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Development Perspective

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Envision 2040: A Model for Balanced Growth

Innovative Economy
San Jose's economy thrives on innovation, providing job opportunities for all and ample fiscal resources for a vibrant community.

Environmental Leadership
San Jose is a model of an environmentally sustainable and healthy city, a leader in green Technology and a vigilant steward of its resources for present and future generations.

Diversity and Social Equity
San Jose celebrates, embraces and involves a diverse blend of cultures and achieves social, cultural and economic equity.

Healthy Neighborhoods
San Jose's neighborhoods are attractive, affordable, and safe places to live with engaged community members.

San Jose embodies the energy and vitality of its unique human, natural and economic resources.

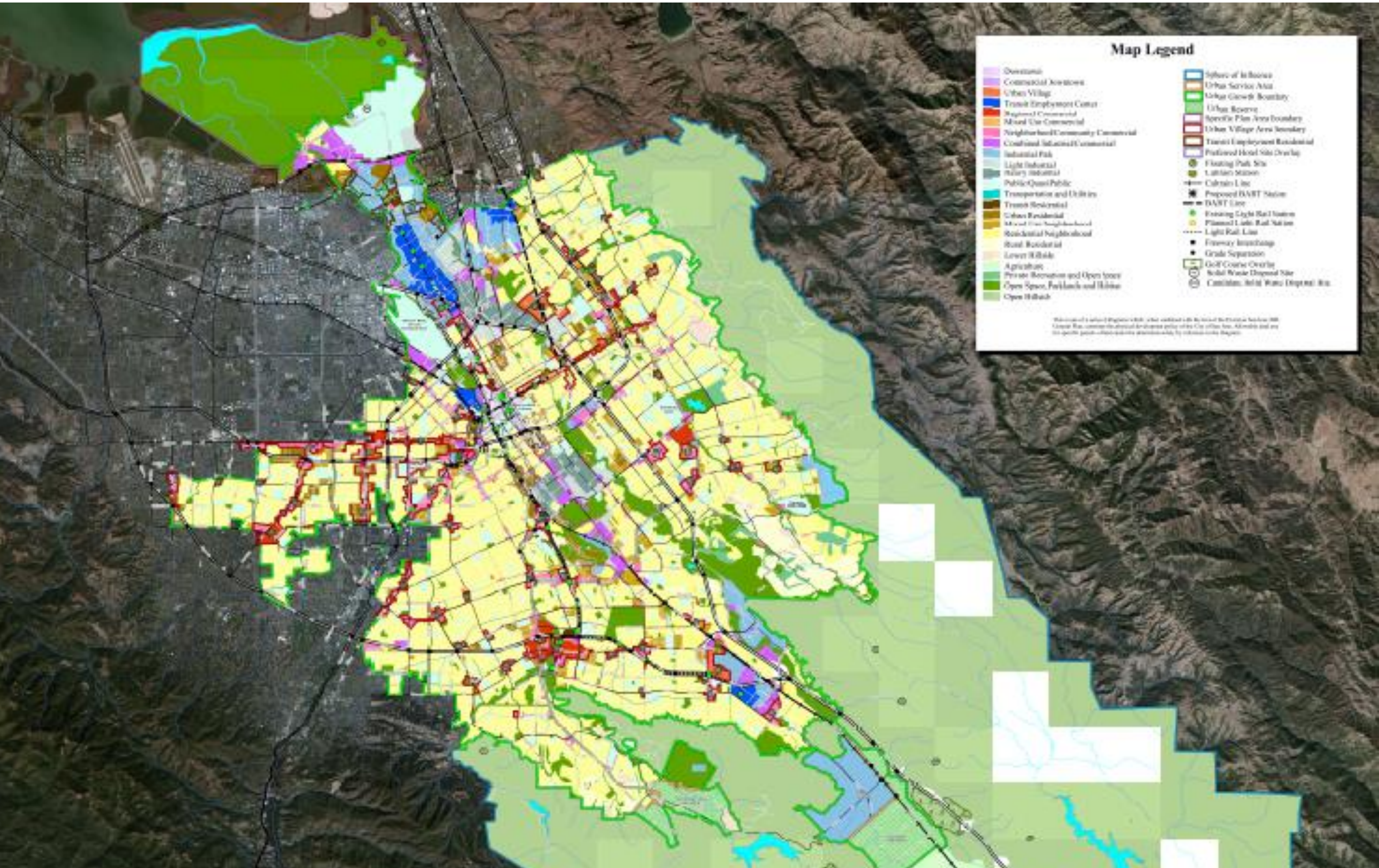
Interconnected City
The activities of daily life are in close proximity and easily accessible by walking, bicycling and public transit.

Quality Education and Services
San Jose residents and businesses receive a broad range of high quality services and enjoy excellent educational opportunities for all.

Vibrant Arts and Culture
Arts and culture in San José connect people, provide rich opportunities for participation, and foster creativity.

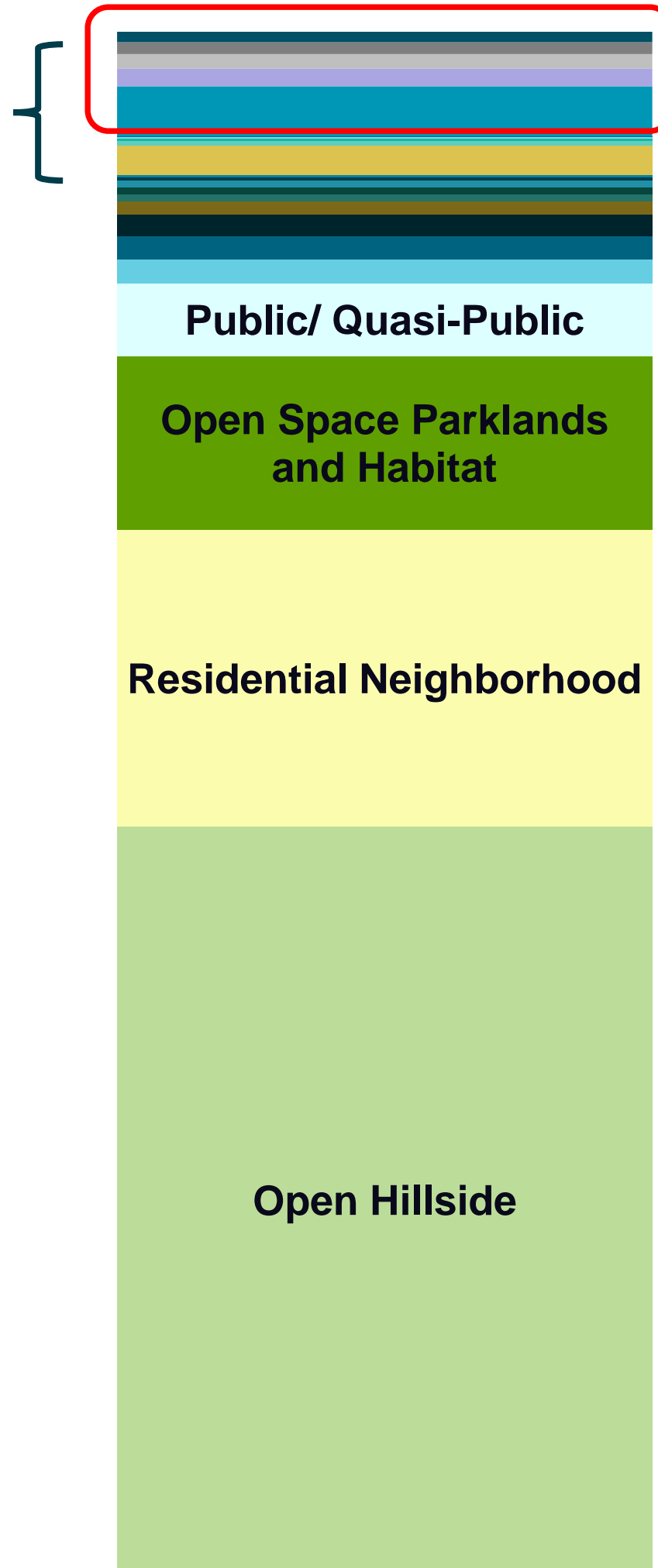
**ENVISION
SAN JOSE
2040**

A Limited Opportunity: Balancing Competing Land Uses



Distribution of Land by General Plan Designation

Employment
Lands



Transit Employment
Center

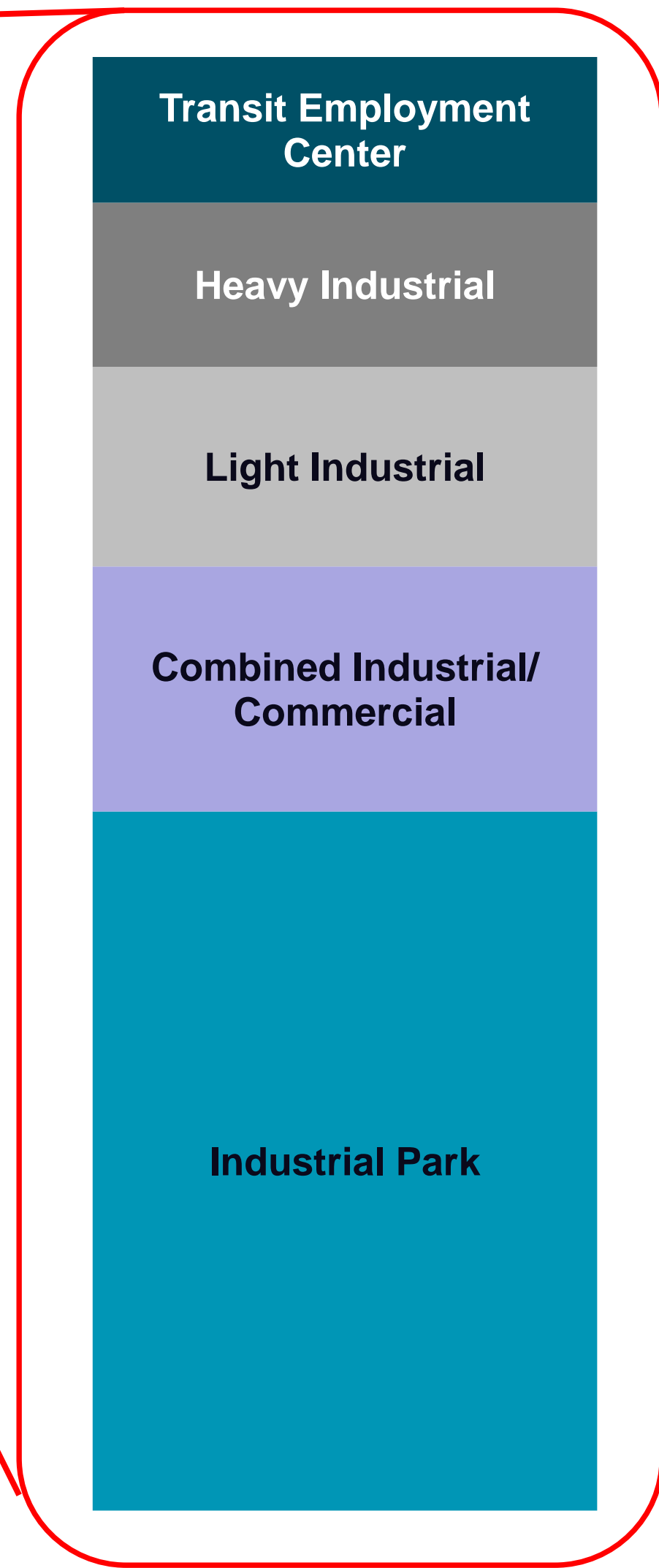
Heavy Industrial

Light Industrial

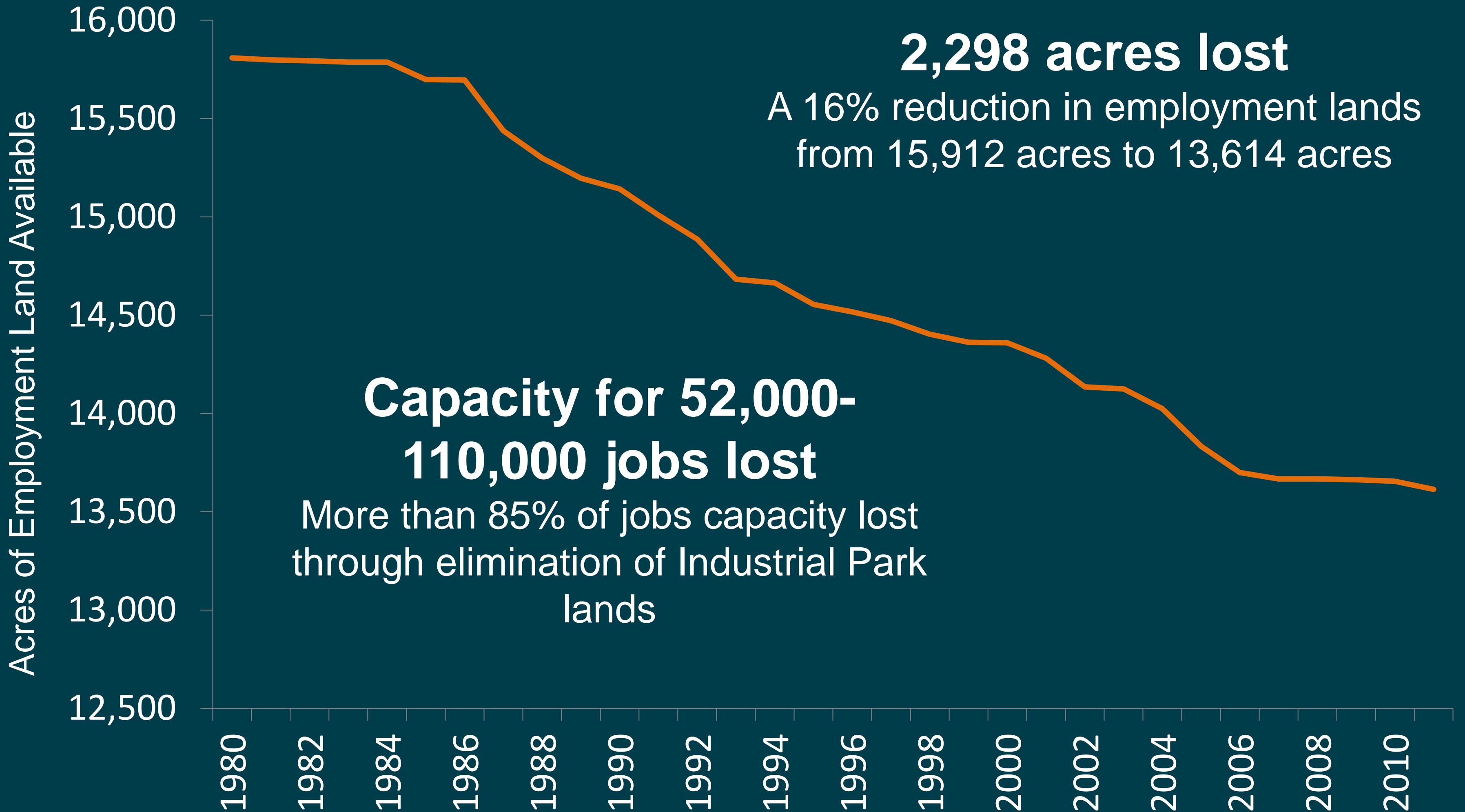
Combined Industrial/
Commercial

Industrial Park

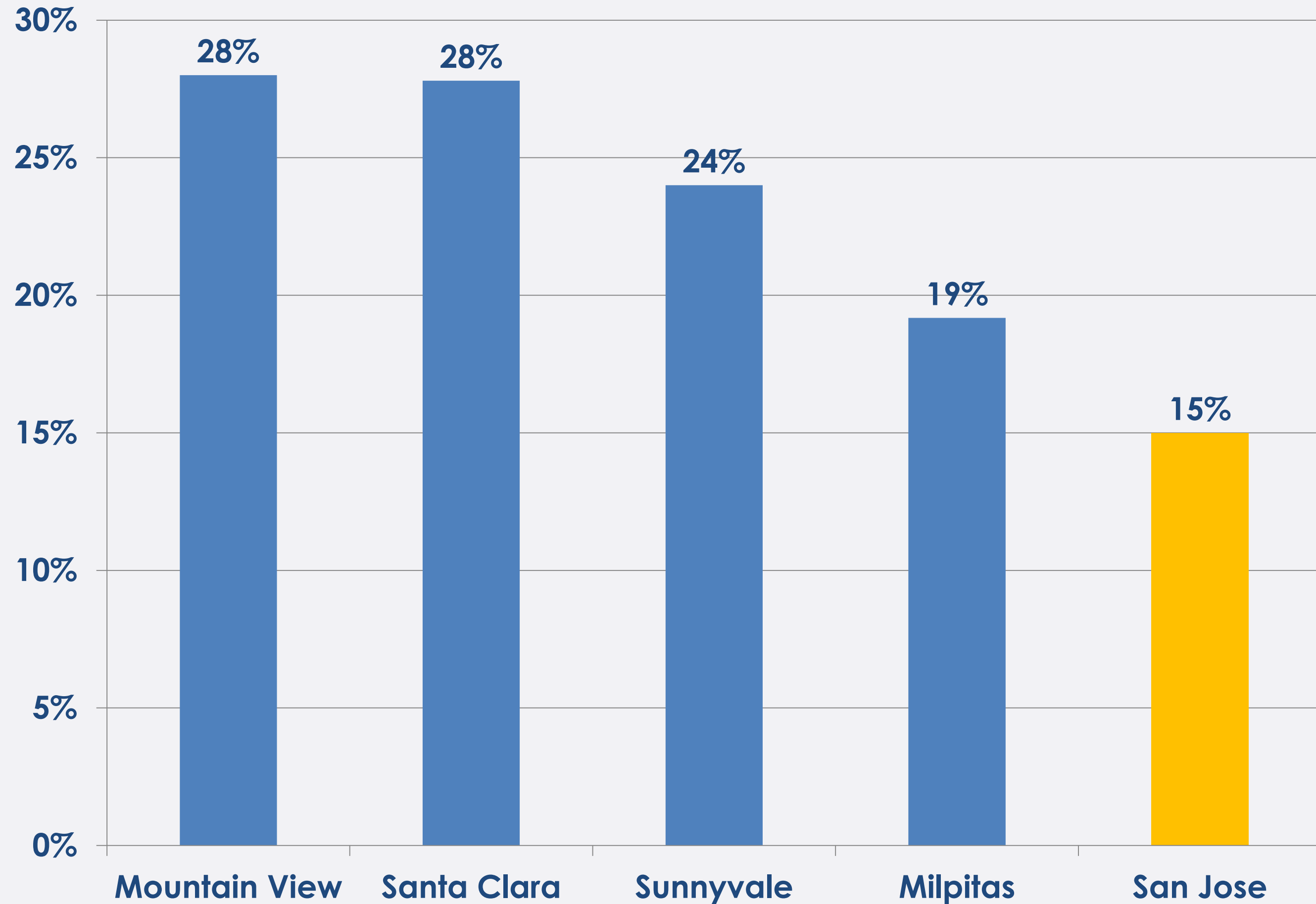
Industrial
Lands



Employment Land Eliminated Through Conversions Since 1980:

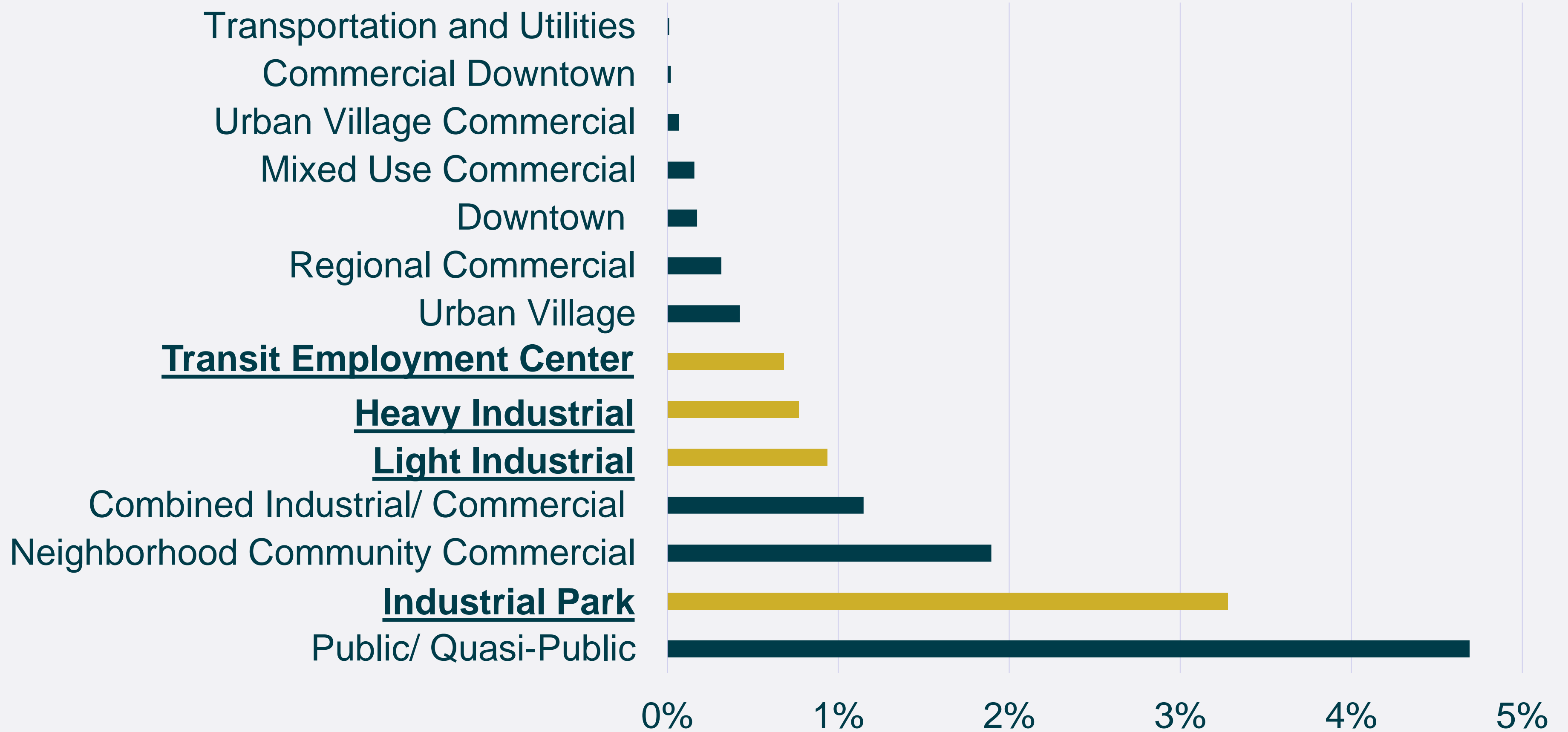


Other Cities Use 20-30% of Lands Zoned for Employment



Less than 8,000 acres of industrial lands remaining in SJ

Percentage of Employment Land Area by GP Designation



Diverse Mix of Types of Industrial and Uses Exist in San Jose



Transit Employment Center:

- Commercial tech office
- 6-12 story buildings
- Newer construction
- Higher worker occupancy (1/200 SF)
- Workers at computers
- Structured or reduced parking
- Typical Uses:
 - Headquarters
 - Office/R&D
 - Administration



Industrial Park:

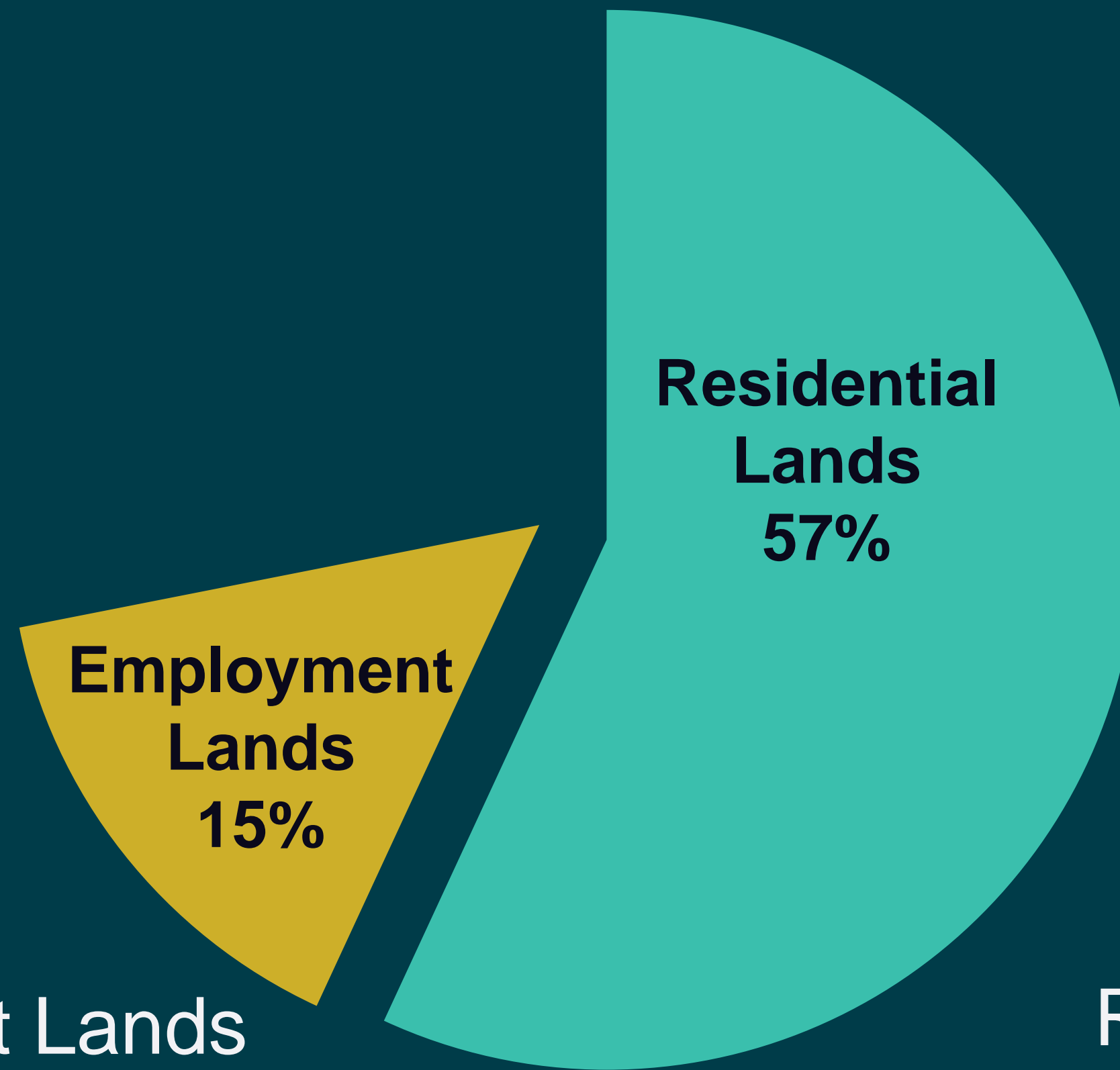
- Traditional tech R&D
- 1-6 story buildings
- Mixed worker occupancy (1/350 SF)
- Mix of occupations and skill levels
- Surface parking
- Some loading and dock doors
- Typical Uses:
 - Office/R&D
 - Manufacturing
 - Prototyping
 - Ecommerce/Distribution
 - Automotive R&D



Heavy and Light Industrial:

- Single story buildings
- Typically older
- Lower worker occupancy (1/600+ SF)
- Low and middle skilled jobs
- Vehicle storage and loading docks
- Typical Uses:
 - Heavy manufacturing
 - Warehouse/distribution
 - Vehicle wrecking
 - Construction yards

EMPLOYMENT LANDS PROVIDE TAX BASE FOR FUNDING RESIDENT SERVICES



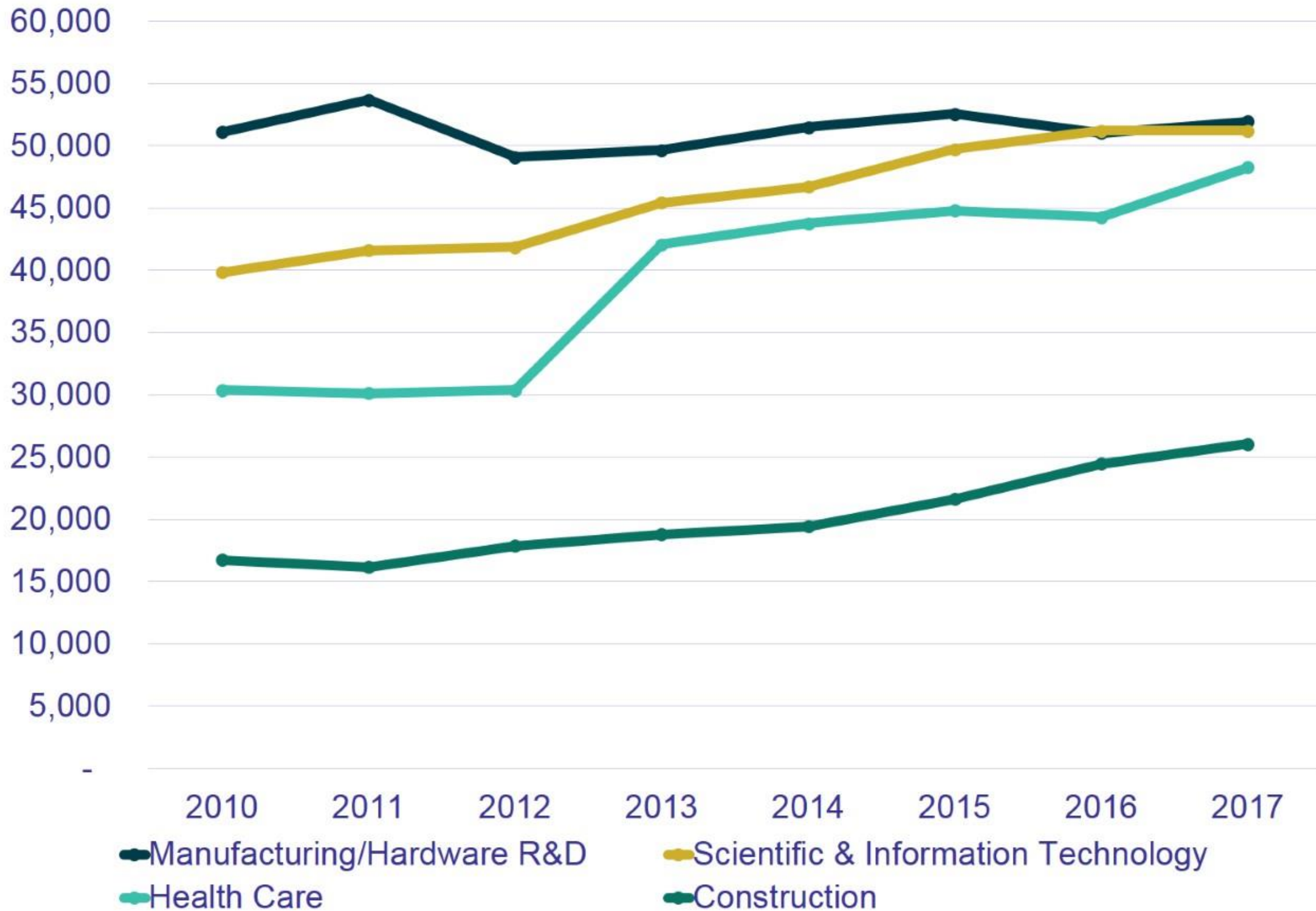
Employment Lands
Tax Revenue
- Service Costs

NET BUDGET IMPACT
+ \$124,000,000 est.

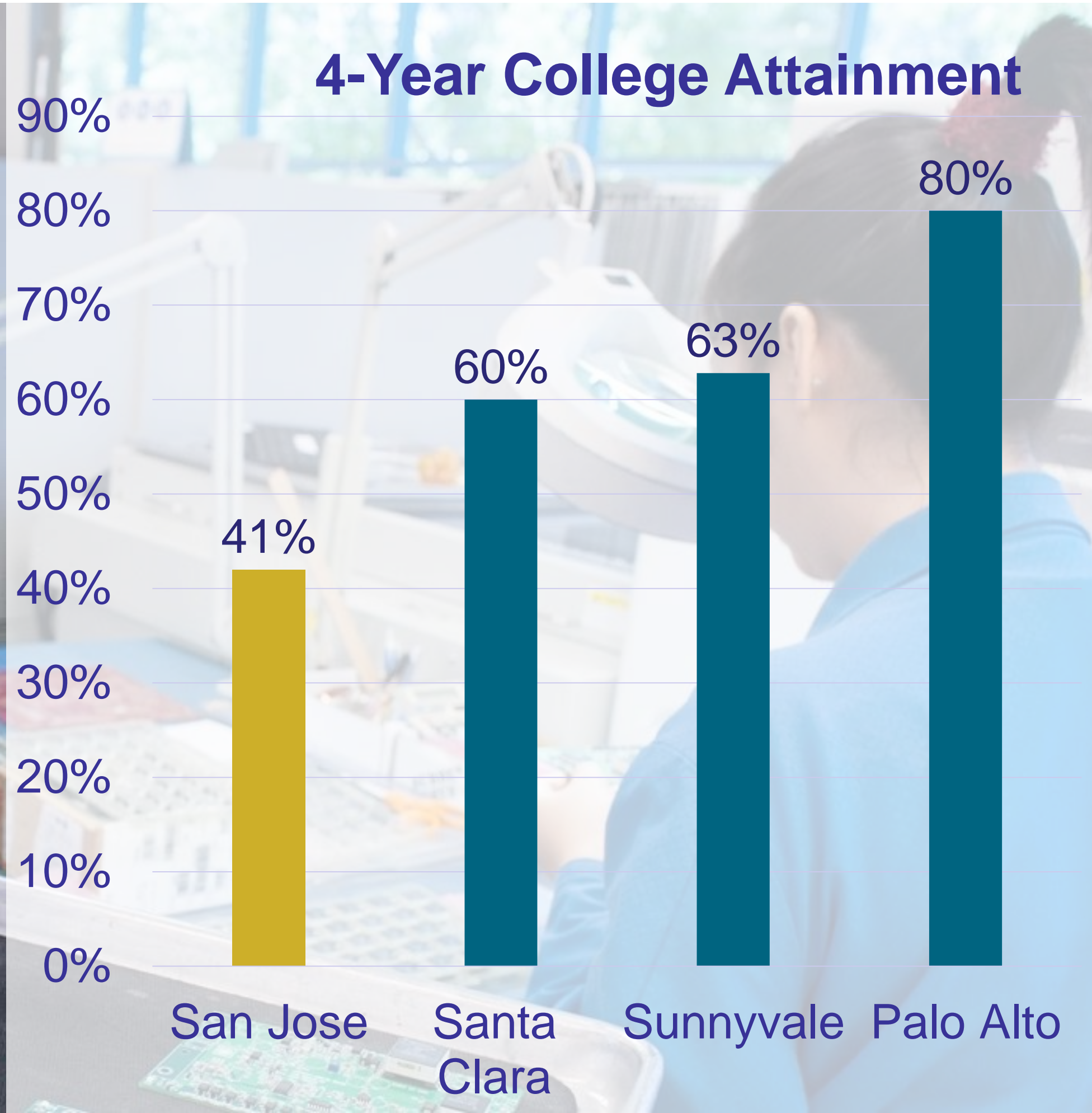
Residential Lands
Tax Revenue
- Service Costs

NET BUDGET IMPACT
- \$110,000,000 est.

Driving Industries: Transition to the service economy, middle skill job base growing



San Jose's Workforce contains a diverse set of skill levels

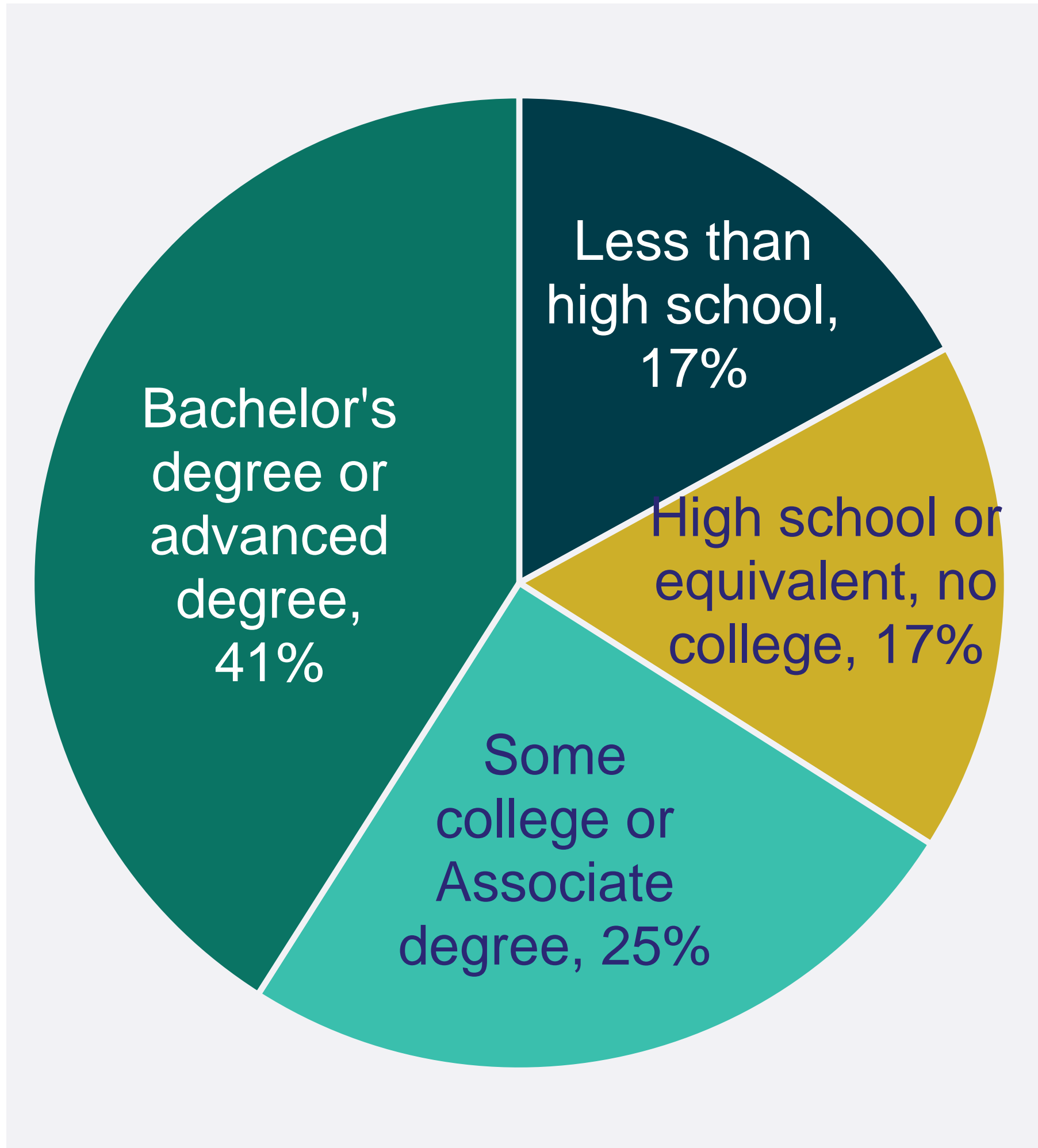


Providing a Balanced Economy: San Jose Worker Attainment

Careers Typically Requiring College:

Healthcare
(All Occupations):
\$55.42/hr

Information/Tech
(All Occupations):
\$59.09/hr



Careers Learned on the Job:

Manufacturing
(Production Only):
\$21.02/hr

Construction
(All Occupations):
\$31.72/hr

Industrial Employers Continue to Invest in San Jose



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Questions?

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Council Perspective and Feedback