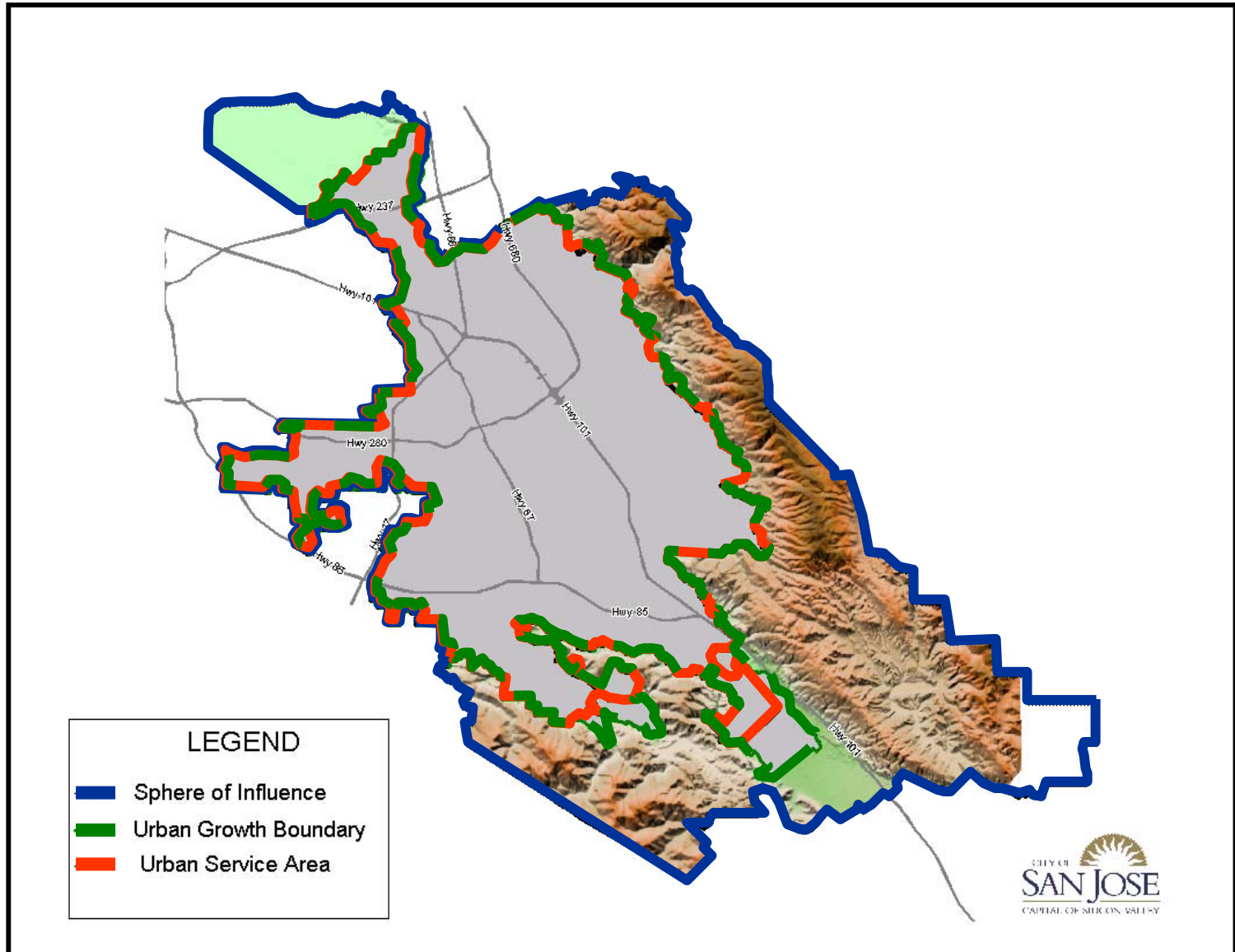


Growth Management



San Jose Smart Growth Strategies

General Plan 1990 (1975)

- ***Growth Management***
- ***Transportation/Land Use Integration***
- ***Economic Development***
- ***Downtown Revitalization***
- ***Urban Conservation/Preservation***

Horizon 2000 (1984)

- ***Greenline***
- ***Urban Reserves***

San Jose 2020 (1994)

- ***Transit Corridors***
- ***Housing***
- ***Sustainable City***

Transportation/Land Use Integration

- ***Transportation/Land Use Diagram***
- ***Arterial Network***
 - ***Sized to Accommodate Planned Growth***
- ***Level of Service Policy***
- ***Transit Oriented Development***



Smart Growth Principles



Mix Land Uses



Foster Infill Development



Create Transportation Choices



Create a Walkable Community

Future Growth Locations

■ Downtown

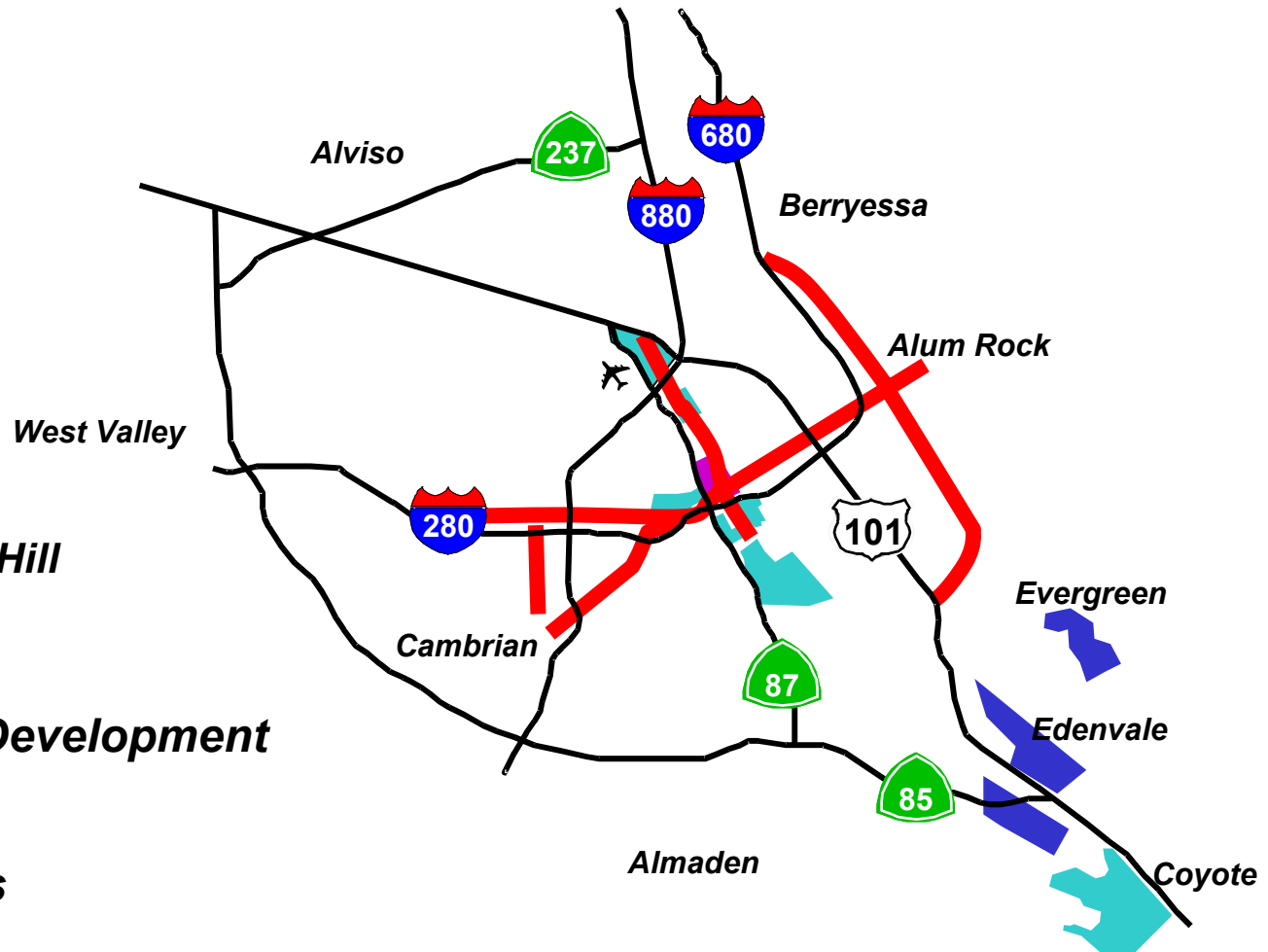
■ Specific Plans

- South Rincon
- Japantown
- Midtown
- Tamien
- Communications Hill
- Martha Gardens
- Coyote Valley

■ Transit-Oriented Development Corridors

■ Other Job Centers

- Edenvale
- Evergreen



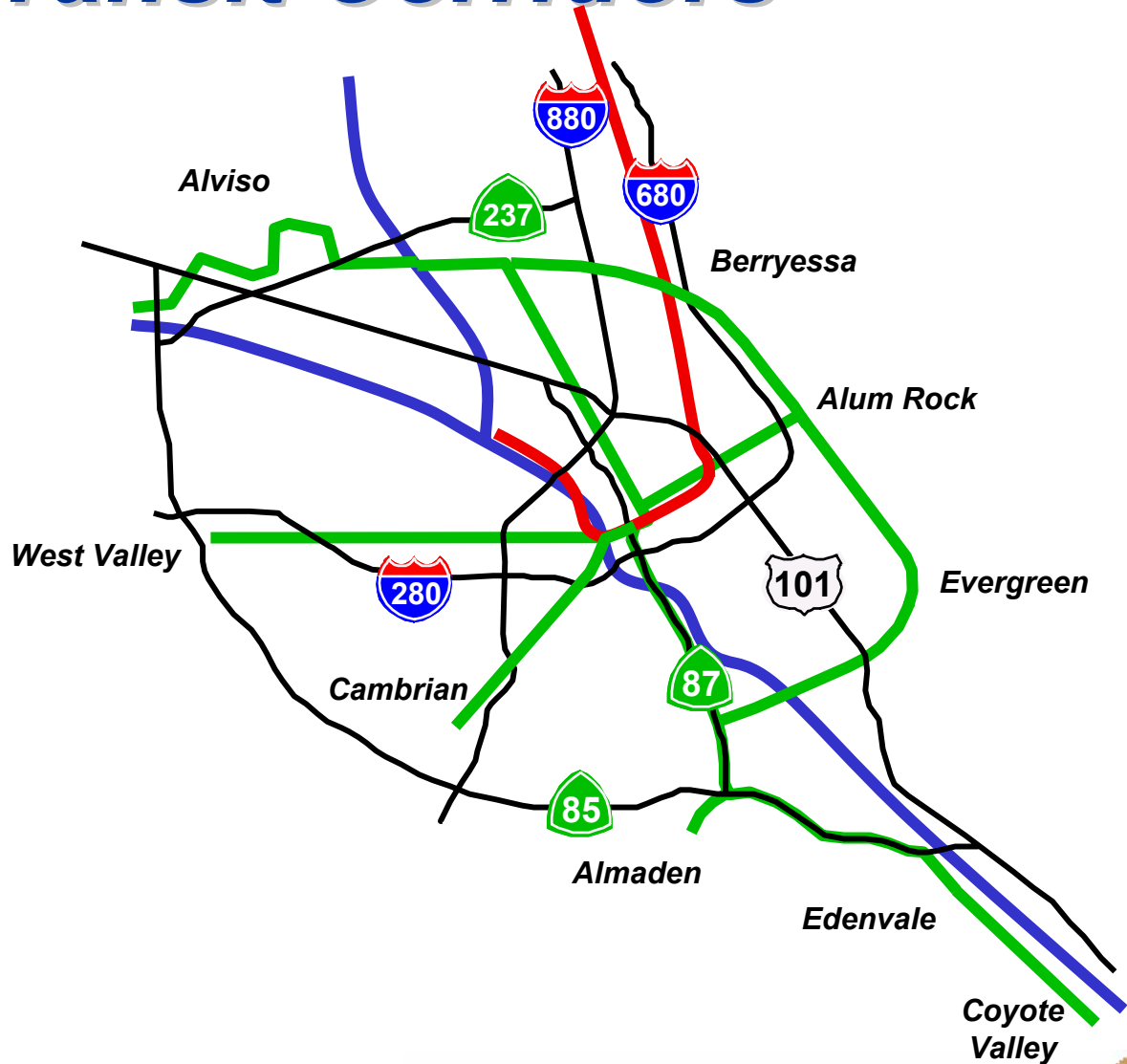
Transit Corridors

Existing

- LRT
- Caltrain / ACE

Future

- LRT Expansion
- BART



Promoting development near Transit Corridors efficiently uses existing infrastructure and reduces automobile trips.

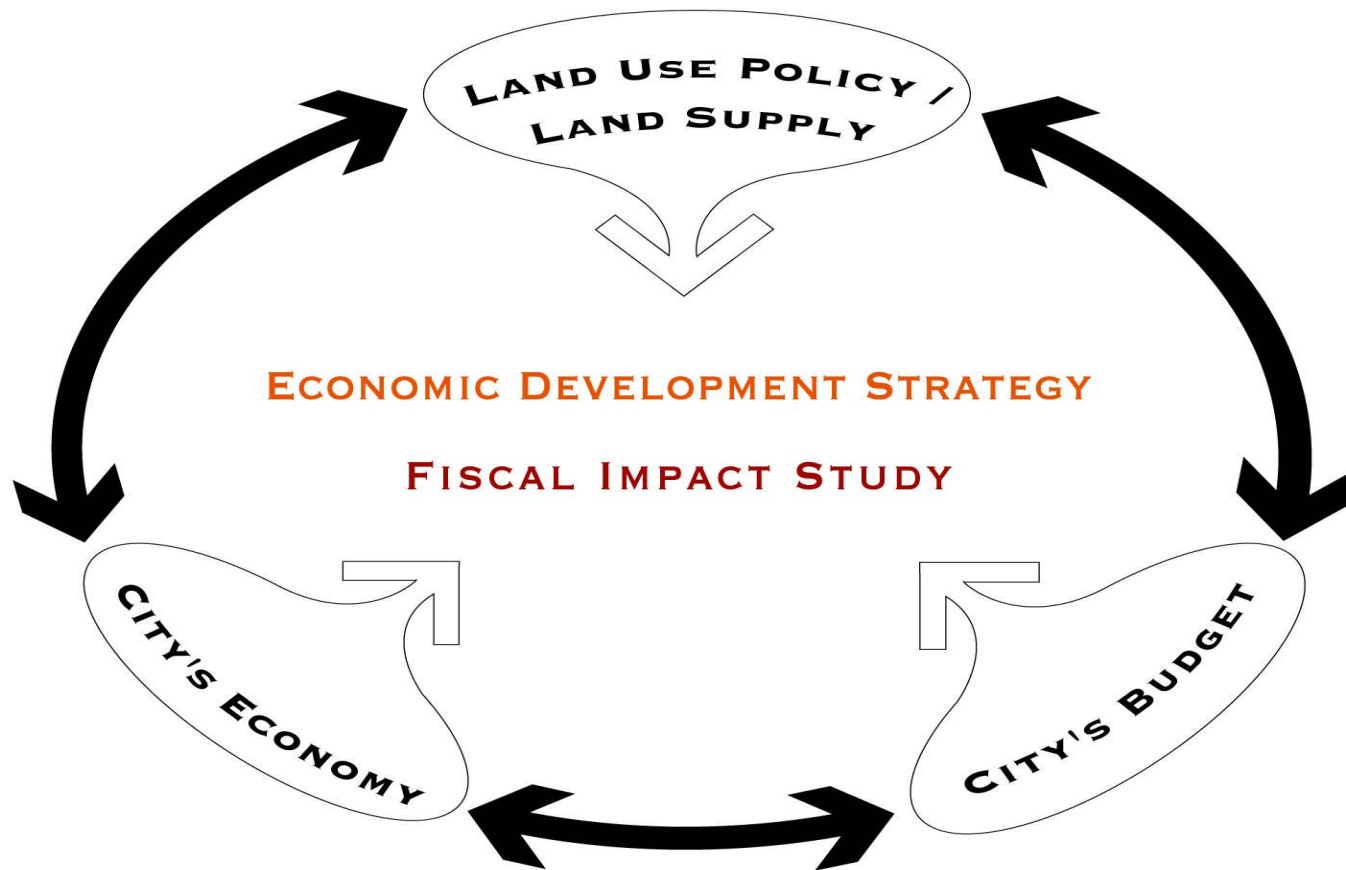


Building “up” with high-density infill multi-story housing rather than out with single-family detached houses minimizes sprawl and travel distances.

San Jose's Economy Has Evolved Significantly Since 1950

	1950s/60s	1970s/80s	1990s
Economic Drivers	<ul style="list-style-type: none"> ▪ Canneries ▪ Home building 	<ul style="list-style-type: none"> ▪ Electronics manufacturing ▪ Defense manufacturing ▪ Commercial real estate 	<ul style="list-style-type: none"> ▪ Computer/Communications ▪ Semiconductors ▪ Electronic Components ▪ Software
Assets/ Advantages	Plentiful Land	Redevelopment districts/employment lands	Land, housing Growing tech concentration
Challenges/ Concerns	Residential growth can't fund City services, not a sustainable economic driver	Community identity	<u>Rising costs</u> <u>Growth outstrips infrastructure</u>
Stats	<p><u>1950 Residents: 95,300</u> 1960 Residents: 204,200 Per Capita Income: \$9,143 (1960) Jobs: 169,900 (1960) 17 Square Miles</p>	<p>1970 Residents: 445,800 1980 Residents: 629,400 Per Capita Income: \$15,949 (1980) Jobs: 231,700 (1980) 149 Square Miles (1980)</p>	<p>1990 Residents 782,200 <u>2000 Residents 850,000</u> Per Capita Income: \$26,627 (2000) Jobs: 371,700 (2000) 177 Square Miles</p>

How Local Government Affects the Economy



How Local Government Affects the Economy

Role of Local Government	Key Success Factors
<p>#1 Adopts Policies to Shape the Qualities of the Community</p> <p>...that make it attractive to attract, retain, and develop talent</p>	<ul style="list-style-type: none"> ✓ Variety of neighborhoods, range of housing types and prices ✓ Vibrant downtown & commercial centers ✓ Distinctive arts, culture, & entertainment ✓ Outdoor recreation & environment quality ✓ Safety
<p>#2 Determines How Land is Used & Facilities are Developed</p> <p>...in order to ensure balanced & quality community development</p>	<ul style="list-style-type: none"> ✓ Transparent, inclusive planning and clear land use policies ✓ Timely, predictable permitting process ✓ Land available for development and redevelopment ✓ Adaptability to changing circumstances ✓ Regulations enforced fairly and consistently
<p><u>#3 Provides Local Infrastructure to Ensure Business Efficiency & Investment</u></p>	<ul style="list-style-type: none"> ✓ <u>World-accessible airport</u> ✓ <u>Accessible, connected road, public transit, bike, and pedestrian networks</u> ✓ Dependable and cost-effective utilities ✓ Ubiquitous high-speed Internet access ✓ Civic facilities (e.g. Convention Center)

Perceptions of San Jose

Advantages/Assets

- Quantity, variety of housing
- Airport, but must improve
- Available land for HQ development
- Transit convergence in Downtown/reverse commute
- Improving Downtown
- Strategic location

Disadvantages/Concerns

- Density limitations, underutilized light rail
- Incomplete transit network in Silicon Valley
- Basic broadband coverage incomplete
- Unpredictable, expensive development process

Companies See Changing Work Environment, Prompted by Structural Change

Today:

Industrial Campus

- One or two-story buildings
- Single use: work
- Light rail underutilized

Tomorrow:

Innovation Community

- More efficient use of land (mid- and high-rise workplaces)
- Multiple, more integrated uses:
 - workplace amenities: restaurants, childcare, shopping
 - specialty housing for young engineers nearby
- Tiered density from transit corridor