



It Takes a Village: Strategies for Successful Implementation of San Jose's Urban Village Vision

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Ideas + Action
for a Better City

San Jose's General Plan

Envision

San José 2040



Urban Villages



Why does SPUR care about urban villages?







THE FL BERRY STATIC

A rare chance
San Jose's first

SPUR ARTICLE

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images courtesy Genster unless
Special thanks to all those who

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A ROAD ST. JAM

A strategy for
to life through
and stewards

SPUR WHITE PAPER

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CRACKING THE CODE

Zoning and Code Reform in
San Jose's Urban Growth Areas

SPUR White Paper

Released on November 13, 2015
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Urban Villages Today

Plans in process:

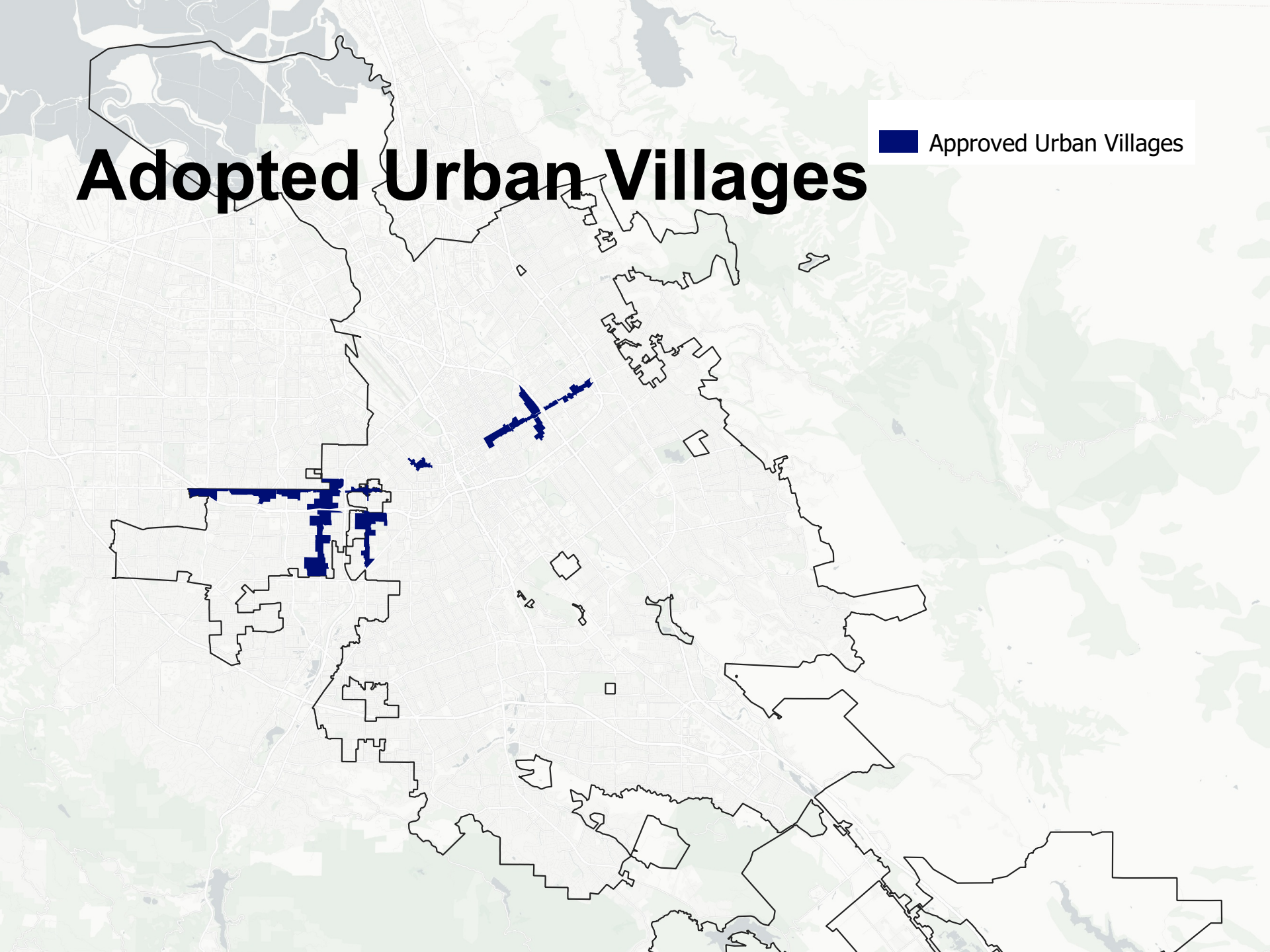
- **North 1st Street**
- **Berryessa/BART**
- **Southwest Expressway/Race Street Light Rail**

General Plan Four-Year Review:

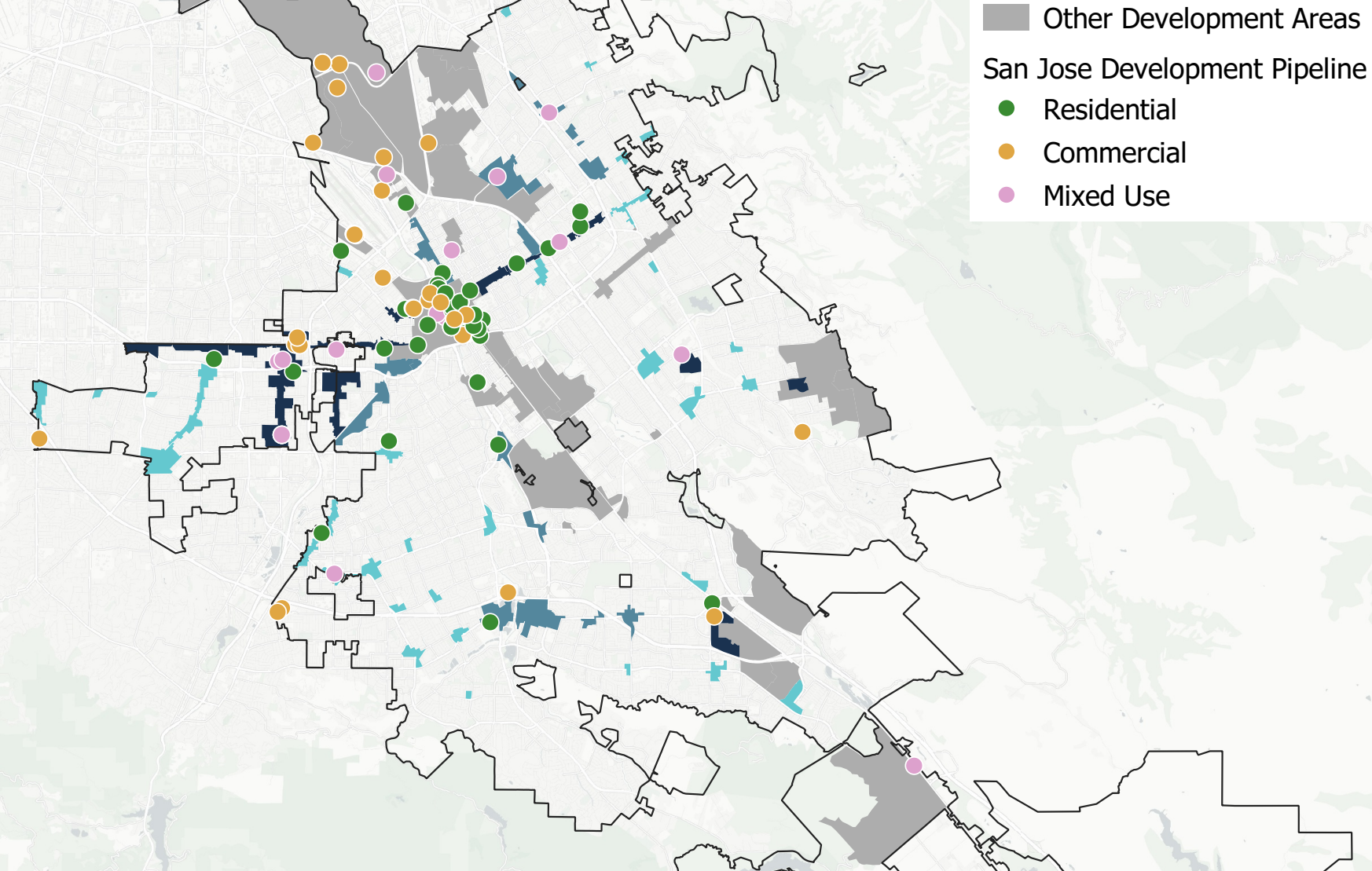
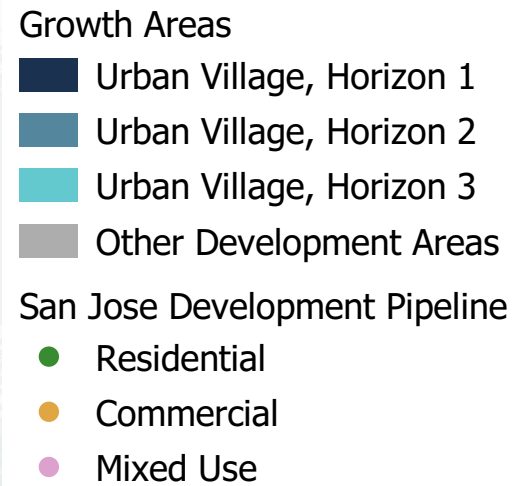
- **Fall 2019 – Spring 2020: City convening Four-Year Review Taskforce**

Adopted Urban Villages

■ Approved Urban Villages



Development Pipeline



Urban villages face challenges in coming to fruition

- **Construction costs on the rise**
- **Length of process and uncertainty**
- **Mixed-use requirements a barrier to residential**
- **Commercial demand is limited in most UVs**
- **Mismatch between regional policies and city plans**
- **Proximity to single-family → downsized infill**
- **Physical transformation is difficult and expensive**
- **Insufficient resources for planning and outreach**

Overall: Mixed signals from the city



A Renewed Vision for Urban Villages



5 STRATEGIES

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3. **Create implementable plans with rules and incentives that will result in great places in San Jose.**

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1. Use good planning principles to steer housing and job growth to the right locations.
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4. **Implement an equitable and inclusive planning process.**

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1. Use good planning principles to steer housing and job growth to the right locations.
2. Don't hold single-family zoning sacred, especially in areas near transit.
3. Create implementable plans with rules and incentives that will result in great places in San Jose.
4. Implement an equitable and inclusive planning process.
5. **Grow San Jose's long-range planning capacity to meet its ambitions and needs.**

FOCUS ON STRATEGY 4

Implement an equitable and inclusive planning process. Reach out to current residents who are historically less likely to participate in the community planning process. Weigh the views and needs of those who are not yet San Jose residents or workers.

FOCUS ON STRATEGY 4

- **Create “urban planning 101” training and education for community members and leaders.**
- **Incorporate best practices for inclusive engagement and meetings. Use technology and creative ideas to engage the public.**
- **Ensure that VTA, adjacent cities and other key institutions are at the table for the entire process.**
- **Stay engaged with the community after urban village plan approval.**

Thank you

