

June 10, 2019
Submitted electronically

Hon. Mayor Liccardo and City Council
San Jose City Hall
200 E. Santa Clara
San Jose, CA 95113

Re: Item 4.2: General Plan Four-Year Review Scope of Work

Dear Hon. Mayor Liccardo, Vice Mayor Jones and San Jose City Council:

Envision San Jose 2040 is deeply important to the future of San Jose, laying out an urban vision for the Bay Area's largest city. Thank you for the opportunity to provide comments on the proposed scope of work for the general plan four-year review.

We applaud the City for putting forth a proposed scope of work that is responsive to new and emerging trends, developments and plans that have been made since the last review. We support the items put forth in the Staff memo.

Since the last four-year review, the city has seen incredible demand driven by both the private and public market. The trends and forces that will impact the landscape of San Jose over the next decade require us to think comprehensively when it comes to the 10-year update of the general plan.

Until then, there are some items SPUR recommends adding to the proposed scope:

- **Revisit Urban Village horizon designations and incorporate Vehicle Miles Traveled as criteria for phasing Urban Villages.**

The city should review its vehicle-miles-traveled (VMT) maps and prioritize urban village plans that are near transit and have low VMT. In addition, market demand and demand projections should be considered in the decision to move urban village plans forward. If the urban villages do not have market demand or sufficient incentives to create a demand, then plans will not be implemented and the community's expectations will not be met. We recommend that the task force consider how to prioritize plans with a focus on transportation and market demand.

- **Reassess the balance between land for jobs production (industrial) and lands for residential development to better adapt to the future workforce city-wide.**

The need to preserve industrial land is critical for San Jose. Maintaining and growing a diverse workforce is important to our local economy and the social fabric of our city. We support the analysis to examine where to redistribute the jobs allocated for Coyote Valley and recommend that the consultants analyze industrial land use city-wide and identify locations where clean and light industrial uses could be placed in more traditional commercial districts.

- **Update the capacity of current land use based on a new jobs and population forecast.**

As noted above, a lot has changed in San Jose in the last four years and the city is expected to continue to evolve significantly over the next four.

The City has passed a policy to increase building height allowances in the greater downtown, Google has launched their plans to co-create a mixed-use transit-served corporate campus, and much more. While we need to update this plan on these current changes, we also need to examine the national and regional trends around the future of work and commercial trends. In order to discuss the reallocation of employment lands and best scale commercial development in urban villages, the city should use the most updated population and job projections provided by ABAG/MTC.

- **Reconsider the composition of the task force. Seek out members of the community who reflect the ethnic, racial, age, and economic diversity present within San Jose.**

The current memorandum does not discuss the task force composition. However, in order to inform the next four-year work in a more inclusive way and build off of the lessons learned through the Station Area Advisory Group engagement process, the task force should include a broad cross-section of the community.

We recognize that this means taking more time to bring new people up to speed on the current general plan and new members must understand that this review is limited in scope. However, new members will be able to offer fresh perspective and insight and can also help to prepare our broader community for the next 10-year update.

Thank you for the opportunity to provide comments on the proposed scope of work. SPUR looks forward to being involved in the four-year review process.

Thank you,

Michelle Huttenhoff

Michelle Huttenhoff, San Jose Policy Director