

Light/Heavy Industrial Users' Feedback

San Jose's Advantages

- Similar uses clustered together
- Good transportation access
- Experienced manufacturing workers

Desired Change

- Prevent residential encroachment
- Preserve light/heavy industrial "sanctuaries"

Strategic Action Has Started Now

1. Revise Regulations that Impede Business Activity
2. **Develop Preservation Policy for Industrial Land**
3. Clarify Industrial Use Classification Policy
4. Conduct Corporate Outreach Interviews and Retention Visits
5. **Reconsider North San Jose Development Policy**
6. **Reconsider Level of Service Transportation Policy**
7. Continue Capital Spending Projects

Fiscal Management

- ***Capital Improvement Program implements the General Plan***
- ***Location and type of development affect the costs of providing services***
- ***Importance of job-generating uses to strengthen municipal budget***

Managing Infrastructure

- *Sewage Treatment*
- *Water Supply*
- *Storm Drainage*
- *Roadways*

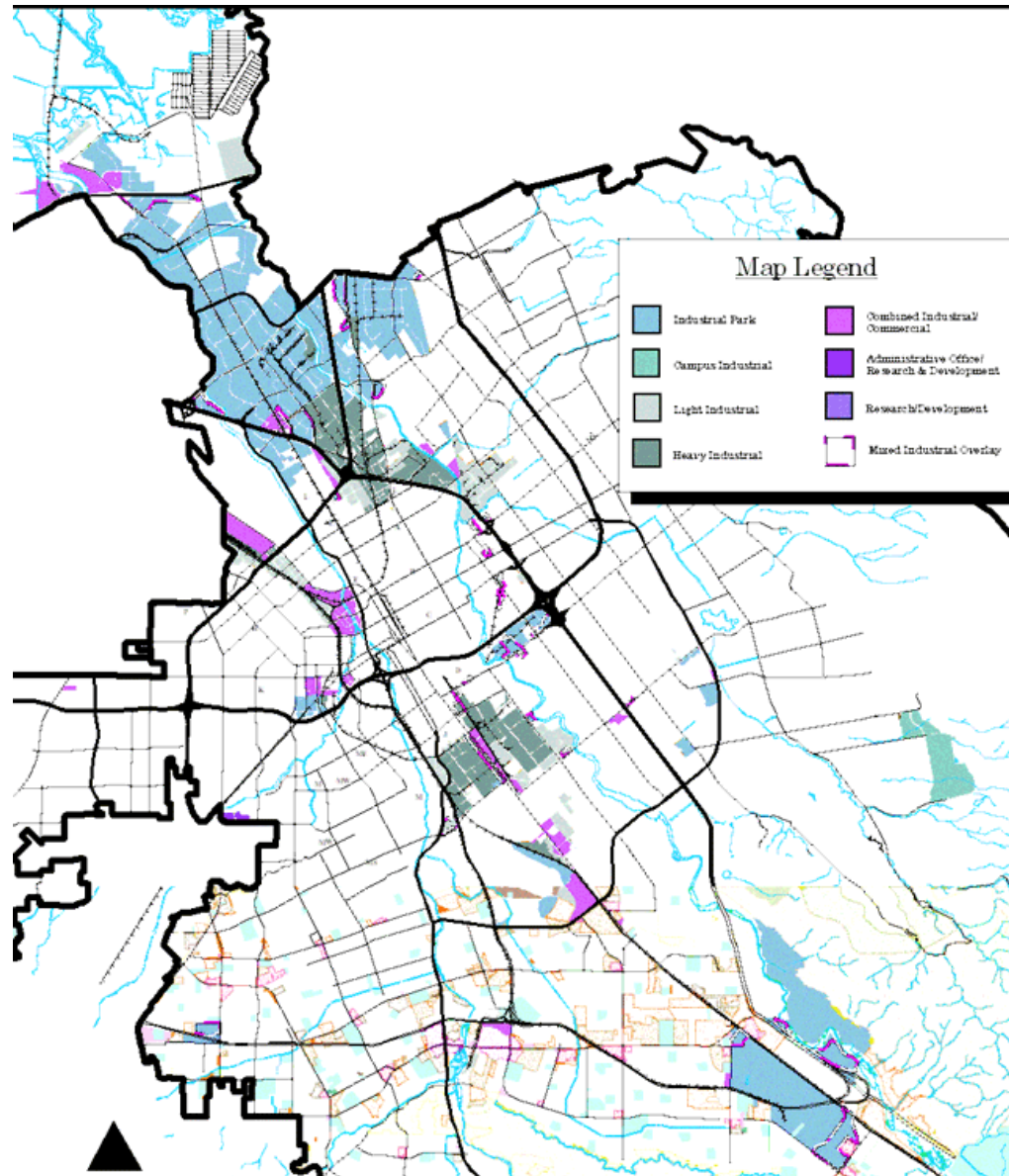


Multi-Modal Transportation

- ***Transit Investments***
- ***Bicycle/Pedestrian Network***
- ***Traffic Calming***
- ***Street Designs***
- ***LOS Policy Update***
- ***Management of Transportation System***
- ***Congestion Pricing***

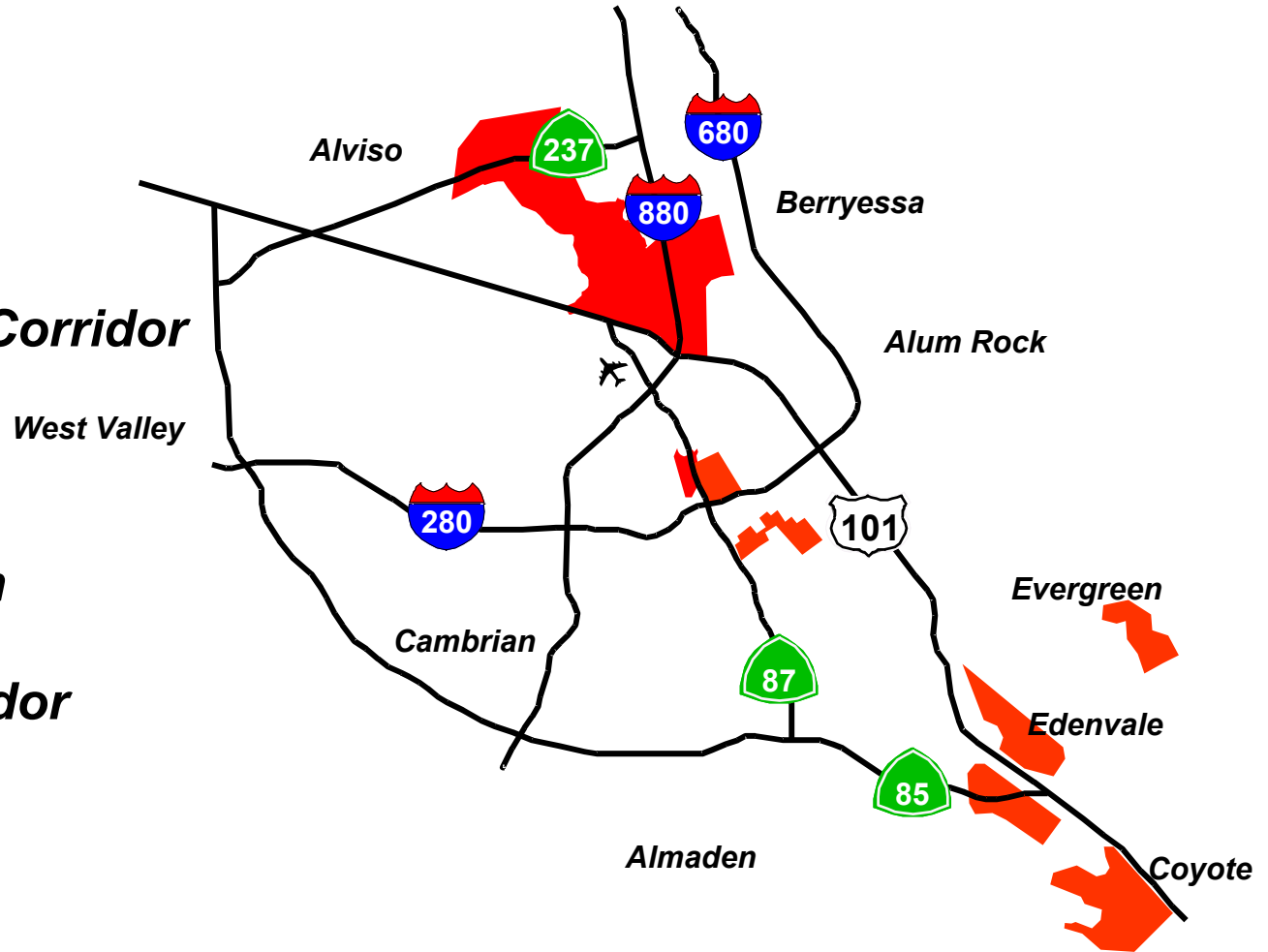


Existing Industrial Areas



Economic Development

- **North San Jose**
- **Alviso**
- **Oakland Road Corridor**
- **Downtown**
- **Julian-Stockton**
- **Monterey Corridor**
- **Edenvale**
- **Evergreen**
- **North Coyote Valley**



Economic Development

- **Preservation of Industrial Areas**
- **Intensification of North San Jose**

North San Jose: The Innovation Triangle



North San Jose Vision 2030

North San Jose, the Innovation Triangle, is home to more than 1,200 of the world's best known international and multinational technology companies.

Strategic land use planning will help foster sustained economic prosperity and a higher quality of life for San Jose into the future.

The vision for North San Jose is outlined in a land use policy that the City is currently updating. Land use policies aim to guide growth in a positive direction, with the best outcome for neighborhoods, businesses and the community.

The current land use policy was adopted in 1988 as part of a regional effort with surrounding cities. The existing policy now reflects an outdated approach to workplace environments, limiting most workplaces to 4-6 stories and limiting nearby support services, restaurants, and housing.

To retain and expand San Jose's job base, we need to align North San Jose to the needs of current and future workplaces and workers. This means evolving North San Jose from a traditional industrial park to a multi-faceted innovation district. This involves upgrading transportation systems, traffic and pedestrian circulation, creating opportunities for more San Jose jobs and more homes near those jobs.



The proposed blueprint will position San Jose for continued economic growth over the next 25 years.

Strengthening San Jose's Economy

- ▶ Strengthens San Jose's economy by retaining and attracting high-tech jobs and corporate headquarters.
- ▶ Guides growth for approximately 20 million square feet of new research and development, and office space.
- ▶ Generates an estimated 68,000 new jobs and creates up to 30,000 new San Jose homes.
- ▶ Requires funding for roadway improvements to area freeways, expressways, and local street intersections, including improving traffic flow in Downtown neighborhoods.

Enhancing Community

- ▶ Maximizes future development in North San Jose by increasing floor area ratios.
- ▶ Proposes transit-oriented development in San Jose's premier technology park which relieves traffic congestion.
- ▶ Creates walkable, livable neighborhoods close to public transit.
- ▶ Allows employees to live closer to their jobs.
- ▶ Protects existing neighborhoods by limiting the amount of traffic traveling through these residential areas, and by preserving safety, walkability, and bicycling on neighborhood streets.



Current North San Jose Profile

- ▶ 42 million square feet of R&D, and office space
- ▶ 6,875 housing units
- ▶ 3,000 hotel rooms
- ▶ Access to SR 237, US 101, I-880, and the San Jose Mineta International Airport
- ▶ 15-minute light rail transit ride Downtown



Conclusion:

***Planning for Faster Freight
and Cleaner Air***

***Requires Policy-making for More
Intensified Land Use and
Greater Efficiencies in the City's
Transportation Network***