the City's supervision. For this reason, approximately \$591,000 is proposed to be allocated to PBCE's Non-Personal budget. The Administration is preparing a Request for Proposals for Consultant Services for Urban Design, Environmental Review, Community Outreach, and Related Professional Services. This is expected to be issued in early summer 2012 in order to have consultants on board to begin the planning and environmental work in fall 2012.

Staff resources of approximately \$361,000 are needed to work in partnership with the consultants. Two Planners I/II and one Associate Transportation Specialist are proposed to complete the necessary technical work. These resources would augment the existing Principal Planner and Village Planning staff (1.0 Senior Planner and 1.0 Planner I/II) already identified in the 2012-2013 Proposed Operating Budget. PBCE has experience managing multiple planning efforts as demonstrated during the preparation of several Strong Neighborhoods Initiative Neighborhood Improvement Plans.

Completion of Urban Village Plans

Based on conversations with the real estate community, Village Plans should be completed for locations with likely short term development interest (such as Stevens Creek Boulevard and Saratoga Avenue; Stevens Creek Boulevard/Winchester Boulevard; and Blossom Hill Road/Snell Avenue). These areas are available for job-generating uses today but are in Urban Villages scheduled for future residential development. By completing Village Plans during 2012-2013, property owners, real estate interests, the community, and others will know the development opportunities, land assembly options, infrastructure needs, potential financing mechanisms for infrastructure and maintenance, "signature project" opportunities, etc. These are excellent locations for the investment of the remaining balance in the General Plan Update earmarked reserve because they do not meet the grant criteria of non-profits, foundations, or other governmental agencies.

Completion of Environmental Review and Policy Work for Protected Intersections

Based on input from the development community, the City's investment in transportation policy and environmental clearance would also reduce barriers and facilitate development within San Jose. For this reason, the Administration is recommending to fund a limit-dated Associate Transportation Specialist position to work on the designation of several protected intersections as well as the completion of environmental review for select streets:

- West San Carlos/Stevens Creek (e.g., West San Carlos/Bird, Monroe/Stevens Creek, and Saratoga/Keily/Stevens Creek)
- Bascom (e.g., Bascom/Fruitdale, Bascom/Parkmoor, and Bascom/Moorpark)
- The Alameda (e.g., The Alameda/Taylor/Naglee and The Alameda/Race)
- Park Avenue (e.g., Park/Naglee and Park/Race)
- Japantown (e.g., along 10th and 11th)

Completion of Environmental Review for Select Complete Streets

The Envision 2040 Plan strives for San Jose's streets to accommodate pedestrians, bicyclists, and transit (where appropriate) as well as automobile use. This approach to street design and function is known as "complete streets." Environmental review and transportation studies are needed to reduce automobile lanes to accommodate other modes of travel, such as portions of Hedding Street, Bird Avenue, Branham Lane, and Winchester Boulevard.

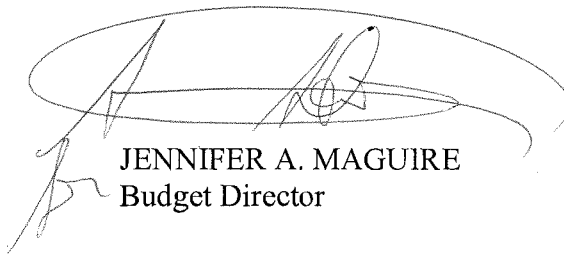
Other Activities

The Administration will bring forward for City Council consideration on June 19, 2012 a request to rebudget funds associated with the existing General Plan Update and PBCE's non-personal/equipment appropriations to ensure additional non-personal resources are available for consultant services. This rebudget consists of \$260,600 unused from a contract with David J. Powers & Associates for the General Plan Update Environmental Impact Report. In addition, the Department has an existing consultant contract that can be utilized for the preparation of materials to promote San Jose's development opportunities.

COORDINATION

This memorandum was coordinated with the Department of Transportation.

/s/
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