



# EAST SANTA CLARA STREET URBAN VILLAGE PLAN

Adopted by the City Council  
on October 23, 2018 (tentative)

Prepared by the City of San José  
with assistance from  
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# 1

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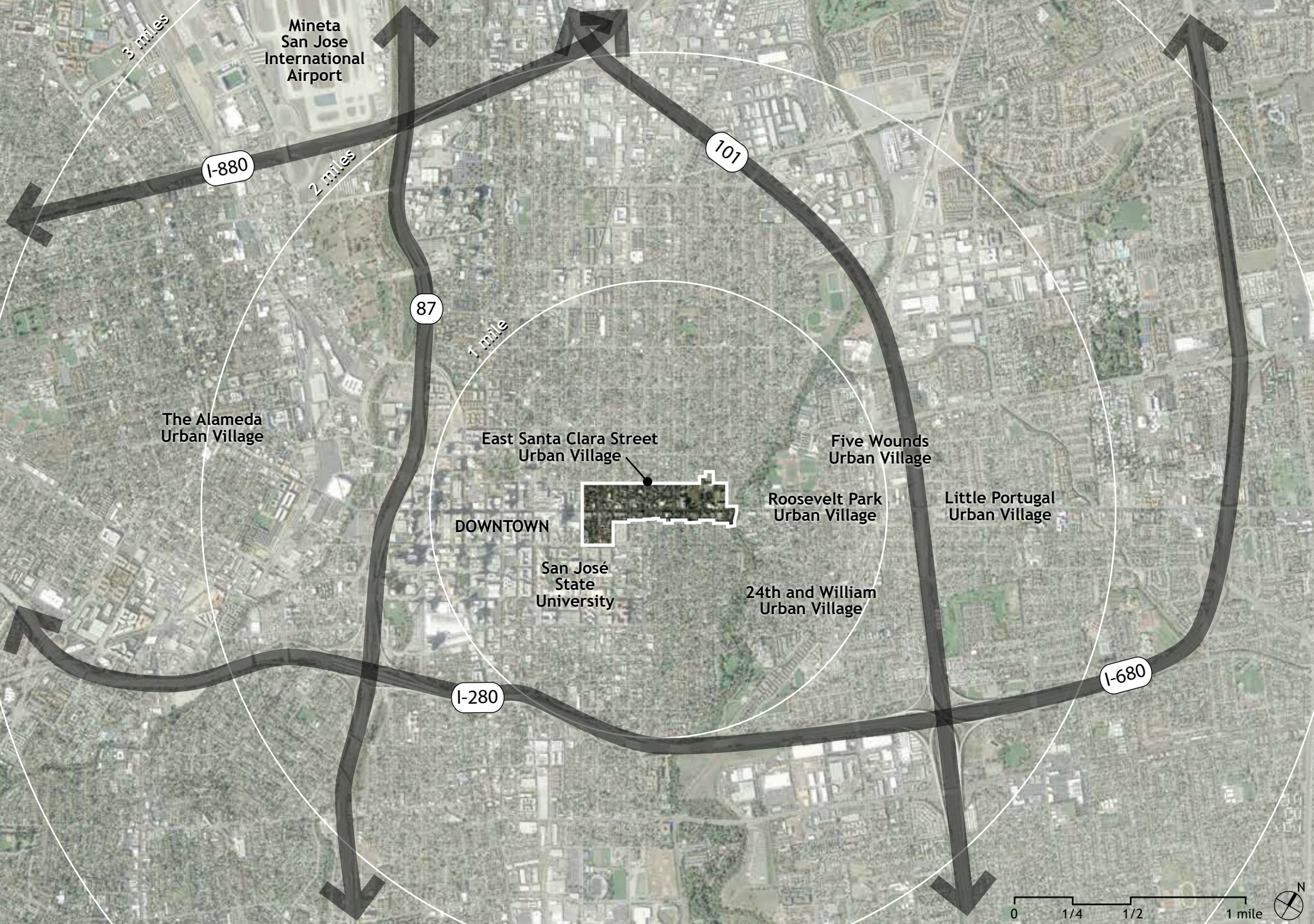
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# INTRODUCTION



# Context Map

Figure 1.1



## Introduction

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The East Santa Clara Street Urban Village Plan (**Village Plan**) is a City Council approved policy document guiding the future growth of ~~this the~~ section of East Santa Clara Street **between 7<sup>th</sup> and 17<sup>th</sup> Streets, (west of 17<sup>th</sup> Street)** by establishing a framework for the transition of the Urban Village into a vibrant mixed-use and pedestrian-oriented district. This Plan complements and supports the planned **Bus Rapid Transit (BRT)** along East Santa Clara Street and creates a safe environment for all modes of travel, a healthy mix of uses, and public gathering places. This Plan includes ~~objectives,~~ goals, ~~policies, standards, and policies,~~ and **guidelines** that are designed to shape both future public and private development.

### Location

The East Santa Clara Street Urban Village is located on both sides of East Santa Clara Street and is bounded by 7<sup>th</sup> Street and Downtown to the west, and 17<sup>th</sup> Street and Coyote Creek to the east (**see Figure 1.1**). This approximately 78-acre area is considered one of the main connections between East San José, the adjacent Roosevelt Park, Little Portugal, **24<sup>th</sup> and William**, and Five Wounds Urban Villages, and the City's Downtown (**see Figure 1.2**).

### Grand Boulevard Designation

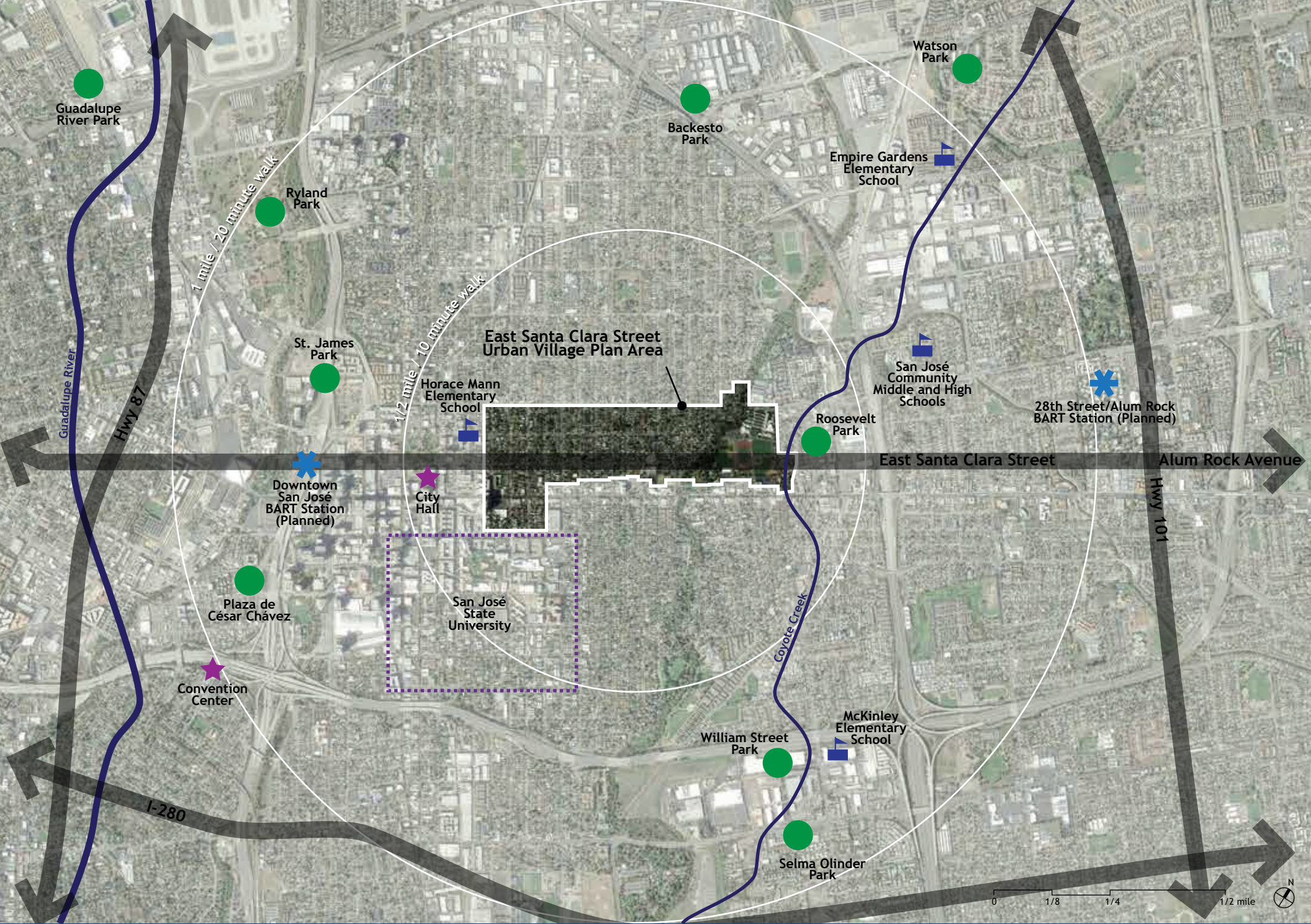
The Envision San José 2040 General Plan (General Plan) designates this corridor as one of seven "**Grand Boulevards**," which stands out as having great potential to connect City neighborhoods and to contribute to the City's overall identity through cohesive design. Due to its importance as a major transportation route, and because of the land uses it supports, this Grand Boulevard plays an important role in shaping the City's image for its residents, workers, and visitors with the potential to act as major urban design catalyst at a citywide scale. Grand Boulevards require extra attention and improvements, including special measures within the public right-of-way such as enhanced landscaping, additional attractive lighting, wider, comfortable sidewalks, and identification banners. For adjoining land uses, special design standards support cohesive and interesting urban development related to the character of the Grand Boulevard.

East Santa Clara Street is comprised of four lanes edged by metered parking along both sides. No formal bike lanes exist, forcing shared use of the street by cars, buses, and bicycles. The **Valley Transportation Authority (VTA)** is working with numerous Santa Clara County cities to upgrade transit service along Santa Clara County's three busiest transit corridors to BRT. One of the **completed** routes extends along East Santa Clara Street connecting East San José to Downtown San José's Diridon Station, and then continuing northwest along El Camino Real to Palo Alto. The Alum Rock-Santa Clara BRT Project ~~is expected was to be~~ completed **in mid-2017**, which ~~upgrades~~ **upgraded** the 522 Rapid Bus Route along South Capitol Expressway and East Santa Clara Street to BRT status. Given the access to BRT and proximity to Caltrain, the planned **Bay Area Rapid Transit (BART)** stations, and future high-speed rail, the East Santa Clara Street Urban Village area is anticipated to experience significant new development and growth in the coming decades. The land use densities proposed in this **Village Plan** support this anticipated growth.

### Plan Purpose

The ~~East Santa Clara Street Urban~~ Village Plan (**Plan**) was prepared by the City of San José with support from the **San José State University** Department of Urban and Regional Planning students, **CommUniverCity San José**, and the East Santa Clara Street community to further the Urban Village Major Strategy of the General Plan. The **Urban** Village is planned as a thoughtfully-designed complete neighborhood which builds upon the great place that is East Santa Clara Street, drawing upon the existing fabric and promoting community investment and growth. This existing fabric includes medical service providers, schools, religious institutions, government agencies, and commercial businesses. In a complete neighborhood, people have safe and convenient access to the amenities needed for daily life, as well as a variety of housing options, grocery stores and other commercial services, public open spaces and recreational facilities, a variety of transportation options, and civic amenities. A complete neighborhood is built at a walkable and bikeable human scale, and meets the needs of people of all ages and abilities.

~~Through the use of This Plan includes~~ goals, policies, standards, guidelines, and action items, ~~to guide~~ new development and private



## Neighborhood Vicinity

Figure 1.2

and public investment are shaped to achieve the General Plan's Urban Village Major Strategy. The Village Plan is focused on meeting future jobs and housing needs for the area, while also improving public spaces like streets, sidewalks, and open spaces.

## Planning Process

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The Urban Village planning process was supported by a Strategic Growth Council Sustainable Communities Planning Grant and Incentive Program which was awarded to the City of San José by the State of California Department of Conservation in 2014.

Planning staff engaged community stakeholders to identify community issues, challenges, and opportunities that guided and informed the development of the Urban Village Plan. This process included three community workshops which were held in November 2014, April 2015, and June 2017, as well as an online survey completed in November 2014 (see Interactive Online Engagement discussion below). All neighborhood residents, property owners, business owners, and other interested individuals were invited to participate and provide input on the formation of this Village Plan. Planning staff also worked closely with CommUniverCity and the San José State University Department of Urban and Regional Planning to further inform the planning process. This Village Plan was formally approved as a City policy document by the City Council on October 23, 2018 in [FBD].

### 1. Workshop 1 Summary

On November 12, 2014 and November 13, 2014, approximately 131 community members consisting of neighborhood residents, property owners, neighborhood association representatives, CommUniverCity, and San José State University participated in the first community workshop. At this workshop, participants were asked to provide input on the existing conditions and opportunities on the corridor and create a vision for the future of the East Santa Clara Street Urban Village. Small discussion groups participated in the “design your street” exercise, providing feedback on building heights and densities throughout the Urban Village.

### 2. Workshop 2 Summary

On April 7, 2015 and April 11, 2015, approximately 110 community members participated in the second workshop for the Urban Village. At this workshop, San José State University's Urban Planning students showed a video featuring East Santa Clara Street residents and business owners responding to questions like “What does your dream neighborhood look like?” and “Is there anything that the East Santa Clara Corridor had in the past that you would like to see again in the future?” Following the video, a team of artists presented a new engagement project for the Urban Village, featuring postcards with portraits of community members and affirmations concerning their neighborhood. Then smaller discussion groups were formed, focusing on the conceptual land use diagram for the Urban Village. After these comments were recorded, the discussion groups completed the “design your street” exercise.

### 3. Workshop 3 Summary (Open House)

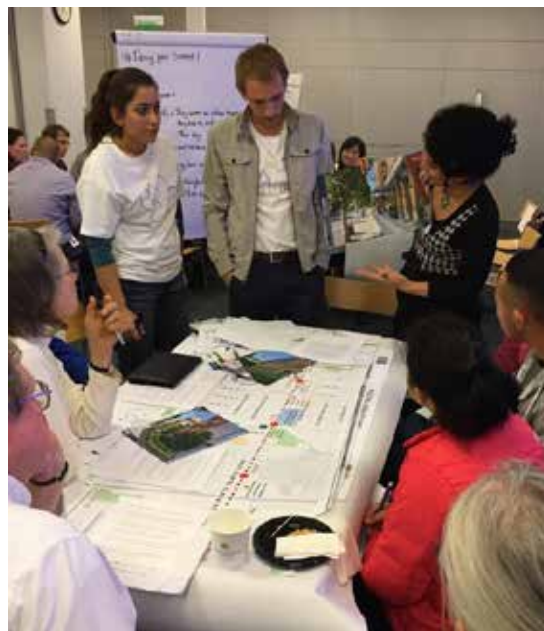
This workshop was held on June 13, 2017 as an Open House, and the public reviewed and provided feedback on the final draft Village Plan. The draft Village Plan was built upon the community input received at the November 2014 and April 2015 workshops.

### 4. Technical Advisory Committee Meetings (TAC)

This committee included representatives from various City departments and VTA. The group met every two months throughout the planning process to coordinate on various Urban Village planning matters, share information, and make decisions as a group.

### 5. Interactive Online Engagement

The City of San José collaborated with Trimble Corporation to use a civic engagement tool called Trimble Feedback, an online platform that allows citizens to input information about their community directly into a database, using their personal phone or web browser. Trimble Feedback is unique because the information gathering is entirely geo-spatial, documenting specific locations of concern or assets within the neighborhood. The survey was open for public feedback on November 12, 2014 and November 13, 2014 and completed by 23 community members following both workshops to capture participant thoughts about the effectiveness of the



Item 6-B4: Mixed use high density



Item 6-B3: Office



Item 6-A4: Mixed use

Left: Workshop participants  
 Above: Images from the "DesignYour Street" workshop exercise.

workshops and how much they learned during the proceedings. Following the workshops, the community input was captured through postcards (see the “Our Lives in this Place” discussion below), which were entered into the Trimble Feedback Survey by the students. A total of 65 comments were received between the online survey and postcards.

### 6. “Our Lives in This Place” Kiosk And Postcards

Another innovative aspect of this Village Plan community-assessment was the collaboration with a team of public engagement artists who prepared a series of postcards on which community members could write down thoughts and ideas about dreams for their neighborhood. The City of San José’s artist team (Robin Lasser, Trena Noval, and Genevieve Hastings) created a kiosk that was moved around the East Santa Clara Street neighborhood, engaging the community and receiving feedback on the Urban Village. “Our Lives in This Place” was written on the kiosk, which featured a series of 28 postcards with portraits and quotes from area residents and invited others to contribute their vision of the future East Santa Clara Street Urban Village.

These methods, along with the production of a video featuring local residents and business owners, and bolstered with extensive interpersonal-outreach to the community, yielded strong turnout at four separate neighborhood workshops in November 2014 and April 2015. These workshops offered an opportunity for over 220 participants to contribute their ideas for their community’s future Urban Village.

### 7. CommUniverCity San José

CommUniverCity San José is a non-profit organization which launched in 2005 as a way to engage students in solving real-life neighborhood issues such as food access, educational attainment, and the built environment. Throughout the development of the Village Plan, CommUniverCity San José was instrumental during neighborhood outreach efforts for the Village Plan workshops as well as assisting during the workshops as facilitators.

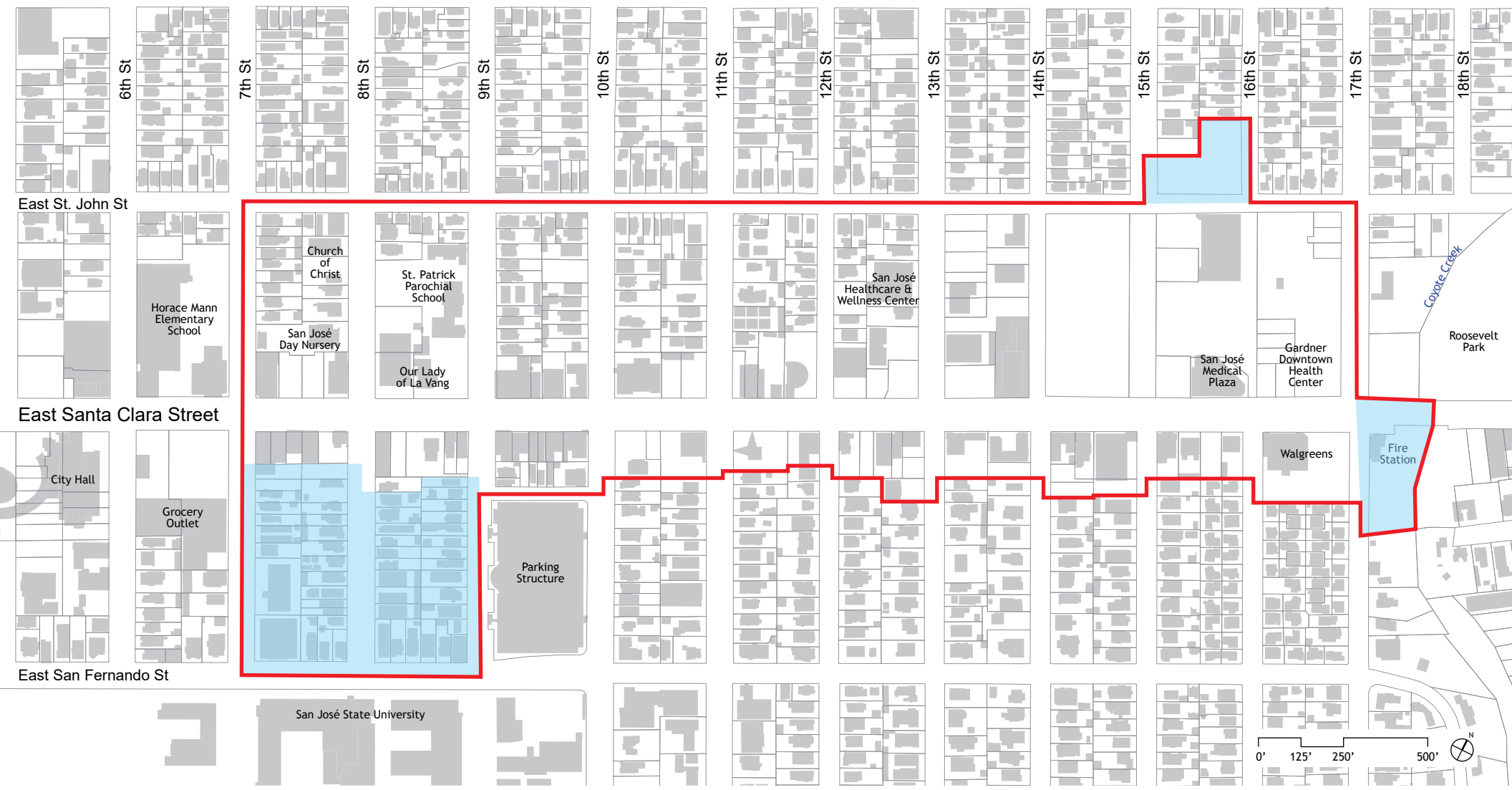


“Our Lives in this Place” kiosk

### 8. San José State University Reports And Outreach

San José State University Master of Urban and Regional Planning students prepared two foundational reports for the Urban Village area. The first document represented the culmination of work during the fall 2009 and spring 2010 semesters, entitled “East Santa Clara Street Corridor-Assessment, Community Engagement Process and Improvement Recommendations (2010).” This assessment of the corridor encapsulated existing conditions and included ideas for future redevelopment and economic revitalization. In fall 2014 and spring 2015, the students prepared their second report entitled “Urban Village Planning-East Santa Clara Street Assessment (2015),” which was a detailed, asset-based assessment of the neighborhood to assist the City’s Planning Division with the first stage of the Urban Village process.

The students played an essential role in the background research and community input process for the Urban Village. The students organized the first community workshops and prepared a video focused on the existing area. Together with City staff, the students



- Urban Village Boundary
- Areas Added to Village Plan Boundary

**Urban Village Boundary**  
Figure 1.3

took extensive notes from each small group table, cataloging the community discussions. Similarly, students prepared a video and took notes capturing the community feedback at the two identical second workshops.

## Changes to the Urban Village Boundary

The General Plan **Community Development Policy CD-7.5** allows for minor modifications to Village area boundaries through the Urban Village Plan process, provided those modifications reflect existing or planned development patterns or other physical or functional characteristics of the area. The East Santa Clara Street Urban Village boundary, which abuts the Roosevelt Park Urban Village to the east and Downtown to the west, was changed from the area designated in the General Plan (an approximately 64-acre area) based on the feedback received from the community during three workshops and meetings with community stakeholders. This change added areas to the north, south, and east of the Village boundary, which now totals approximately 78 acres, as shown in Figure 1.3.

## Relationship to Other Plans and Policies

### ***Envision San José 2040 General Plan (General Plan)***

A major strategy of the General Plan is to transform strategically-identified Growth Areas into higher-density, mixed-use, urban districts or “Urban Villages”, which can accommodate employment and housing growth and reduce the environmental impacts of that growth by promoting transit use, bicycle use and facilities, and walkability. As one of the 70 Urban Villages in San José, the East Santa Clara Street Urban Village is intended to accommodate 850 new residential units and **795 jobs** (approximately **240,000** ~~180,000~~ square feet) of new commercial space by 2040.

### ***Thirteenth (13<sup>th</sup>) Street Strong Neighborhoods Initiative (SNI) Plan***

The planning process for the East Santa Clara Street Urban Village began with the 13<sup>th</sup> Street **Strong Neighborhoods Initiative**

(**SNI**) Plan (13<sup>th</sup> Street Plan) that was completed in March 2002. This SNI Plan covers the majority of the Village area and outlines the community’s vision and land use direction for the area. This Plan’s vision included the protection and enhancement of existing neighborhood character, condition, appearance, and safety, while ensuring the availability of neighborhood services and amenities, for a diverse and vital residential population. The 13<sup>th</sup> Street Plan concepts focused on three elements: Conservation and Development, Circulation, and Public Environment. **For the purposes of development moving forward, the 13<sup>th</sup> Street Plan serves as historic context only.**

The Conservation and Development element focused on the resources and assets of the individual property owners and residents within the neighborhood, their homes, businesses, and property resources. Two overall concepts emerged from the discussions, specifically strengthening of the neighborhood residential fabric and supporting new, compatible residential and commercial development in focused, but limited, areas.

The Circulation element focused on movement along the public rights-of-way within the neighborhood, and looked at various modes of transportation including vehicles, transit, pedestrians, and bicycles. Two overall concepts emerged from the discussions, specifically limiting the regional and inter-community vehicular trips through the 13<sup>th</sup> Street neighborhoods and promotion of safe residential neighborhood streets.

The Public Environment element focused on the design character and quality of the publicly-owned facilities in the neighborhood, including the street environment (roadways and sidewalks), public facilities such as the parks, schools and libraries, and community services that are directed to manage these resources. It also addresses the community services with responsibilities for neighborhood safety and security. The key concepts include improving the streetscape, lighting, and other elements of the public environment in key neighborhood centers, providing improved pedestrian connections throughout the neighborhood, creating a unique physical identity for the area, improving parks, libraries, and schools, preservation of the San José Medical Center or equivalent downtown medical services, and increasing neighborhood safety and security.

## **Greenprint**

The Greenprint is a long-term strategic plan that guides the future expansion of San José's parks, recreation facilities, and community services. The City is undertaking a major update of its existing Greenprint and is expected to complete the process in **early** 2018. As a result, the Greenprint may have additional recommendations for the future of parks and recreational amenities for this area.

## **Housing Policies**

The City of San José ~~is currently working on various~~ has various adopted policies which address displacement and affordable housing policies at a the-Citywide level, including: the Affordable Housing Impact Fee (AHIF), the Inclusionary Housing Ordinance (IHO), the Ellis Act Ordinance, and the Tenant Protection Ordinance. ~~to, and for this reason, these policies are not mentioned in this document.~~ These policies are detailed further in Appendix A: Affordable Housing Baseline Analysis.

## **Transportation Related Plans and Studies**

Multiple transportation plans and studies are in effect or underway that would affect future development in the East Santa Clara Street Urban Village. The City would either lead or be a participant in the development and/or enforcement of the policies and requirements from these plans and studies.

## **Bay Area Rapid Transit (BART) Phase II Corridor and Station Construction Plan**

The BART Phase II Corridor and Station Construction Plan is overseen by the Valley Transportation Authority (VTA) and covers the construction activities for the extension of the BART system from the Berryessa/North San Jose Station to the Alum Rock/28th Street, Downtown San José, Diridon, and Santa Clara Stations. This alignment of the BART system will extend six miles and include a five-mile subway tunnel through the Downtown along East Santa Clara Street. Ridership is anticipated by 2035.

## **BART Phase II Transit Oriented Development (TOD) Strategy and Access Planning Study**

The VTA plans to improve their existing transportation and land use strategies and policies through the BART Phase II TOD Strategy and Access Planning Study. In coordination with City of San José, City of Santa Clara, and BART, the study will provide feasible and implementable land use strategies and financing tools to maximize transit ridership and TOD at the three future BART Stations (Alum Rock/28th Street, Downtown San José, and Santa Clara Stations) and the corridor between them and recommendations to enhance access to the stations and TODs.

## **Complete Streets Design Guidelines**

These Guidelines provide guidance and best practices for developers and the City to build streets that safely accommodate walkers, bikers, and transit takers in addition to vehicle drivers.

## **East San José Multimodal Transportation Improvement Plan**

This Plan is currently in development and is intended to prioritize transportation improvements through East San José.

## **Downtown Transportation Plan**

This Plan is currently in development and is intended to prioritize transportation improvements through the Downtown.

## **Document Organization**

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Chapters 3 **through 7** include goals, policies, standards, guidelines, and action items that are designed to achieve the identified vision for the East Santa Clara Street Urban Village. The **Village** Plan's urban design guidelines work together with the land use, open space, and circulation and streetscape guidelines to guide private and public investment in the **Urban** Village. The document is organized into the following chapters:

### **Chapter 1: Introduction**

Describes the planning area and the **Village** Plan purpose, provides an overview of the planning process, and outlines the organization of the **Village** Plan document.



## **Chapter 2: Vision**

Conveys the community's vision for the East Santa Clara Street Urban Village.

## **Chapter 3: Land Use and Historic Preservation**

Describes planned growth, identifies land use designations, and specifies areas for historic preservation within the Urban Village. This chapter also describes consistency with the Urban Village Implementation and Amenities Framework.

## **Chapter 4: Open Space, Placemaking, and Wayfinding**

Identifies goals, policies, guidelines, standards, action items and potential locations for new publicly-accessible open space, and presents strategies for incorporating plazas, pocket parks, paseos, parklets, public art into the Urban Village. Identifies strategies for wayfinding and community identification signs to enhance the experience for residents and visitors.

## **Chapter 5: Urban Design**

Identifies goals, policies, guidelines, standards, and action items to help realize the design concepts for public and private development.

## **Chapter 6: Circulation and Streetscape**

Presents goals, policies, guidelines, and action items to improve pedestrian, bike, and transit facilities.

## **Chapter 7: Implementation (FDD)**

Outlines implementation strategies to fund the development of identified public improvements and prioritizes a list of Urban Village amenities sought by the community. Future development proposals requiring rezoning for residential uses will be required to comply with the Urban Village Implementation and Amenities Framework.

## **Appendix A: Affordable Housing Baseline Analysis**

Outlines existing housing stock, planned housing, and affordable housing goals and programs.

## **Glossary**

A glossary of terms throughout the document. Terms defined in the glossary are notated in purple text.

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# 2

## IN THIS CHAPTER

Introduction

Vision Statement

Guiding Principles

# VISION

## Introduction

---

The East Santa Clara Street Urban Village (**Urban Village**) encompasses an 11-block area, approximately a mile in length, extending eastward from Downtown San José to the entrance of the Five Wounds/Brookwood Terrace neighborhood. The primarily commercial corridor provides a major east-west connection between Downtown, U.S. Highway 101, and Interstate-680. Areas to the north and south of the corridor consist of single-family and multifamily residential neighborhoods. The corridor is at the center of a very diverse community with a population of 285,000 people within a three-mile radius. In particular, the City's Hispanic, Vietnamese, and Portuguese populations consider the corridor to be an important destination for commerce and entertainment.

East Santa Clara Street, west of 11th Street, was part of the City of San José's original development. The City's boundary was extended eastward from 11th Street to Coyote Creek in the late 19th century when the estate of former Civil War General Henry Morris Naglee was subdivided for residential development, now known as Naglee Park. The Julian/St. James and Horace Mann neighborhoods feature historic homes with notable architectural styles and remain a working class area, housing a diverse range of ethnic and socioeconomic groups. While Downtown San José has changed as developers have built new high-density housing with commercial spaces, East Santa Clara Street looks much as it did in years past, with only the new City Hall and the closure of the San José Medical Center marking major changes. ~~The corridor has lost housing units, mainly from the construction of City Hall and its associated parking garages.~~

## Vision Statement

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Establish the East Santa Clara Street Urban Village as a well-connected, mixed-use, economically diverse, vibrant, affordable, and sustainable destination. This **Village Plan** increases the **capacity of housing supply** and commercial space to accommodate a diverse community and employment opportunities. It promotes a more active and safe district to serve and attract residents, businesses, and visitors, while providing access to adjacent neighborhoods and

amenities including San José State University, Downtown, and East San José.

Prioritize providing an interconnected network of open spaces enriched with placemaking elements designed for people, respecting the existing residential neighborhoods and small commercial businesses, and improving bicycle and pedestrian connections within and through the **Urban Village**.

## Guiding Principles

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The East Santa Clara Street Urban Village guiding principles consist of five defining elements that embody the foundation of this **Village Plan's** goals, policies, standards, guidelines, and action items. Together, these elements represent the community's preferred future development and transformation of the East Santa Clara **Street Urban Village**.

### **1. Preserve and Enhance the Vibrant Business District and Neighborhood**

A priority of the East Santa Clara Street Urban Village is to preserve the area's many existing assets, including Fire Station #8, medical service providers, schools, religious institutions, government agencies, the existing residential fabric, and commercial businesses. The **Village Plan** focuses on enhancing the retail and business environment by activating the sidewalk, providing high-quality urban design, and making streetscape improvements. The **Village Plan** also promotes mixed-use development that incorporates residential with existing and new commercial uses, focusing on tenants who will contribute to daytime neighborhood activity and support the existing residential neighborhoods and businesses. The **Village Plan** respects the existing character of the neighborhood by providing for responsive building heights and density ranges, serving as transitions into established single-family neighborhoods.

### **2. Transform East Santa Clara into a Complete Street**

An increased number of jobs along the corridor, proximity to a future **Bay Area Rapid Transit (BART)** station, and the **new** Alum Rock-Santa Clara **Bus Rapid Transit (BRT)** line means a greater potential

for people to live within a comfortable biking or walking distance to where they work, reducing the strain of auto congestion in San José. These factors also promote healthier lifestyles and reduce greenhouse gas emissions. **The Urban Village is uniquely located to provide access to these expanding multimodal amenities as well as linking to two major freeways.**

East Santa Clara Street will remain a **Grand Boulevard** within the City, serving as a vital east-west connector from East San José to Downtown. However, this **Village** Plan envisions a transformation of this auto-oriented thoroughfare into an exciting and comfortable place of interest and a framework for the **Urban** Village's evolving street life. The ~~East Santa Clara Street Urban~~ Village Plan maintains the existing through-lanes on East Santa Clara Street, while integrating enhanced pedestrian amenities, such as wider sidewalks and enhanced crosswalks, street furniture, new pedestrian street lighting, incorporation of street trees, preservation of well placed street parking, and providing bicycle connectivity where roadway widths allow. Plazas and paseos connecting from these roadways will further enhance the right-of-way environment. The activation of the **new** BRT line and its **new** station at East Santa Clara and 17th Streets furthers the push for multi-modal transit along this Grand Boulevard and will decrease wait times for riders, **linking the area to nearby urban villages and Downtown.**

### **3. Create Memorable Spaces for an Interconnected Community**

The East Santa Clara Street Urban Village will have attractive public spaces that create opportunities for social gathering, foster community spirit, and encourage pride of place. Easily-accessible and highly-visible public spaces are essential components of ~~East Santa Clara Street Urban~~ Village Plan. This **Village** Plan affords important opportunities to bring great public spaces to the **Urban** Village through creating **pocket parks, plazas, paseos, and parklets**. This **Village** Plan encourages a wide range of activities in these public spaces for people with different ages and abilities, for various times of the day and year, and for people alone or in groups, creating an enticing environment by linking together a variety of experiences. An important component of this **Village** Plan is to preserve and enhance existing heritage and integrate new development with old buildings. This **Village** Plan promotes the infusion of public art into public and private spaces that complement

and reinforce its unique character and historic background, thereby transforming the **Urban** Village into a truly memorable place and destination.

### **4. Enhance Connections to San José State University**

The East Santa Clara **Street** Urban Village is uniquely positioned to engage and support **San José State University** students and employees. The University serves as a southern anchor for the **Urban** Village, providing convenient paseos, services, and festivities enjoyed by both students and nearby residents. The **Urban** Village can provide housing, services, amenities, and job opportunities to students and employees alike, as well as provide direct access to BRT, connections to the future BART station, and pedestrian and bicycle facilities directly adjacent to local neighborhoods, schools, Coyote Creek, and Roosevelt Park.

### **5. Strengthen Connections to the Greater City**

Given the East Santa Clara Street Urban Village's central location, it serves a vital function by connecting to Downtown, East San José, and San José State University. This connectivity supports a wide range of uses on both smaller and larger opportunity sites, including medical, research facilities, housing, religious groups, commercial, and retail. Using East Santa Clara Street as a common connection, visitors, workers, and residents of both Downtown and East San José can interact on a safe, active street with direct access to open spaces, parks and trails, pedestrian and bicycle facilities, services and amenities, and various institutions.

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# 3

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# LAND USE AND HISTORIC PRESERVATION

## Introduction

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~~This~~ The Land Use and Historic Preservation Chapter describes how the East Santa Clara Street Urban Village will accommodate the planned growth in the Envision San José 2040 General Plan (**General Plan**), specifically through the type, location, and intensity of future land uses. This chapter also discusses the area's historic character and identifies policies to help ensure that all development in the **Urban** Village is compatible with and supportive of this existing character. The Land Use Diagram (Figure 3.1) and Historic Preservation Overlay Diagram (Figure 3.2) in this chapter are integral parts of the overall vision for the **Urban** Village as a mixed-use, walkable, and transit-oriented place, supportive of the regional role of the Downtown, and with thriving commercial businesses, livable neighborhoods, and attractive urban open spaces. A more specific discussion of policies and guidelines for new development and building renovation within this **Urban** Village, including appropriate building heights by area, is found in Chapter 5 on Urban Design.

## Planned Growth and Objectives

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Consistent with General Plan Implementation Policy IP-5.1, which guides intensification and redevelopment of strategic locations throughout the City, the Land Use Diagram ([see Figure 3.1](#)) identifies the locations and intensities of new development that will accommodate the planned jobs and housing growth. The **Urban** Village is located immediately adjacent to Downtown San José, a significant urban destination and Silicon Valley's cultural and employment center. It is in a strong position to provide for growth and support of the City's strong economic center and regional stature. The **Urban** Village can develop and grow into a vibrant hub of commercial and social activity, specifically for the Northside and Naglee Park neighborhoods to the north and south respectively, and other neighborhoods to the east. In the past, these neighborhoods have lacked their own cohesive center as they are separate from Downtown. This **Village** Plan can provide the tools to build such a cohesive center for these neighborhoods.

~~This Village boundary was expanded through several community-proposed modifications (see Figure 1.3). The most significant change~~

~~extends the Village southward~~ The Urban Village boundary was expanded by the City as a result of several community proposed modifications (see Figure 1.3). The most significant change extended the Urban Village southward over two blocks to East San Fernando Street between 7th and 9th Streets, providing a direct connection to **San José State University (SJSU)**. Developing this link will foster partnerships between SJSU and local industry and businesses, and spark innovation from the juxtaposition of different ideas and experiences. Two other small modifications to the **Urban** Village boundary include the fire station site ~~and East Santa Clara Street bridge~~ bounded by Coyote Creek at the southeast end of the Village, and several properties on the north side of East St. John Street between 15th and 16th Streets. The later site was previously used for parking and uses associated with the closed San José Medical Center and a likely redevelopment site.

### Employment Growth

The East Santa Clara Street Urban Village currently has approximately 500,000 square feet of commercial space ranging from retail shops, professional and medical offices, and restaurants and cafés. The General Plan employment objective for this **Urban** Village is 795 new jobs, establishing a commercial square footage objective of roughly 240,000 square feet, based on the General Plan's assumption of approximately one job for 300 square feet. This represents new employment in addition to jobs associated with existing, vacant, or underutilized office and commercial buildings. This **Urban** Village's location near important civic and employment areas, and proximity to **Bus Rapid Transit (BRT)**, **Rapid and Frequent bus services**, and future **Bay Area Rapid Transit (BART)** stations, supports increased employment in this corridor to further the City's growth as a regional job center, and encourages greater utilization of available and planned regional transit infrastructure to reduce the impacts of automobile traffic and required parking.

### Housing Growth

The planned residential dwelling unit capacity for the East Santa Clara Street Urban Village is 1,650 units, adding 850 units to the existing 800 dwelling units. This increase recognizes the importance of providing new housing **unit capacity** in the **Urban** Village as a means to create a more vibrant and active place, and increase future



ridership of the transit systems along this corridor. The General Plan does not establish a residential unit objective, but rather a maximum number of housing units to be accommodated in this **Urban** Village.

## Land Use Policy Overview

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This **Village** Plan's primary objectives are to retain and revitalize the existing amount of commercial space within the **Urban** Village and fill in gaps to significantly increase both commercial and employment opportunities. New residential uses will also be instrumental in creating a vibrant and walkable place and supporting community goals. The **Village** Plan envisions mid-rise offices, especially on the former San José Medical Center site near adjoining, currently under-utilized office buildings. **The site is currently mostly vacant except for the newer Gardner Downtown Health Center.** The **Village** Plan aims to strengthen the relationship between this section of a major east-west spine in San José with the land uses and activities of Downtown. This helps to secure a future role for East Santa Clara Street businesses as a regional destination within the City.

The **Village** Plan does not establish specific objectives for different types of commercial or employment uses; however, these uses are generally envisioned to be a mix of retail shops and services, and professional, medical, and general offices. The **Village** Plan supports neighborhood-serving retail uses that are small or mid-sized in scale. Large-format or "big box" retail uses which are typically auto-oriented, are not appropriate in this pedestrian- and transit-oriented **Urban** Village. Additionally, since the East Santa Clara Street Urban Village is focused on creating a rich, vital, and inviting pedestrian-friendly environment, new drive-through uses are not supported. While existing auto-oriented uses (such as auto repair, automobile sale and rental, sales of auto parts, **carwashes**, or gasoline service stations) are not prohibited from continuing their operations, these are considered interim uses to be replaced over time by more pedestrian- and transit-supporting uses. The transition to these new uses will be strongly tied to the future timing of streetscape improvements supporting the BRT line (see Chapter 6: Circulation and Streetscape), and the completion of BART into Downtown San José.

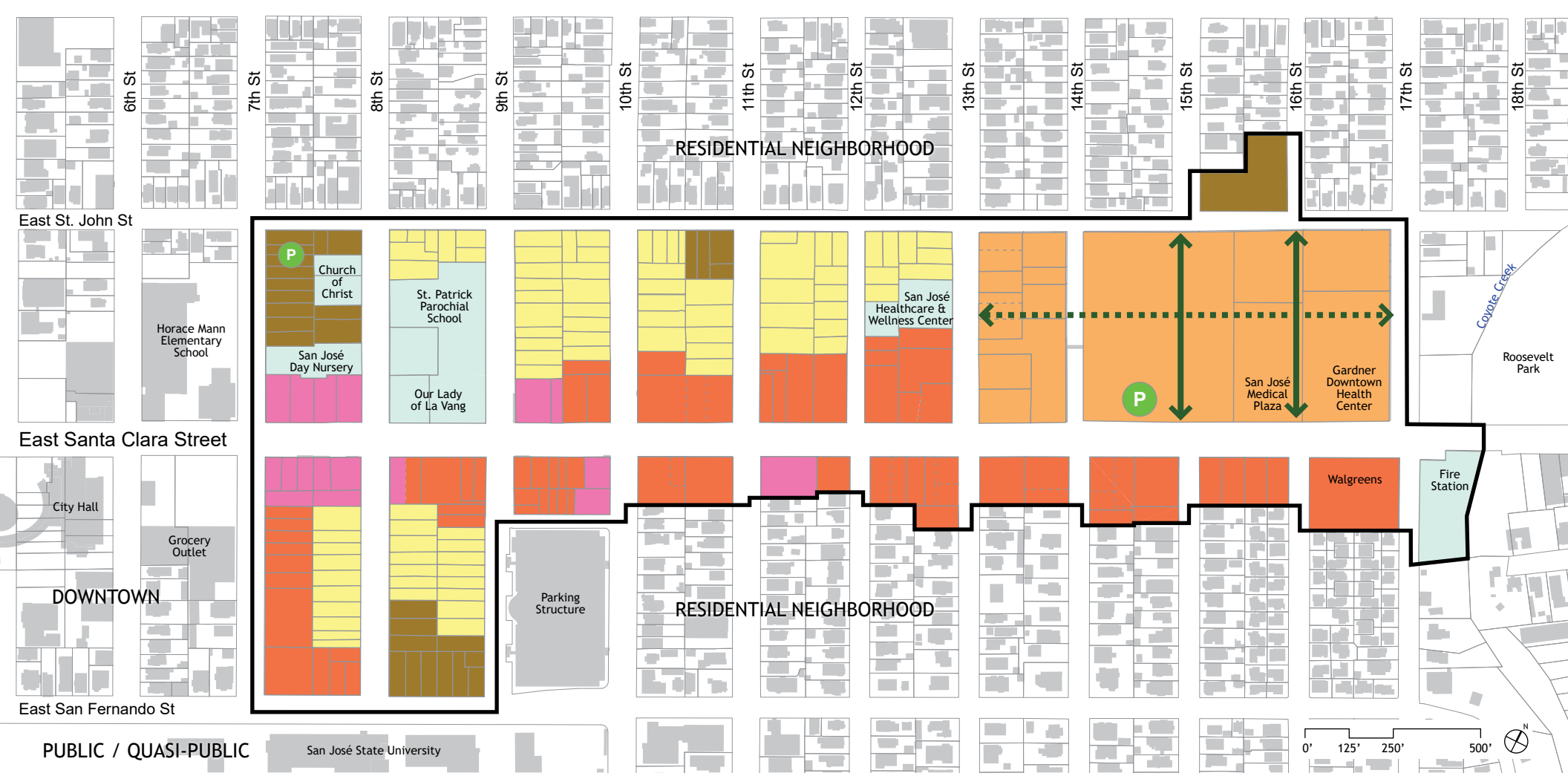
New medium- to high-density residential uses will create an active, walkable great place, particularly by adding vitality during evenings and weekends when fewer City Hall and Downtown workers and SJSU community members are likely to be in the area. The vibrancy and linear retail connectivity along East Santa Clara Street will be created in part by having more people living, working, **and** shopping, and enjoying **this the Urban** Village corridor. To this end, the **Village** Plan encourages residential development to be built at densities somewhat higher than much of the existing development pattern, while still respecting the existing adjacent single-family and multifamily neighborhoods, as well as the character-defining structures identified for preservation by this **Village** Plan.

The following land use discussion is divided into three sections: Land Use Designations, Land Use Policy Overlays, and Land Use Goals and Policies. Additional development specifications can be found in Chapter 5: Urban Design.

### **Urban Village Implementation and Amenities Framework**

As part of the preparation of an urban village plan, the General Plan states, "consider financing mechanisms which may be needed to deliver public improvements, affordable housing, amenities, and the like envisioned with the Urban Village Plan." On May 22, 2018, the City Council adopted City Council Resolution No. 78603 approving the Urban Village Implementation and Amenities Framework (Framework), as maybe amended in the future, to facilitate a rezoning process to allow the conversion of employment lands to residential or residential mixed-use uses consistent with the Framework within adopted urban village plans. The role of the Framework is to:

- 1) Outline a zoning process that will provide a more streamlined entitlement process for developments that are consistent with an urban village plan.
- 2) Provide the community and developers with a mechanism to have residential mixed-use projects build or contribute towards payment for the amenities and additional public improvements identified in an urban village plan.



**Urban Village**

- 55 - 175 du/ac
- Ground floor retail required along East Santa Clara Street
- Upper floors residential or office

**Mixed-Use Commercial**

- 30 - 250 du/ac
- 0.5 FAR minimum commercial development
- Ground floor retail required along East Santa Clara Street
- Upper floors residential or office

**Neighborhood/Community Commercial**

**Urban Residential**

- 30 - 90 du/ac

**Residential Neighborhood**

- 0 - 8 du/ac, or match existing neighborhood up to 16 du/ac

**Public/Quasi-Public**

- Allowed anywhere in the Plan Area

**Urban Village Plan Area Boundary**

**New Pedestrian/Bike Way Required**

**New Pedestrian Way Required**

**P Public Open Space Required (exact location TBD)**

Notes: - See Chapter 5 for Building Heights Diagram.  
 - This Diagram is not a Transportation Diagram. Please refer to the Envision San José 2040 General Plan for the Transportation Diagram.

- Where an existing commercial use redevelops to a Mixed-Use Commercial, Urban Residential, or Urban Village use, the existing commercial square footage must be replaced with at a minimum equivalent new commercial square footage.



*Examples of buildings that could be built in areas designated Urban Village*



*Examples of buildings that could be built in areas designated Mixed-Use Commercial*

## Land Use Designations

To focus future land uses, the East Santa Clara Street Urban Village Plan identifies the location, type, and intensities of employment, mixed-use residential and residential-only development, and publicly-accessible open space. The land use designations applied to the **Urban Village**, as described below, are based on those contained in the General Plan and identify densities in **DU/AC (Dwelling Units per Acre)** and building **FAR (Floor Area Ratio of building square footage to site area)**. These land use designations must be used in conjunction with the goals and policies of this **Village Plan** when considering development proposals. It should be noted that **rezoning may be required for consistency with the land use designations. Furthermore, any future development proposal requiring rezoning for residential components (e.g., land use designation of Urban Village, Mixed-Use, Urban Residential, and Residential Neighborhood) will be required to comply with the Framework. Another consideration is the construction of BART within the East Santa Clara Street corridor may require development of necessary infrastructure in some land use areas, including above-ground structures. While this infrastructure use can be found to be compatible with the Urban Village land use designations, care should be taken in locating and designing such facilities on a given site, as described in Chapter 5: Urban Design.**

### Urban Village

DENSITY: 55 DU/AC to 175 DU/AC  
Commercial/Mixed-Use FAR 0.2 minimum  
(for commercial)

The Urban Village designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses. This designation also allows residential uses in a mixed-use format. Residential and commercial mixed-use projects can be vertical mixed-use with residential above retail, or, where a larger site allows, they can be mixed horizontally, with commercial and residential uses built adjacent to each other in one integrated development. All new development under this designation fronting East Santa Clara Street must include ground floor commercial space oriented to the street.

This **Village Plan** does not establish a maximum FAR for commercial or mixed-residential/commercial development for properties designated Urban Village, but does establish a minimum number of dwelling units per acre for the residential portion of mixed-use projects and a minimum FAR of 0.2 for the commercial portion. The intensity of new development will effectively be limited by the maximum height limits established in this **Village Plan** and shown on the Building Heights Diagram (Figure 5.2), by the transitional height



*Examples of buildings that could be built in areas designated Neighborhood/Community Commercial*



*Examples of buildings that could be built in areas designated Urban Residential*

policies (Chapter 5: Urban Design), and by the Zoning Ordinance parking requirements.

### **Mixed-Use Commercial**

DENSITY: 30-250 DU/AC  
Mixed-Use Residential/Commercial FAR 0.5 to 3.0

This **The Mixed-Use Commercial** designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use, and residential use allowed in a secondary role. New development in this designation should include commercial space equivalent to a minimum 0.5 FAR for mixed-use residential/commercial projects and 0.25 FAR for commercial projects, with a typically appropriate overall FAR of up to 3.0, allowing for a medium-intensity of development. Appropriate commercial uses include neighborhood retail, mid-rise office, medium-scale hospitals or other health care facilities, and medium-scale private community gathering facilities.

Four city blocks at the northeast end of the **Urban Village** are designated as Mixed-Use Commercial. This area was previously developed with the Santa Clara County Medical Center and related medical office facilities. The Medical Center was closed in December 2004 and demolished in early 2011, making this vacant site (**except for the newer Gardner Downtown Health Center**) the most significant

opportunity site within the **Urban Village**. It is anticipated to redevelop at an urban scale with buildings up to 140 feet in height, or about 12 stories, along the East Santa Clara Street frontage, with building heights transitioning down to 45 feet in height (or four stories) along East St. John Street to the north.

### **Neighborhood/Community Commercial**

~~DENSITY:~~ FAR up to 3.5

The Neighborhood/Community Commercial designation supports a broad range of commercial uses such as neighborhood-serving retail stores and services, commercial and professional offices, and private community gathering facilities. New residential uses are not allowed under this land use designation. Uses in this designation should have a strong connection to and provide services for the community. These uses should be designed to promote this connection with an appropriate urban form that supports walking, transit use, and public interaction.

In this **Urban Village**, some properties fronting East Santa Clara Street between 7th and 10th Streets were given the Neighborhood/Community Commercial designation. In addition, the large parcel on the south side of East Santa Clara Street between 11th and 12th Streets was also designated Neighborhood/Community Commercial. This designation was applied to these sites in recognition of the



*Examples of existing single-family homes in the Village*

character of these existing structures and to support the community's desire to retain them as "historic" buildings in the fabric of this **Urban Village**. Unlike the parcels designated as Urban Village or Mixed-Use Commercial, these sites are not anticipated to fully redevelop, although the mix of commercial uses in these buildings could change over time.

### **Urban Residential**

DENSITY: 30-90 DU/AC, FAR 0.7 to 3.0

**This The Urban Residential** designation allows for medium-density residential development and a broad range of commercial uses, including retail, offices, and private community gathering facilities. This designation is used to limit new development to a medium density, providing for a gradual transition between surrounding low-density neighborhoods and other areas suitable for greater intensification. Development in this designation should typically be residential and/or commercial uses over parking.

Due to the existing mix and heights of existing single-family and multifamily residential uses in the areas given this designation, new development is planned to be limited to 45 feet in height (four stories). See the Building Heights Diagram (Figure 5.2) for more information.

### **Residential Neighborhood**

DENSITY: 8 DU/AC (or match existing up to 16 DU/AC),  
FAR up to 0.7 (1 to 3 stories)

**This The Residential Neighborhood** designation is applied to established residential areas within the **Urban Village** currently developed with a mix of single-family residences, duplexes, and small apartments. The intent is to preserve the existing character of these neighborhoods, discourage further intensification, and limit new development to infill projects which closely conform to the prevailing existing neighborhood character as defined by density, lot size and shape, massing, and neighborhood form and pattern. New infill development should improve and enhance existing neighborhood conditions by completing the existing neighborhood pattern and bringing infill properties into general conformance with the quality and character of the surrounding neighborhood.

Existing development within this designation will typically have a density of approximately 8 DU/AC, but in some cases it is applied to areas already developed at slightly higher densities. New infill development should conform to the Urban Village Plan design guidelines, and generally match existing development types and densities along the same street from which new residential units would take direct access. Some infill projects or proposed modifications to existing buildings may also require review through



*Fire Station no. 8*



*Church of Christ*



*San José Day Nursery*



*St. Patrick Parochial School*

the City's Historic Review process, as discussed below in the Historic Preservation section.

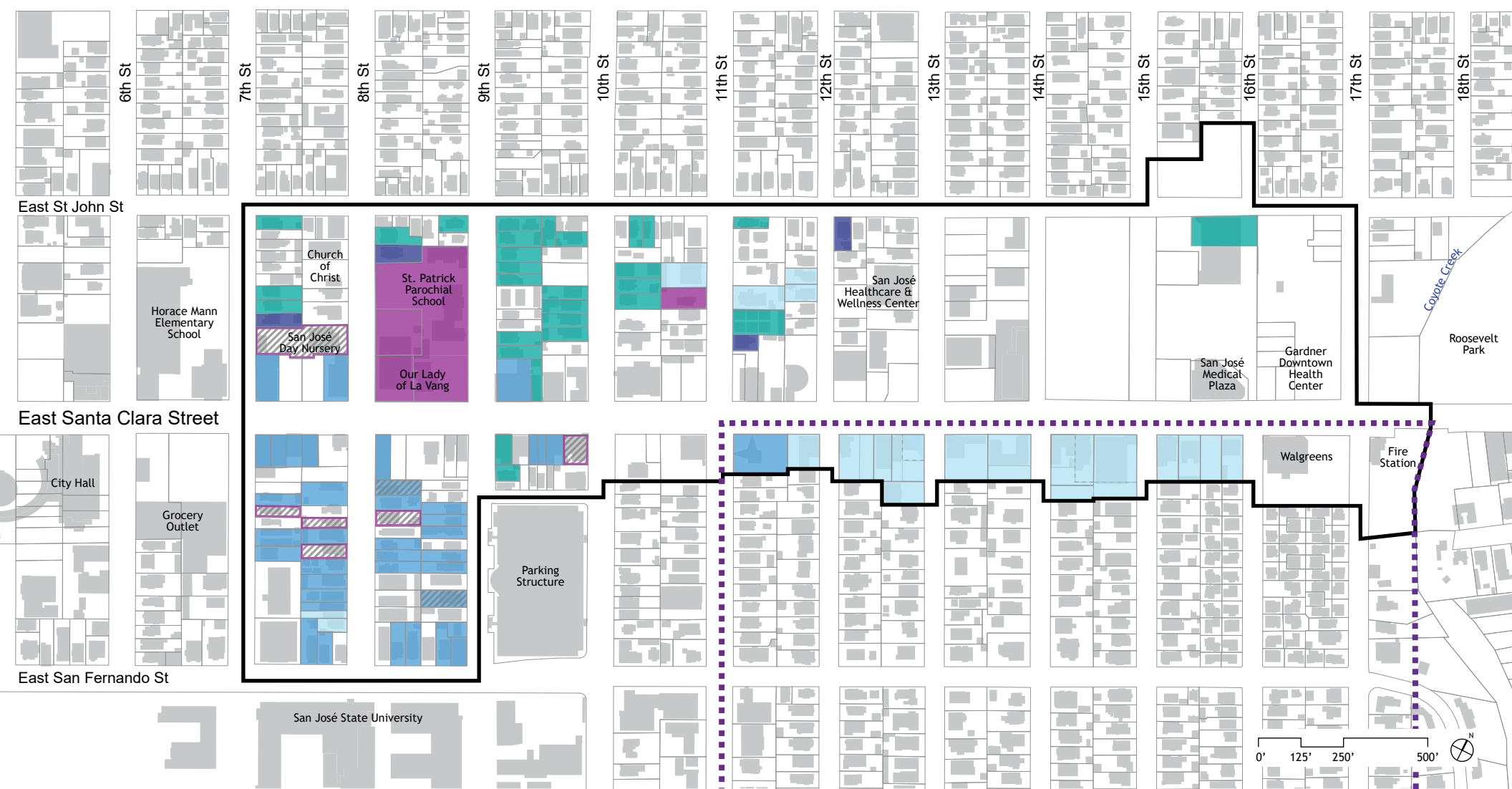
For infill projects where 50 percent or more of the development on the same block (both sides of the street) is developed at a density greater than 8 DU/AC, new development can match the prevailing density if: (1) other policies in the Village Plan are met, (2) applicable design guidelines are met, and (3) development does not exceed 16 DU/AC. For example, on a site bordered by development with a prevailing average density of 12 DU/AC, new development could include the number of units that would most closely match this density, provided that it would also meet the applicable design guidelines, the Village Plan goals and policies, and General Plan goals and policies. Existing residential development in the **Urban Village**, even at a density higher than 16 DU/AC, can be renovated, or even rebuilt in the case of a catastrophic loss, such as a fire (as allowed pursuant to **San José Municipal Code Title 20 for NonConforming Uses and this Village Plan's Historic Preservation Policy HP-1.7, as may be amended in the future**).

### **Public/Quasi-Public**

**DENSITY:**—FAR N/A

**This The Public/Quasi-Public** designation supports schools, libraries, fire stations, and hospitals, and is also used to designate lands used by some private entities involved in the provision of public services such as private schools and daycare centers. Also appropriate are private community gathering facilities, including those used for religious assembly or other comparable assembly activity. The appropriate intensity of development can vary considerably depending on the potential impacts on surrounding uses and which public/quasi-public use is developed.

All the areas designated as Public/Quasi-Public within the **Urban Village** reflect existing uses or uses already under development. These include a City fire station (Station No. 8), St. Patrick Parochial School, the **future** Our Lady of La Vang church, San José Day Nursery, Church of Christ, and San José Healthcare and Wellness Center. While no vacant lands in this **Urban Village** are currently designated Public/Quasi-Public, various types of public/quasi-public uses are appropriate in and important to the life of this **Urban Village**, and can be accommodated in other land use designations.



- City Landmark Site/Structure
- Candidate City Landmark Site/Structure
- Contributing Site/Structure
- Structure of Merit
- Identified Structure
- Eligible for National and/or California Register
- Building Preservation
- Naglee Park Conservation Area
- Urban Village Plan Area Boundary

# Historic Preservation Overlay Diagram

Figure 3.2



*New open space in the Village could include small urban parks or plazas. Programming could include food trucks or neighborhood events.*

## Land Use Policy Overlays

### Historic Preservation

Certain buildings and structures within the Village Plan area are identified for preservation. The East Santa Clara Street community, **CommUniverCity San José**, San José State University’s Planning Graduate students, as well as City of San José staff, have recommended that these buildings be preserved because of their historic or character-defining value to the community. More than 100 buildings within the **Village** Plan area were identified as important to be retained or studied further to determine their historic potential. The City of San José has an **Historic Resource Inventory**, and some, but not all, of the sites identified by the community to have historic or cultural value are included **on in** this Inventory. The preservation and enhancement of these identified structures will promote the existing sense of place and community identity on East Santa Clara Street, and help tell the story of the community’s past.

Given the large number of community-identified historic structures, parcels with a preservation overlay are shown on the Historic Preservation Overlay Diagram (Figure 3.2). This Diagram distinguishes those properties which are already given one of several formal historic designations, from those for which the research and

process needed for possible inclusion on the Historic Resource Inventory list has yet to occur. Future development on sites with the Historic Preservation Overlay should meet all applicable design guidelines in this **Village** Plan for historic structures. The requirements for the design and review process for new development or renovation of structures on sites with the Overlay will vary according to designation status. The goals, policies, guidelines, and action items related to historic preservation are discussed in more detail below in the Historic Preservation section of this Chapter.

### Floating Urban Parks and Plazas

The floating Urban Parks and Plazas category is used to designate general areas, both publicly- or privately-owned, that are intended to include low-intensity open space uses. Given the space constraints of this **Village** Plan area, future plazas will generally be spaces that are developed, owned, and maintained privately, but open to the public. Opportunities for the creation of these types of plazas will occur as properties within the **Urban** Village redevelop with higher-intensity uses.

No actual park or plaza site is identified in this **Urban** Village; therefore, the designation for a future urban park or plaza is indicated on the Land Use Diagram with a green circle with the letter “P”. This symbol represents a “floating” designation and is only intended



to indicate a general area within which a park or plaza should be located. There is one primary location shown on the Land Use Diagram proposed for a new urban park or plaza within the area of the former San José Medical Center property. While the exact size, location, and configuration of ~~such an~~ the urban park or plaza on this block will be finalized only through future development of particular parcels, a high level of interest in preserving the ability to continue a regular farmers' market at this location has been consistently and widely expressed by the Urban Village community. The existing farmers' market operation could provide helpful parameters regarding the appropriate size, shape, and truck and cart access requirements for a future space.

A likely much smaller-scale future urban park or plaza is possible on the south side of East St. John Street between 7th and 8th Streets. This site is designated Urban Residential. A small pocket park or plaza at this location would increase available park and open space to serve the more than one hundred or so currently underserved households within this mixed single-family and multifamily residential area. It would also support the proposed **Bike Boulevard** along East St. John Street with its potential connection to the Coyote Creek Trail within Roosevelt Park. An urban park or plaza at this location would be of a much smaller scale than the park or plaza proposed within the former San José Medical Center property, but similarly would only be finalized with the future development of these parcels.

Until such time as properties are ~~dedicated to or~~ purchased by the City, or privately developed as publicly-accessible urban park or plaza space, development is allowed consistent with the underlying land use designations shown on the Land Use Diagram.

## Land Use Goals and Policies

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### 1. Vibrant Commercial District and Employment Center

#### GOALS

**Goal LU-1.1:** Grow the East Santa Clara Street Urban Village into an economically-vibrant commercial district that serves the surrounding communities, strengthens linkages with Downtown, and supports transit investments in the existing

**Bus Rapid Transit (BRT), Rapid and Frequent bus services, and future Bay Area Rapid Transit (BART) lines.**

**Goal LU-1.2:** Develop mid-rise commercial development, including professional, medical, and general offices, to maximize employment generation in the Urban Village's key opportunity areas, including the mostly-vacant former San José Medical Center site.

#### POLICIES

**Policy LU-1.1:** New commercial development on parcels with a Mixed-Use Commercial Land Use designation in the area bounded by 14th and 17th Streets shall be built at an overall Floor Area Ratio (FAR) of 0.5 or greater. For the purposes of the FAR determination, this area is considered one site regardless of existing or future subdivision or parcelization.

**Policy LU-1.2:** New commercial ~~development~~ development on parcels with a Mixed-Use Commercial Land Use designation in the area bounded by 13th and 14th Streets shall be built at an overall Floor Area Ratio (FAR) of 0.5 or greater.

**Policy LU-1.3:** New development within the area designated as Mixed-Use Commercial ~~should~~ shall be reduced to 45 feet near the northern edge of the site to transition to the existing residential neighborhood as shown in the Building Heights Diagram (Figure 5.2).

~~**Policy LU-1.4:** The overall FAR of the Urban Village shall not drop below 0.2 when new residential development is proposed, unless the land is designated solely for residential uses.~~

### 2. Diversity of Housing

**Goal LU-2.1:** A goal, but not a requirement of individual projects, is to "deed restrict" 25 percent or more of new units as affordable housing, with 15 percent of the units targeting households with incomes below 30 percent of Area Median Income (AMI).

**Policy LU-2.2:** Integration of deed-restricted affordable units within residential developments is encouraged.

**Policy LU-2.3:** Affordable housing should be integrated within the Urban Village by prioritizing the use of the City's affordable housing programs within this Urban Village.

### 3. Mixed-Use Urban Village

#### GOALS

**Goal LU-3.1:** Create a mixed-use Urban Village that supports commercial activity along East Santa Clara and East San Fernando Streets, is pedestrian focused, enhances the quality of life for residents in surrounding communities, and supports existing and planned public transit.

#### POLICIES

**Policy LU-3.1:** New development along East Santa Clara Street and East San Fernando Street with an Urban Village, Neighborhood/Community Commercial, or Mixed-Use Commercial designation shall include ground floor commercial uses fronting the street and wrapping the corner when located on a corner lot.

**Policy LU-3.2:** Buildings along East Santa Clara Street and East San Fernando Street should be designed to accommodate active ground floor uses such as retail storefronts, restaurants, and sidewalk cafés that generate pedestrian traffic.

**Policy LU-3.3:** Any above-ground BART infrastructure, like venting systems, shall be wrapped with commercial space or other active spaces so it is not visible to the public.

**Policy LU-3.4:** Where an existing commercial use redevelops to a Mixed-Use Commercial, Urban Residential, or Urban Village use, the existing commercial square footage ~~must~~ shall be replaced with an equivalent commercial square footage in the new development, at a minimum.

**Policy LU-3.5:** Buildings that specifically serve seniors or individuals with disabilities should be located next to accessible pathways to transit and public services.

**Policy LU-3.6:** Drive-through and self-storage uses are prohibited within the East Santa Clara Street Urban Village.

**Policy LU-3.7:** Existing motor vehicle uses, including auto repair, automobile sale and rental lots, auto parts sales, carwashes, and gasoline service stations may continue their operation as interim uses, but are intended to be replaced with higher-intensity pedestrian- and transit-supportive uses over time. New motor vehicle-related uses are prohibited.

**Policy LU-3.8:** With the redevelopment of the former San José Medical Center site, a publicly-accessible urban plaza/park of a minimum 20,000 square feet at a location visible to East Santa Clara Street ~~should~~ shall be provided by developer.

## Historic Resources Inventory

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As one of the older areas of San José, the East Santa Clara Street Urban Village contains a variety of architectural styles and building types, including Art Deco, Craftsman, Garden, Mission, Victorian, and Modern. The City's **Historic Resources Inventory** contains nearly 4,000 properties; however, the Inventory does not include all of the City's fine historical and architectural resources, as many structures are not yet surveyed and assessed. Still, the Inventory has successfully documented and helped to preserve many valuable historical assets of which San José can be proud. Prominent local landmarks on the Inventory include St. Patrick Parochial School on North 9th Street, and the Tommie Smith Residence on North 11th Street, and The IBM Building 800 (formerly Temple Laundry) on East St. John Street, which is the first IBM manufacturing facility established on the West Coast, and the East Santa Clara Street bridge will require historic analysis and could potentially be placed on the Inventory. Student researchers from SJSU identified more than 15 potential candidates for inclusion in the Historic Resources Inventory in the area between East St. John and East Santa Clara Streets. Environmental reports for development projects in the area, such as the BART Extension Environmental Impact Report, and neighborhood surveys by City staff have identified other potentially important structures for preservation in the Urban Village. Local community members are particularly proud of the many Victorian



Historic buildings along East Santa Clara Street

IBM Building 800

homes and traditional storefronts in the **Urban** Village area, but have expressed concern that many structures have fallen into disrepair.

Existing and potential historic resources within the **Urban** Village boundary are shown in the Historic Preservation Overlay Diagram (Figure 3.2). On the Diagram, sites with existing and potentially historic resources are identified and categorized as described below, and noted in the legend.

### **Naglee Park Conservation Area**

The Naglee Park Conservation Area is bounded by East Santa Clara Street on the north, South 11th Street to the west, Coyote Creek on the east, and East William Street on the south. Six blocks on the south side of East Santa Clara Street within the **Urban** Village are included within the Area. This Conservation Area is noted for fine early 20th century residences in an eclectic variety of architectural styles including bungalows and the Spanish Colonial Revival styles, many architect-designed. The Area is the former 140-acre estate of General Henry M. Naglee, a veteran of the Civil War (1861-1865). His heirs sold the estate under the guidance of T.S. Montgomery, San José's leading real estate developer. Three years after its subdivision in 1902, 1,503 residences had been built. The grounds also included the Naglee House and the still extant Naglee Carriage House at 49 South 14th Street and another at 95 South 14th Street,

both listed on the City's Historic Resources Inventory as eligible for inclusion on the National Register of Historic Places (ENR).

### **City Landmark (CL)**

- **Two 2** located in the **Urban** Village

Each of the over 200 designated City Landmarks in San José represents a physical connection with significant persons, activities, or events from our past. In addition to serving as visible reminders of our historical and cultural heritage, City Landmarks contribute to San José's unique character and sense of place. This uniqueness strengthens the local economy by preserving property values, attracting tourists, and encouraging investment.

### **Structure of Merit (SM)**

- **412** located in the **Urban** Village

A structure determined to be a resource through evaluation by the Historic Landmarks Commission's Evaluation Criteria and for which preservation should be a high priority.

### **Identified Structure on the Historic Resources Inventory (IS)**

- **20** located in the **Urban** Village



*Our Lady of La Vang Rectory on N. 10th Street complements the historic character of the Village without mimicking historic structures.*

Sites or structures deemed to meet the criteria to be considered historic which require further professional reports to determine their ultimate status. Buildings recommended for inclusion on the Inventory were assessed primarily using three criteria: age, integrity, and significance.

- Age: Buildings that are at least 50 years old (younger buildings may qualify if determined to be significant to archaeologists, architectural historians, or community members).
- Integrity: Buildings that have remained relatively unchanged, and have retained physical or architectural integrity.
- Significance: Buildings with historical significance due to: 1) type of building or architectural style, 2) connection to historical figures or events, or 3) potential to provide architectural or archaeological insight into the past.

### **Eligible for Designation on the Historic Resources Inventory for Further Designation**

- **Eight 8** located in **the Urban Village**

Some identified structures on the Historic Resources Inventory are identified as being eligible for further designations at the national, state, or local level.

- Eligible for the National Register (individually) (ENR): A structure, site, or district eligible to be listed on the National Register of Historic Places administered by the Secretary of the Interior, Washington, D.C.
- Eligible for the California Register (individually) (ECR): A structure, site, or district eligible to be listed on the California Register of Historical Resources administered by the State of California Department of Parks and Recreation’s Office of Historic Preservation.
- Candidate City Landmark (CCL): A property eligible for classification as a City Landmark under Municipal Code Chapter 13.48.

### **Contributing Site or Structure (CS) on the Historic Resources Inventory**

- **Four 4** located in **the Urban Village**

A structure that contributes significantly to the historic fabric of the community and, in some cases, to a certain neighborhood. A contributing structure is one that was present during an historic district’s defined period of significance, continues to possess integrity, and relates to the documented historic context.

### **Building Preservation**

- **29** located in **the Urban Village**

These are non-designated historic, culturally- or architecturally-important structures within the East Santa Clara Street Urban Village which should be considered for inclusion on the City’s Historic Resources Inventory for further designation. These structures were identified by members of the community, research by SJSU students and City staff, and through review of environmental documents

prepared for development projects within the area. As such, these structures should be preserved.

## Historic Preservation Goals and Policies

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### 1. Maintain Historic Character

New development should be compatible with adjacent and surrounding neighborhoods, and maintain the historic character of the East Santa Clara Street Urban Village. With this overarching goal, this section identifies policies, guidelines, and action items which are intended to help preserve these existing resources, both those already formally designated on the Historic Resources Inventory or potentially historic and in need of further study, and support high-quality building design as promoted by other sections of the Village Plan. New buildings must be sensitive to and complement the historic character of the Urban Village with form, scale, and detailing. These buildings must reflect the best aspects of the local community character and context, but without mimicking the historic structures.

#### GOALS

**Goal HP-1.1:** Retain and reinforce the existing historic character of the East Santa Clara Street Urban Village area.

#### POLICIES

**Policy HP-1.1:** Strengthen the sense of place that is unique to the character of the East Santa Clara Street Urban Village by preserving buildings and other elements that contribute to its historic character.

**Policy HP-1.2:** Ensure that all public and private development conforms to the historic preservation policies contained in Chapter 6 of the Envision San José 2040 General Plan, adopted City Council Policy for the Preservation of Historic Landmarks, Historic Preservation Ordinance Chapter 13.48 of the City of San José Municipal Code, and Zoning Ordinance Section 8.5 of Chapter 20.80 of the San José Municipal Code.

**Policy HP-1.3:** Ensure that new development within the Urban Village preserves and enhances the historic character of East Santa Clara Street.

**Policy HP-1.4:** Promote the preservation of the positive character-defining elements of East Santa Clara Street, through building and façade preservation, where appropriate.

**Policy HP-1.5:** Preserve buildings and structures, with the priority to preserve and rehabilitate them for their historic use, and secondarily, to preserve and rehabilitate them for a compatible new use.

**Policy HP-1.6:** Preserve the historic structures and buildings shown on Figure 3.2: Historic Preservation Overlay Diagram. Some of these buildings may already be listed on the City's Historic Resources Inventory. Those buildings not currently on the Inventory were identified as important by the community, and should be preserved.

**Policy HP-1.7:** Allow renovation and rebuilding of existing structures at their existing density and for their historic uses if damaged or destroyed during a catastrophic event, such as a fire.

#### GUIDELINES

1. Where new buildings will be immediately adjacent to or between existing historic buildings, the design of the new buildings should respond to the existing structures through use of architectural elements that provide a transition between the old and the new. Architectural treatments may include matching cornice lines, similar wall and roof materials, or similar window and door proportions. Existing parcel lines and lotting patterns should be respected in new construction to retain the rhythm of the urban fabric, and its interest for pedestrians, particularly along street frontages.
2. Adaptive reuse of historically significant structures should maintain the architectural integrity and character-defining elements of the structures with respect to materials, façade treatment, window and door openings, rooflines, and other detailing.

3. New interpretations of historic building styles are encouraged, but the distinction between new and old buildings should be maintained, and new construction should not imitate or mimic historic buildings.

## **ACTIONS**

The following action items are contingent upon receipt of future funding.

**Action Item HP-1.1:** Conduct a formal historic resources survey of the East Santa Clara Street Urban Village Plan area, focusing on sites identified on the Historic Preservation Overlay Diagram, but not yet formally designated on the Historic Resources Inventory, to augment and update previous historic survey efforts.

**Action Item HP-1.2:** Work with the community to nominate potentially-qualifying buildings, structures, or sites as City Landmarks, when appropriate. Designation of buildings or sites as City Landmarks will further denote their importance to the community and to the visiting public.

**Action Item HP 1.3:** Priority should be given to confirm the potential City Landmark status of the IBM Building 800 (formerly Temple Laundry) on the southeast corner of East St. John and 16th Streets given its location within the key opportunity area where significant redevelopment and intensification is expected. The building's status of Eligible Candidate City Landmark would require an additional process through the City's Historic Landmark's Commission to make a recommendation and referral to the San José City Council to formally designate the structure as a City Landmark.

**Action Item HP-1.4:** If warranted by the findings of additional analysis or surveys of area historic resources, explore establishment of a historic district for the East Santa Clara Street Urban Village. If such a district were approved, it would highlight the historic character of this area of San José and could potentially increase the level of preservation, aesthetic, and economic benefits of this Urban Village.

**Action Item HP-1.5:** Explore ways to integrate the East Santa Clara Street Urban Village and its historic structures into existing City programs and community efforts in San José. Such programs and efforts have provided informational Historic Plaques near certain City Landmarks, and have created walking routes in the Downtown. These walks have linked historic districts and other points of interest together to facilitate pedestrian viewing and enjoyment of these resources by residents, Downtown workers, and area visitors. Examples are San José's History Walk, and the Walk [San José] efforts currently underway by the Knight Foundation, elements of which already include sites and walk starting points along Santa Clara Street to the west of this Urban Village.

# 4

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Wayfinding Goals and Policies

OPEN SPACE, PLACEMAKING, AND WAYFINDING

## Introduction

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The Open Space, [Placemaking, and Wayfinding](#) Chapter of the Village Plan offers strategies to both create new, public or publicly-accessible open spaces within the existing and planned context of the East Santa Clara Street Urban Village, and extend and enliven the existing **public realm**. The character and amenities of this **Urban** Village, its location between the Northside and Naglee Park neighborhoods, and its proximity to Downtown San José, City Hall, and **San José State University (SJSU)**, already draw people to this area. ~~It is the~~ The intent of this **Village** Plan **is** to further engage both area residents and visitors, and enhance the identity of this urban community through the creation of more high-quality spaces.

*The **Public Realm** generally refers to all areas to which the public has access (such as roads, streets, lanes, parks, squares, bridges, and open spaces). This includes the publicly-available space between buildings, along with the spaces and the buildings or other structures that enclose them.*

## The Open Space Vision

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This **Village** Plan is intended to support new and existing residents, visitors, and workers in both future development, and in the existing context. Connections to the existing parks and amenities can be improved and expanded. Proposed open spaces can take several different forms: **multi-purpose plazas, pocket parks, paseos, parklets, and temporary public plazas**. Together with high-quality native landscaping, drought tolerant and low-water plants, street furniture, and public art, these types of open spaces can provide much needed opportunities for community recreation and social interaction. Given the 10-block expanse of the Urban Village corridor, carefully-crafted and interspersed urban open spaces can provide opportunities for shoppers, area workers, and other travelers to relax and socialize along the East Santa Clara Street sidewalk. Open spaces can also greatly contribute to the positive identity, visual character, and appeal of the **Urban** Village.

*“As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.*

*More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.”*

*-Project for Public Spaces*

### **Enhanced Connections to Existing Parks and Trails**

Historically, parks in San José were developed as large spaces (one acre or more) providing traditional recreational opportunities such as ball fields, playgrounds, and trails. The East Santa Clara Street Urban Village area is close to three ~~such~~ parks: Roosevelt Park (including access to the future Coyote Creek trail), St. James Park, and Backesto Park. Slightly further afield are Ryland, Selma Olinger, William Street, Guadalupe River, and Watson Parks (see Figure 4.1). **Roosevelt Park** and its community center, located immediately east of the **Urban** Village, provides **ing** a focal point for area community services. The center offers exercise classes, a fitness center, sports, child and adult enrichment classes, summer camps, and digital arts and music programs. A skate park, play areas, handball courts, softball fields, roller skating rink, and other programmed areas are also available. Roosevelt Park’s mature landscaping includes tall shade trees and vast lawns used for passive recreational uses, which can also host large placemaking events (e.g., annual “Viva Parks” program). The park is located in the Roosevelt Park Urban Village and further discussed in that **Village** Plan approved by the City Council on November 19, 2013. Coyote Creek and the planned Coyote Creek Trail can be accessed from Roosevelt Park.

**Coyote Creek** runs generally north-south for the length of the City of San José, with a completed Master Plan for a Coyote Creek Trail system. This trail is included in the City’s Greenprint (under revision, completion due 2018), the Santa Clara Countywide Trails Master Plan Update (1995), and the Santa Clara County General Plan (1995-2010). The identified trail through Roosevelt Park is a



creek-side alignment on Coyote Creek’s east bank, extending south along a street frontage trail to the traffic signal at 19<sup>th</sup> and East Santa Clara Streets. This on-street alignment extends further south to William Street, and then jogs west to a creek-side alignment from Selma Olinder Park to the City’s southern boundary. Access to these creekside amenities would be enhanced by a potential pedestrian/ bicycle bridge across Coyote Creek to connect from East St. John Street, which is being explored as an east-west Bike Boulevard (See Chapter 6: Circulation and Streetscape). A potential bridge would allow cyclists and pedestrians to access areas east of Coyote Creek, including the planned **Bay Area Rapid Transit (BART)** station at Alum Rock Avenue and 28<sup>th</sup> Streets rather than cross or use more heavily-trafficked streets. This is important because East Santa Clara Street will remain the main east-west automobile and **Bus Rapid Transit (BRT)** corridor, and not an identified bike route. More analysis of the feasibility and potential costs of a bridge in this location is needed and encouraged (see Chapter 6: Circulation and Streetscape). **In addition to the potential pedestrian/bicycle bridge across Coyote Creek, the community currently has the East Santa Clara Street bridge, which provides connections from the East Santa Clara Street Urban Village to the Roosevelt Park Urban Village over Coyote Creek.**

The more urban **St. James Park** is located four blocks west of the **Urban Village**. St. James Park marks the City’s first civic center following its conception in 1848 (then called St. James Square). The park offers many amenities, including a gated children’s play area, lawns, mature shade trees, and monuments documenting historical events. A revitalization program already underway will significantly upgrade the park to include a café, restrooms, playful fountain, and performing arts pavilion (Levitt Pavilion). While St. James Park already hosts City-coordinated placemaking events (e.g., “Summer in St. James” and other regional festivals), the City is partnering with the Levitt Pavilion Foundation to bring up to 50 free, publicly-accessible concerts to the Park annually. Concerts and other temporary cultural events are particularly appropriate in this Downtown location.

The 10.5-acre **Backesto Park** is located approximately three-quarters of a mile directly north of the **Urban Village**, and provides lighted ball fields, basketball, hand ball, bocce ball and tennis courts, play areas, and mature shade trees and lawns. Access from the

**Urban Village** to this park is currently most direct by heading north along 13<sup>th</sup> Street.

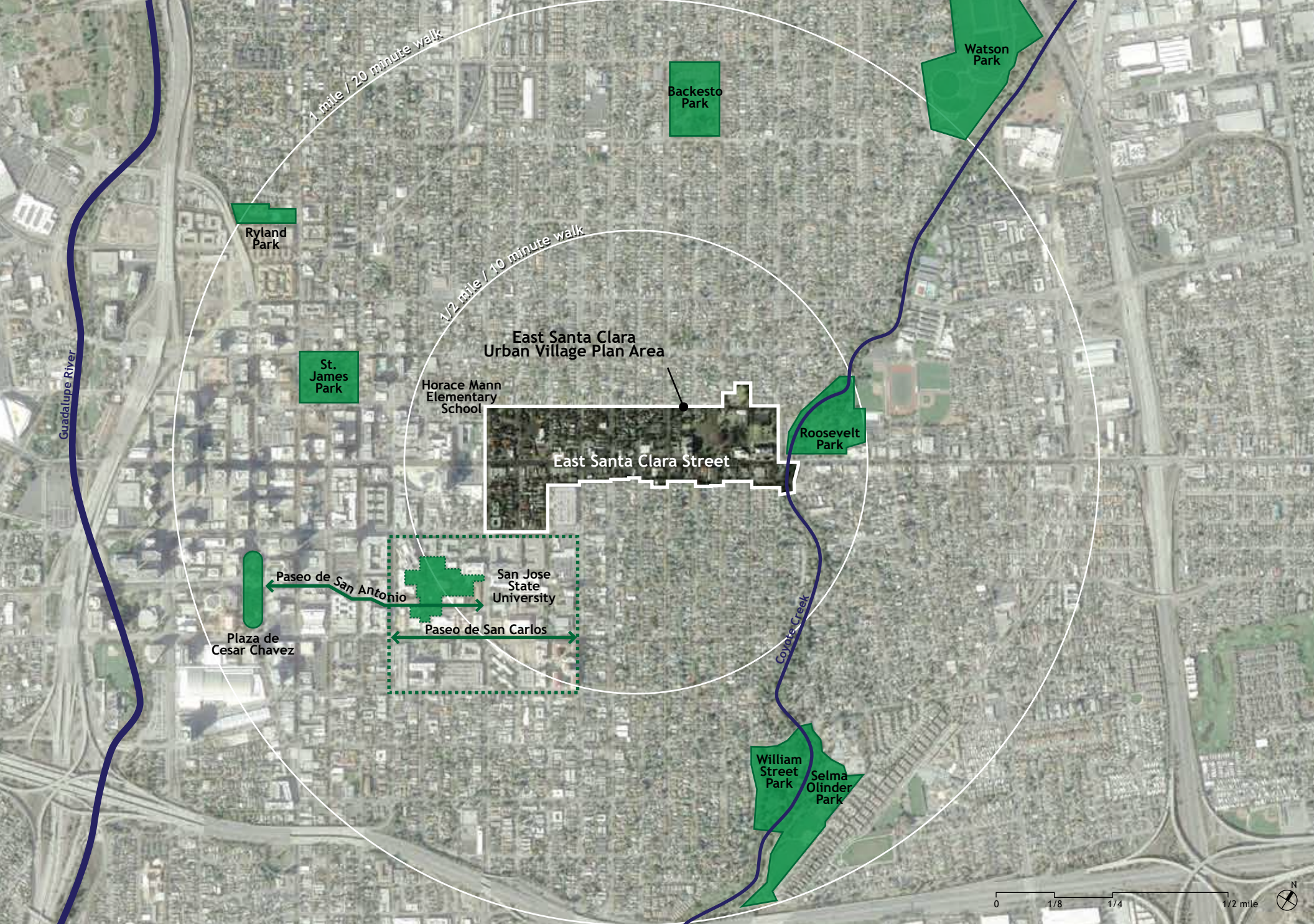
Although not a City-owned park, the **SJSU campus**, located a block south of the **Urban Village**, includes a large landscaped interior plaza, lawn areas, mature shade trees, seating areas, and benches. This courtyard area is easily accessible by pedestrians through several “gateway” openings along East San Fernando Street between 4<sup>th</sup> and 7<sup>th</sup> Streets. This open space is adjacent to the Martin Luther King, Jr. Library, which is a significant community resource and a public-private partnership between SJSU and the San José Public Library System. The Paseo de San Antonio provides a pedestrian-friendly path west to the Plaza de César Chávez, a significant urban plaza.

With three multi-acre City parks, a citywide trail, and a university campus easily accessible from the East Santa Clara Street Urban Village, a key element of the open space vision is to improve the quality and ease of access, and the travel experience for pedestrians and bicyclists from or through the **Urban Village**, to these existing spaces. Connections are impaired or discouraged by existing roadway and streetscape conditions, and by lack of amenities in some places. The Village Plan targets open space additions or enhancements primarily to promote east-west pedestrian and bicycle connections along East St. John and East Santa Clara Streets. Elements such as small plazas, pocket parks, public art, planter-based landscaping, and street furniture can help naturally guide Village visitors and residents between the numbered streets that cross between its main thoroughfares. **The attention to Urban Village wayfinding features and improvements Village will guide cyclists and pedestrians to more pleasant or engaging access routes to existing open spaces in all directions. Concepts to enhance the livability of the sidewalks and other integrated public spaces, and create a sense of place, are discussed below.**

## **Placemaking and New Urban Open Spaces**

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Today, as San José focuses on the design of denser development patterns in Urban Villages, opportunities for open space must be found and created using much smaller and more urban spaces than traditional parks. The small and relatively shallow parcels along



# Existing Open Space Diagram

Figure 4.1

most of the streets place a significant constraint on the amount of new open space that can be provided through the development of any one site. The goal for new urban-scale development to preserve the existing contiguous development pattern, and support extensive investment in **BRT** and **BART**, means that small urban open spaces on the **Urban Village's** east-west corridors are both more appropriate and feasible than a new traditional park. The main exception is the planned creation of at least one large, half-acre community-serving, **privately-owned, and publicly-accessible** open space with any redevelopment of the former San José Medical Center site.

The East Santa Clara Street community has long expressed strong interest in more places to gather and socialize, more green and open space, and more attention to the visual design and aesthetic appeal of the **Urban Village** corridor. Enhancement of these attributes together with the goals and policies of this **Village Plan** to revitalize the commercial areas should work in tandem to create the desired “sense of place” and making the **Urban Village** its own destination. Types of new urban open spaces and how they would fit in this **Urban Village** are discussed below. The second section of this Chapter provides additional discussion on placemaking, including the role of public art and wayfinding elements.

## Urban Open Space Goals and Policies

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Open spaces within this Village Plan are envisioned as either publicly-owned (City) or privately-owned, but publicly-accessible sites. Whether publicly- or privately-owned, open spaces should create a system of recreational space that meets the needs of residents and visitors. Five options to provide new open space in this urban environment are:

1. **Multi-Purpose Plazas**
2. **Interim and Temporary Plazas**
3. **Pocket Parks**
4. **Paseos** (active and passive)
5. **Parklets and Other Outdoor Seating** (curb-cafés)

It should be noted that future developments that are subject to the **Urban Village Implementation and Amenities Framework** may

**consider providing open space or park amenities and improvements.** These **five** open space types are further described and discussed in the following sections.

### 1. Multi-Purpose Plazas

Plazas are likely the best way to provide additional publicly-accessible open space in the East Santa Clara Street Urban Village. Plazas would be spaces open to the public, but could be owned, developed, and maintained privately or publicly. **Future developments that are subject to the the Urban Village Implementation and Amenities Framework may consider providing place making art installations that are viewable to the public or on-site privately owned and publicly accessible open spaces (POPOS) such as plazas.**

#### **Plaza Amenities and Programming**

Plazas should be designed to provide visually-engaging daily gathering places for community members to socialize, as well as space for neighborhood events. Features such as art installations, fountains, and planters with unique plantings and flowers, would draw people to these lively, urban focal points. These spaces could be used for commercial activity such as outdoor seating for restaurants and cafés, and make available space for food trucks and carts, and small farmers' markets. A plaza location should contribute towards the area's strong, positive, and unique identity, and should enhance the system of open spaces and pedestrian flow within the **Urban Village**, particularly as viewed and accessed from East Santa Clara and East San Fernando Streets.

San José City Hall's large public plaza is west of the **Urban Village** at East Santa Clara and 4<sup>th</sup> Streets. This space includes a cooling water feature (wading not permitted) and a vast unobstructed gathering area occasionally programmed for City or public events, but is not heavily landscaped, shaded, or comfortable for day-to-day socializing. A portion of the space includes a large array of metal table and chair units, with shade umbrellas in the summer. While this area is publicly accessible, it is not visible from East Santa Clara Street; however, it does relate to the 5<sup>th</sup> Street pedestrian and bicycle connection into City Hall grounds from East San Fernando Street and SJSU. Any future large public plaza in the **Urban Village** should fill needs not already well met in the area, including a space for a

farmers' market, green space, inviting seating and shade areas for daily gathering and socializing by residents and visitors, and space for locally-coordinated events or displays.

## GOALS

**Goal OS-1.1:** Create plazas that are attractive and vibrant, and provide places for community activities and interaction that contribute to the livability of the East Santa Clara Street corridor.

## POLICIES

**Policy OS-1.1:** As properties along East Santa Clara Street and within the former San José Medical Center site are redeveloped, work with the community and private developers to facilitate the creation of a publicly-accessible, but privately-owned and highly-visible plaza of approximately one-half acre within the new development.

**Policy OS-1.2:** Locate plazas in areas that will support community events such as farmers' markets, art fairs, live music concerts, and other periodic special programming, which can be served by nearby parking.

**Policy OS-1.3:** Locate plazas adjacent to commercial businesses such as retail, coffee shops, and restaurants. Encourage such uses to spill out into the plaza through features such as restaurant seating areas and outdoor displays of shop merchandise.

**Policy OS-1.4:** Integrate temporary or permanent art installations, and other decorative, colorful, or enlivening features.

## GUIDELINES:

1. Create publicly-accessible plazas of a minimum recommended size of 2,000 square feet, with appropriate width and length dimensions to provide for sufficient street furniture, trees, shrubs, flowers and other landscaping, and public art.

2. Locate public plazas so that they will be completely visible from at least one street frontage and, where applicable, be at least 50 percent visible from a secondary street frontage.
3. For plazas designed to accommodate periodic events such as a regular farmers' market, ensure appropriate access and staging access for trucks and vendor carts is provided.
4. Design the sidewalk frontage of a plaza with a minimum of 50 percent of its area free of obstructions.
5. Prepare plazas for pop-up retail at the time of design and construction, including removable bollards and power outlets. Where appropriate, also include **plug and play** and other related infrastructure for musical performances.
6. Provide a variety of seating opportunities such as traditional fixed benches and raised planters or fountain areas with integrated seating, as well as movable chairs to provide flexibility to move seating to achieve sunlight or shade, or to allow temporary usage of areas of the plaza for other purposes.

## OPPORTUNITY SITES

This **Village** Plan identifies two sites with the designation of "Floating Urban Parks and Plazas" on the Land Use Diagram (see Chapter 3, **Figure 3.1**). These two sites, one a key opportunity site for a large highly-visible, publicly-accessible plaza, are discussed below.

**Opportunity Site 1:** North side of East Santa Clara Street between 14<sup>th</sup> and 15<sup>th</sup> Streets, within the former San José Medical Center site.

This **Village** Plan identifies a preferred location for a new, significant **publicly-accessible, but privately-owned** plaza of approximately a half-acre along East Santa Clara Street, to serve as a central gathering place for the community. Such a space could also provide for the continuation of an ongoing farmers' market in the area, and possibly allow other events to help leverage economic activity for adjacent existing and future businesses in the area.



Interim plazas are delineated using temporary materials such as paint and movable planters, and can provide space for outdoor seating and food trucks.

**Opportunity Site 2:** South side of East St. John Street between 7<sup>th</sup> and 8<sup>th</sup> Streets.

Another possible location for a small **publicly-accessible, but privately-owned** open space, potentially a plaza, is along East St. John Street between 7<sup>th</sup> and 8<sup>th</sup> Streets. The residential neighborhood near this location is somewhat underserved by parks and open space. East St. John Street is being explored as a city **Bike Boulevard**, and a small plaza or open space would be an enhancement to the bike route and an amenity for area residents. This plaza/open space is envisioned to be considerably smaller than that of Opportunity Site 1.

## 2. Interim and Temporary Public Plazas

Interim and temporary public plazas are spaces that are transformed into temporary pedestrian spaces and can provide a variety of public activities. **These are typically inexpensive temporary improvements to existing paved areas (usually streets or existing large asphalt areas) into spaces for pedestrians and bicyclists.** The temporary improvements usually include movable seating, planters, bollards, etc.

### Interim Public Plazas

An interim plaza is delineated using temporary materials, such as paint, signage, or movable planters. These public spaces can have community and economic benefits by allowing outdoor seating and space for food trucks, and providing for live music **and performances**, or display of public art. An interim plaza can be used to develop and test community ideas and support for temporary use of public spaces before a formal public improvement project is implemented, or a publicly-accessible, privately-owned public plaza is created as part of a new development.

### Temporary Public Plazas

Temporary public plazas include temporary activation of an underutilized urban space, such as a private office parking lot on weekends. Programming for temporary plazas can include art installations, food trucks, live music **and performances**, outdoor movies, music performances, and **pop-up retail**.

### GOALS

**Goal OS-2.1: Promote the development of interim and temporary public plazas (either public or privately-owned and publicly-accessible) in appropriate locations when opportunities arise.**



Farmer's markets can be located in temporary or permanent plazas.



Temporary plaza edge furnishings can include planters, bollards, and stones.

## POLICIES

**Policy OS-2.1:** Support holiday events, food or craft markets, temporary public art installations or exhibits, and even music and dancing, to make interim/temporary plazas vibrant centers of activity, and neighborhood and regional destinations.

## GUIDELINES:

1. Design of a temporary plaza configuration should consider freight loading, accommodation of bike racks, and plaza drainage.
2. Interim plazas should have a defined edge with large fixed objects and a durable material for the plaza surface. Movable furniture, umbrella shade, electrical access, heavy planters, granite blocks, and bollards (to mark the edge of the space) can be incorporated into the space. Any street furniture can be painted, stained, or treated with a water seal to enhance its visual appeal and longevity, and should be well maintained.
3. The design of the interim plaza should be compliant with the Americans with Disabilities Act (ADA) guidelines and should also consider access by the visually-impaired.

## ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item OS-2.1:** Work with the community, business owners, and developers to identify sites that could qualify for interim/temporary plazas and facilitate the implementation of such plazas at these locations.

**Action Item OS-2.2:** Use a prototyping and active programming approach on sites that are potential spaces for permanent plazas to facilitate appropriate frequent plaza activation.

### 3. Pocket Parks

Pocket parks contain landscaped areas and neighborhood-serving amenities. Pocket parks are typically built on single lots, often irregularly-shaped pieces of land. Pocket parks would ideally be owned and maintained by private development. They may be constructed by residential or mixed-use developers on private property and then made accessible to the public. Pocket parks are intended to have areas to socialize, sit, and relax, and may include small children's play areas.

## GOALS

**Goal OS-3.1:** Pocket parks should provide opportunities for relaxing or meeting with friends, create green and live plantings in smaller areas, and expand the extent of permeable surfaces to increase water infiltration.

## POLICIES

**Policy OS-3.1:** As properties along East Santa Clara, East San Fernando, and East St. John Streets develop with higher-intensity uses, the City, the community, and private developers should facilitate the creation of pocket parks within new development.

**Policy OS-3.2:** New pocket parks should be encouraged to be supportive of nearby businesses, and allow flexible expansion of business into these spaces on a regular or seasonal basis, potentially providing additional incentive for businesses to locate in the area.

**Policy OS-3.3:** Pocket parks shall be highly-visible and accessible from adjacent streets.

**Policy OS-3.4:** Pocket parks shall have direct sunlight, sufficient shade during the warm months, and a generous amount of seating.

## GUIDELINES

1. Pocket parks should be a minimum of 2,000 square feet in size.
2. Pocket parks should reflect the design and placemaking elements of the surrounding urban character through use of architectural styles, signage, color, texture, choice of materials, and other elements.
3. New residential and commercial uses should be encouraged to locate building entrances, windows, outdoor seating, patios, and balconies to overlook park spaces.
4. A dog park could be considered as a part of a pocket park, where appropriate.

5. Pocket parks should have some movable chairs and tables to allow flexibility in seating arrangements.

## OPPORTUNITY SITES

**Opportunity Site 1:** South side of East St. John Street between 7<sup>th</sup> and 8<sup>th</sup> Streets. One potential location for a pocket park is along East St. John Street, the more residential east-west corridor in the East Santa Clara Street Urban Village. The residential neighborhood near this location is identified as somewhat underserved by parks and open space. A pocket park or plaza could also provide an amenity for users of the identified bikeway. This pocket park opportunity site is also listed above as a possible open space plaza location.

## 4. Paseos

Paseos are generally provided in two formats: passive or active linear space. Paseos are particularly important to consider and design as new, mid-rise urban development is proposed, to ensure the livability of abutting residential neighborhoods, and maintain and enhance connectivity through the Urban Village, between new and established uses.

## GOALS

**Goal OS-4.1:** Provide pedestrian and bicycle connectivity, green buffers, and additional spaces for art installations, sale of merchandise, and small food vendors through the use of paseos within the East Santa Clara Street Urban Village.

## POLICIES

**Policy OS-4.1:** Incorporate green paseos as an integral part of the street network system to create maximum pedestrian and bicycle connectivity.

**Policy OS-4.2:** Employ paseos when new development abuts existing neighborhoods, where such a feature would facilitate the continuation of an existing paseo or provide a new or extend an existing connection to an adjacent site.

#### **4-1. Paseo as a Passive Linear Space: Green Buffer**

A paseo can function primarily as a green buffer that visually screens more intensive development from an abutting single-family neighborhood while providing circulation paths. These buffers can function like green alleys providing pedestrian and bike access only, or be shared with cars.

#### **POLICIES**

**Policy OS-4-1.1:** New developments should provide paseos that run parallel to East Santa Clara Street and separate new development from single-family and other existing residential uses, where appropriate. Paseos should create green space and pedestrian and bicycle circulation within and through large-scale developments which extend across one or more city blocks.

#### **GUIDELINES:**

1. Ensure an appropriate scale of the width of the paseo to the height of adjoining new development to avoid the “canyon” effect, and so users of the paseo have access to sky views and sunlight. Typically, a paseo should be a minimum of 20 feet wide between buildings.
2. To ensure pedestrian safety, consider pedestrian lighting (e.g., bollards). No light source shall be directed skyward.
3. Construct green alleys/paseos with low-impact and permeable paving materials to efficiently manage any **stormwater** runoff and minimize the **heat island effect** of large areas of paving.
4. The dual use of paseos and Emergency Vehicle Access (EVA) is potentially acceptable; however, the primary design of the space should be for green open space and not as an ancillary use to an emergency roadway.

#### **4-2. Paseos as Active Linear Space**

A paseo can provide an opportunity for other activities that are possible in a linear spaces such as seating areas and public art

display. This type of paseo is intended to encourage users to linger and socialize, and not just use the circulation path as a throughway.

#### **POLICIES**

**Policy OS-4-2.1:** At the time of new development of sufficient size, provide a paseo that can function as an active linear public space, creating pedestrian and bicycle connectivity to adjacent sites, but also providing more intensive uses in the area, possibly including small “pocket” area expansions along the main spine, to allow adjacent uses to “spill over” the edge of the paseo, such as café seating.

#### **GUIDELINES:**

In addition to the passive paseo guidelines above, active paseos should:

1. Contain at least one circulation path at least eight feet in width.
2. Have direct sunlight and a sense of openness, and be designed at a human-scale.
3. Be open to traffic only for loading and unloading purposes.

For more policies and guidelines on paseos and mid-block connections, and a case study example, refer to the Case Study Opportunity Sites in Chapter 5: Urban Design.

#### **POTENTIAL OPPORTUNITY SITES**

One future opportunity in this **Urban Village** is to use paseos to provide through-connections running parallel to East Santa Clara Street, and to buffer existing residential uses from new development within the former San José Medical Center site. Paseos would act as green buffers and enhance the transition zones within future development as it is “stepped down” from the allowed 140 feet or 12 stories on the East Santa Clara Street frontage, to 45 feet along the East St. John Street frontage. The role that paseos could play in the redevelopment of the former San José Medical Center site and adjacent office uses will need to be carefully coordinated with the design of the overall transportation and circulation system for the



area (refer to Chapter 6: Circulation and Streetscape). This site is envisioned to contain two paseos:

1. A passive paseo between new two-to-three story development on the East St. John frontage (between 13<sup>th</sup> and 17<sup>th</sup> Streets) and the area of buildings allowed up to 12 stories in height, and
2. A parallel, more active paseo within the new development area with building heights of up to 140 feet. This active paseo should be designed particularly to relate to and support ground floor commercial activities, such as coffee shops, and include small areas for gathering in addition to providing bicycle and pedestrian connectivity.

### 5. Parklets and Other Outdoor Seating (Curb-Cafés)

Parklets and other outdoor seating are very small open space areas in the public right-of-way. Parklets are created through the conversion of one or two parking spaces into more pedestrian-oriented, active open spaces, while other outdoor seating located on the sidewalk are typically associated with a particular business. This versatile micro-park can be designed for a wide variety of locations, sizes, or shapes, and can be programmed for flexible durations and activities. Several parklets in San José are popular, almost permanent fixtures along South First and East San Fernando Streets in Downtown.

Implementation of a parklet program within the East Santa Clara Street Urban Village could enable the selective replacement of some public right-of-way parking spaces with These spaces are public-serving amenities with features like planters, trees, tables, chairs, or public art, to create attractive “staying places” and a more inviting atmosphere. Parklets-These amenities can increase the foot traffic, enhance economic development vitality for restaurants and cafés, and contribute to the vibrancy of the pedestrian environment along streets, particularly at commercial locations.

In San José, parklets and other outdoor seating (or curb-cafés) are the product of a partnership between the City and local businesses, residents, or neighborhood associations. This program includes criteria for the design of a parklet/curb-café, including the street speed limit of 25 miles per hour (mph) or less, or if street is on a Primary Bike Corridor. Both East Santa Clara and East San



*Curb-café Parklet outside the Garden Theatre on Lincoln Avenue*

Fernando Streets are posted at 25 mph, although traffic volumes and operation of the BRT line may make development of parklets more difficult on East Santa Clara Street. East St. John Street, however, is posted as 20 mph, and is being explored as a future Bike Boulevard. Parklets may also be a useful open space tool as the former San José Medical Center area is redeveloped. City approval of any parklet or other outdoor seating requires conformance with the City of San Jose Municipal Code, as may be amended in the future. a maintenance agreement executed by the adjacent business owner, property owner, or neighborhood association for the maintenance of the parklet, which must include sufficient liability insurance.

### GOALS

**Goal OS-5.1: Encourage the use of parklets and other outdoor seating (curb-cafés) within the East Santa Clara Street Urban Village to provide increased open space for social interaction, support the area’s small restaurants and cafés, and provide more width for the sidewalk area to include amenities like seating and landscaping.**



*Mural at the Barbers barbershop at 332 East Santa Clara Street*

## POLICIES

**Policy OS-5.1:** At the time of new development, work with the developer to locate a parklet **or other outdoor seating** near existing or planned restaurants, cafés, and cultural or social institutions.

## GUIDELINES:

1. Locate parklets at least one parking space away from the street corner to retain adequate visibility for drivers, cyclists, and pedestrians using the intersection.
2. Create parklets **or other outdoor seating** in locations with existing pedestrian activity **or where sidewalks are not wide enough to accommodate the current volume of pedestrians.**
3. Design parklets **or other outdoor seating** to provide adequate clearance for automobile drivers to access any nearby driveways **and for pedestrians to make use of the sidewalk as required.**

4. ~~Ensure that the curbside/parking lane of a proposed parklet site is at least eight feet wide from the curb to the adjacent bicycle or vehicular travel lane.~~
5. ~~Locate parklets in red zones only when approved by the City of San José Department of Transportation.~~
6. ~~Locate parklets at least 15 feet away from any fire hydrant.~~
7. Design parklets **or other outdoor seating** to allow access to public utilities, access panels, valves, building standpipes, and other similar features.

~~For more information, refer to the City of San José Department of Transportation's brochure on criteria for the San José Curb Café Pilot Program.~~



Existing art boxes in the Village



Art fence in the Northside neighborhood

## ACTIONS

The following action items are contingent upon receipt of future funding:

**Action Item OS-5.1:** Streamline the parklet approval process to establish a parklet program that includes guidelines for prototyped/pre-constructed components, and standard approaches for maintenance and insurance to facilitate the process for developers and business owners, reduce costs, and streamline the approval process.

## The Placemaking Vision

The East Santa Clara Street Urban Village is located next to Downtown and near SJSU. This Village Plan contains strategies to strengthen the connections of this Urban Village to these areas and enhance their identities. Public and private art and streetscape amenities can also play a vital role in increasing the sense of place within the Urban Village, potentially reinventing East Santa Clara Street as a pedestrian promenade where residents and visitors

spend time eating at an area restaurant, browsing the shops, or enjoying the art displays. Public art and private art that is publicly viewable, and other design elements can reflect and respond to the historic character of existing structures in the Urban Village, integrate with existing and new commercial activities, reinforce the area's walkability, and enhance the identity of this urban community. Future developments that are subject to the the Urban Village Implementation and Amenities Framework may consider providing place making art installations that are viewable to the public.

There are many opportunities to weave public art and private art that is publicly viewable, color, and architectural design elements into the public areas and private areas that are visible to the public in this Urban Village. There are many opportunities to weave public art, color, and architectural design elements into the public areas of this Village to help make it a destination. Residents and participants in Urban Village public meetings highlighted an interest in more color and vibrancy on the Urban Village's main streets, and expressed the desire to better preserve some unique elements of its older buildings, including the architectural details and tile work (as seen on buildings and the East Santa Clara Street bridge).



*Crosswalk at Paseo de San Antonio and South 4<sup>th</sup> Street.*



*Pedestrian mile marker example.*



*Public art can be incorporated into streetscape elements such as bus shelters and bike lanes.*



Public art and private art that is publicly viewable can be incorporated into new commercial and residential development, BRT stations, plazas, and into the public rights-of-way, including the sidewalk and potentially any median or bulb-out areas. Public art and private art that is publicly viewable in this Urban Village could be designed as separate, more traditional sculptures or murals, but could also be incorporated into the infrastructure and amenities of areas such as sidewalks, future plazas or parklets and other outdoor seating, wayfinding elements, stormwater and transit systems, and lighting fixtures. Public art and private art that is publicly viewable can be either temporary or long-term, and can include a range of artistic expression, both visual (painting and light displays) and audio (musical events and performances) within parks or plazas.

The community's interest in the addition of color and vibrancy can be promoted through colorful tilework integrated into landscaping planters, fountains or other decoration within the public right-of-way (like the East Santa Clara Street bridge), and other publicly-accessible plazas and seating areas. New street furniture, shade structures, and movable seating can also be constructed with colorful finishes. Even utility boxes located along the public sidewalks can provide a canvas for color and community-inspired artistic expression. The Art Box Project SJ underway in various parts of San José provides a strategy for bringing interested artists and local communities together to create individual works of art for enjoyment

by residents and visitors alike. Three such art boxes are located within this Urban Village.

1. *Location:* East Santa Clara and South 13<sup>th</sup> Streets  
*Artist:* Mona Lemon  
*Sponsor:* Naglee Park Neighborhood Association Native American Indian theme art box
2. *Location:* North 7<sup>th</sup> and East Santa Clara Streets, across from Horace Mann School  
*Artist:* Michael Borja  
*Sponsor:* Horace Mann Neighborhood Association
3. *Location:* East San Fernando and South 9<sup>th</sup> Streets, on the San José State Campus  
*Artist:* Elizabeth Montelongo  
*Sponsor:* Anonymous community member

Business owners can play a role as well in taking care to maintain building façades, upgrade existing signage, and help “take ownership” of their local piece of the public realm. Businesses can be encouraged to add colored awnings of metal or fabric on the façades of their establishments, where appropriate. Planter-based landscaping near commercial businesses and elsewhere in the public right-of-way can include seasonal flowering plants, in addition to other year-round green plantings. It should be noted that



Example of a neighborhood discovery map that guides visitors to art installations and other points of interest.

while the community has often expressed great interest in green landscaping and planters with flowers along East Santa Clara Street, a maintenance strategy for appropriate watering and other routine care, possibly through the business owners and operators, would be required.

Community members can help identify opportunities for public art, and provide input to inform the design and programming of the art. Business owners, property owners, and residents can initiate public art projects or event programming, obtaining guidance from the City when needed. Artists should be integrated early into the design of public infrastructure and private development as they can identify new ways of project delivery to enhance the outcome of the art. The location of two schools, St. Patrick Parochial School within the Urban Village and Horace Mann Elementary School immediately adjacent on 7<sup>th</sup> Street, create the enticing possibility of a program to highlight art by students in a publicly-accessible display on a rotating basis within the Urban Village. Such displays would be visually engaging for frequent users of the corridor, and would likely bring members of those school communities more frequently into the

Urban Village. The addition of successful public art would contribute to the development of the Urban Village as a great place with its own memorable identity.

### A Pedestrian Promenade

Future art installations could be strategically placed to help create a “pedestrian promenade” along East Santa Clara Streets, from 7<sup>th</sup> to 17<sup>th</sup> Streets, for walkers to “discover” these and other unique elements of the neighborhood. Many neighborhoods across the United States have worked to create concentrations of art installations that can make the neighborhoods appealing to visitors and improve the economic vitality and walkability of those places. For example, the Fremont neighborhood in Seattle has a discovery map that guides visitors to the different art installations and other points of interest throughout that neighborhood.

Another concept to explore within this Urban Village is to meld the strategy for adding public art, design, and color with the Plan’s open space vision to enhance connectivity to existing parks and trails.



*Existing artwork along East and West Santa Clara Streets downtown.*

This would promote recreation and good health for **Urban** Village residents. The multi-block stretch of flat sidewalk on either side of East Santa Clara Street is ideal for the creation of a series of marked “stations” indicating a pedestrian’s achieved walk length, perhaps in eighth- or quarter-mile increments, to facilitate individual goals for routine exercise. These could be noted in different colors to mark passing a half- or whole-mile while walking in either direction. Including markers on both sides of East Santa Clara Street would allow pedestrians to walk a loop and to select sun or shade. A public water fountain at a point along this walk would also be supportive of the recreation and health goals for San José residents included in the **Envision San José 2040 General Plan**. Distance markers could begin simply as painted notes/stencils on the sidewalk, tiles inset into the sidewalk, or as some other type of vertical marker. Coupled with other wayfinding signage as discussed later in this chapter, including compatible signage with distances from the **Urban** Village to area parks, City Hall, or the Coyote Creek Trail access, this could potentially provide an easy daily walking “challenge” for many people.

Other additional pedestrian-focused improvements which would help enliven this sidewalk promenade, and create a fun, safe, and enticing atmosphere, include installing bulb-outs at intersections along streets and adding additional lighting. Bulb-outs at the numbered street intersections would serve to reduce pedestrian-crossing distances and provide spaces for additional landscaping

and pedestrian-scale bollard lighting. Colored crosswalks similar to the one at 4<sup>th</sup> Street and Paseo de San Antonio across the numbered streets can be explored within the **Urban** Village, if mechanisms to fund installation and maintenance are identified. A careful inventory of the existing pedestrian environment to identify dark stretches is needed. Implementation of additional pedestrian-scale public lighting and landscaping could then be pursued to improve these areas. These improvements would support recreational walking before and after traditional work hours, and on the weekends.

## **Placemaking Goals and Policies**

In addition to the creation of inviting and accessible public spaces with appropriate amenities, the incorporation of color, design, and public art can play a key role in placemaking in the East Santa Clara Street Urban Village. Specific goals and policies to bring public art into the **Urban** Village are described below.

### **GOALS**

**Goal L-1.1: Promote a diverse and stimulating art presence to enrich the historic identity of the East Santa Clara Street Urban Village, enhance the walking experience, and improve the economic vitality of this **Urban** Village.**

## POLICIES

**Policy L-1.1:** Integrate public art and private art that is publicly viewable with additions of color and other design elements which reflect those in historic or culturally-significant buildings within the Urban Village, such as painted tiles, or colored tile trim on planters and street furniture.

**Policy L-1.2:** Create and locate public art and private art that is publicly viewable to play a significant role in new development and implementation of all types of projects including commercial, multifamily residential, common open spaces, transportation facilities, and stormwater management systems.

**Policy L-1.3:** Ensure that public art and private art that is publicly viewable is considered in development of publicly-accessible open spaces and public facilities, including sidewalks, streets, parks, plazas, transit stops, wayfinding systems, community facilities, and stormwater management areas.

**Policy L-1.4:** Include artists early in the design of public infrastructure and private development to help create a sense of place, and enhance the quality of experience in the area.

**Policy L-1.5:** Engage the surrounding community to ensure that public art and private art that is publicly viewable reflects the history and cultural values of the area and surrounding community. Consider targeted outreach to area schools and San José State University to help engage students to create and display art.

**Policy L-1.6:** Incorporate public art and private art that is publicly viewable in community-gathering spaces, BRT stations, and streetscape elements to enrich the pedestrian and bicyclist experience.

**Policy L-1.7:** Encourage local business owners and resident groups to initiate cultural events that help foster a strong arts community in the Urban Village.

**Policy L-1.8:** Design public art and private art that is publicly viewable to respond to both day and nighttime activities.

**Policy L-1.9:** Incorporate public art and private art that is publicly viewable into streetscape elements such as crosswalks, stormwater management systems, bus stops, light poles, and bicycle racks.

**Policy L-1.10:** Support the activation of public spaces with events and other activities that enhance the character, identity, and attractiveness of the Urban Village.

**Policy L-1.11:** Encourage business owners along the commercial street frontage to properly maintain their building façades, consider adding additional shade and color elements (e.g., awnings), upgrade their signage, and “take ownership” of maintaining plantings and flowers in the sidewalk and right-of-way areas proximate to their establishments. Consider future coordination of themed-signage elements or colors along the length of the commercial areas.

## GUIDELINES

The following guidelines are intended to provide guidelines for the community, and public and private development to integrate public art and private art that is publicly viewable into publicly-accessible spaces to help establish and strengthen a sense of place in the East Santa Clara Street Urban Village.

### ***Make spaces distinct***

1. Design public art and private art that is publicly viewable to celebrate the history and cultural diversity of the community.
2. Consider public art and private art that is publicly viewable as a large-scale and character-defining element.
3. Consider public art and private art that is publicly viewable to be iconic or functional.
4. Integrate public art and private art that is publicly viewable with linear parks, plazas, or public spaces/rights-of-way.
5. Merge public art and private art that is publicly viewable into and play areas.

6. Incorporate **public art and private art that is publicly viewable** into pedestrian bridges and passageways to create a unique experience and welcoming place.
7. Consider small-grain details in placemaking, such as special paving in new landscapes, or tiled edging/accents in concrete planter boxes.
8. Consider interactive public art **and private art that is publicly viewable** installations.
9. Ensure that public art **and private art that is publicly viewable** projects are included in the most significant development projects early in project development.
10. Incorporate iconic, destination-quality **public artwork and private art that is publicly viewable**, particularly in commercial development and open spaces where the scale of the location may support larger-scale artwork.
11. Incorporate interactive **public art and private art that is publicly viewable** projects and designate locations to accommodate a program of changing, temporarily-placed artwork.

**Add sense of continuity/unity**

1. Unify major streets by incorporating design elements into the streetscape such as surface treatment and crosswalks, special lighting, unique seating, specially-treated bike racks and utility covers, and utility boxes with public art **and private art that is publicly viewable**.
2. Incorporate interactive **public art projects and private art that is publicly viewable**, and designate locations to accommodate a program of changing temporarily-placed artwork.
3. Use public art **and private art that is publicly viewable** in **Urban Village** wayfinding as an element of continuity along East Santa Clara Street and across the **Urban Village**, as this **Urban Village** is an urban corridor emanating from the Downtown center.

4. Use **public art and private art that is publicly viewable**, color, and design to create rhythm, harmony, and visual sequence both within this **Urban Village**, and to create strong connections along East Santa Clara Street between the **Urban Village** and the Downtown center to the west, to the Roosevelt Park Urban Village and future BART station across Coyote Creek to the east, and southward to the San José State University campus.

**Add flexibility for new and changing elements**

1. Employ temporary and interactive placemaking that varies a user’s experience of a space at different times of the year.
2. Use **public art and private art that is publicly viewable** to promote social and cultural interaction, such as space design to encourage pop-up eateries serving a range of food from different cultures.
3. Use **public art and private art that is publicly viewable** to celebrate community rituals, such as special events to celebrate cultural, religious, or spiritual activities.

**ACTIONS**

The following action items are contingent upon receipt of future funding.

**Action Item L-1.1:** Work with the residents, businesses, artists, property owners, and area schools to identify potential locations for **public art and private art that is publicly viewable** installations in the East Santa Clara Street Urban Village. Explore strategies for business participation in the ongoing support and presentation of arts and events in the **Urban Village**, and in maintenance of landscaping and street furniture in the public realm.

**Action Item L-1.2:** Work with residents, businesses, property owners, and the City of San José to explore strategies for the continued funding and maintenance of public art **and private art that is publicly viewable**.





Existing signage along East Santa Clara Street and in Naglee Park.



Visitor information kiosk.



Downtown San Jose prototype pedestrian directional sign.

## Wayfinding and Community Identity

This **Village** Plan supports the development of a comprehensive wayfinding and community identification sign system for the East Santa Clara Street Urban Village in the context of its surrounding neighborhoods. While the linear nature of this **Urban** Village oriented along just three major east-west thoroughfares may not necessitate extensive wayfinding signage to points inside the **Urban** Village, a strong **Urban** Village wayfinding program can facilitate interest and movement between these areas and their amenities, as well as with those in the **Urban** Village and in the SJSU campus. This is particularly true as it develops into a vital commercial and social hub for the surrounding residential communities including the Northside and Naglee Park neighborhoods.

Several large city parks and the Coyote Creek Trail are located within walking distance, slightly over half a mile, from the **Urban** Village. Signage indicating the direction and length of journey for pedestrians and cyclists to these recreational resources can highlight their accessibility and lead to their greater use by **Urban** Village and nearby residents and visitors. Given the location of the **Urban** Village adjacent to Downtown, and the shared major east-west thoroughfares of East Santa Clara, East San Fernando, and East St. John Streets, this Plan also encourages consideration of expansion

of wayfinding and historic and cultural signage programs, both publicly (e.g., City) and privately (e.g., Walk [San José]) supported, from Downtown into the **Urban** Village. Building on existing successful programs can generate new interest in Downtown destinations and points of interest for current and future residents, workers, and visitors in the East Santa Clara Street Urban Village and the larger community.

## Wayfinding Goals and Policies

### GOALS

**Goal W-1.1:** Develop a comprehensive signage system that reinforces the historic and cultural identity of East Santa Clara Street within its surrounding neighborhood context and brings a uniform, recognizable look to this **Urban** Village.

**Goal W-1.2:** Encourage opportunities to extend Downtown programs for wayfinding, and historic and cultural markers within the East Santa Clara Street Urban Village, as appropriate, given its location adjacent to Downtown



Historic plaque



Community identification banners



Automobile and bicycle parking signs



and the benefits of facilitating movement, particularly by pedestrians, between these areas.

All community identification and wayfinding signage and systems must conform with City Council Policy 9-3, Community Identification Signs and Wayfinding.

## POLICIES

**Policy W-1.1:** Design and implement a comprehensive wayfinding and community identification sign system that is unique to the history and cultural identity of East Santa Clara Street and its location between the Northside and Naglee Park neighborhoods, and differentiates it from the rest of the City.

**Policy W-1.12:** Encourage a pedestrian-friendly environment that extends beyond the Urban Village boundary by providing optimally-placed and reassuring wayfinding signage throughout the East Santa Clara Street Urban Village.

**Policy W-1.23:** Reflect the art and history of East Santa Clara Street and adjacent communities in the design of the wayfinding and community identification signs.

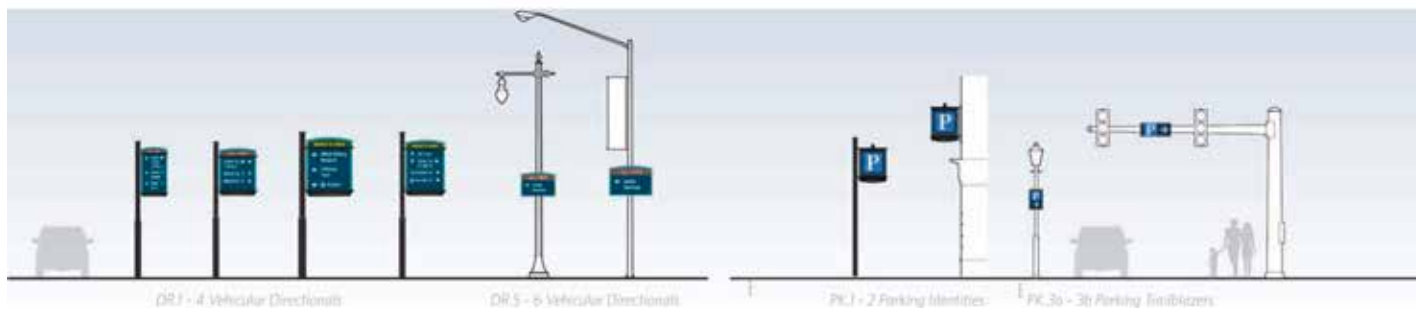
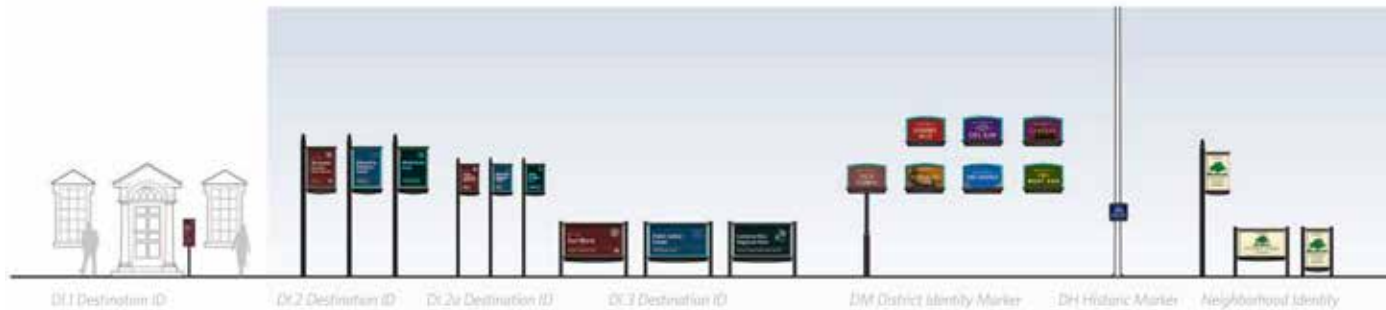
## GUIDELINES

4. Design signs to be consistent with the comprehensive wayfinding and community identification sign system for the Village.
5. Ensure each sign has an objective, rationale, content, illumination, and is made of appropriate materials.
6. Use a distinctive color scheme to associate with each of the categories of the sign system.

### Types Of Signs

Below is a description of the different types of signs that could be included in a comprehensive signage and wayfinding system.

1. **Visitor Information Kiosks:** Located in highly-visible areas at the entrances to the Urban Village, at the key transit stations, and paseo entry points.
  - Also include space on kiosks to provide information about upcoming events happening in the East Santa Clara Street Urban Village.
2. **Pedestrian Directional Signs:** Pedestrian kiosks or other signage would orient and direct individuals on foot throughout the Urban Village to various amenities and destinations in the Urban Village area, surrounding neighborhoods, and Downtown.



*Elements of a comprehensive wayfinding system  
 (From the 2010 City of Alexandria Wayfinding System Design Guidelines Manual, by Sasaki)*

- ~~Locate kiosks and other directional signs at plazas or other open spaces where pedestrians may begin their exploration.~~
  - ~~Extend the wayfinding system from parking areas, transit nodes, and bike paths where visitors arrive in the area.~~
  - ~~Provide detailed maps that highlight visitor amenities, attractions, public transit, and retail areas.~~
3. **Shared-Use Path Signs:** Directional signs for paseos shared by pedestrians, cyclists, and other users.
    - ~~Clearly identify key bike paths that connect the East Santa Clara Street Urban Village to other destinations.~~
    - ~~Encourage exploration of the Village retail and dining by path users.~~
    - ~~Point out bike-related amenities and services within and nearby the Village.~~
  4. **Community Identification Signs (Interpretive Signs and Panels):** Signs that communicate historic or culturally relevant information about an area, site, structure, or building.
    - ~~Design signs to recall and celebrate the history and culture of East Santa Clara Street and surrounding neighborhoods, and be informative, accurate, and graphically pleasing.~~
    - ~~Coordinate historical and cultural marker design with existing Downtown programs.~~
  5. **Banners:** Banners are typically used to unify and enliven the streetscape. Cloth, vinyl, or other flexible signs or colored panels that are used in various locations in San José ~~and are typically installed with brackets to hang from street light poles.~~
    - ~~Design banners to add color and vibrancy primarily to the Village's commercial areas. Consider banners that can be changed to highlight different seasons or events.~~
  6. **Vehicular Directional Signs:** Signs serving to direct vehicular traffic to key destinations within and beyond the East Santa Clara Street Urban Village.

- ~~Ensure vehicular signage is also appropriate and useable by bicyclists traveling in the public roadways.~~

7. **Parking Signs:** Identification and directional signs for parking.

- ~~Include appropriate signage to highlight both available automobile and bicycle parking, as appropriate.~~

## ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item W-1.1:** Work with the community, business owners, and private developers to facilitate the creation of a comprehensive wayfinding and community identification sign system for the East Santa Clara Street Urban Village.

**Action Item W-1.2:** Investigate development of a historic information/wayfinding mobile application for this Village, and potentially coordinate such an effort with ongoing efforts within Downtown. Many cities around United States have started to use such an historic wayfinding tool.

# 5

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Urban Design Goals and Policies

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2. Neighborhood Integrity and Compatibility
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4. Sustainability

Case Study Opportunity Sites

1. Former San José Medical Center Site
2. East St. John Street: Residential Infill
3. East Santa Clara Street: Mixed-Use Infill

## Introduction

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The East Santa Clara Street Urban Village is envisioned as a walkable and transit-accessible mixed-use corridor, and center of an attractive urban neighborhood. A strong urban design concept for future development in the **Urban** Village can support job creation and a range of housing options, while protecting established commercial businesses and existing residential neighborhoods. Urban design will support the function of the corridor, improve the look and feel of the **Urban** Village, enhance access to amenities for all neighbors and visitors, and create a distinct sense of place.

The East Santa Clara Street Urban Village was once a thriving gateway to Downtown, with an eclectic mix of shops, local services, and medical offices. Its commercial vitality ebbed with the development of shopping centers and malls starting in the 1960s, and particularly with the closing of the San José Medical Center (**Medical Center**) in 2004. Urban Design goals and policies focus on reconnecting and strengthening the local urban fabric with physical features to re-establish East Santa Clara Street as the locally-oriented commercial hub of adjacent neighborhoods, with a **public realm** that attracts residents and visitors to restaurants, cafés, and retail shops. New infill mixed-use and residential development will be designed to be high-quality, pedestrian-oriented, and urban in scale, with active public places and spaces to support this vision.

*The **Public Realm** generally refers to all areas to which the public has access (such as roads, streets, lanes, parks, squares, bridges, and open spaces). This includes the publicly-available space between buildings, along with the spaces and the buildings or other structures that enclose them.*

The Urban Design chapter contains a review of the existing urban environment in the **Urban** Village and a discussion of general urban design concepts and policies, followed by four policy sections:

- 1 – Active Street Frontages
- 2 – Neighborhood Integrity and Compatibility
- 3 – Building Form and Architecture
- 4 – Sustainability

Each Urban Design section contains Goals, Policies, Standards, Guidelines, and Action Items that are mutually reinforcing to create a framework to solidify and improve the East Santa Clara Street Urban Village over time. The final section explores three case study opportunity sites, demonstrating how new development could be incorporated into the surrounding context. **The case study diagrams demonstrate the potential build out of the opportunity sites and are for illustrative purposes only. Any future development will be subject to the requirements of the entirety of the Village Plan and applicable Municipal Code regulations, and residential development requiring a rezoning will comply with the City Council adopted Urban Village Implementation Framework.**

## Existing Urban Environment

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The East Santa Clara Street Urban Village is a 10-block corridor, measuring approximately 2/3 of a mile (3,700 feet) in length. Buildings include a mix of one- and two-story commercial storefront structures with display windows and recessed entrances, freestanding commercial businesses and restaurants adjacent to parking lots, and small-scale, two- and three-story medical and professional office buildings. Storefront buildings are concentrated on East Santa Clara and East San Fernando Streets toward the west end of the **Urban** Village closer to Downtown, with consistent storefront building frontage on East Santa Clara Street between 9<sup>th</sup> and 10<sup>th</sup> Streets. Medical and professional office buildings are concentrated toward the east end of the **Urban** Village, near the former **San José** Medical Center site. In general, the appearance of the street is not as up-to-date as other locations in the City. Many structures need significant maintenance and façade improvements, and the existing commercial streetscape is not conducive to pedestrian activity.

The 11-acre former **San José** Medical Center site, located at the northeast end of the **Urban** Village, contains the Gardner Downtown Health Center and recently-developed Valley Health Center medical buildings. However, most of the site remains vacant and a major development opportunity, as noted by nearby residents and business owners. A related one-acre parking lot is located north across East St. John Street, between North 15<sup>th</sup> and North 16<sup>th</sup> Streets. The 10-story “San José Business Center” building, a local visual



*Naglee Park homes*



*Northside Neighborhood homes*

landmark, is in this area adjacent to 14<sup>th</sup> Street and incorporates ground floor medical commercial space and a large podium parking structure.

North and south of East Santa Clara Street are the Northside and Naglee Park neighborhoods, both containing attractive older Victorian- and Craftsman-style homes. The area immediately north of East Santa Clara Street contains a mix of single-family and multifamily residences, with some educational, religious, and medical uses scattered throughout. Residential buildings range in character from Victorian homes, some of which were converted into multi-unit rentals, to bungalow courts, to older apartment buildings. The Northside neighborhood has a high proportion of rental properties, with some interspersed apartment buildings. Naglee Park has remained largely owner-occupied with higher levels of building maintenance, more elaborate property landscaping, and more consistent street trees.

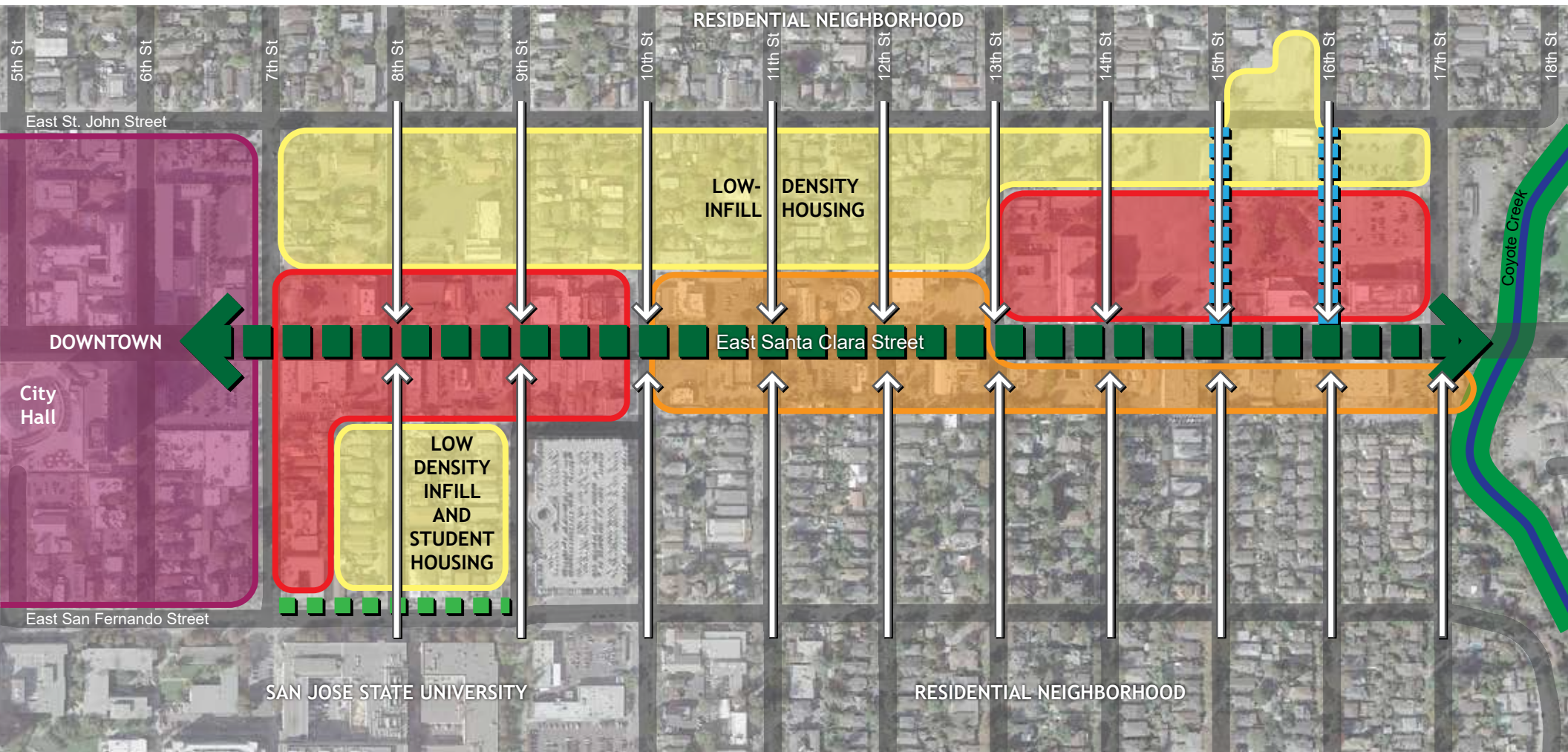
The **Urban** Village has an easily navigable grid street pattern. East Santa Clara Street has relatively short blocks, from 275 feet to 300 feet east-to-west, with longer block sides oriented north-to-south. Sidewalks are relatively generous along East Santa Clara Street, from 16 to 18 feet in most locations. The cohesive storefront blocks between 9<sup>th</sup> and 10<sup>th</sup> Street have street trees, pedestrian-scale lighting, bike parking, potted plants, and other amenities. The recently-constructed **Bus Rapid Transit (BRT)** stop at North 17<sup>th</sup>

Street is an attractive addition, creating bulb-out pedestrian crossings and contemporary shelters, furnishings, and lighting.

The East Santa Clara Street roadway, however, presents a major barrier between the northern and southern portions of the **Urban** Village. At 70 feet wide from curb-to-curb, and with high volumes of automobile traffic, it is daunting to cross on foot. During off-peak hours, vehicle speeds reportedly often exceed the 25 miles per hour (mph) speed limit. Walkability and pedestrian interest are also hampered by the presence of surface parking lots over 30 percent of the street frontage, wide driveway curb cuts, insufficient **Americans with Disabilities Act (ADA)** access, minimal pedestrian amenities, and a lack of interesting area destinations.

## Urban Design Policy Overview

The **Envision San José 2040 General Plan (General Plan)** imagines East Santa Clara Street as a pedestrian-friendly “**Grand Boulevard**” with active retail uses along the ground floor and infill housing with office space above facing East Santa Clara and East San Fernando Streets (see Figure 5.1). High-density **Urban** Village infill should be concentrated in the west near Downtown with its future **Bay Area Rapid Transit (BART)** station, and **San José State University (SJSU)**, and in the east, within the **former mostly-vacant San José** Medical Center site adjacent to the 17<sup>th</sup> Street BRT station.



- Downtown
- High-intensity mixed use
- Medium-intensity mixed use
- Low-density infill housing
- Grand Boulevard pedestrian-oriented street with storefront retail and transit
- Pedestrian-oriented street with storefront retail
- New pedestrian/emergency vehicle connection
- Attract residents and students from surrounding neighborhoods to East Santa Clara Street

Note: This is not a land use diagram.

## Urban Design Diagram

Figure 5.1



The former San José Medical Center site is a special opportunity for a “catalyst” mixed-use development that includes a mix of housing types, ground floor retail, and public gathering spaces. Higher-density residential, employment, and retail uses throughout the Urban Village area will support pedestrian, bicycle, and transit use.

Historic buildings within the Urban Village should be preserved whenever feasible. Infill development on occasional sites in the residential areas north of East Santa Clara Street could include a context-sensitive mix of townhouses, condominiums, or small apartment buildings. Modifications to existing single-family homes, many identified for preservation, should be sensitive to this existing historic character. The Urban Village area adjacent to East San Fernando Street, near SJSU and Downtown, could incorporate denser development that could support the university community.

Urban Village planning efforts have included discussions with neighborhood residents, area businesses, and SJSU students. Urban design recommendations made by this extended community include:

- Create a lively street environment along East Santa Clara and East San Fernando Streets with additional retail businesses, cafés, restaurants, outdoor dining, and public places.
- Allow higher-density housing to support commercial activity along East Santa Clara Street.
- Encourage mixed-use development along East Santa Clara and East San Fernando Streets with housing over ground floor commercial space.
- Promote infill housing that adds density to residential areas and creates a coherent mix of housing styles, but protects neighborhood character.
- Promote consolidation of constrained commercial lots fronting onto East Santa Clara Street to offer better development opportunities.
- Step down the height of new development when adjacent to surrounding residential neighborhoods.

- Create pleasant, walkable streets with gracious sidewalks, attractive streetscapes, and safe pedestrian crossings throughout the Urban Village area.
- Link the north and south side neighborhoods of the Urban Village by making East Santa Clara Street safer and more pleasant to cross, and creating a commercial center.
- Provide more open space and green connections throughout the Urban Village as part of new development, include a flexible open plaza on the former San José Medical Center site for farmers’ markets and other events, and promote linkages to St. James Park and across Coyote Creek to Roosevelt Park via East St. John Street.
- Promote preservation of historic buildings through adaptive re-use and architecturally-sensitive building modifications.
- Incorporate public art as part of new development and in existing and new public spaces.

## Development Prototypes

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The Urban Village Plan provides “Frontage Infill Prototypes” (see Figure 5.2) that depict forms and intensities of development that could occur consistent with the Plan’s Urban Design and Land Use policies. The Prototypes range from development of one or two properties to development of an entire block frontage, indicating basic quantities of development and potential height, massing, and land use. First floor commercial/retail space is shown in red, and upper level residential (or office) space is shown in yellow. “County Site Prototypes” (see Figure 5.3) depict forms of development that should be considered for redevelopment of the former San José Medical Center site. They reflect the Village Plan’s policy recommendations for height and development intensity to step down from the East Santa Clara Street frontage north toward the Northside neighborhood area. Detailed 3D illustrations of the prototype concepts as applied to specific sites are provided later in this chapter, under “Case Study Opportunity Sites.”

**Existing (1-2 Stories)**



**3 Story (Mid-Block)**



**4 Story (Corner)**



**6 Story (Corner)**



**Building Type**

- 1- or 2-story commercial building
- Median 0.35 FAR

- 3-story mixed use building
- 2 stories residential above ground floor retail
- 40 du/ac / 1.2 FAR

- 4-story mixed use building
- 2-3 stories residential above ground floor retail
- 55 du/ac / 1.55 FAR

- 6-story mixed use building
- 4 stories residential and one story parking above ground floor retail
- 80 du/ac / 2.3 FAR

**Development**

- Median 4,300 sf retail or office

- 2,600 sf retail
- 8 apartment units (750 sf avg)

- 6,400 sf retail
- 22 apartment units (700 sf avg)
- 7,500 sf semi-private open space on podium

- 8,000 sf retail
- 32 apartment units (750 sf avg)
- 7,500 sf semi-private open space on podium

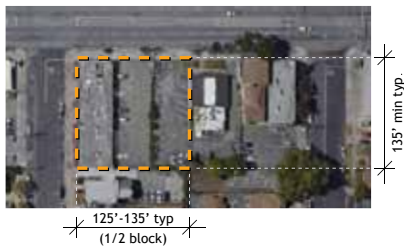
**Parking**

- Front, side, or rear parking depending on location

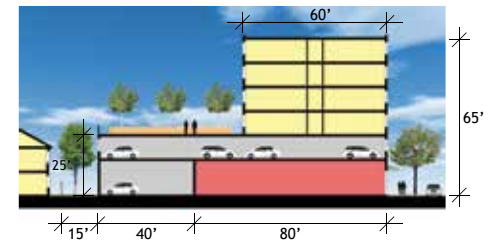
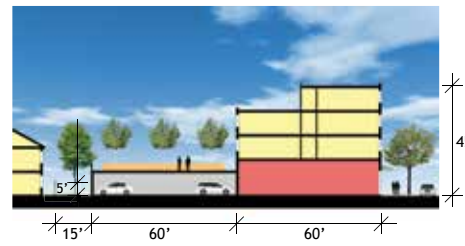
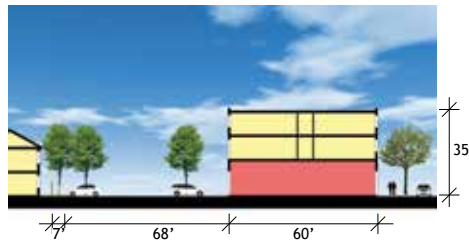
- No retail parking
- 8 residential spaces (1 space / unit)
- Parking access through building

- No retail parking
- 26 residential spaces (1.2 spaces / unit)

- 23 retail spaces (2.5 spaces / 1,000 sf)
- 37 residential spaces (1.1 spaces / unit)



**Typical Development Lot**  
16,875 sf / 0.4 acres



**Frontage Infill Prototypes**

Figure 5.2

**Townhouse (3 Stories)**



**L-Shape (4-11 Stories)**



**Tower (8-14 Stories)**



**Building Type**

- 3-story townhouse
- +/- 25 du/ac / 0.85 FAR

- 4-11 story mixed use or residential building
- 3-9 stories residential above ground floor retail or parking
- 1-2 stories parking
- 90-165 du/ac / 2.0-3.5 FAR

- 8-14 story mixed use or residential building
- 5-10 stories residential above ground floor retail or townhouses
- 3 stories parking (above and/or underground)
- 100-175 du/ac / 2.0-3.75 FAR

**Development**

- For-sale townhomes (1500 sf avg)
- Shared open space

- 15,000 sf retail
- 40-110 apartment units (750 sf avg)
- 7,000 sf semi-private open space on podium

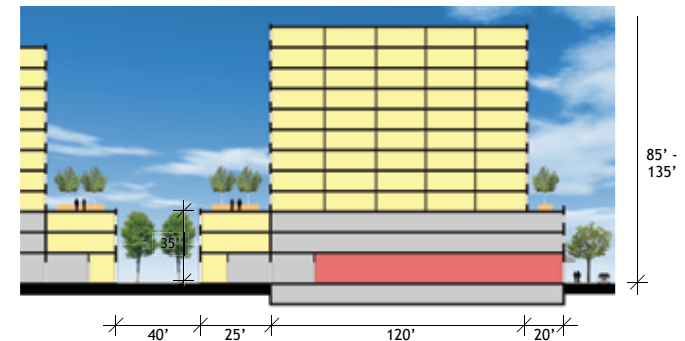
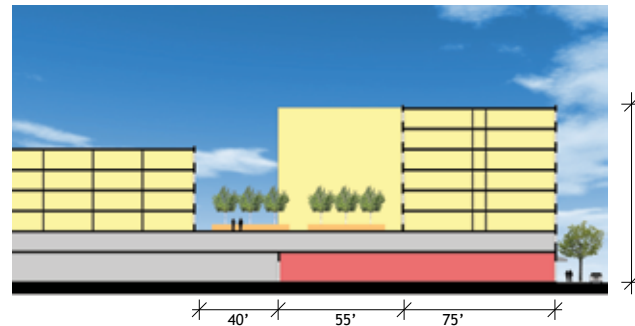
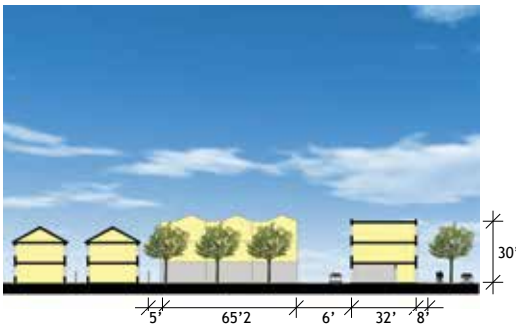
- 15,000 sf retail
- 50-100 apartment units (750 sf avg)
- 4-12 for-sale townhomes (1500 sf avg)
- 8,000 sf semi-private open space on podium

**Parking**

- Private garage spaces (2 spaces / unit)

- 38 retail parking spaces (2.5 spaces / 1,000 sf)
- 45-120 residential spaces (1.1 spaces per unit)

- 38 underground retail parking spaces (2.5 spaces / 1,000 sf)
- 55-110 residential spaces (1.1 spaces per unit)
- 2 private garage spaces / townhome



**County Site Prototypes**

Figure 5.3

## Urban Design Goals and Policies

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### 1. Active Street Frontage

Active street frontages are designed to promote walking, commercial vitality, and neighborhood connectivity, as well as neighborhood safety by increasing “eyes on the street.” They are an essential ingredient of a successful urban village, helping to reduce automobile traffic and encourage transit use. In commercial areas, a concentration of continuous storefronts allows customers to visit multiple businesses in a single trip, and allows business to benefit from being located close to one another. In residential areas, porches, lobbies, and supporting spaces such as workout or community rooms encourage neighbors to meet one another and interact along streets and sidewalks as community spaces. New development and building renovations must provide active street frontages that, together with attractive streetscapes and public spaces, knit the Urban Village together.

#### GOALS

**Goal UD-1.1: Promote a lively, human-scaled building frontage along all streets in the Urban Village.**

#### POLICIES

**Policy UD-1.1:** Place buildings so that they face public streets, plazas, paseos, or other rights-of-way or open spaces.

**Policy UD-1.2:** Include active ground floor uses, transparent ground floor spaces (i.e., indoor uses visible from street), and inviting pedestrian building entrances. Outdoor seating and other amenities should also be provided, as appropriate.

**Policy UD-1.3:** Encourage ground floor spaces in commercial buildings to be attractive and continuous along the Urban Village commercial frontages.

**Policy UD-1.4:** Encourage the ground floor in residential buildings to provide attractive main building entrances, individual unit entrances, and other features that create a welcoming, pedestrian-friendly environment.

**Policy UD-1.5:** Minimize driveways and other sidewalk curb cuts to create a continuous pedestrian environment, and to promote pedestrian and bicycle safety.

**Policy UD-1.6:** Minimize surface parking lots and do not locate them along the frontages of East Santa Clara, East San Fernando, and East St. John Streets.

#### STANDARDS

1. Primary commercial and mixed-use building entrances shall be located on East Santa Clara and East San Fernando Streets. Secondary commercial building entrances and residential main building entrances may be located on side streets. Lower-density residential (townhome) buildings shall be oriented such that the fronts and entrances are visible and directly accessible from East St. John Street or other public rights-of-way, pedestrian connections, parks, or plazas. Buildings that face onto two public streets shall provide visible and accessible entrances onto both streets.
2. For blocks longer than 500 feet, mid-block connections (e.g., paseos or public or private streets) shall be provided every 300 feet, at a minimum.
3. ~~Sidewalks along East Santa Clara and East San Fernando Streets shall be 20 feet wide, with a front building setback/build-to-line for new development at 20 feet from the curb line, to create space for a public, pedestrian-friendly, boulevard-street environment.~~
4. Ground floor commercial space shall be a minimum of 50 feet deep, preferably 60 feet.
5. ~~Construct interior tenant spaces in new development projects with “stubbed-out” plumbing, electrical, mechanical, and ventilation systems, including installation of a grease interceptor on-site, or grease trap(s) in the tenant spaces. These improvements will facilitate and increase their marketability and ready the spaces for restaurant and food service/bakery uses.~~
6. Minimum floor-to-ceiling height of ground floor commercial space shall be 15 feet, preferably 18 to 20 feet, unless



*Attractive commercial ground floors promote a lively and active street frontage.*



*Encourage corner buildings to include a first floor cutback.*



development is immediately adjacent to an historic building and subject to review by the San José Planning Division's Historic Preservation Officer.

## **GUIDELINES**

### ***All Buildings Except Single-Family Residential Buildings***

These guidelines apply to all buildings except single-family residential buildings.

#### *Entries*

1. Building entries should be attractively illuminated.
2. Primary building entries, individual or shared, should be prominent and easy to identify; face a public street, pedestrian pathway, or paseo; and incorporate a projection (porch, stoop, etc.), recess, or combination of porch or recess.
3. A minimum of one pedestrian building entry should be provided to the street front for each 50 feet of residential street frontage.

#### *Doors and Windows*

4. Un-tinted, non-reflective window glass should be provided to allow visibility between indoor and outdoor activity along the ground floor. **Façades** should incorporate clear, un-tinted glazing for at least 70 percent of the surface.

#### *Blocks and Setbacks*

5. Buildings wider than 75 feet should be subdivided into portions or segments that read as distinct volumes, like a series of building fronts, of a maximum 50 feet in width.
6. Building placement should align with street frontages and public pedestrian pathways to create continuous street walls.
7. Buildings on parcels along East Santa Clara and East San Fernando Streets should be built to the side property lines (zero side setback) to provide a continuous building "storefront" frontage within each block, **except when prohibited by the Transitional Height Diagrams.**
8. Setback areas along residential street frontages should be improved with trees and plantings to enhance the landscape quality and the character of the existing street.

#### *Design*



*Encourage recessed entries with treatments like special paving materials, ornamental ceilings and decorative light fixtures.*



*Ground floor design should reflect the building's structural framework, with surface materials, windows, and other elements designed to vary with the structural bay spacing.*

9. Finished ground floor **elevation** should be no more than two feet above the sidewalk elevation.
10. A network of semi-public spaces, including at-grade pedestrian and bike ways and garage podium-level gardens and/or recreation facilities, should be provided.
11. Changes in roof line and window groupings, projecting or recessing wall surfaces, and regular placement of **piers** and **columns** are encouraged.
12. Place stairways at visible and convenient locations to encourage walking and minimize using elevators or escalators.
13. Encourage corner buildings to include a first floor **cut back** to allow a gracious corner entrance that expands the sidewalk area and enhances visibility at intersections.
14. Retail, residential, and/or office buildings should be **arranged to shape** designed to create distinct people-friendly spaces, such as courtyards, paseos, and plazas.
15. Facilities that encourage social activity in multi-tenant buildings or developments, such as common areas, recreation amenities, tenant information panels, and main stairs and elevators, should be visible from street level.

16. Seating, tables, interactive public art, play areas, bicycle racks, and other elements should be provided to encourage social activity.
17. Plentiful, attractive lighting should be provided in all public and semi-public spaces to encourage evening activity and ensure safety. All lighting shall conform to the City's adopted lighting policy.
18. ~~Driveways and curb cuts shall be shared whenever possible. Vehicle access to corner parcels along East Santa Clara and East San Fernando Streets shall be from side streets.~~
19. Service and loading areas should be located at the rear of a building or a parcel. Related materials, equipment, and supplies should be screened from view from adjacent properties, streets, and pedestrian ways by landscaping, screen walls, and/or equipment enclosures designed to complement the main building or landscaping.
20. Whenever feasible, locate loading docks, service bays, and mechanical facilities internal to buildings, with bay doors that can be closed when facilities are not in use.
21. Landscaped terraces, pool/recreation decks, and other activity spaces should be considered on parking structure rooftop areas.



*Building signage (e.g., shapes, styles, sizes, fonts, and colors) should complement building styles.*

22. Encourage large ground floor commercial spaces to provide a frontage of “liner shops” to maintain a continuous storefront environment along East Santa Clara and East San Fernando Streets.
23. Locate public use areas such as reception or retail areas on the street frontage if interior uses need privacy.
24. Encourage outdoor merchandise/information displays in the public right-of-way to engage pedestrians. A permit may be required from the San José Department of Public Works.
25. Encourage building overhangs, canopies, **awnings, arcade walkways**, and other features that reduce perceived **building mass**, provide sidewalk shade, and aid in building climate control.
26. Ground floor design should reflect the building’s structural framework, with surface materials, windows, and other elements designed to vary with the **structural bay spacing**.

Guidelines for storefronts and other non-office spaces are listed below:

27. Design retail space to be flexible to accommodate a wide range of tenant sizes, adapt to market changes, and create opportunities for small vendors to sell wares in smaller-scale spaces.

28. Design retail space to be flexible to accommodate a variety of retail uses including restaurants, bakeries, flower shops, coffee shops, and art stores.

~~29. Construct interior tenant spaces in new development projects with “stubbed-out” plumbing, electrical, mechanical, and ventilation systems, including installation of a grease interceptor on-site, or grease trap(s) in the tenant spaces. These improvements will facilitate and increase their marketability and ready the spaces for restaurant and food service/bakery uses.~~

30. Encourage the use of ground floor space for temporary **pop-up retail**, especially small pop-up stores that have a window opening to the street to encourage pedestrians to stop and activate the sidewalk.

### **Commercial Storefront Ground Floor**

In addition to the previous guidelines, the following guidelines apply to commercial storefronts and their ground floors.

#### Entries

1. Encourage recessed entries, a traditional **storefront** element, with recommended treatments like special paving

materials (e.g., ceramic tile), ornamental ceilings (e.g., stamped metal) and decorative light fixtures.

#### Doors and Windows

2. For storefront display windows, include a base panel of tile or other special material below.
3. Treat storefronts like small buildings, each with its own base, roof/cornice line, and pattern of window and door openings.
4. Design large pane display windows to encompass a minimum of 66 percent of the storefront surface area.
5. **Transom windows** are encouraged, and can be good locations for neon, painted-window, and other non-obtrusive signs.
6. Provide doors that are attractive and match the materials, design, and character of the display window framing. “Narrow line” aluminum frame doors are not recommended. Avoid storefront windows with excessive **mullions**.

#### Design

7. Differentiate individual storefronts within a larger building from one another with different yet complementary materials, color, and detailing.
8. Wall materials, other than wood, are generally suitable. Base materials should be different from and visually “heavier” than walls, as well as durable. Ceramic tile is appropriate for a storefront base, and different colors and sizes may be used for decorative effect. Stucco is not recommended, nor other lightweight trim or embellishment which could be chipped or damaged.
9. Use ornamental and architectural lighting to highlight the architectural character of buildings and their landscape context. All lighting must conform to the San José Municipal Code and City Council Policies.
10. Building signage (e.g., shapes, styles, sizes, fonts, and colors) should complement building styles.

#### **Residential Ground Floor**

In addition to the guidelines for all buildings, the following guidelines apply to residential building ground floors.

#### Blocks and Setbacks

1. In the setback area, along the residential street frontages, provide trees and plantings to enhance the landscape quality and the character of the existing street.

#### Design

2. For residential buildings, provide active uses such as retail, lobbies, event spaces, fitness centers, and community rooms placed strategically in the ground floor space to engage the public and be designed for transparency and interest from the street. Line buildings with active uses for 66 percent of linear frontages on the ground floor facing any right-of-way.
3. Loading and utility spaces should be hidden from pedestrian frontages.
4. When residential units face public spaces such as streets (other than East Santa Clara and East San Fernando Streets), paseos, plazas, or courtyards, carefully design a transition zone to accommodate porches, steps, patios, bay windows, balconies, and stoops to maximize visibility and encourage social activity.

## **2. NEIGHBORHOOD INTEGRITY AND COMPATIBILITY**

The **Urban** Village area contains several neighborhoods with different characters and architectural styles. New development and existing building renovations should reflect the integrity of these styles and the physical context they create. For example, the scale and character of contiguous storefront areas provides a model for expanding them east and west. Victorian and Craftsman-style homes in areas to the north and south of East Santa Clara Street set a standard for architectural detailing and neighborhood quality that should be a benchmark for new infill residential development.

Compatibility between the **Urban** Village’s existing building styles and characters is important, particularly between the East Santa





**Urban Village Boundary**

**Potential Paseo**  
(Location of paseo establishes boundary between 140' and 45' maximum height areas)

**Maximum Heights**

- 140 feet<sup>1</sup>
- 65 feet<sup>1</sup>
- 35 feet
- 90 feet<sup>1</sup>
- 45 feet

1. Minimum 35 feet (3 stories) encouraged to fulfill development goals.

**Stepbacks**

Maximum 35 feet or 45 feet within 40 feet of property line (See Transitional Height Diagram).

**Policy Notes**

This diagram indicates building heights for different parts of the Urban Village. These heights are maximums and are to be used with the setbacks and transitional height policies of this plan to transition from taller buildings to lower intensity uses. Maximum height exceptions of up to five feet may be approved for underground parking, a gabled or sloped roof, or special architectural features; and of up to 15 feet for rooftop mechanical equipment (see guidelines).

# Building Heights Diagram

Figure 5.4

Clara Street commercial corridor and adjacent single-family neighborhoods. This is an issue in various locations today, for example where a parking lot or taller building directly abuts the property line of an adjacent single-family residence. New development should incorporate elements that reduce impacts and make the transition from one subarea to another gradual rather than abrupt. Building **setbacks**, height **stepdowns**, attractive fencing, buffer landscaping, shielded lighting, and other elements should be employed to ensure compatibility between new development and existing residential properties (see Figures 5.4 and Table 5-1).

## GOALS

**Goal UD-2.1:** Integrate new office, commercial, and mixed-use development into the existing commercial and residential context with sensitivity to character and style of existing development.

**Goal UD-2.2:** Integrate new infill small-scale residential development into existing residential neighborhoods with sensitivity to scale, historic structures and context, and lotting patterns, to strengthen and reinforce those neighborhoods.

## POLICIES

**Policy UD-2.1:** Integrate new development appropriately into the existing residential neighborhood by providing transitions, and by developing at a compatible scale.

**Policy UD-2.2:** Respect and support the character of existing neighborhoods, and help to connect them to create an identifiable and interrelated district.

**Policy UD 2-3:** Retain and strengthen the existing character of **Urban** Village residential areas.

**Policy UD 2-4:** Accommodate higher-density infill residential, in residential areas, only where appropriate.

**Policy UD 2-5:** Mixed-use development with attractive ground floor commercial spaces and significant residential density on

upper floors is encouraged along East Santa Clara and East San Fernando Streets.

**Policy UD 2-6:** Variations in building heights should reflect policies for higher levels of development adjacent to Downtown to the west, on the **former San José** Medical Center site, and adjacent to the existing 10-story San José Business Center to east.

**Policy UD 2-7:** Preservation of existing historic homes is strongly encouraged.

**Policy UD 2-8:** Preserve and strengthen the walkable neighborhood character of neighborhood streets, while accommodating higher-density infill development that reflects these same characteristics.

**Policy UD 2-9:** For buildings 65 feet and under, the fifth floor and above must be stepped back a minimum of 5 feet from the ground level façade.

**Policy UD 2-10:** For buildings taller than 65 feet, the fourth floor and above must be stepped back a minimum 10 feet. from the ground level façade.

## STANDARDS

*Building Height (see Figure 5.4 Building Height Diagram)*

1. The Building Heights Diagram (Figure 5.4) indicates maximum heights in the **Urban** Village area. As the diagram shows, typical maximum building height along East Santa Clara Street is 65 feet, or approximately six stories. The tallest buildings would be on the former San José Medical Center site, up to 140 feet. The shortest buildings would be in mid-block, predominantly single-family residential portions of the numbered cross-streets. The Land Use and Historic Preservation Chapter includes additional guidance on appropriate development intensities.
2. **Non-occupiable architectural features such as roof forms, chimneys, stairwells, and elevator housings may project up to ten feet above the maximum height limits, but shall not exceed the established daylight plane.**

**Table 5-1: Neighborhood Integrity and Compatibility Standards**

	Urban Village, Mixed-Use Commercial, and Neighborhood/Community Commercial	Urban Residential
<b><del>Sidewalks</del></b>		
<del>Front Setback – Along East Santa Clara and East San Fernando Streets</del>	<del>Setback must create a 20-ft. sidewalk</del>	<del>N/A</del>
<del>Along all other streets</del>	<del>15-foot sidewalk width</del>	
<b>Setbacks</b>		
Front Setback - Along East St. John and side streets.	<ul style="list-style-type: none"> <li>• Min. 0 ft.</li> <li>• Max. 10 ft.</li> </ul>	Min. 5 ft. (to create a 15 ft sidewalk with frontage landscape edge/border)
Streetside Side Setback	<ul style="list-style-type: none"> <li>• Min. 0 ft</li> <li>• Max. 10 ft.</li> </ul>	Min. 5 ft.
Side Setback	<ul style="list-style-type: none"> <li>• 0 ft., <del>except:</del></li> <li>• <del>Min. 5 ft. when abutting properties with a Residential Neighborhood General Plan designation existing single-family, duplex, or multifamily use</del></li> </ul>	Min. 5 ft.
Rear Setback	Min. 15 ft.	
<del>Street Wall along E. Santa Clara and E. San Fernando</del>	<del>Min. 2 stories</del>	
<b>Stepbacks</b>		
Front Stepback	<ul style="list-style-type: none"> <li>• For buildings 65' and under, fifth floor and above must be stepped back min. 5 ft. from the ground level façade.</li> <li>• For buildings taller than 65', fourth floor and above must be stepped back min. <del>120</del> 20 ft. from the ground level façade.</li> </ul>	N/A
Side/Rear Stepback	<ul style="list-style-type: none"> <li>• 0 ft, except:</li> <li>• For development adjacent to a Residential Neighborhood General Plan designated parcel <b>inside or outside the Urban Village existing single-family or duplex building</b>: max. height 35 feet within 40 feet of the property line, thereafter increasing by one foot for every one additional foot of setback.</li> <li>• For development adjacent to a Mixed-Use Neighborhood General Plan designated parcel <b>inside or outside the Urban Village existing single-family or duplex building</b>: max. height 45 feet within 40 feet of the property line, thereafter increasing by one foot for every one additional foot of setback.</li> </ul> <p style="text-align: center;">(See Figure 5.5: Transitional Height Diagram)</p>	
<i>This table is a supplement to the policies, standards, and guidelines in the Village Plan.</i>		

3. Height shall be measured as required by the San José Municipal Code.

#### Sidewalks

4. ~~A 20-foot wide sidewalk is required for new development. Narrower or wider sidewalks may be appropriate if:~~
  - a. ~~Entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use are located between the setback line and building, provided that the buildings are built to the edge of the courtyard, plaza, or dining area; or~~
  - b. ~~The building incorporates an alternative entrance design that creates a welcoming entry feature facing the street; or~~
  - c. ~~A greater setback is necessary for design compatibility with an historic resource.~~

#### Setbacks and Stepbacks (see Table 5-1)

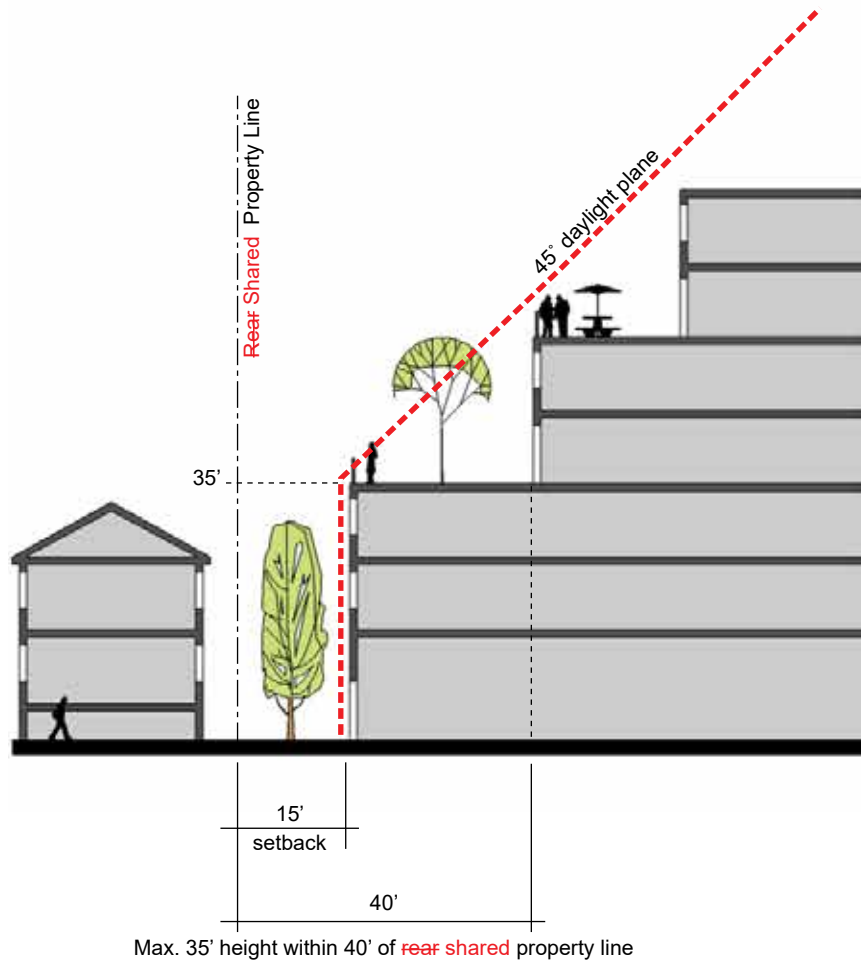
Setbacks and stepbacks for Urban Village, Mixed-Use Commercial, Neighborhood/Community Commercial, and Urban Residential uses are listed in Table 5-1. The following setbacks and stepbacks are intended to maintain compatibility between existing buildings and new development.

5. Side Setback:
  - a. ~~When a high-density commercial or mixed-use development abuts residential properties with a Residential Neighborhood General Plan designation inside or outside the Urban Village or existing single-family, duplex, or multifamily use, a minimum five-foot side setback will apply.~~
  - b. ~~When a high-density commercial or mixed-use development abuts non-residential properties or is located at the corner of East Santa Clara Street and an adjoining street, a zero foot side setback is allowed and encouraged.~~

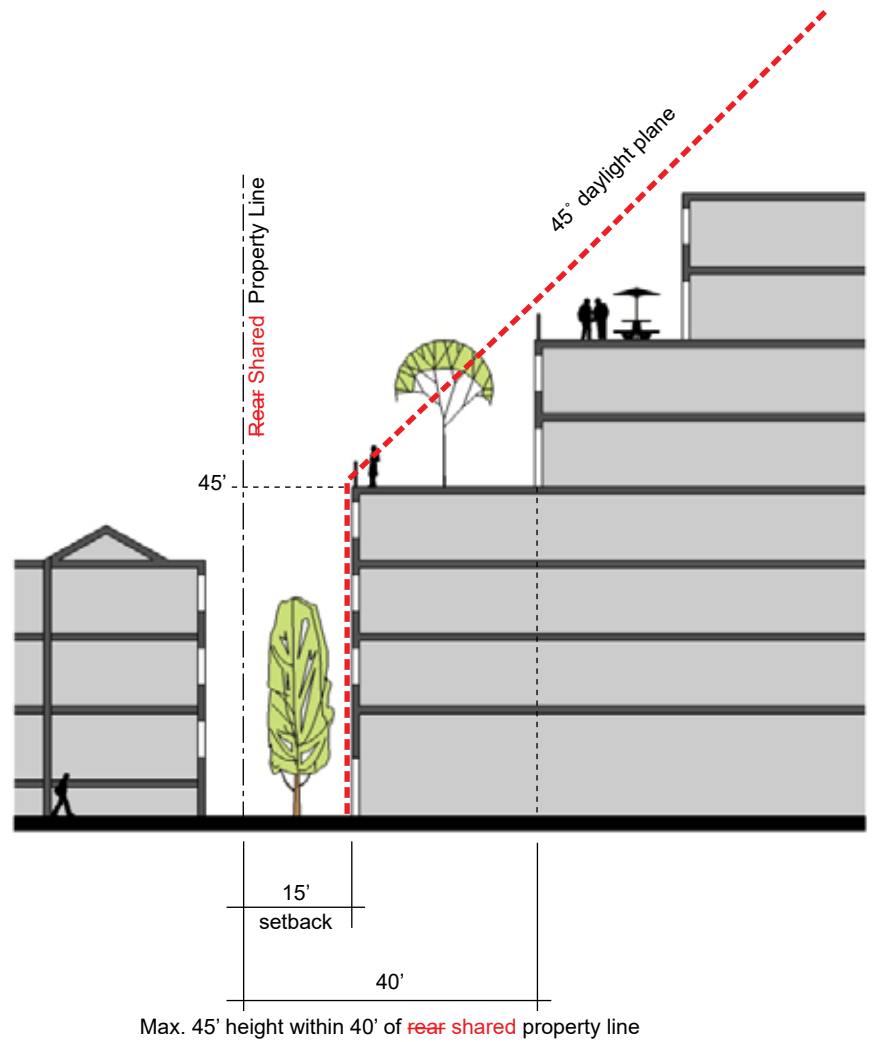
6. Rear Stepback:
  - a. For new development adjacent to a Residential Neighborhood General Plan designated parcel ~~inside or outside the Urban Village or existing single-family, duplex, or multifamily use~~: 35 feet in height maximum within 40 feet of the property line, thereafter increasing by one foot for every one additional foot of setback (see Figure 5.5: Transitional Height Diagram).
  - b. For new development adjacent to a Mixed-Use Neighborhood General Plan designated parcel ~~inside or outside the Urban Village or existing multifamily or townhome building~~: 45 feet in height maximum within 40 feet of the property line, thereafter increasing by one foot for every one additional foot of setback (see Figure 5.5: Transitional Height Diagram).

#### Parking

7. Off-street vehicle (automobile and motorcycle), ~~and~~ bicycle parking, ~~and parking reduction~~ requirements shall be provided in conformance with ~~the San José Municipal Code Section 20-90. Reductions in vehicle parking provided are encouraged as allowed per Code Section 20-90.~~
8. ~~Primary parking access for corner lots shall be located along side streets. Parking access for mid-block lots shall be provided through the building, excepting from East Santa Clara or East San Fernando Streets. Curb-cuts shall be limited to minimize pedestrian and vehicular circulation conflicts.~~
9. Parking structures shall be lined with ground floor retail, building lobbies, or other active uses. Ground-floor parking structures shall not face East Santa Clara, East San Fernando, or East St. John Streets.
10. Buildings with a large frontage shall provide a pedestrian passage or corridor from any rear public parking to the street.
11. Parking lots or parking structures shall be located behind or under buildings, and not between the sidewalk and front building façade.



Adjacent to Transitional Height Diagram Applies to properties inside and outside of the Urban Village boundary with a Residential Neighborhood General Plan designation Designated Property or Existing Single-Family or Duplex Building



Adjacent to Transitional Height Diagram Applies to properties inside and outside of the Urban Village boundary with a Mixed-Use Neighborhood General Plan Designation or Existing Multifamily or Townhome Building

## Transitional Height Diagram

Figure 5.5

12. New surface parking shall not be permitted along the East Santa Clara, East San Fernando, and East St. John Street frontages and is discouraged elsewhere throughout the Urban Village.

## GUIDELINES

### Height

1. Limit building heights along the north and south side of East Santa Clara Street to three- to four-stories where adjacent to single-family residential or duplex uses and properties with a General Plan Designation of Residential Neighborhood to ensure neighborhood compatibility, in conformance with the Village Plan's Transitional Height Policies and Diagrams.
2. Transition building heights where necessary to be compatible with adjacent historic resources.
3. ~~Height Exceptions — Maximum height exceptions of up to five feet may be approved for the following:~~
  - a. ~~Where underground parking is provided. Subsurface structures shall extend no higher than three feet above finished grade.~~
  - b. ~~Where added height is needed to provide an appropriate gable or other sloped roof.~~
  - c. ~~For special architectural features such as towers, atria, and other features are encouraged and may be permitted to exceed height limits subject to City review.~~
  - d. ~~Rooftop mechanical equipment may extend up to 15 feet above the maximum building height standard provided equipment is screened and is set back at least 10 feet from the building edge.~~

### Setbacks and Stepbacks

4. Provide proper height transitions between new, higher-density commercial or mixed-use development, and adjacent single-family residences and duplexes by using building setback, upper-story stepback, and landscaping to soften the transitions near property lines.

### Parking

5. Parking structure façade form, materials, and detailing should complement adjacent uses and buildings.
6. ~~Shared parking within and between sites should be promoted.~~
7. Surface parking lots should be located to the rear of buildings. Where surface lot edges are located along side streets or pedestrian ways, they should be screened with an ornamental wall or decorative metal fence between 30 inches and 42 inches in height, or significant dense landscaping.
8. Parking lots or structures adjacent to residential uses should be screened with tree plantings and other landscaping. Vegetative screens should be considered for use on parking structures adjacent to single-family residential and duplex uses. Parking areas should be planted with shade trees at a ratio of one tree for every four parking stalls; higher ratios of trees to parking stalls are desirable. Planting areas for trees required within the parking rows should be achieved by tree wells with a minimum dimension of five feet by five feet.
9. Parking area screening should employ a variety of development techniques to visually hide parking from public view, including locating parking areas behind buildings; integrating structured and “tuck-under” parking into the building mass; creating below-grade parking garages; and wrapping garage structures with functional usable spaces or decorative screens.
10. Underground parking garages, partially or completely, are highly-desirable, but not required for multifamily buildings. When underground parking garages are not feasible, garages should be wrapped with active frontages. Garage entrances should be designed in an architecturally attractive fashion, with lighting and landscaping as needed. Garages may extend up to three feet above grade to provide for daylight and natural ventilation.



*Infill residential building with balconies and trellises*



*Special architectural features should be used to accent buildings at highly-visible building locations.*



### 3. BUILDING FORM AND ARCHITECTURE

New construction and renovation projects should have a high-quality, human-scale character that supports the community-building goals of the Village. Building forms, materials, and architectural detailing should represent the best elements of existing commercial and residential buildings. New residential development should reflect the proportions and quality of materials of local Victorian, Craftsman, Mission, Deco, and other notable building styles, but not necessarily copy them. Variety in building height and massing, visual interest in the composition and detailing of doors and windows, and attractive wall surfaces that wear well over time will enhance community acceptance of new development and add value to existing properties and the Urban Village as a whole.

#### GOALS

**Goal UD-3.1:** Encourage the construction or rehabilitation of buildings that utilize architectural design elements that underscore the fine-grain and historic character of East Santa Clara Street and other Urban Village streets.

#### POLICIES

**Policy UD-3.1:** Promote attractive, high-quality building design that complements the architectural styles that characterize the East Santa Clara Street Urban Village.

**Policy UD-3.2:** Design buildings to have articulated wall planes which utilize finely-detailed features that create an interesting image for East Santa Clara Street and other Urban Village streets.

**Policy UD-3.3:** Manage parking orientation and design to create a more compact development pattern and to decrease the visual prominence of the automobile and its associated structures.

**Policy UD-3.4:** Ensure that the lower floors of buildings which form part of the streetscape, and are important in shaping the public space and pedestrian character of streets contain residential, commercial, cultural, or retail uses that create busy streets that are intimate in scale and activity.

#### STANDARDS

1. Buildings shall maintain the façade quality of architecture, articulation, and finishes on all sides of a building that are visible to the public.

2. Building forms and materials should be varied, so that new development does not appear to be a single monolithic project. ~~Ideally~~ If appropriate, new buildings should complement the variety of forms and materials of adjacent neighborhoods.
3. Buildings should contain the three traditional parts of a building: a base, a mid-section, and a top. On low-rise buildings, the different parts may be expressed through detailing at the building base and an eave or cornice line at the top. On taller structures, different treatments of the first, middle, and top stories should be used to define the three parts.

## GUIDELINES

### *Infill Commercial Buildings*

Building form ~~shall~~ **should** contribute to the pedestrian scale of East Santa Clara Street and serve as a gateway to Downtown San José.

#### Height

1. The height and scale of new buildings should be compatible with adjacent buildings. If new buildings are taller, the massing should step down to transition to lower heights. Attention should be paid to compatibility with adjacent historic structures, in conformance with the Village Plan's Transitional Height Policies and Diagrams.

#### Design

2. Franchise architecture is strongly discouraged.
3. Provide a distinction in floor heights between the street level and upper levels by using detailing, a **belt course**, or differing materials and **fenestration**.
4. New interpretations of historic building styles in the **Urban Village** are encouraged, but to maintain the distinction between new and old buildings, new construction that imitates or mimics historic features is discouraged.

5. The type and general arrangement of windows, vents, and other forms of fenestration should complement and/or match those on the original structure.
6. The massing of a building should be broken up through height variation and façade **articulation** such as recesses or encroachments, shifting planes, creating voids within the building mass, varying building materials, and using windows to create allow visibility.
7. Lower levels of building façades should provide richer materials, more intensive decorative details, and lighting to enhance the close-up environment for pedestrians.
8. Side and rear building façades should have a level of trim and finish compatible with the front façade, particularly if they are visible from streets, adjacent parking areas, or residential buildings.
9. Special architectural features such as **gables**, **turrets**, **towers**, and **loggias**, should be used to accent buildings at major street corners, at the terminus of a street corridor, lane, or pedestrian way, at driveway entrances, and/or at other highly-visible building locations.
10. Every building should have a defined base, a clear pattern of openings and surface features, a recognizable entry, and an interesting roofline. For a small storefront building, this can be achieved through a small projection of the wall surface or a different material or color, such as a tile panel. For taller buildings of three or more floors, it may be created by a heavier material and/or different design treatment for lower floors, or a setback of upper floors.

#### Balconies, Terraces, and Roof Top Gardens

11. Usable outdoor terraces and rooftop gardens that overlook the street and provide visual interest are encouraged.
12. Recessed and projected balconies should be introduced as part of a building design that contributes to the scale and proportion of the building façades.

#### Roofs





*Architectural details that relieve flatness of façades, such as recessed windows with authentic muntins and mullions, are recommended.*



*The Village area should incorporate stormwater management elements such as rain gardens and permeable pavers.*

13. Roofs should be an integral part of the building design and should respond to the general design of other roofs along the adjoining streets.
14. **Parapets** in buildings with flat roofs should be finished with cornices, other horizontal decoration, or clean edges with no visible flashing.
15. Rooftop mechanical equipment should be screened from view from surrounding streets and properties by a parapet, segment of pitched roof, or enclosure consistent with and complementary to the architectural style and materials of the principal building.

Material and Color

16. Buildings should be constructed of durable and high-quality materials. Large amounts of stucco should be avoided. Prohibit the use of architectural foam trim.
17. Colors used in building walls and trim should be harmonious; however, color contrast is encouraged to express architectural interest, especially along commercial areas on East Santa Clara and East San Fernando Streets.
18. Highly-reflective surfaces and materials that cause heat and/or glare for pedestrians and motorists should be avoided.

Windows and Doors

19. Windows and doors should be placed to be inviting to passersby and animate the building façade.
20. Repetition of evenly-spaced, vertically-oriented, and similarly-sized upper story windows that create a pattern along the street is encouraged.
21. The pattern of windows, doors, storefronts, building **bays**, and other façade features should be based on the building's structural bay spacing. These features should be carried across any windowless walls to relieve blank, uninteresting surfaces.
22. Door and window openings should be aligned and composed vertically to create an interesting and attractive façade. In general, ground floor window openings should be larger, with upper floor window openings smaller and somewhat different, yet complementary, in form.
23. Built-up sills and trim should be used to frame openings. Glass should be inset a minimum of three inches from the exterior wall or frame surface to add relief to the wall surface.

### **Small Infill Residential Buildings**

In addition to the guidelines above, the following guidelines specifically apply to small infill residential development (see Figure 5.6).

#### Doors and Windows

1. All windows within a building, large or small, should be related in operating type, proportions, or trim. Unifying architectural elements should be used, such as common sill or header lines.
2. Special windows, such as bays or **dormers**, should be used to add interest and a domestic character to the façade.
3. Architectural details that relieve flatness of façades, such as recessed windows with authentic **muntins** and **mullions**, architectural trim with substantial depth and detail, window boxes, etc., are recommended.

#### Design

4. Small multi-unit buildings should generally express the individual units within them. Architectural features such as peaked roofs, built-in decks, and porches and stoops are strongly encouraged to enhance residential character. Buildings should be compatible in form with single-family residences, yet have a high-quality, urban residential character. Building materials and design should be long-lasting in order to support a downtown environment that holds its value over time.
5. Architectural features that add human scale, such as porches, balconies, trellises, and bay windows, are recommended.
6. Open porches should have attractive bulkheads or balustrade railings and a roof that complements the pitch and materials of the main roof.
7. Recessed and projected balconies should be introduced as part of a building design that contributes to the scale and proportion of the building façades.

8. Common open space areas should contain both landscape/garden areas and hardscape areas that encourage social interaction.
9. Building materials shall be high-quality, long-lasting, and durable. More than one building material should be used.

### **4. SUSTAINABILITY**

Impacts to natural resources can be minimized with energy-conserving building design, recycled building materials, reduced water use, stormwater management, parking/auto reduction, and other measures. These measures also position the **Urban Village** to maintain its attractiveness and viability as costs for resources increase in the future. Elements such as **green roofs**, **rain gardens**, shade trees, and reduced surface parking areas improve the local environment directly and immediately, reducing urban **heat island effects** and expanding the proportion of landscape to hardscape.

#### **GOALS**

**Goal UD-4: Ensure that new development in the East Santa Clara Street Urban Village maintains and improves quality of life and protects the environment.**

#### **POLICIES**

**Policy UD-4-1:** All projects shall be consistent with or exceed the City's Green Building Ordinance, renewable energy, stormwater, and trash management policies, the Envision San José 2040 General Plan Environmental Leadership Section, and all other applicable local, state, and regional policies.

**Policy UD-4-2:** Manage stormwater runoff in compliance with the City Council Policies for Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14).

#### **GUIDELINES**

##### **Sustainable Buildings**

1. Building development should integrate passive and active sustainable design elements.



Original House  
± 8 du/ac / 0.3 FAR



Additional Unit Above  
± 16 du/ac / 0.6 FAR



Additional Units Above and Below  
± 24 du/ac / 0.9 FAR

### Massing

- A single-family residential addition should look like an original part of the structure.
- The addition should combine with the original structure to form a balanced overall composition. Top floor additions should not overwhelm the first floor, or be massed all on one side or the other.

### Roofs

- Addition rooflines should match or complement existing rooflines (i.e., gabled, hipped, etc.).
- Original eaves should be removed if the addition is flush with the surface of the original façade.

### Entries

- Original entrances should be preserved. If the original entrance is lifted to the second floor, staircases should be extended to provide access and to preserve the relationship of the entrance to the sidewalk.
- Ground floor unit entrances may be positioned at the front, side, or rear of the structure. Entrances located at the front of the structure should reflect the character of the main entrance.
- Top floor unit entrances should be located on the side or rear of the structure to preserve the character of the original façade.

### Design

- Additions to existing residences may be made in the form of additional floors below or above the existing structure. Additions should complement the existing structure in style, size, color, and materials.
- Accessory dwelling units in the form of secondary units are encouraged.
- The fabric of the neighborhood should be respected in terms of setbacks, proportions of architectural elements, detailing, materials, and color palettes.
- Styles may be contemporary or traditional, but should not mimic historic buildings.

## Additions to Single-Family Residences

Figure 5.6

2. Incorporate building materials that are locally-made, produced with minimal pollution, and create minimal adverse impacts to the environment.
3. Reuse of materials from local salvage companies and/or materials reclaimed during the deconstruction phase of redevelopment sites is encouraged.
4. Consider life-cycle heating and cooling costs for potential building materials to maximize energy conservation.
5. Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter, and poorly-directed lighting sources.

#### Energy Strategies and Carbon Footprint Reduction

6. Incorporate photovoltaic (solar panels) in private development to capitalize on sun exposure for energy cost reductions.
7. Incorporate screens, ventilated windows, **green roofs**, shade structures, and shade trees along façades, rooftops, and surface parking lots to minimize heat-gain effects.

#### Stormwater Management

8. Use native or drought-tolerant plant species that require low water usage and maintenance.
9. Design and use natural drainage such as **bio-retention** in on-site pocket parks and other landscaped areas to filter surface water run-off.
10. Use water **permeable paving surfaces** in parking lots and other paved areas to increase natural **percolation** and on-site drainage of stormwater.
11. Do not place stormwater features between sidewalks and buildings along East Santa Clara Street and on side streets.

#### Trash Management

12. Building owners or tenants should keep the sidewalk in front of their premises free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.

13. New and redeveloped retail development should install public litter cans on private and public rights-of-way areas within 25 feet of any point of pedestrian ingress or egress, and should maintain and regularly empty these litter cans.

For more in-depth policies and guidelines, refer to the following City of San José policies and guidelines:

- Envision San José 2040 General Plan, Chapter 3, Environmental Leadership
- City of San José Stormwater Management Guidelines
- City of San José Green Building Policies, U.S. Green Building Council, and Build It Green websites

## Case Study Opportunity Sites

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Opportunity sites are typically properties that are “underutilized,” either because they are **mostly** vacant, or the buildings-to-land ratio is smaller than what the local economy would currently build new, or both. Along East Santa Clara Street today, vacant parking lots and **mostly** empty properties like the former **San José** Medical Center site appear somewhat like missing teeth, voids that indicate a lack of investment. This not only hurts the continuity and appeal of an important neighborhood commercial area, but has a multiplier effect. Underutilized properties tend to diminish the value of nearby properties, discourage maintenance, and make attraction of new investment more difficult. Opportunity sites offer the potential for much needed housing, retail, workplaces, and locally-oriented public spaces. In an area like the East Santa Clara Street Urban Village, they also offer the opportunity to jump start the process of ongoing local investment needed to keep the area active and dynamic. ~~There are significant opportunities for repurposing or redeveloping underutilized sites throughout the Village area. Notable properties include the Medical Center site on the east and several street-frontage properties.~~

Conceptual buildings and site designs were developed for each case study site to illustrate how new development could be incorporated into the surrounding context given the community input received in Village Plan outreach efforts. The Case Study Opportunity Site Locations Diagram (see Figure 5.7) shows the location of



# Case Study Opportunity Site Locations

Figure 5.7

the sites within the Urban Village area. The case study diagrams demonstrate the potential build out of the opportunity sites and are for illustrative purposes only. Any future development will be subject to the requirements of the entirety of the Village Plan and applicable Municipal Code regulations, and residential development requiring a rezoning will comply with the City Council adopted Urban Village Implementation Framework.

### 1. Former San José Medical Center Site

#### URBAN DESIGN OPPORTUNITY Create a Catalyst for Area Revitalization

This County- and Housing Authority-owned 11-acre property is the largest vacant site in the Urban Village area. It is located on the north side of East Santa Clara Street between 14th and 17th Streets, and is a prime location for a relatively dense, pedestrian-friendly development of mixed-use commercial, residential, and office space. It provides a major opportunity to boost the commercial vitality of East Santa Clara Street and create a lively neighborhood hub focused on a public green or plaza, discussed as a high priority in Village Plan community meetings.

#### URBAN DESIGN CHALLENGES

1. Accommodate a significant increase in density while reflecting the local neighborhood pattern of buildings, streets, and ways.
2. Incorporate a range of residential density and housing types.
3. Respect the character of lower-density residential neighborhoods to the north.
4. Provide significant commercial space to bolster the corridor as a neighborhood hub and regional destination.
5. Incorporate a public space for day-to-day use and small-scale special events.

#### DEVELOPMENT CONCEPT

The Development Concept provides a continuous retail/commercial frontage along East Santa Clara Street, wrapping around public space at the northwest corner of 15<sup>th</sup> Street (see Figure 5.8a). The

tallest residential buildings are located along East Santa Clara Street adjacent to the existing San José Business Center tower. Buildings taper down in height to neighborhoods to the north and the Gardner Downtown Health Center and the Valley Health Center complex to the east. Three-story townhouses are located along East St. John Street and on the vacant parking lot site on the north side between 15<sup>th</sup> and 16<sup>th</sup> Streets. A total of approximately 580 residential units, 27,000 square feet of first floor commercial space, and 27,000 square feet of second and third floor small office space is depicted.

~~To integrate new development with neighborhoods to the north and not create a “superblock” that impedes neighborhood access to East Santa Clara Street, North 15th Street would be extended through the site as a neighborhood-scale roadway (Figures 5.8b-c). North 15<sup>th</sup> and 16<sup>th</sup> Streets would also be extended through the site as a bike and pedestrian paseos (and emergency vehicle access) (see Circulation Improvement Concept Diagram, Figure 6.5). Internal pathways within the site are provided to create a more intimate scale and to encourage street-level pedestrian activity. All parking would be located in garages. Multi-unit buildings incorporate podiums with parking floors above, behind, and/or below ground floor commercial or residential space.~~

Concept sketches illustrate a number of potential housing configurations and/or tenancy types. For example, townhouses along East St. John Street (see Figure 5.8d) would likely be single-family ownership. Two-story, **single-aspect stoop units** along 14<sup>th</sup>, 15<sup>th</sup>, and 16<sup>th</sup> Streets could be condominiums or apartments, as could units in podium-level buildings above. The commercial space depicted along East Santa Clara Street is between 90 and 130 feet deep, enough for a small full-service grocery/market as well as a range of additional neighborhood-oriented businesses.

The public space depicted at the corner of East Santa Clara and North 15<sup>th</sup> Streets is approximately 20,000 square feet in size, or approximately one-half acre. It would be faced by new commercial space on the north and west, and across North 15<sup>th</sup> Street on the east. It is assumed that the space would include a combination of hardscape and landscape areas to accommodate a range of uses and activities, from day-to-day sitting, socializing, and/or eating and drinking with neighbors and friends, to small-scale special events, like a food truck night, small weekly farmers’ market, art shows, and performances.



1a: View north across East Santa Clara Street showing mixed-use buildings with first floor commercial space, parking podium, and residential above. A multi-use community plaza is depicted in the foreground at the corner of a **new** 15th Street **extension**.

*These conceptual drawings are examples of how this site could be redeveloped consistent with this Village Plan and are not prescriptive. The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.*

## Site 1 Concept - Former San José Medical Center

Figure 5.8a



1b: View south from East St. John Street along **new 15<sup>th</sup> Street extension** towards East Santa Clara Street.

*These conceptual drawings are examples of how this site could be redeveloped consistent with this **Village Plan** and are not prescriptive. **The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.***

## Site 1 Concept - Former San José Medical Center

Figure 5.8b





1c: View south along **new 15<sup>th</sup> Street extension** towards East Santa Clara Street.

*These conceptual drawings are examples of how this site could be redeveloped consistent with this **Village Plan** and are not prescriptive. **The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.***

## Site 1 Concept - Former San José Medical Center

Figure 5.8c



1d: View southwest of townhouses along East St. John Street.

*These conceptual drawings are examples of how this site could be redeveloped consistent with this Village Plan and are not prescriptive. The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.*

## Site 1 Concept - Former San José Medical Center

Figure 5.8d

## **SITE-SPECIFIC DEVELOPMENT POLICIES**

Case Study Opportunity Site 1 is a special case within the Village Plan area. The site-specific recommendations below are intended to supplement the land use, urban design, and circulation policies in other portions of the Village Plan.

### ***Development Character***

1. Buildings, streets, and ways should connect to the neighborhoods to the north and south with a basic grid pattern and generous walks and public spaces.
2. Retail, residential, and/or office buildings should be arranged to shape distinct people-friendly spaces, such as courtyards, paseos, and plazas.
3. Building forms and materials should be varied, so that new development does not appear to be a single monolithic project. Ideally, new buildings should complement the variety of forms and materials of adjacent neighborhoods.
4. Landscaped terraces, pool/recreation decks, and other activity spaces should be considered on parking structure-rooftop areas.

### ***Open Space***

1. A minimum half-acre public open space should be provided along and visible from East Santa Clara Street as part of new development. This space should be faced by ground-floor commercial uses that help to keep the space lively and supervised.
2. The public open space should be designed to be flexible, to allow for special events such as farmers' markets, food vendors (like food trucks), and live performances.
3. A network of semi-public spaces, including at-grade pedestrian and bike ways and podium-level gardens and/or recreation facilities, should be provided.

### ***Connectivity***

Publicly-accessible routes through the site shall be provided at North 15<sup>th</sup> and North 16<sup>th</sup> Streets. A minimum of one route shall be a new street. The other may be a street or a pedestrian and bicycle pathway/paseo. The preferred location for the new street is North

15th Street, but North 16th Street could be considered by the City depending on the ultimate site plan proposed. Refer to the Open Space and Placemaking and Circulation and Streetscape Chapters for more discussion.

1. **New Street** — Right-of-way shall be 60 feet. Curb-to-curb width shall be 36 feet to accommodate two travel lanes and parallel parking. Back of curb area shall include 12-foot sidewalks, street trees, and attractive pedestrian-oriented street lights.
2. **Pathway** — A minimum 20-foot wide pedestrian and bicycle pathway shall be provided. The paved area shall be minimum 12 feet wide. Landscaping shall be incorporated in the form of shade trees, planters, and/or landscaped border areas.
3. **East-West Connections** — One mid-block east-west pedestrian and bicycle passage within the site is required. An additional connection is strongly encouraged.
4. **Activity-Generating Features** — Primary building entrances, residential stoops, and upper floor office and residential balconies are recommended along pedestrian pathways.
5. **Shade Trees** — Street trees and trees along internal ways should generally be deciduous canopy trees that provide shade in summer, enclose ground-level spaces, and screen taller buildings to create an intimate pedestrian environment.
6. **Socializing Amenities** — Seating, tables, interactive public art, play areas, bicycle racks, and other elements should be provided to encourage social activity.
7. **Lighting** — Plentiful, attractive lighting should be provided in all public and semi-public spaces to encourage evening activity and ensure safety.

## **2. East St. John Street: Residential Infill**

### **URBAN DESIGN OPPORTUNITY Strengthen Single-Family Neighborhood**

Case Study Opportunity Site 2 is located along the south side of East St. John Street between 10<sup>th</sup> and 11<sup>th</sup> Streets. It is approximately half the block frontage, consisting of four consolidated parcels. The site is



**2: View southwest of infill townhouses at East St. John and 11<sup>th</sup> Streets; rear parking garages accessed from driveway.**

*These conceptual drawings are examples of how this site could be redeveloped consistent with this **Village Plan** and are not prescriptive. **The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.***

## Site 2 Concept - East St. John Street: Residential Infill

Figure 5.9

selected to illustrate infill development that would be appropriate for a variety of locations along the northern **Urban** Village area boundary as much as for this selected site.

A key issue for the **Urban** Village blocks north of East Santa Clara Street is the form that infill housing takes. Small-scale apartment buildings and older single-family structures converted to multiple units are scattered through the area; some are more compatible with the surrounding neighborhood than others. The Village Plan provides an opportunity to ensure that increased density infill development is compatible with its surroundings while supporting the overall goal of strengthening the **Urban** Village.

### **URBAN DESIGN CHALLENGES**

1. Provide increased residential density while maintaining local neighborhood character.
2. Incorporate a small-scale open space(s) for use by area residents.
3. Reflect local building forms and materials.

### **DEVELOPMENT CONCEPT**

A total of eleven three-story townhouses with front porches and landscaped front setbacks are depicted facing East St. John Street, 11<sup>th</sup> Street, and an interior open space. Garage parking is to the rear, accessed by a side street driveway/alley. A landscaped walkway buffers existing residential buildings adjacent to the site on the south. As illustrated by the views in Figure 5.9, building heights, materials, and architectural forms are intended to complement homes in the surrounding neighborhood.

### **3. East Santa Clara Street: Mixed-Use Infill**

#### **URBAN DESIGN OPPORTUNITY**

#### **Expand Commercial Frontage and Add New **Urban** Village Residents**

Case Study Opportunity Site 3 is located on the south side of East Santa Clara Street, between 15<sup>th</sup> and 16<sup>th</sup> Streets, and consists of three consolidated parcels. It borders a historically-sensitive structure to the east, and the Naglee Park Conservation Area to the south. It is

selected to illustrate infill development that would be appropriate in a variety of locations along East Santa Clara Street as much as for this particular site. A key issue along **ESG East Santa Clara Street** is the relationship of new, taller buildings to existing ones adjacent and/or nearby.

### **URBAN DESIGN CHALLENGES**

1. Provide increased residential density while maintaining local neighborhood character.
2. Combine storefront commercial space, housing, parking, and useable outdoor space for residents on a relatively small property.
3. Incorporate small-scale open space(s) for residential uses.
4. A key issue along the East Santa Clara Street corridor is the relationship of new, taller buildings to existing ones adjacent and/or nearby.

### **DEVELOPMENT CONCEPT**

The Development Concept illustrates the Village Plan's basic design standards and guidelines for East Santa Clara Street, with street-facing ground floor commercial space, housing above, and building height and massing that responds to the local context. Approximately 34 residential units and 11,000 square feet of first floor commercial space is depicted. As illustrated by Figures 5.10a-b, the height along East Santa Clara Street is five stories, four floors of residential above first floor commercial, stepping down to two levels of parking with garden space above at the rear property line. The building steps down to three stories adjacent to the existing two-story building on East Santa Clara Street. First level garage parking is dedicated for commercial space, with the underground second level for residents. Per the guidelines, parking structure walls are designed and surfaced to match the principal building.



**3a: View southeast of mixed-use infill building along East Santa Clara Street, featuring first floor retail space, underground parking, and stepdown next to existing development.**

*These conceptual drawings are examples of how this site could be redeveloped consistent with this Village Plan and are not prescriptive. The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.*

## Site 3 Concept - East Santa Clara Street: Mixed-Use Infill

Figure 5.10a



**3b: View northwest of mixed-use infill building along East Santa Clara Street, featuring first floor retail space, underground parking, and stepdown next to existing development**

*These conceptual drawings are examples of how this site could be redeveloped consistent with this Village Plan and are not prescriptive. The Village Plan's goals, policies, standards, and guidelines will ultimately guide development.*

## Site 3 Concept - East Santa Clara Street: Mixed-Use Infill

Figure 5.10b

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# 6

## IN THIS CHAPTER

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Existing Conditions

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Circulation and Streetscape Goals and Policies

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3. Bicycling
4. Transit
5. Motoring
6. Transportation Demand Management
7. Parking
8. Streetscape and Lighting
9. Green Streets and Stormwater Management
10. Coyote Creek Bridge/Connection to 28<sup>th</sup> Street BART Station

# CIRCULATION AND STREETScape

## Introduction

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East Santa Clara Street is one of seven Grand Boulevards established by the City's **Envision San José 2040 General Plan (General Plan)**, and is the spine and the focus of the East Santa Clara Street Urban Village Plan (**Village Plan**). It is also one of the City's Vision Zero Corridors, a traffic safety initiative to eliminate roadway deaths and severe injuries. It is planned for commercial revitalization and mixed-use infill development, supported by a pedestrian-friendly sidewalk and streetscape environment. With **Bus Rapid Transit (BRT)** and the future **Bay Area Rapid Transit (BART)** extension, East Santa Clara Street will play a greatly expanded role in the City's transit network. It is a busy arterial roadway and gateway to Downtown San José, and a key challenge for the **Village Plan** is balancing the many circulation, land use, and urban design functions the street must perform. In fact, East Santa Clara Street, East San Fernando Street, East St. John Street, and the other streets in the **Village Plan** area, all must play multiple roles.

Supporting the urban village planning effort, San José has adopted citywide policies to promote a multi-modal transportation system that balances the needs of people who walk, bike, ride transit, or drive. The City's **draft adopted** Complete Street Design Guidelines promote streets and ways that share rights-of-way that accommodate travel by people of all ages and abilities. The General Plan calls for a reduction of drive-alone commuting to 40 percent of total trips by the year 2040, and the Village Plan provides policies for parking and **Transportation Demand Management (TDM)** to make more effective use of transportation networks by shifting to modes other than cars, especially during peak travel periods.

The Circulation and Streetscape Chapter has ten policy sections, following an overview of existing conditions, multimodal circulation network, and circulation and streetscape concepts and policies:

1. Complete Streets
2. Walking
3. Bicycling
4. Transit
5. Motoring

6. Transportation Demand Management
7. Parking
8. Streetscape and Lighting
9. Green Streets and Stormwater Management
10. Coyote Creek Bridge/Connection to 28<sup>th</sup> Street BART Station

The Goals, Policies, Guidelines, and Action Items in each section are intended to be mutually reinforcing, creating a framework for improving circulation and streetscape in the East Santa Clara Street Urban Village over time. **Future developments that are subject to the Urban Village Implementation and Amenities Framework may consider providing off-site streetscape amenities or multi-modal improvements.**

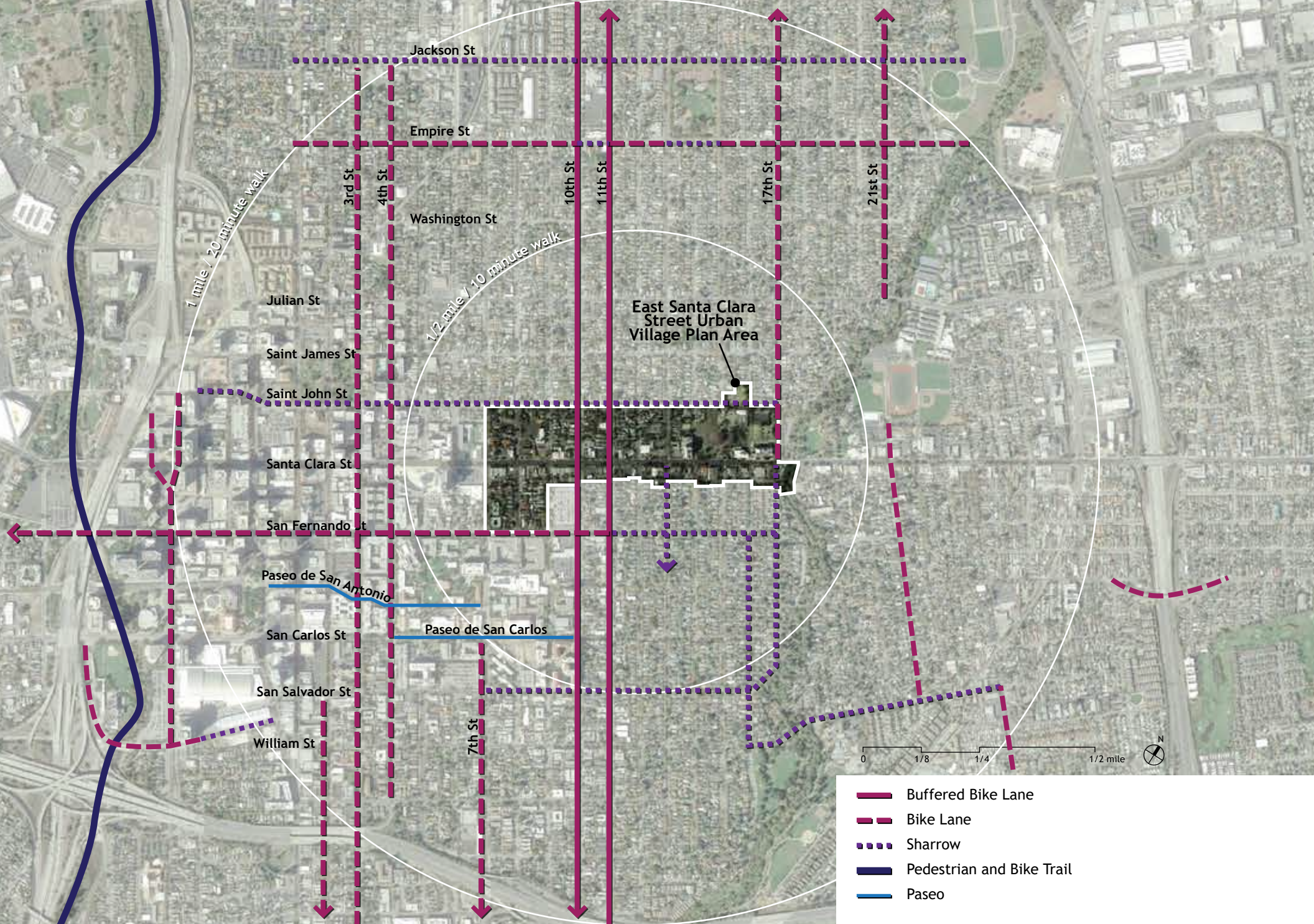
## Existing Conditions

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### Walking

The **Urban Village** has an easily navigable grid street pattern (see **Figure 6.1**). Side streets have generally attractive, neighborhood-oriented walks with street trees, frontage lawns, and landscaping. East Santa Clara Street itself has relatively short blocks, from 275 to 300 feet east-to-west. Sidewalks are relatively generous, from 16 to 18 feet wide in most locations. Narrower sidewalk segments are located on the north side between 15<sup>th</sup> and 17<sup>th</sup> Streets and on the south side between 12<sup>th</sup> and 17<sup>th</sup> Streets. However, apart from the storefront blocks between 10<sup>th</sup> and 11<sup>th</sup> Streets, walkability is diminished by wide driveways, insufficient **Americans with Disabilities Act (ADA)** access, minimal pedestrian amenities, and surface parking lots which line over 30 percent of the street frontage. **This Urban Village is connected to the adjacent Roosevelt Park Urban Village to the east by the historic East Santa Clara Street bridge, which is too narrow to comfortably accommodate motor vehicles, buses, pedestrians, and bicycles.**

Consistently heavy commuter traffic along East Santa Clara Street and the 10<sup>th</sup> and 11<sup>th</sup> Street couplet in mornings and evenings, and higher than desirable traffic speeds at other times of day, discourage walking and tend to divide the **Urban Village** area into discrete,



# Regional Pedestrian and Bicycle Connections

Figure 6.1



Sharrow lane marking



Buffered bike lane

disconnected quadrants. East Santa Clara Street is perceived to be a major barrier between the northern and southern portions of the Urban Village area, daunting to cross, with off-peak vehicle speeds often exceeding the 25 mile per hour (mph) speed limit. The intersections of East Santa Clara Street at 8<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup>, and 16<sup>th</sup> Streets do not have crosswalks. Instead, pedestrians must choose to make a potentially unsafe street crossing or walk an additional block or two to use a crosswalk to access their destination.

### Bicycling

Current north-south infrastructure for bicycles includes standard Class II bike lane striping along 7<sup>th</sup> and 17<sup>th</sup> Streets and buffered bike lane striping on 10<sup>th</sup> and 11<sup>th</sup> Streets. South of East Santa Clara Street, 17<sup>th</sup> Street has a “sharrow” (i.e., shared travel lanes) configuration. East-west routes include bike lane/buffered bike lane striping along East San Fernando Street between 7<sup>th</sup> and 10<sup>th</sup> Streets, a bike lane eastbound and sharrow westbound between 10<sup>th</sup> and 11<sup>th</sup>, and sharrow in both directions east of 11<sup>th</sup> Street. Due to right-of-way constraints, East Santa Clara Street has no bicycle accommodation today, and a community concern is the lack of a designated bicycle route across Coyote Creek from the Urban Village area to Roosevelt Park, the future BART station on 28<sup>th</sup> Street near East Santa Clara Street, and beyond to the east. East St. John Street ~~is being explored as a potential~~ was recently made a Bike Boulevard serving the area.

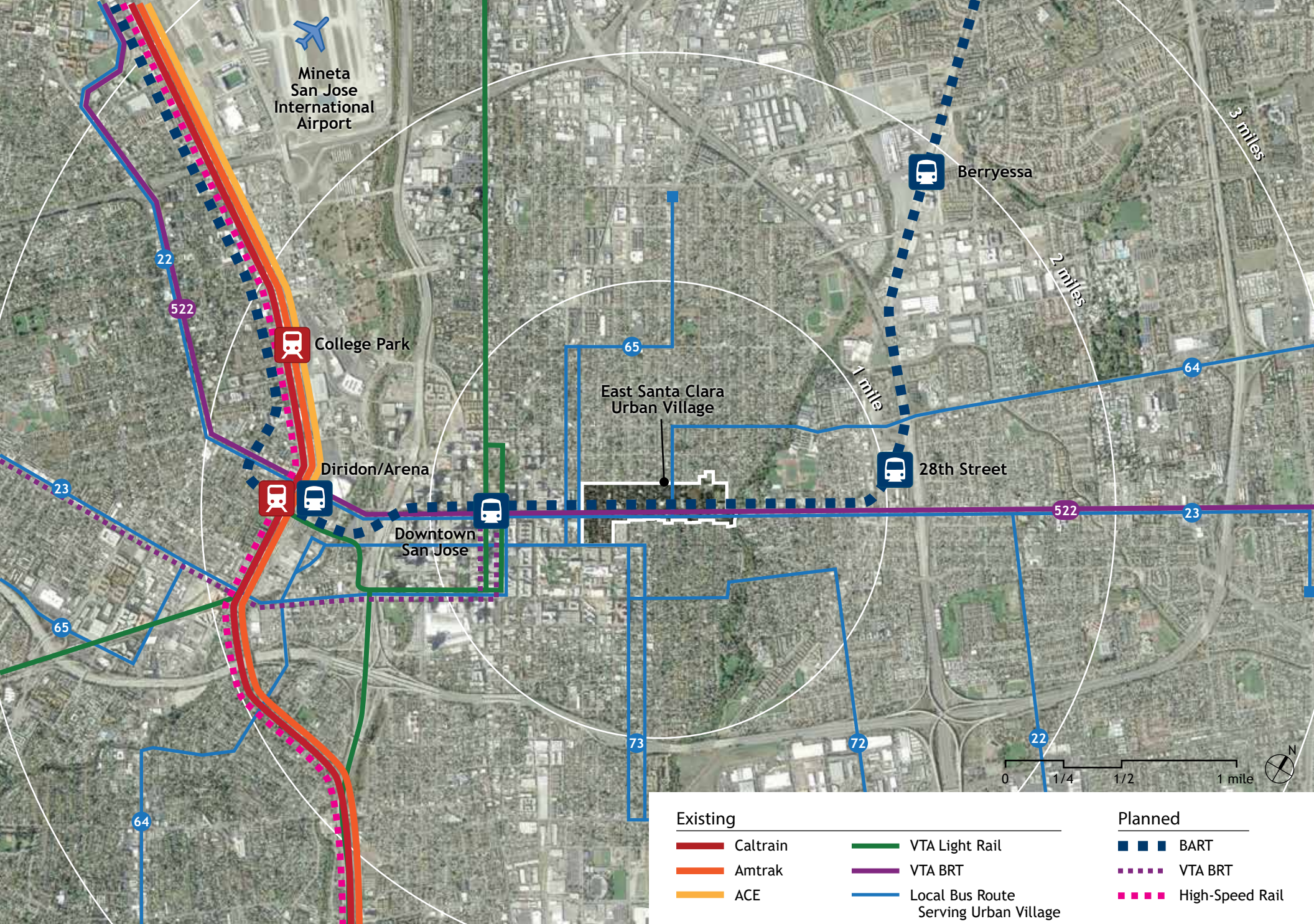
### Transit

The East Santa Clara Street Urban Village is “transit rich,” served by eight bus routes as well as the new Alum Rock/Santa Clara Bus Rapid Transit (BRT) line. ~~Bus routes include lines 22, 23, 64, and the Rapid 522, as indicated in the Regional Transit Connections diagram (Figure 6.2). Lines 22 and 23 run east-west along East Santa Clara Street, with 12-minute headways and stops at 7<sup>th</sup>, 11<sup>th</sup>, 13<sup>th</sup>, 15<sup>th</sup>, and 17<sup>th</sup> Streets. Line 22 connects to the Palo Alto Transit Center and the Eastridge Transit Center, with stops Downtown, at the Diridon Transit Center, Santa Clara Transit Center, and San Antonio Transit Center. Line 23 connects to DeAnza College in Cupertino, with stops Downtown, at the San José Convention Center, Valley Fair Mall/Santana Row, and Vallecito Shopping Mall in Cupertino.~~

As of the date of adoption of this Village Plan, the Urban Village is directly served by three fast and frequent Rapid services traveling east-west through the area, routes 500, 522, and 523. Rapid 522 and Frequent route 22 offer direct connections to east San José, downtown San José, Diridon Station, and Palo Alto El Camino Real. Rapid 500 and 523 offer direct connections to Berryessa/North San José BART station, downtown San José, Diridon Station, and downtown Sunnyvale via De Anza College and Stevens Creek. Also running east-west are Frequent route 23 which serves east San José, downtown San Jose, and the Stevens Creek corridor, and Frequent route 64 which serves the Julian Street corridor, downtown San José, and Diridon Station.

North-south services through the area include Frequent route 66 which serves Milpitas, Oakland Road, Monterey Highway, and Kaiser San Jose, Frequent routes 72 and 73 which serve east San José on McLaughlin and Senter, and Local route 63 which serves Diridon Station and the Meridian corridor.

The Alum Rock/Santa Clara BRT Project provides limited-stop Rapid 522 transit-service from the Eastridge Transit Center to the Arena Station Downtown, via Capitol Expressway, Alum Rock Avenue, and East Santa Clara Street. The BRT provides light rail-like service with traffic signal priority, ~~ticket machines,~~ and fuel efficient vehicles operating at ~~40-12~~-minute headways during peak hours during weekdays. Village-accessible stations are located at City Hall/6<sup>th</sup> Street and 17<sup>th</sup> Street.



## Regional Transit Connections

Figure 6.2

Commuter rail, intercity rail, and light rail transit are provided at Diridon Station, just over a mile west of the **Urban Village** area. Bus service at Diridon Station includes ~~local, express, Rapid, Frequent, Local, Express~~ and shuttle routes. Commuter and intercity rail is provided by Caltrain, the Altamont Corridor Express (ACE), and Amtrak's Coastal Starlight and Capitol Corridor routes. Light rail transit, accessible both at Diridon Station and at the 1st and 2nd Street Transit Mall, is provided by the Santa Clara Valley Transportation Authority (VTA) via the ~~Green Mountain View-Winchester~~ and ~~Blue Alum Rock-Santa Teresa~~ lines. The BART system is planned to extend from Fremont to Downtown San José, with new stations nearby at 28<sup>th</sup> Street/Alum Rock and along East Santa Clara Street somewhere between Market and 7<sup>th</sup> Streets, with the exact station location to be determined. Diridon Station will be a major stop on the proposed California High Speed Rail linking northern and southern California.

### **Motoring**

The Village Plan Area is well-served in terms of freeway access, with U.S. Route 101 (US 101) 3/4 of a mile to the east, the Guadalupe Parkway/State Route 87 (SR 87) 3/4 of a mile to the west, and Interstate 280 (I-280) 3/4 of a mile to the south. East Santa Clara Street provides primary access to US 101 and SR 87 (See Figure 1.1). The 10<sup>th</sup> and 11<sup>th</sup> Streets couplet provides primary access to I-280. However, convenient vehicle commute patterns to and from the freeways create traffic congestion and challenges for adapting local streets to meet **Urban Village** goals.

East Santa Clara Street, a Grand Boulevard, extends to the City limits on the east, becoming Alum Rock Road/County Route 130 east of US 101. To the west, the roadway becomes West Santa Clara Street at 1<sup>st</sup> Street, and The Alameda past the railroad west of Downtown. It continues north as The Alameda and then becomes El Camino Real/State Route 82 (SR 82) north to San Francisco. Within the Village Plan area, East Santa Clara Street is a four-lane arterial street, with two lanes in each direction, median striping, left turn pockets at key intersections, and curbside parking along both frontages. Average daily traffic on East Santa Clara Street ranges from approximately 16,000 vehicles per day near Coyote Creek, to approximately 23,000 vehicles per day adjacent to Downtown. The street width is approximately 70 feet curb-to-curb.

East Santa Clara Street is paralleled by East St. John Street one block to the north and East San Fernando Street one block to the south. Both are important neighborhood-serving roadways with bikeways, though neither is a through-street as both terminate at Coyote Creek to the east. To the west, East San Fernando Street terminates at Diridon Station and East St. John Street at ends Guadalupe Parkway. The most important north-south roadways for vehicles are 10<sup>th</sup> and 11<sup>th</sup> Streets. Eleventh Street is one-way northbound while 10<sup>th</sup> Street is one-way southbound, together forming a couplet that channels traffic between central San José and I-280.

### **Streetscape**

The East Santa Clara Street Urban Village lacks the type of unified streetscape design exhibited in some of the City's other neighborhood commercial districts (see Figure 6.3). For example, recent streetscape improvements along The Alameda include high-visibility pedestrian crosswalks, corner curb bulb-outs, updated curb ramps, landscaped median islands with street trees and pedestrian crossing refuges, pedestrian-oriented street lighting, and pedestrian-oriented traffic signal modifications.

Along East Santa Clara Street, street tree planting appears to have occurred sporadically on a property-by-property basis. For example, the portion of the corridor closest to Downtown and just outside of the **Urban Village** (between 6<sup>th</sup> and 7<sup>th</sup> Streets) is lined with large-canopy London Plane trees, which are common throughout Downtown. To the east, between 9<sup>th</sup> and 12<sup>th</sup> Streets, there is a mix of small-canopy Crape Myrtle, Chinese Pistache, and Palm trees, as well as larger-canopy Sycamore and Ash trees. Trees vary considerably in size and sidewalk spacing, and the amount of shade and overall sense of enclosure that characterizes the City's more attractive commercial districts, such as Willow Glen or The Alameda, is lacking. Highway-type "cobra-head" street lights line the roadway, and special paving and furnishings are confined to the storefront block between 9<sup>th</sup> and 10<sup>th</sup> Streets.



- 1. Long pedestrian crossings ( $\pm 75$  feet/21 seconds)
- 2. Less visible parallel striped crosswalks

- 3. Left turn lane pocket
- 4. Bus stops lack shelters
- 5. Auto-oriented street light

## East Santa Clara Street Existing Conditions

Figure 6.3

**Table 6-1: Existing General Plan Roadway Typologies**

Roadway Typology	All Modes Accommodated?	Priority Mode	Description
Grand Boulevards	Yes	Transit	<ul style="list-style-type: none"> <li>• High standards of design, cleanliness, landscaping, gateways, and wayfinding</li> <li>• If there are conflicts, transit has priority</li> </ul>
(City & Local) Connector Streets	Yes	All modes accommodated equally	<ul style="list-style-type: none"> <li>• Pedestrians accommodated with sidewalks</li> </ul>
Residential Streets	Yes	All modes accommodated equally	<ul style="list-style-type: none"> <li>• Pedestrians accommodated with sidewalks or paths</li> <li>• Through traffic discouraged</li> </ul>
On-Street Primary Bicycle Facilities	Yes	Bicycles	<ul style="list-style-type: none"> <li>• If there are conflicts, bicycles have priority</li> </ul>
<del>Bicycle (Bike)-Boulevard</del>	<del>Accommodates bicycles, pedestrians, and automobiles</del>	<del>Bicycles</del>	<ul style="list-style-type: none"> <li>• <del>No more than one lane in each direction</del></li> <li>• <del>Bicycles travel is protected through incorporation of traffic diversion and calming elements.</del></li> </ul>

## Related Plans and Policies

Several City plans and policies are in place or in preparation that will affect circulation and streetscape in the East Santa Clara Street Urban Village. These include:

**Envision San José 2040 General Plan** – The General Plan includes policies to support increased walking, bicycling, transit usage, and ridesharing. It establishes typologies that are intended to guide streetscape design, such as “Grand Boulevard”, “Main Street”, and others.

**San José Complete Streets Design Guidelines (draft)** – The Complete Streets Design Guidelines promote General Plan goals to create people-oriented streets. The Design Guidelines ~~were adopted by the City Council in May 2018. are currently in draft form and are expected to be finalized in 2017.~~ They build significantly upon the National Association of City Transportation Officials (NACTO) Urban Streets Design Guide, which is also used to guide street improvements in other cities.

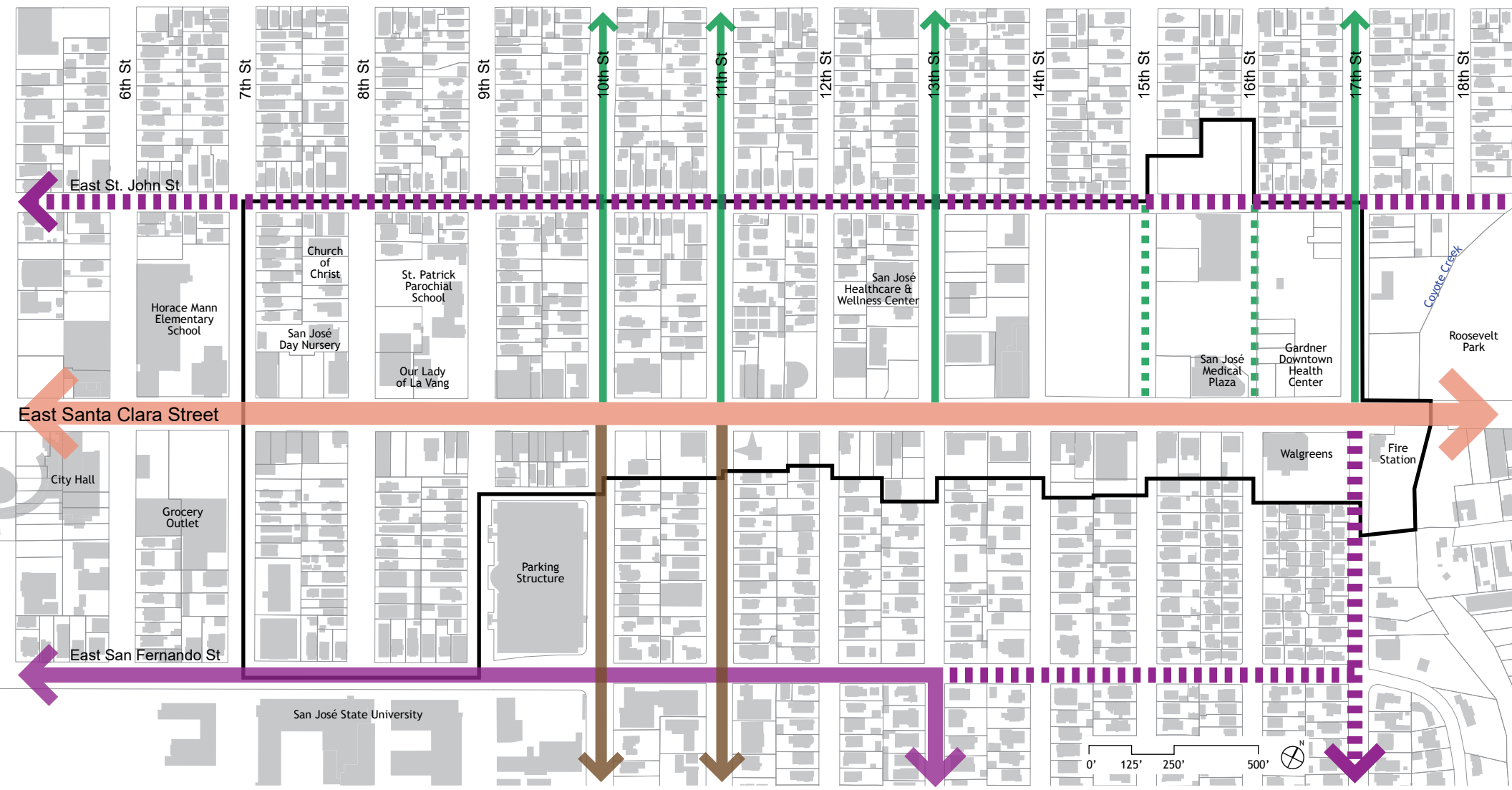
**Vision Zero San José** – Vision Zero San José is the City’s commitment to prioritize street safety for all people. It was established in 2015 with the goal of reducing and eventually eliminating traffic fatalities in the City. East Santa Clara Street is designated as a Vision Zero corridor.

**Valley Transportation Plan (VTP) 2040** – The Valley Transportation Plan (VTP) is the long-range transportation plan for the County of Santa Clara. This plan highlights the projects and programs that will be pursued in partnership with Member Agencies over the next 25 years, including Complete Streets, Express Lanes, Bus Rapid Transit, and Bicycle/Pedestrian Improvements.

**San José Bike Plan 2020** – The Bike Plan provides for implementation of bike pathways throughout the City. It will be updated to **Bike Plan 2040** beginning in Summer 2017, with estimated completion in January 2019. Among the many facilities likely to be included are bikeway connections to the 28<sup>th</sup> Street/Alum Rock BART Station.

**San José Active Transportation Program (ATP)** – The **San José Active Transportation Program (ATP)** is administered by the City’s





- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>— Urban Village Boundary</li> </ul> | <p><b>Existing General Plan Roadway Typologies</b></p> <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: orange; margin-right: 5px;"></span> Grand Boulevard</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: purple; margin-right: 5px;"></span> On-Street Primary Bicycle Facility</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: brown; margin-right: 5px;"></span> City Connector Street</li> <li><span style="display: inline-block; width: 20px; height: 10px; background-color: green; margin-right: 5px;"></span> Local Connector Street</li> </ul> | <p><b>Proposed General Plan Roadway Typologies</b></p> <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 10px; border-top: 2px dashed purple; margin-right: 5px;"></span> On-Street Primary Bicycle Facility</li> <li><span style="display: inline-block; width: 20px; height: 10px; border-top: 2px dashed green; margin-right: 5px;"></span> Local Connector Street</li> </ul> |
|--|---|--|

**General Plan Roadway Typologies**  
Figure 6.4

Department of Transportation and implements projects identified in in the many City-approved plans that support bicycling as a viable means of transportation. Goals of the program include a five percent share of trips by bike by 2020, and 15 percent by 2040; a 400-mile on-street bikeways network; and a 100-mile interconnected Trail Network.

## Multimodal Circulation Network

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### *Existing Hierarchy and Configuration*

The East Santa Clara Street Urban Village is served by a mix of local and regional roadways. Roadway types include a Grand Boulevard, city connector streets, local connector streets, on-street primary bicycle facilities, and local residential streets. See Table 6-1 for roadway typology descriptions.

**Grand Boulevards** – Within the Village, East Santa Clara Street is classified as a Grand Boulevard, meaning transit has priority. It also provides local access and connections to Downtown and east San José.

**City Connectors** – Within the Village, 10th and 11th Streets south of East Santa Clara Street are city connector streets. On city connector streets, automobiles, bicycles, pedestrians, and trucks are prioritized equally in this roadway type. Transit use, if any, is incidental. Pedestrians are accommodated with sidewalks.

**Local Connectors** – Local connector streets connect arterials to local streets, and include 10th and 11th Streets north of East Santa Clara Street and East St. John Street. Most roadways within the area are classified as local streets, providing direct access to residential parcels.

**On-Street Primary Bicycle Facility** – On-street primary bicycle facilities are either classified with Class II (bike lane) or Class III (signed routes) and are through-routes for bicycles providing continuous access and connections to the local and regional bicycle network. Bicycles have priority on these streets.

**~~Bicycle (Bike) Boulevard~~**—~~A bicycle (bike) boulevard is a local street with no more than one lane in each direction where travel by~~

~~bicycle is protected through incorporation of traffic diversion and calming elements (See Figure 6.7). As a result, cut-through motor vehicle traffic is discouraged and often diverted. East St. John Street provides local access to residential neighborhoods in the areas between Downtown and Coyote Creek, and the Plan recommends the conversion of East St. John Street into a bike boulevard, which would facilitate the achievement of many objectives detailed in this plan.~~

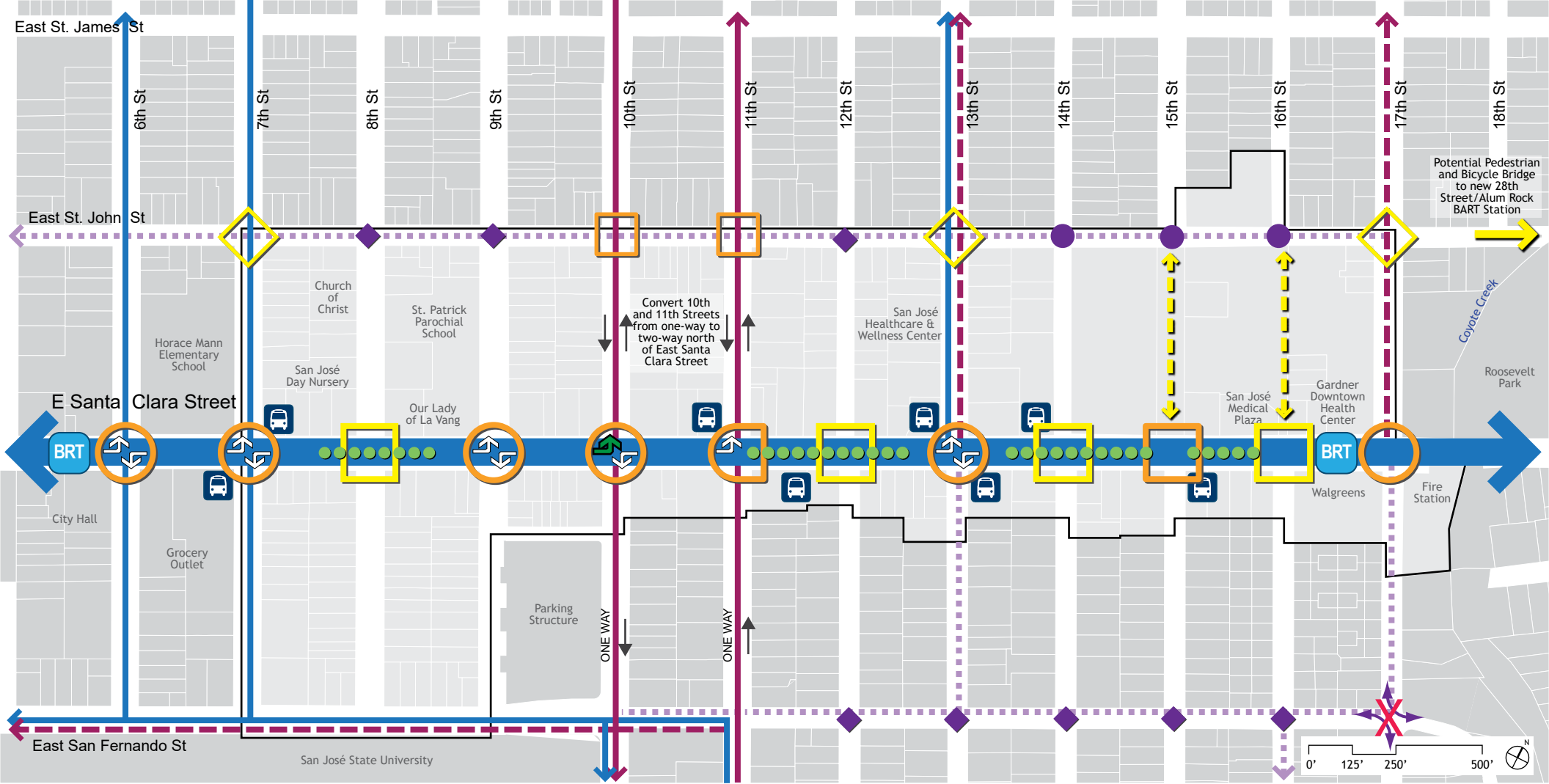
## Circulation and Streetscape Goals and Policies

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Circulation and streetscape improvement efforts in and around the East Santa Clara Street Urban Village should focus on creating complete streets that encourage walking, bicycling, transit use, and commercial revitalization, while improving traffic flow. The General Plan notes that an urban village features a public realm that “includes attractive and interesting pedestrian-oriented streetscape features such as street furniture, pedestrian-scale lighting, pedestrian-oriented wayfinding signage, clocks, fountains, landscaping, and street trees that provide shade, with improvements to sidewalks and other pedestrian ways.”

Key community recommendations for circulation and streetscape include:

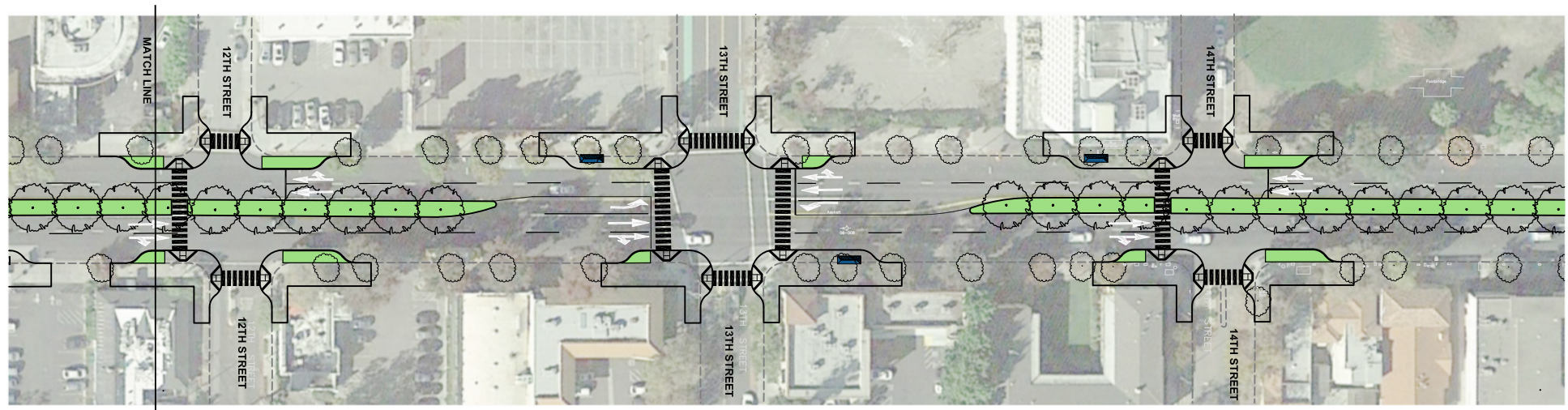
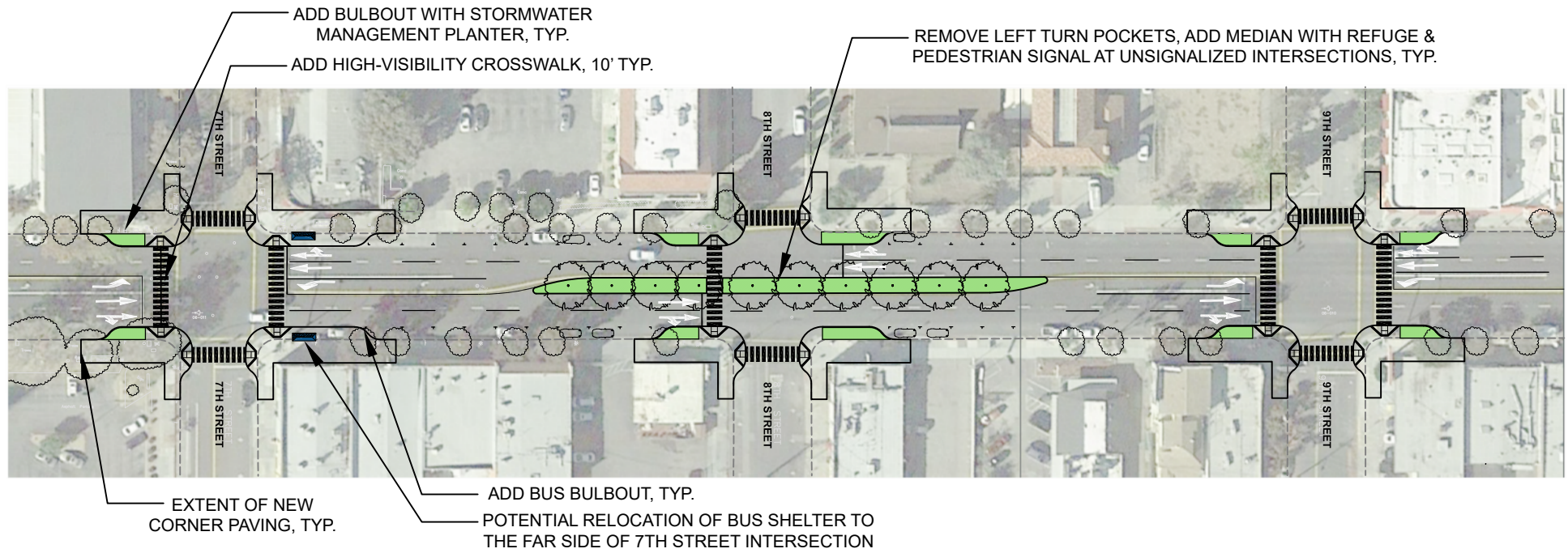
- **Create a lively street environment** along East Santa Clara and East San Fernando Streets with additional retail businesses, cafés, restaurants, outdoor dining, and public places.
- **Improve traffic flow** throughout the Village area to make streets safer and travel more efficient.
- **Calm traffic on all Urban Village streets**, and particularly along key walkways and bikeways to eliminate “freeway conditions.”
- **Convert 10th and 11th Streets (north of East Santa Clara Street)** from one-way to two-way traffic to reduce through-traffic speeds.



- |   |  |  |  |   |
|---|--|--|--|---|
| <p><b>Signalized Intersections</b></p> <ul style="list-style-type: none"> <li> New Refuge(s) and Bulb-Outs</li> <li> New Bulb-Outs</li> </ul> | <p><b>Unsignalized Intersections</b></p> <ul style="list-style-type: none"> <li> New Refuges and Bulb-Outs (New RRFB Pedestrian Signal)</li> <li> New Refuges</li> <li> New Refuges (if 15th Street becomes through-street)</li> </ul> | <p><b>Bicycle</b></p> <ul style="list-style-type: none"> <li> Buffered Bike Lane</li> <li> Bike Lane</li> <li> Sharrow (bikes share road)</li> </ul> <p><b>Bike Boulevard</b></p> <ul style="list-style-type: none"> <li> Vehicular Traffic Diverter</li> <li> Traffic Circle</li> </ul> | <p><b>Transit</b></p> <ul style="list-style-type: none"> <li> BRT &amp; Bus Route</li> <li> Bus Route</li> <li> BRT Stop</li> <li> Bus Stop</li> </ul> | <p><b>Other</b></p> <ul style="list-style-type: none"> <li> New Pedestrian and Emergency Vehicle Through-way</li> <li> New Median</li> <li> Left Turn Lane (Existing)</li> <li> Left Turn Lane Added</li> <li> Proposed Urban Village Boundary</li> </ul> |
|---|--|--|--|---|

# Circulation Improvement Concept Diagram

Figure 6.5

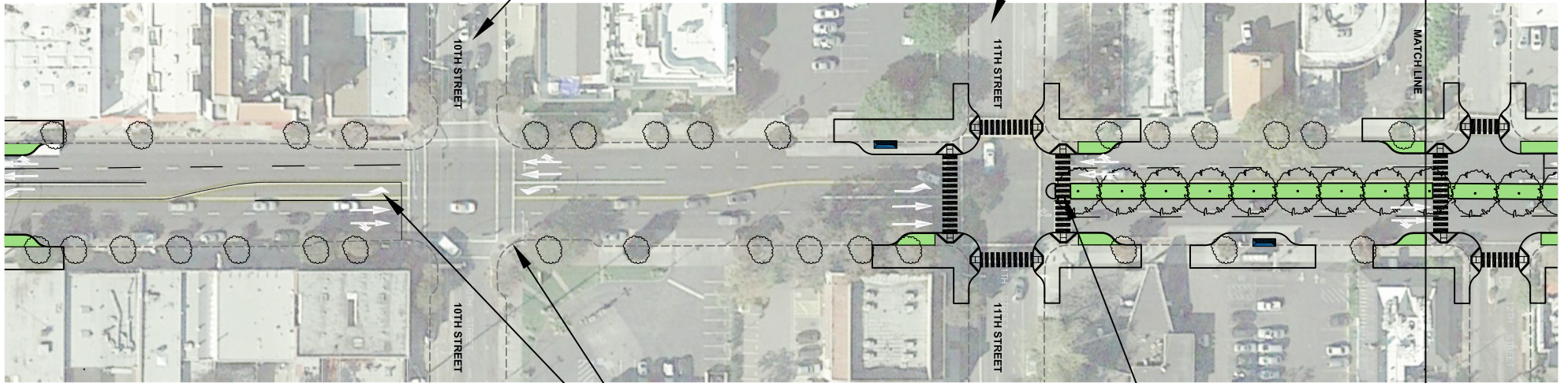


# East Santa Clara Street Design Concept

Figure 6.6

CONVERT 10TH STREET TO TWO-WAY NORTH OF EAST SANTA CLARA STREET

CONVERT 11TH STREET TO TWO-WAY NORTH OF EAST SANTA CLARA STREET

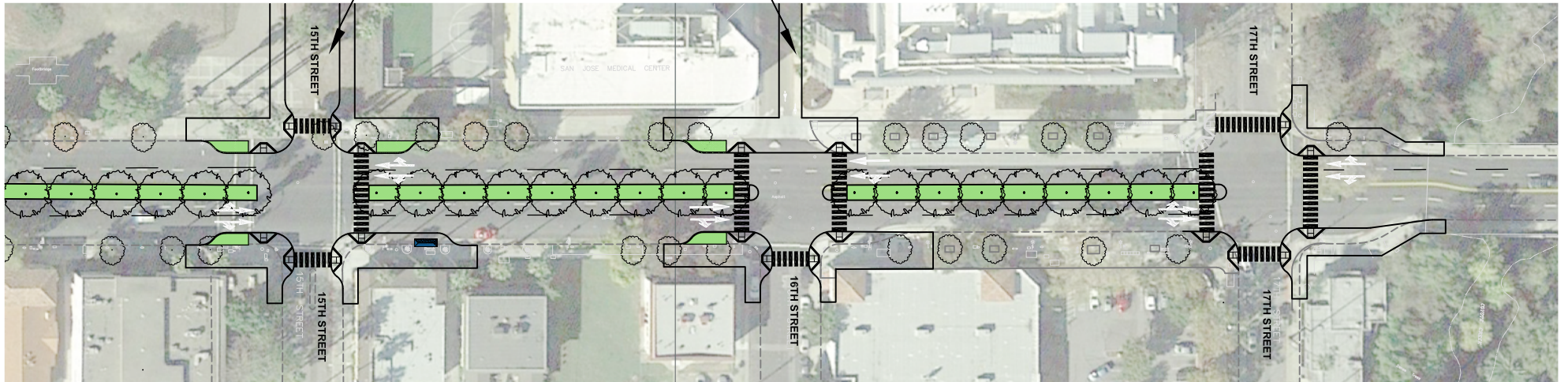


EXISTING BULBOUTS AT 10TH STREET

ADD LEFT TURN POCKET

ADD PEDESTRIAN REFUGE, TYP.

POTENTIAL NEW PEDESTRIAN AND EMERGENCY VEHICLE THROUGH-WAY AT 15TH AND 16TH STREETS



NOT TO SCALE

- **Create pleasant walkable streets** with gracious sidewalks, attractive streetscapes, and safer pedestrian crossings throughout the **Urban** Village area.
- **Link the north- and south-side neighborhoods** of the **Urban** Village by making East Santa Clara Street safer and more pleasant to cross.
- **Connect the **Urban** Village neighborhood to Coyote Creek and Roosevelt Park** with a new pedestrian/bicycle bridge.

The Circulation Improvement Concept Diagram (see Figure 6.5) depicts the major circulation improvements recommended by the Village Plan. These improvements focus on making East Santa Clara Street easier and safer to cross, reducing through-traffic speeds, and expanding and enhancing pedestrian and bicycle networks. The improvements are described in more detail in the following sections of this Chapter.

The improvements reflect the local community priorities discussed above, as identified through community workshops, online community surveys, and CommUniverCity outreach efforts. Design recommendations emphasize calm yet efficient traffic flow, high-quality walking and bicycling environments, and implementation of a variety of complete street design elements. The East Santa Clara Street Design Concept, Figure 6.6, is a to-scale plan depicting specific improvements along the roadway, including additional pedestrian crossings, widened sidewalks, and streetscape and lighting enhancements. Figures 6.8-6.10 illustrate potential recommended street improvements.

Future developments that are subject to the **Urban Village Implementation and Amenities Framework** may consider providing off-site streetscape amenities or multi-modal improvements, such as roadway improvements, enhanced lighting; landscaping, sidewalks, or streetscapes and connections to public transit.

### 1. COMPLETE STREETS

Complete streets accommodate a variety of users, including people who walk, bike, ride transit, and drive. Complete streets also accommodate people with diverse capabilities, such as children, people with disabilities, and seniors. Complete streets create more

walkable, healthy, and sustainable communities by making all people feel safe and welcome on its roadways.

The goals, policies, and action items in this section are intended to promote general complete street principles and implement complete streets objectives.

### GOALS

**Goal CS-1.1: Promote a complete streets approach to all roadway improvements in and around the East Santa Clara Street Urban Village, consistent with the San José Complete Streets Design Guidelines.**

### POLICIES

**Policy CS-1.1:** Base complete street improvements on the General Plan’s roadway typologies, so that improvements support the City’s overall circulation and transportation goals.

**Policy CS-1.2:** Balance street improvements to reflect the constraints of individual streets, prioritizing local mobility, through-movement, and community character.

**Policy CS-1.3:** Tailor street improvements for individual travel modes, such as bike lanes for bicyclists and corner curb bulb-outs for pedestrians, to the context and characteristics of individual streets in the **Urban** Village.

**Policy CS-1.4:** Support safe, convenient, and comfortable mobility for all users, including people with disabilities, seniors, and parents with strollers or young children. Ensure that all walking and cycling routes in the **Urban** Village provide clear and accessible paths of travel free of barriers and obstructions.

~~**Policy CS-1.5:** At a minimum, ensure that all streets within the Village are consistent with the Americans with Disabilities Act (ADA) guidelines for accessibility of elements such as sidewalks and curb ramps.~~

**Policy CS-1.6:** Create high-quality walking and bicycling connections along side streets to encourage residents to patronize East Santa Clara Street businesses and provide good access to transit facilities.

**Policy CS-1.7:** Encourage the adoption of a maintenance district by the business owners along East Santa Clara Street to address ongoing maintenance issues.

**Policy CS-1.8:** Provide 20-foot minimum sidewalk width along East Santa Clara Street and East San Fernando Street in all future development projects. Where the sidewalk in front of a development project falls short, the project must make up the difference so that the entire 20 feet is publicly accessible and functions as a sidewalk.

**Policy CS-1.9:** All other streets should provide a ~~12-to~~ 15-foot sidewalk width. Allow exceptions only in the case of economic hardship on shallow lots or constrained sites.

**Policy CS-1.10:** Consider a curbside planting strip or rain garden a minimum of ~~4~~ four feet wide for frontages along East Santa Clara Street and East San Fernando Street that do not have curbside parking.

**Policy CS-1.11:** Encourage pedestrian-oriented features that enhance the pedestrian environment.

**Policy CS-1.12:** Accommodate pedestrian-oriented activities in new projects with elements such as street furniture, plantings, awnings, café and restaurant seating, and outdoor retail displays.

**Policy CS-1.13:** Install corner curb bulb-outs where feasible and appropriate.

**Policy CS-1.14:** Publicly-accessible routes serving as a pedestrian and bicycle pathway/paseo (allowing emergency vehicle access) through the former San Jose Medical Center site shall be provided at North 15th and North 16th Streets.

## ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item CS-1.1:** Conduct traffic analyses as needed to support East Santa Clara Street Urban Village complete street circulation improvement concepts.

**Action Item CS-1.2:** Develop and implement an engineered complete street design plan for East Santa Clara Street.

**Action Item CS-1.3:** Assess feasibility of installing a bicycle boulevard along East St. John and San Fernando Streets.

**Action Item CS-1.4:** Complete, expand, and enhance the sidewalk network.

## 2. WALKING

Walking is the most important mode of travel for fostering, building, and maintaining community. Walking-oriented goals and policies are found throughout the Village Plan, and its Circulation, Land Use, Open Space and Placemaking, and Urban Design policies all work together to encourage walking. Policies for storefront commercial development, neighborhood-scale infill housing, street crossing improvements, transit stops, shade trees, and other features all contribute to a concentrated, walking-oriented neighborhood rejuvenation effort.

## GOALS

**Goal CS-2.1:** Walking anywhere within the East Santa Clara Street Urban Village area shall be a safe and enjoyable experience.

**Goal CS-2.2:** Walking-related facilities should be improved to the maximum extent feasible and appropriate to support the local land use context. Commercial, residential, and recreational streets and accessible walkways shall have paving, lighting, and landscape characteristics that support their purpose and adjacent land uses.

## POLICIES

**Policy CS-2.1:** Implement the City's Complete Street Design Guidelines along all streets in the Urban Village area.

**Policy CS-2.2:** At a minimum, ensure that all Urban Village streets reflect Americans with Disabilities Act (ADA) guidelines for accessibility of elements such as, but not limited to, sidewalks, curb ramps, and crosswalks.

**Policy CS-2.3:** Design sidewalks along East Santa Clara Street to a minimum of 20 feet wide, typically achieved with building setbacks as new development occurs.

**Policy CS-2.4:** Corner curb bulb-outs should be provided where feasible along East Santa Clara Street to improve pedestrian crossing safety and convenience. Bulb-outs should not interfere with transit vehicle operations or curbside parking access.

**Policy CS-2.5:** Expand pedestrian space within private development properties where appropriate, such as near transit stops and activity nodes.

**Policy CS-2.6:** Install street trees and improve landscaping, paving surfaces, and lighting per the Streetscape recommendations of this Chapter.

**Policy CS-2.7:** Install signage and wayfinding to direct visitors to nearby destinations and create a cohesive sense of place throughout the East Santa Clara Street Urban Village.

**Policy CS-2.8:** Complete the sidewalk network and maximize connectivity by removing barriers and interruptions along the pedestrian path of travel.

**Policy CS-2.9:** Require paseos to be a minimum of 20 feet wide with a minimum 12-foot clear walking/biking path clear to the sky.

**Policy CS-2.10:** Encourage the installation of paseos that enhance the pedestrian environment and improve connectivity throughout the Urban Village area.

**Policy CS-2.11:** Provide one mid-block east-west pedestrian and bicycle passage within the former San José Medical Center site. An additional connection is strongly encouraged.

**Policy CS-2.12:** Require paseos to be open to the public at all times.

**Policy CS-2.13:** Driveways and curb cuts shall be shared whenever possible.

**Policy CS-2.14:** Primary parking access for corner lots shall be located along side streets. Parking access for mid-block lots shall be provided through the building, excepting from East

Santa Clara or East San Fernando Streets. Curb-cuts shall be limited to minimize pedestrian and vehicular circulation conflicts.

### 3. BICYCLING

The East Santa Clara Street Urban Village is served by a strong network of north-south and east-west bikeways today, as illustrated by Figure 6.1. Coyote Creek creates a barrier on the east that impedes bicycle circulation, and the width of the roadway and sidewalks at the East Santa Clara Street bridge across the creek are constrained and not supportive of bicycling. Many in the local community have advocated for a bicycle and pedestrian bridge at East St. John Street to link the area to Roosevelt Park and east to the future 28<sup>th</sup> Street BART Station. **This bridge would be in addition to the historic East Santa Clara Street bridge which is currently too narrow to comfortably accommodate motor vehicles, buses, pedestrians, and bicycles.** The Village Plan promotes this important potential circulation improvement, as well as a variety of alternative routes to the station. On- and off-street bicycle parking facilities should be provided throughout the Urban Village area, and are required standards for all new development.

The Village Plan does not recommend bicycle lanes along East Santa Clara Street, as the right-of-way is not sufficient to accommodate them as well as four vehicular travel lanes, curbside parking, generous sidewalks, and BRT service. **This is particularly true at the historic East Santa Clara Street bridge.** Traffic volumes and speeds are also deemed too high to recommend a sharrow/ shared vehicle lane bike way. This Village Plan's strategy is to encourage bicycle use of East St. John Street to the north and East San Fernando Street to the south instead of East Santa Clara Street for bicycle travel; however, bicyclists may still use East Santa Clara Street, as they may all roadways.

### GOALS

**Goal CS-3.1:** Enhance the existing bicycling network with additional improvements and/or vehicle network modifications, as appropriate.

**Goal CS-3.2:** Expand bicycle connections to the east with a new pedestrian/bicycle bridge connection to Roosevelt Park over Coyote Creek.





*Speed management: mini traffic circle*

*Volume management: diagonal traffic diverter*

*All images from the NACTO Urban Bikeway Design Guide*

## East St. John Street Bike Boulevard Potential Design Elements

*Figure 6.7*

**Goal CS-3.3: Encourage additional bike routes to and from the future 28<sup>th</sup> Street BART Station.**

**POLICIES**

**Policy CS-3.1:** Consider enhancing existing buffered bike lanes along 10<sup>th</sup> and 11<sup>th</sup> Streets and along East San Fernando Street with protected bike lane curbing, where feasible and appropriate.

**Policy CS-3.2:** Consider implementing a bike boulevard along East St. John and San Fernando Streets that diverts automobile traffic to create a safer and more pleasant bikeway.

**Policy CS-3.3:** Include bicycle parking in areas of likely demand, such as locally-oriented businesses, BRT and other transit stops, and unique destinations.

**Policy CS-3.4:** Require new development to provide well-located, visible bicycle parking and/or storage facilities along sidewalks, in parking garages, and near building entrances and public sites as defined in San José Municipal Code Title 20.

**Policy CS-3.5:** Where applicable, require new development to provide in-unit bike storage, BikeLink card (regional locker and bike station network), an on-site bike share station, and bike share memberships.

**Policy CS-3.6:** Utilize colored bicycle facilities (ie, bike lanes) at conflict areas such as intersections, where appropriate, per the City’s Complete Streets Guidelines.

**Policy CS-3.7:** Consider **dutch-style** intersections shall be considered in the bicycle network where appropriate as opportunities arise.

**Policy CS-3.8:** Expand San José’s bike share system.

**Policy CS-3.9:** Provide links to alternative bike routes to the 28<sup>th</sup> Street BART Station. These could include the following, and will be solidified as part of the 2040 Bike Plan update:

From the west:

- East St. John Street to 17<sup>th</sup> Street to Julian Street to 28<sup>th</sup> Street

- San Antonio Street to 28<sup>th</sup> Street

From the north:

- Coyote Creek Trail to Watson Park to 21<sup>st</sup> Street to Julian Street to 28<sup>th</sup> Street

From the south:

- McLaughlin Avenue to 24<sup>th</sup> Street to San Antonio Road to 28<sup>th</sup> Street
- King Road to San Antonio Road to 28<sup>th</sup> Street

From the east:

- San Antonio Street to 28<sup>th</sup> Street
- Mckee Road to 28<sup>th</sup> Street

**ACTIONS**

The following action items are contingent upon receipt of future funding.

**Action Item CS-3.1:** Conduct a feasibility analysis to evaluate a Coyote Creek bicycle/pedestrian bridge connection between East St. John Street and Roosevelt Park.

**Action Item CS-3.2:** As funding opportunities arise, proactively install bicycle parking in the public right-of-way in front of or proximate to existing development, especially shops, cafés, and restaurants.

**4. TRANSIT**

The Alum Rock/Santa Clara BRT, existing bus lines, and future BART Silicon Valley Extension are expected to make the East Santa Clara Street Urban Village one of the City’s most transit-accessible urban villages. Walking is the first and last step for people who use transit, and **Urban** Village transit policies focus on improving local access to and from East Santa Clara Street, and on integrating new and improved transit facilities into the East Santa Clara Street streetscape.

## GOALS

**Goal CS-4.1:** Support transit use with street improvements that encourage walking and bicycling to East Santa Clara Street transit stops as well as other Urban Village and Downtown destinations.

## POLICIES

**Policy CS-4.1:** Integrate transit-friendly street amenities in areas adjacent to transit stations, including wayfinding signs, trash cans, planting boxes, public art, and shading structures, to enhance the overall experience of transit users.

**Policy CS-4.2:** Create transit shelters that are comfortable and pedestrian- and bicycle-friendly. Enhance bus stops with seating, shade, and lighting that make users feel comfortable.

**Policy CS-4.3:** Enhance the environment around transit stops by supporting mixed-use development with active ground floor uses.

**Policy CS-4.4:** Develop safe connections and shorter walking and/or biking distances through direct pedestrian and bicycle access routes (walkways or bikeways) between transit stops and local destinations.

**Policy CS-4.5:** Improve roadway crossings at bus stops through high-visibility treatments and shorter crossing distances, where appropriate.

**Policy CS-4.6:** Encourage public and private transit services that improve connectivity between the Urban Village and surrounding destinations.

**Policy CS-4.7:** Increase the frequency and quality of transit services operating in the Urban Village area.

**Policy CS-4.8:** Support more even distribution of bus stops along the corridor, rather than the current concentration at the eastern end. Consider consolidating bus stops, as appropriate.

**Policy CS-4.9:** Work with VTA and BART to ensure that any above-grade BART facilities complement and do not detract from

the character of the Urban Village, and are consistent with the Urban Village Plan's urban design policies.

**Policy CS-4.10:** Continue to consider a dedicated bus/BRT lane on East Santa Clara Street.

**Policy CS-4.11:** Eliminating curbside parking should be considered in combination with a dedicated bus/BRT lane in order to improve operations, particularly where curbside parking is underused. Parking area could be rededicated to wider sidewalks, sidewalk amenities, and/or greening elements.

## ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item CS-4.1:** Coordinate with VTA to bring more frequent, direct, and high-quality transit service to the Urban Village area.

**Action Item CS-4.2:** Identify the size, form, and potential modifications and design treatments possible for the BART mid-tunnel ventilation structure proposed adjacent to North 13<sup>th</sup> Street north of East Santa Clara Street.

## 5. MOTORING

Community concerns about crossing safety and the barrier effects created by East Santa Clara Street and the 10<sup>th</sup> and 11<sup>th</sup> Street couplet were a theme in community meetings for the Village Plan. Balancing a reduction of peak-hour traffic congestion with reduction of off-peak-hour traffic speeds is a challenge and a focus of the Village Plan's circulation and streetscape policies.

## GOALS

**Goal CS-5.1:** Calm through-traffic wherever feasible given the City's greater Downtown traffic management objectives.

## POLICIES

**Policy CS-5.1:** Consider street designs along East Santa Clara Street that reduce through-traffic speeds while maintaining through-traffic capacity, like narrowing automobile lane widths.

**Policy CS-5.2:** Reduce neighborhood traffic impacts north of East Santa Clara Street by converting 10<sup>th</sup> and 11<sup>th</sup> Streets from one-way to two-way, and eliminating select left turns.

**Policy CS-5.3:** Consider coordinated and adaptive traffic signal timing and phasing along 10<sup>th</sup> and 11<sup>th</sup> Streets south of East Santa Clara Street and along East Santa Clara Street in order to manage traffic flow during commute periods.

**Policy CS-5.4:** Consider street design approaches along 10<sup>th</sup> and 11<sup>th</sup> Streets that reduce through-traffic speeds while maintaining traffic capacity, such as protected bike lanes, corner curb bulb-outs, and curb cafés that narrow travel lanes and create the perception of a narrowed roadway.

**Policy CS-5.5:** Maintain the existing transportation network to support the goals and policies of this Village Plan.

## ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item CS-5.1:** Conduct traffic analyses as needed to support East Santa Clara Street Urban Village complete street circulation improvement concepts.

**Action Item CS-5.2:** Conduct a study of traffic and circulation impacts on surrounding residential neighborhoods as required for adding and removing left turn lanes along East Santa Clara Street.

## 6. TRANSPORTATION DEMAND MANAGEMENT

Through the use of incentives, employer and development requirements, and other techniques, Transportation Demand Management (TDM) policies reduce traffic congestion by encouraging walking, biking, ridesharing, transit use, and efficient

vehicle use. Given the relatively small parcels that typify the East Santa Clara Street Urban Village (with the exception of the former San José Medical Center site), and the relatively small development projects likely to result, TDM strategies will likely need to be tailored to incremental improvement, rather than large-scale efforts employed for office campuses or major housing developments. Improved access to transit, as noted above, is an important element of TDM for this Urban Village.

## GOALS

**Goal CS-6.1:** Develop and implement effective Transportation Demand Management (TDM) strategies and programs for new development to minimize vehicle trips and vehicle miles traveled, and increase walking, biking, ridesharing, and the use of nearby existing and planned transit, especially during peak travel times.

## POLICIES

**Policy CS-6.1:** Work with new developments to create, implement, and maintain Transportation Demand Management (TDM) strategies and programs. Strategies include ridesharing, bike sharing, guaranteed ride home, transit passes, carshare, clipper card cash, shuttle services, travel concierge, and marketing and education. New development with at least 50 employees or 50 dwelling units should implement TDM programs.

**Policy CS-6.2:** Encourage new residential development to provide transit fare incentives, such as free or discounted transit passes, on a continuing basis. New development with at least 50 dwelling units should provide transit passes to residents.

**Policy CS-6.3:** In new nonresidential developments, encourage employers to consider employer-paid transit passes for employees who choose to use public transit. New development with at least 50 employees should provide transit passes.

**Policy CS-6.4:** In lieu of transit passes, encourage employers to offer a reimbursement program allowing employees to pay for other transit passes or employer reimbursement for equivalent vanpool charges.

**Policy CS-6.5:** Encourage larger residential and employer sites to consider creating **Transportation Demand Management (TDM)** manager positions as part of site operations to coordinate TDM programs.

Refer to Chapter 6: Land Use and Transportation in the Envision San José 2040 General Plan.

## 7. PARKING

A certain amount of parking is needed to support a thriving commercial district, but it does not need to be located in places that create barriers to achieving other Village Plan goals. Given the Village Plan’s focus on providing local services and creating a walkable, bikable, and transit-friendly neighborhood-oriented environment, parking needs to be balanced with other priorities. Today, the East Santa Clara Street frontage contains underutilized surface parking lots that detract from the character of the district, occupying valuable land that should be dedicated to commercial space that creates a walkable environment. Current parking requirements for new development are difficult to meet on the **Urban Village** area’s small parcels, are excessive given the proximity to transit and Downtown, and increase the costs of constructing new infill commercial and residential development.

### GOALS

**Goal CS-7.1:** Improve parking configurations and reduce parking requirements to reflect the local context and character of the transit-rich East Santa Clara Street Urban Village.

**Goal CS-7.2:** Balance on-street parking with space needs for other modes of travel.

### POLICIES

**Policy CS-7.1:** Discourage surface parking in general, and restrict it for new development along the East Santa Clara Street frontage.

**Policy CS-7.2:** Encourage private property owners to use the parking requirement exceptions (i.e., reductions) allowed within

**Urban Villages** under the City of San José Municipal Code **Chapter 20-90**.

**Policy CS-7.3:** Discourage new residential and nonresidential development from providing more parking than the minimum parking ratio allowed by the Zoning Ordinance.

**Policy CS-7.4:** Encourage private property owners to share parking areas with the public and other adjacent private developments.

**Policy CS-7.5:** Encourage new development to “**unbundle**” private off-street parking so that the sale or rental price of a parking space is separate and in addition to the rental or sale price for a residential unit.

**Policy CS-7.6:** Encourage employers to consider “parking cash out”, whereby employees who choose not to drive are offered cash to be used towards commuting to work by other means, especially employers with 50 or more employees.

### ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item CS-7.1:** Explore installing more metered and time-restricted parking.

**Action Item CS-7.2:** Explore establishment of a Parking Benefit District and identify ways to manage and spend parking revenue within the District to improve provided parking.

## 8. STREETScape AND LIGHTING

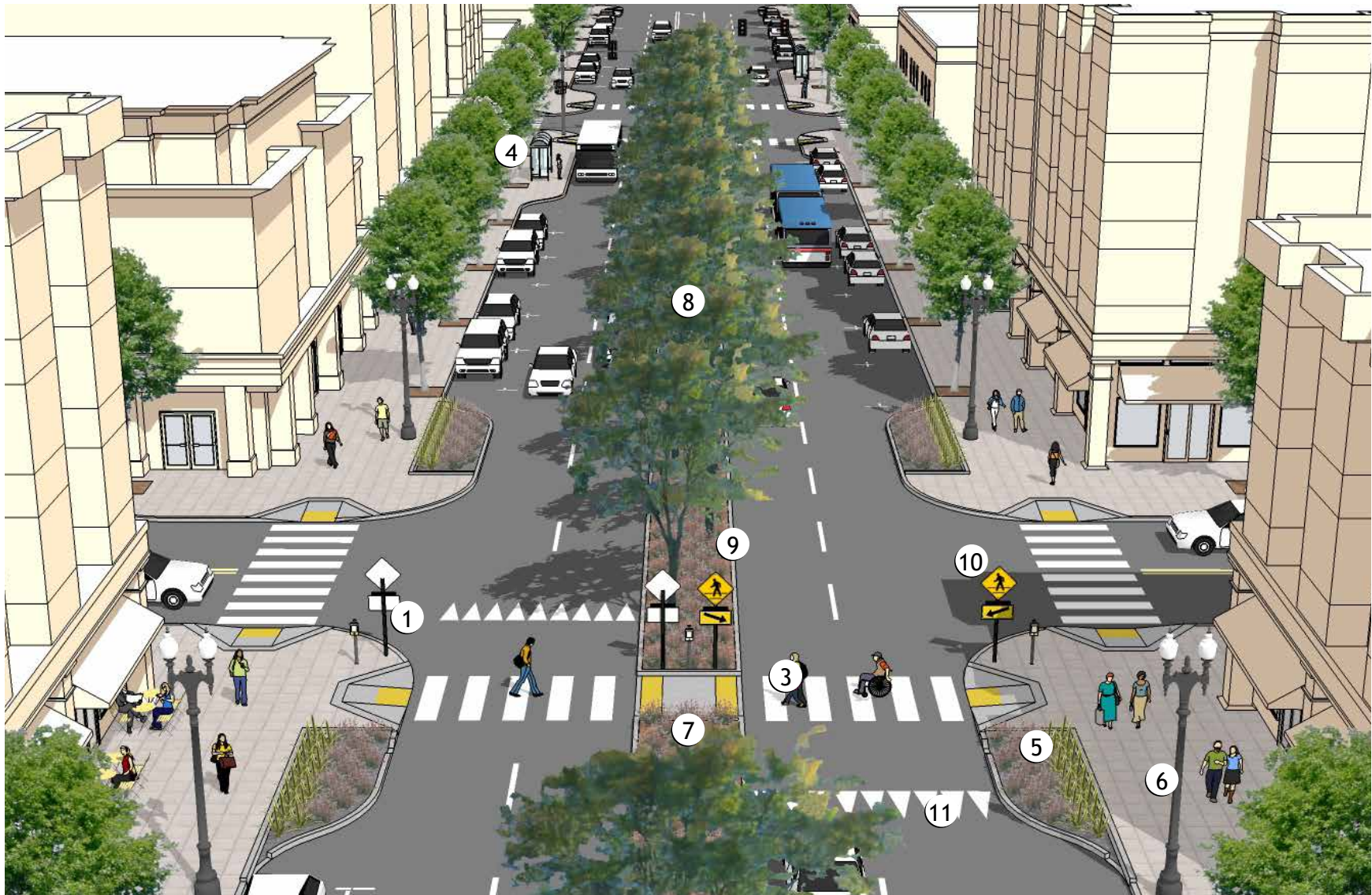
Attractive and functional street trees and furnishings are essential for an urban village environment, supporting pedestrian activity, commercial vitality, transit use, and increasing local property values. The **Village** Plan requires street trees along all publicly-accessible streets and pedestrian ways, and street furnishings at high-activity locations. In general, landscape along streets should consist of high-branching canopy trees and low-growing plantings. This “high-low” approach maintains frontage- and pedestrian-level visibility, while



- |  |   |
|--|---|
| 1. Bulb-outs shorten pedestrian crossing distances ( $\pm 55'/16$ seconds) | 4. Bus stops improved with shelters and bus bulb-outs |
| 2. Left turn lane pocket   | 5. Stormwater infiltration planters (rain gardens)    |
| 3. High-visibility crosswalks  | 6. Pedestrian-oriented street lights                  |

## Conceptual East Santa Clara Streetscape Improvements (Signalized Intersection)

Figure 6.8

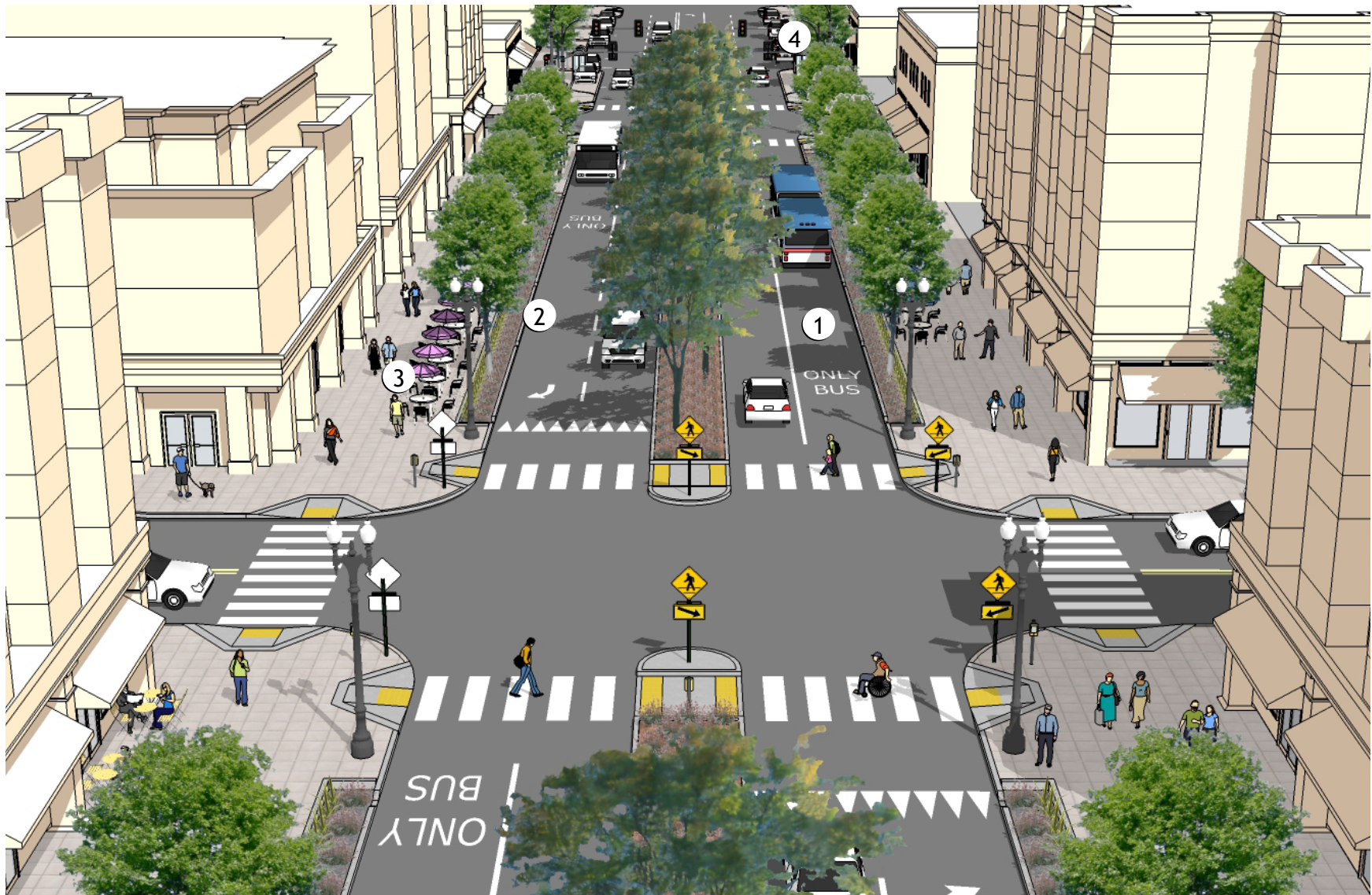


- 7. Pedestrian refuge shortens pedestrian crossing distances ( $\pm 25'/7$  seconds per segment)
- 8. Planted median replaces striped median
- 9. Left turns removed and through-traffic diverted onto East Santa Clara Street

- 10. Rapid Rectangular Flashing Beacon (RRFB) will flash when activated. Sign and beacon indicate presence of pedestrians to drivers
- 11. Drivers should stop behind advance yield markings

## Conceptual East Santa Clara Streetscape Improvements (Unsignalized Intersection)

Figure 6.9



1. Bus-only lane to improve bus/BRT service
2. Consider eliminating curbside parking to enhance bus/BRT operations
3. Curbside parking areas could be used for wider sidewalks, sidewalk amenities, and/or greening elements
4. Consider retaining curbside parking where storefront commercial space is concentrated

## Conceptual East Santa Clara Streetscape Improvements (Transit Lane)

Figure 6.10



maximizing shade and amenities. Pedestrian-oriented street lighting is recommended along East Santa Clara Street, East San Fernando Street, and adjacent portions of key side streets.

## GOALS

**Goal CS-8.1: Street trees, lighting, and landscaping shall be used to create inviting streetscapes throughout the East Santa Clara Street Urban Village.**

## POLICIES

### Street Trees

**Policy CS-8.1:** Large canopy trees are recommended for street and parking lot shade, habitat value, and for framing sidewalks as spaces separate from roadways. Where shade is not a priority, or to add colorful accents to the streetscape, medium-size or flowering trees may be appropriate.

**Policy CS-8.2:** Layout of street trees and lighting fixtures should be designed at the same time.

**Policy CS-8.3:** Street tree selection should be approved by the City Arborist based on upright and open branching characteristics, growth rate, drought tolerance, shade, and availability. In addition, smaller plant materials should be selected according to availability and site design and community objectives.

**Policy CS-8.4:** For visibility and maintenance, all planting in public rights-of-way should consist of high-branching canopy trees and low-growing shrubs or groundcovers. Existing conifer trees and tall shrubs should be replaced to improve visibility and the character of streets as unified public spaces.

**Policy CS-8.5:** Existing large trees should be retained and incorporated into front setback areas. Small-canopy non-shade trees should be removed and replaced, as appropriate.

**Policy CS-8.6:** New trees should be planted to provide a continuous canopy where street trees are missing or where there is a break in a line of existing trees.

**Policy CS-8.7:** Deciduous large-canopy street trees should be established along East Santa Clara Street, as they currently are along The Alameda and many streets Downtown. Trees should be installed approximately 30 feet apart maximum, in minimum six-foot by six-foot or 36-square foot tree wells.

**Policy CS-8.8:** Along City Connector and Local Connector Streets, install deciduous shade trees approximately 20 feet apart in minimum four-foot by four-foot or 16-square foot tree wells.

**Policy CS-8.9:** Trees should be planted in curbside tree wells with a minimum length and width of four feet (six feet preferred) and planting soil depth of two to three feet, depending on rootball size. Where possible, larger subsurface areas should be created to encourage root growth. Approaches include trenches, structural soil, and suspended pavement systems. Approximately 1,000 cubic feet of soil volume is recommended to support a large canopy tree.

**Policy CS-8.10:** Trees should be a minimum 15-gallon size at the time of planting.

**Policy CS-8.11:** Trees should be located away from parked-car door-swing areas and should be arranged in a formal manner with regular spacing.

### Landscaping

**Policy CS-8.12:** Plant materials should be drought tolerant and placed to reflect both ornamental and functional characteristics. Ornamental planting within setbacks and courtyard areas shall be selected for drought tolerance, hardiness, beauty, and ability to support regional habitat, including pollinators and bird species.

**Policy CS-8.13:** Deciduous trees should be the predominant large plant material used along sidewalks, adjacent to buildings, and within parking areas to provide shade in summer and sun in winter. Species should have deep roots, provide fall color, and minimize maintenance problems.

**Policy CS-8.14:** Evergreen shrubs and trees should be used as screening devices along rear property lines (not directly adjacent to residences), around mechanical appurtenances, and to

obscure grillwork and fencing associated with service areas and venting for parking garages.

**Policy CS-8.15:** Flowering shrubs and trees should be used where they can be most appreciated, adjacent to walks and open space areas, or as a frame for building entrances, stairs, and walks.

**Policy CS-8.16:** Specimen trees, which are trees that have special characteristics yet may require high levels of maintenance, may be considered for limited locations at key highly-visible locations, if maintenance and watering can be ensured.

**Policy CS-8.17:** Flowers with annual or seasonal color are recommended to highlight special locations, such as courtyards, building entrances, or access drives, and to enhance pedestrian interest along public sidewalks as recommended by the community.

**Policy CS-8.18:** Plantings in rain gardens and stormwater infiltration planters should follow the approved planting list in the **C.3 handbook**.

**Policy CS-8.19:** Drip irrigation systems, including subterranean drip systems, should be provided for all planted areas, provided they are consistent with the City's requirements for use of recycled water.

**Policy CS-8.20:** Landscaping in surface parking lots should be designed as an integral feature of the site development plan. Landscape and shading approaches may include trellises, columns, walls, or arbors with vines, **wind rows**, or other elements.

**Policy CS-8.21:** Trees should be distributed evenly throughout parking lots to provide shade and enhance appearance, particularly as seen from adjacent streets and buildings.

**Policy CS-8.22:** Hedges and other freestanding mass shrub plantings should be kept relatively low (i.e., 30 inches or less) to maintain visibility. Taller screen plantings should be employed for large blank walls, mechanical equipment enclosures, and similar conditions.

**Policy CS-8.23:** Mounds of earth (or berms) should be avoided. Terracing should be used as an alternative to or in combination with sloped-earth areas.

**Policy CS-8.24:** Palm trees shall not be planted in the public right-of-way within the **Urban Village**.

## Lighting

Basic street lighting is important for safety. Attractive street lighting is important to encourage enjoyment of public places and neighborhood vitality, particularly in the evenings and in inclement weather. Highway-type street lighting spans East Santa Clara Street today. Light is focused on the roadway rather than sidewalk areas, and does not encourage walking or biking, support investment in frontage properties, or promote the desired streetscape character.

**Policy CS-8.25:** Install pedestrian-oriented street lights approximately 100 feet apart as part of implementation of the East Santa Clara Street Streetscape Design Concept. Ornamental double-head or high-low pedestrian- and roadway-oriented lighting are recommended.

**Policy CS-8.26:** Where appropriate, provide or maintain supplemental highway-type lighting at intersections.

**Policy CS-8.27:** Require new ground floor commercial development to provide pedestrian-oriented lighting along the street frontage, where appropriate.

**Policy CS-8.28:** Center pedestrian-oriented **luminaires** between trees to minimize light blocking, with heads mounted to provide illumination beneath the street tree canopy.

**Policy CS-8.29:** Require luminaire heads to contain cutoff fixtures with shielding to support dark sky objectives and minimize light impacts on adjacent buildings.

**Policy CS-8.30:** Locate light poles in a coordinated manner with trees, curbside parking spaces, and furnishings, including bus shelters, benches, and kiosks, to minimize obstructions and provide an orderly design scheme.

**Policy CS-8.31:** Ensure that pedestrian-oriented lighting is pleasant, provides good illumination and color rendition, and is not overly bright.

## ACTIONS

The following action items are contingent upon receipt of future funding.

**Action Item CS-8.1:** Develop a landscape and lighting streetscape plan for East Santa Clara Street to complement the Circulation improvements recommended above. Work with business owners on additional lighting for commercial buildings and proximate open spaces.

## 9. GREEN STREETS AND STORMWATER MANAGEMENT

Green streets modify stormwater management efforts to capture and redirect rain runoff so that it soaks into the soil, filtering out pollutants and reducing the stormwater handled by traditional storm drain systems. These modifications can include planting areas or “rain gardens,” permeable/pervious paving surfaces, or mechanical/chemical treatment equipment as conditions allow.

The Village Plan stresses the importance of canopy street trees, which maximize stormwater capture and treatment, absorb greenhouse gasses and pollutants, and minimize urban heat island effects while providing general aesthetic and land value benefits.

## GOALS

**Goal CS-9.1:** Green street elements should be considered for all streets in the Urban Village to contribute to the greenhouse gas reduction and sustainability goals established by the General Plan.

**Goal CS-9.2:** Stormwater runoff treatment should be incorporated as part of public improvements to streets, walkways, bikeways, medians, bulb-outs, parks, and plazas.

## POLICIES

**Policy CS-9.1:** Different types of green infrastructure elements, such as rain gardens, vegetated swales, infiltration and flow-through planters, and stormwater tree wells should be employed as appropriate to local conditions.

**Policy CS-9.2:** Installation of rain gardens as part of protected bike lanes should be considered to take advantage of grade and drainage patterns.

**Policy CS-9.3:** Permeable pavers and pervious concrete and asphalt should be employed where feasible and appropriate as part of enhancements to sidewalks and street crossings.

**Policy CS-9.4:** Large canopy street trees should be established along East Santa Clara Street and other Urban Village streets, as they are currently established along The Alameda, in Downtown, and in other portions of the City.

## 10. COYOTE CREEK BRIDGE/CONNECTION TO 28TH STREET BART STATION

If feasible, the Coyote Creek pedestrian and bicycle bridge is a high priority for implementation. As noted previously, it would provide a safer and more pleasant connection than East Santa Clara Street from the Urban Village to the Coyote Creek Trail and Roosevelt Park, but also an important link to the future 28<sup>th</sup> Street BART Station. Establishing the feasibility of the bridge, in terms of engineering, cost, and environmental considerations, is beyond the scope of the Urban Village Plan. However, a number of City plans and policies are in place that have proposed and/or support a bridge at this location, and/or provide guidance for proceeding with needed design, engineering, cost estimating, and environmental documentation. These include:

- **Roosevelt Park Master Plan Amendment, 2013:** The Park Master Plan includes concept-level alignment, design, and cost estimates for a bridge across Coyote Creek at the location under consideration. The Plan notes that the proposed “Coyote Creek Pedestrian Bridge allows a direct pedestrian connection to Roosevelt Park for residents of the Julian/St. James neighborhood west of Coyote Creek.” The Plan also

recommends an “East-West Pedestrian Spine” along the southerly boundary of San Jose Academy to 21<sup>st</sup> Street.

- **Martha Street Pedestrian/Bicycle Bridge Feasibility Study, 2005:** This study provides a template for a similar bridge crossing of Coyote Creek.
- **Coyote Creek Trail Feasibility Study, 2004:** This study identifies the East St. John Street area as a “Potential Creek Crossing” location, and basic opportunities and constraints associated with Trail alignments.

# 7

## IN THIS CHAPTER

Introduction

Urban Village Implementation Framework

Implementation Priorities

Implementation Policies

# IMPLEMENTATION

## Introduction

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This Chapter provides the framework for the implementation of the East Santa Clara Street Urban Village Plan (**Village Plan**). The private development community will play a key role in the implementation of this **Village Plan** as it relies on development investment within the **Village Plan** area to achieve the identified improvements and many of the **Village Plan**'s goals. While some sites in the **Village Plan** may generate early development interest, others could take significantly longer and implementation of the entire East Santa Clara Street Urban Village (Urban Village) could take many years. Continued community interest and political will is needed for the Urban Village to become the engaging, mixed-use, walkable, bikeable, and well-designed neighborhood that creates the sense of place that is envisioned in the **Village Plan**.

The City of San José (City) does not have the level of resources needed to achieve the capital improvements identified in this **Village Plan**. Nevertheless, there are other steps the City can take to implement the Plan, including **conditions in the Urban Village Implementation and Amenities Framework to facilitate a rezoning process to allow the conversion of employment lands to residential or residential mixed-use uses consistent with the Framework within adopted urban village plans rezoning property within the Urban Village boundary to This facilitates** development consistent with the land use and urban design policies of this **Village Plan**.

Implementation topics covered in this Chapter include:

- Consistency with the **Envision San José 2040 General Plan**
- Land Use Regulation
- Zoning
- Consistency with the Urban Village Implementation Framework
- Implementation **Priorities and Policies**

### **Consistency with the General Plan**

The East Santa Clara Street Urban Village Plan is consistent with the **Envision San José 2040 General Plan (General Plan)**, and furthers implementation of the General Plan's Urban Village Major Strategy. The Urban Village Major Strategy was established as the

policy framework to focus new job and housing growth to create walkable and bike friendly urban villages with good access to transit, services, amenities, and other existing infrastructure and facilities.

The General Plan phases the development of urban village areas into three development Horizons. The East Santa Clara Street Urban Village Plan is part of the first Horizon of the Envision San José 2040 General Plan to facilitate near-term redevelopment.

This 78-acre area considers one of the main connections between East San José, the adjacent Roosevelt Park, Little Portugal, 24<sup>th</sup> and William, and Five Wounds Urban Villages, and the City's Downtown. East Santa Clara Street is one of seven "**Grand Boulevards**," which stands out as having great potential to connect City neighborhoods and to contribute to the City's overall identity through cohesive design. Due to its importance as a major transportation route, and because of the land uses it supports, this **Grand Boulevard** plays an important role in shaping the City's image for its residents, workers, and visitors with the potential to act as a major urban design catalyst at a citywide scale. The **Valley Transportation Authority's (VTA) Bus Rapid Transit (BRT)** service runs down East Santa Clara Street, connecting East San José to Downtown San José's Diridon Station, and then continuing northwest along El Camino Real to Palo Alto. Given this location and access to transit, the East Santa Clara Street Urban Village area is anticipated to experience significant new development and growth in the coming years.

### **Land Use Regulation**

The East Santa Clara Street Urban Village Plan is a long-term plan for new development within the **Village Plan** area and has the same implementation timeframe as the **Envision San José 2040** General Plan. New development within the boundaries of the Urban Village must conform to the standards included in this **Village Plan**, the most important of these standards being land use. The City of San José has the following two primary land use controls (among others such as specific plans, area development plans, etc.) that guide future development: 1) General Plan Land Use Designations, and 2) Zoning Districts found in **Chapter Title 20** of the Municipal Code. With the adoption of this **Village Plan**, the land use designations identified on the Land Use Diagram of this document are also incorporated into the **Envision San José 2040 General Plan** Land Use/Transportation

Diagram. Any future changes to the land use designation in the **Village Plan** will require an amendment to the ~~Envision San José 2040 General Plan~~ Land Use/Transportation Diagram.

The General Plan land use designation identifies locations, types, and intensities of future development. New development is required to conform to the General Plan land use designation, which may require a rezoning of the property as part of the entitlement process for a proposed project; this **Village Plan** does not change the Zoning Districts to be consistent with the land use designations in this **Village Plan** and the ~~Envision San José 2040~~ General Plan.

### **Zoning**

~~As stated previously in Chapter 3: Land Use and Historic Preservation, rezoning may be required for consistency with the land use designations. Furthermore, any future development proposal requiring rezoning for residential components (e.g., land use designation of Urban Village, Mixed-Use, Urban Residential, and Residential Neighborhood) will be required to comply with the Framework. The City does not redevelop properties, but the City can and should take proactive steps to encourage development in the corridor. One key step will be to rezone the corridor with a zoning district that is consistent with the design guidelines and land uses policies of this Plan and will further the goals of this Plan. Rezoning the properties in the East Santa Clara Street Urban Village would remove a major entitlement hurdle for urban, pedestrian-oriented development. Presently, multiple commercial and residential zoning districts are applied to properties within the East Santa Clara Street Urban Village boundary, with the majority of the parcels designated Commercial General (CG), Multiple Residence (R-M), and Public/Quasi-Public (PQP). These zoning districts promote the construction of more auto-oriented commercial uses, apartment buildings, and public or institutional uses, respectively.~~

## **Urban Village Implementation Framework**

This **Village Plan** proposes a number of improvements to the Urban Village for which the City has some existing funding and implementation tools. The City's established mechanisms, however, are often not sufficient to implement all of the improvements

identified in this **Village Plan**. The public projects/ improvements identified in the **Village Plan** are listed below with a discussion on existing funding and implementation tools.

### **Parks and Plazas**

The goal of maintaining, enhancing, and expanding parks and plazas within the Plan area is discussed in the Parks, Plazas, and Placemaking Chapter of the **Village Plan**. Public parks and plazas are overseen by the City's Department of Parks, Recreation, and Neighborhood Services (PRNS). PRNS has a number of approaches to the development and financing of new public parks and plazas, all of which contribute to the PRNS's Capital Improvement Program (CIP):

- The Parkland Dedication (PDO) and Park Impact (PIO) Ordinances.
- Construction and Conveyance Taxes (C&C).
- Outside funding sources from grants, gifts, and other agencies like the County and State.
- Cooperative and Joint Use Agreements (most often with school districts or other public agencies).
- Bond Funding (when available).

The PRNS CIP implements the Parks and Community Facilities component of the City's adopted Capital Budget, which is approved by Council each June for the following fiscal year. The CIP is comprised of park, trail, and recreation facility projects throughout the City and is planned over a five-year forecast; the most recent 2016-2021 Adopted CIP includes approximately \$309 million in open space and park projects. Projects within the CIP are financed through a variety of funding mechanisms, described below. The City is, however, constantly in search of new tools to improve the City's park, trail, and recreational facilities, as well as vital services offered through PRNS.

### **Streetscape Amenities and Circulation Improvements**

Many streetscape and circulation improvements are identified in the Circulation and Streetscape chapter of this **Village Plan**. The proposed streetscape amenities and improvements presented exceed the standard transportation requirements of the City of San

Jose's Department of Transportation (DOT), and are not included in the DOT's Capital Improvement Plans that fund street improvements and maintenance.

Street and public infrastructure projects will need to be financed and implemented through a combination of public and private funding mechanisms. Through the entitlement process for new construction, a developer will be required to plant street trees where they do not exist in front of their development, as well as dedicate right-of-way as necessary for the widening of the sidewalk. In some instances, private developers could propose funding identified improvements because these improvements would add substantial appeal to their projects. Such improvements could include special pedestrian scale streetlights, sidewalk furniture, corner curb bulb-outs, enhanced landscaping or public art. Street improvements could also include Green Infrastructure. Green Infrastructure incorporates stormwater management techniques into the built environment through enhanced landscaping and pervious surfaces rather than channeling water and runoff directly to the storm drain system.

Regional, State and federal funds are another potential funding source for the implementation of streetscape and circulation improvements. These sources do not, however, typically fund all on-going maintenance costs. To fund maintenance costs, as well as the capital improvement costs for additional services required by new development, a Special Financing District could be formed for the East Santa Clara Street Urban Village.

### **Public Art**

The integration of public art within this Urban Village is a placemaking strategy of the **Village Plan**. Public art can play a key role in reinforcing the visual identity of the area and add significant value to both public infrastructure and private development.

The City's public art program ~~allocates~~ **adds** one percent of all eligible City of San José capital project costs towards the design, fabrication and installation of public artwork to enhance the design and add to the character of the community served by its capital improvements. Public art funds within the City are managed by the Public Art Program/Office of Cultural Affairs, and specific projects are implemented in collaboration with stakeholders and capital project

managers. Public art projects that are developed by outside agencies could also contribute to public art; however, a public arts contribution would have to be negotiated on a case by case basis. For example, VTA funded the public art enhancement program as part of the Bus Rapid Transit project along the East Santa Clara Street and Alum Rock Avenue corridor.

~~While there is currently no private development funding requirement for public art,~~ The inclusion of public art and public art maintenance into private development projects is highly encouraged, and is a demonstrated benefit for developers. **Future developments that are subject to the the Urban Village Implementation and Amenities Framework may consider providing placemaking art installations both public or private in locations viewable by the public. However,** ~~F~~for this Urban Village to meet its public art goals, additional funding sources or strategies need to be identified.

A Special Financing District, such as a Business Improvement District, which has been established in Downtown San José and the Willow Glen neighborhoods, could be a resource for the creation and maintenance of public art and other amenities.

### **Affordable Housing**

Providing more affordable housing is one of the greatest challenges facing San José and providing affordable housing within the Urban Villages is a major goal of the ~~Envision San José 2040~~ General Plan. In addition, the **Village Plan** also contains a policy to integrate affordable housing within the Urban Village. **Affordable housing developments that meet the criteria stated in the Urban Village Implementation and Amenities Framework may not be subject to Urban Village Amenities and other framework requirements. While sources of funding now exist for creating more affordable housing, additional measures are needed to encourage its production.**

There are both financing and programmatic tools available to increase the amount of affordable housing in San José. The financing tools include Tax Exempt Bond Financing, where developers of mixed-income or 100% affordable rental properties can work with the City to issue tax-exempt bonds, the proceeds of which are administered as loans by conventional lenders. Developers that build 100% income-restricted housing can assemble a variety of



funding sources to finance their project, including federal and State low-income housing tax credits, tax-exempt bond financing, federal project-based rental vouchers, and low-cost “soft” financing subsidies from the City, County, State, and the Federal Home Loan Bank. The availability of some tax credits and most subsidy sources is typically very limited and not predictably available in all locations or at a large scale.

Two programmatic tools that support the development of affordable housing are the City’s Inclusionary Housing Ordinance and ~~the its Affordable Housing Impact Fee. On January 12, 2010, the City Council approved an Inclusionary Housing Ordinance which requires that new for-sale residential developments of 20 or more units include housing affordable and price-restricted for moderate-income purchasers.~~ Developers may satisfy their Inclusionary Housing requirement ~~for market rate rental or for-sale units (when building 20 or more units)~~ by providing ~~15% a percentage of~~ affordable homes on-site within their projects, or through a variety of developer options including off-site construction of ~~20%~~ affordable units, payment of the in-lieu fee, dedication of qualifying land in lieu of construction, purchasing surplus inclusionary housing credits from another developer, the acquisition and rehabilitation of existing units, providing deed-restricted units that are available to lower-income households through agreement between the developer and the U.S. Department of Housing and Urban Development, or any combination of these methods that will achieve the requisite amount of affordable housing. Because of litigation over the validity of this ordinance, the City was only able to implement this requirement in 2016 after it prevailed in the lawsuit.

With regard to market-rate rental housing, the City Council adopted the Affordable Housing Impact Fee (AHIF) Program on November 18, 2014, and which took effect on July 1, 2016. AHIF requires new market-rate rental housing developments with ~~between three to 19 rental residential units or more apartments~~ to currently pay a one-time Affordable Housing Impact Fee ~~of \$17 per finished livable square foot as determined by the adopted ordinance, as may be amended in the future.~~ The City will use collected fees to subsidize the development of restricted affordable housing in San José for units serving prescribed income levels. ~~While sources of funding now exist for creating more affordable housing, additional funds and measures are needed to encourage production at levels that will~~

house all persons in need of affordable housing.

## Implementation Priorities

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As it is anticipated that there will continue to be strong interest in building new housing in San José and in the East Santa Clara Street Urban Village area, the City Council adopted Urban Village Implementation ~~and Amenities (UVI)~~ Framework (Framework) is the mechanism to require the community’s desired amenities as part of a project. The ~~UVI~~ Framework establishes an Urban Village Amenity (UVA) program that is a mechanism to acquire amenities and public improvements from new residential and residential mixed-use development, beyond what the City typically requires development to provide. The Framework provides direction for developers to choose amenities that are priorities for a given Urban Village.

The following is the list of public improvements and amenities that are desired by the community in priority order, with the percentage of community votes in parentheses. The UVA program could be used to provide them as part of development projects:

### *Parks, Plazas, and Paseos (11.8%)*

Fully publicly-accessible urban parks, plazas, and paseos for which there is limited funding are desired in the Village Plan. These spaces are often called Privately-Owned Public Open Space (POPOS). Types of spaces include dog parks and residential open spaces.

### *Affordable Housing (Tied 11.1%)*

Market rate projects could provide affordable housing units above and beyond City ordinance requirements. Projects that are 100% affordable would not need to provide additional amenities, but would need to be consistent with the goals and policies of this Village Plan, and provide at least the minimum amount of employment/commercial space identified for a given area by the Village Plan.

### *Conduct a Study of Traffic and Circulation Impacts (Tied 11.1%)*

Conduct a study of traffic and circulation impacts on surrounding residential neighborhoods as required for adding and removing left turn

lanes along East Santa Clara Street (includes dots for traffic chokers on Northside to calm the street).

### ***Bicycle Boulevard (8.5%)***

Assess the feasibility of installing a bicycle boulevard along East St. John Street, which prioritizes bikes and pedestrians over automobiles.

### ***Special Finance District (7.8%)***

Special Financing Districts are established by local businesses and/or property owners as a “special benefit assessment” to fund maintenance and capital enhancements in a District. They can be used for these purposes, and for marketing, small business assistance, maintenance, security services, public art, streetscape improvement and special events.

### ***Development of Commercial Space (Tied 7.2%)***

Should a residential mixed-use project construct commercial space at 50% or more above the minimum commercial space requirement under approved Urban Village Plans, it can be considered as a community benefit. Specifically desire a grocery store and retention of pharmacy.

### ***Environmental Enhancement and Sustainability Demonstration Projects (Tied 7.2%)***

Provide features as part of a project demonstrating environmental enhancements or demonstrations of sustainability practices.

### ***Study a Bicycle and Pedestrian Bridge Over Coyote Creek Connecting to Roosevelt Park (a physical improvement) (Tied 5.9%)***

Conduct a feasibility study for a bicycle and pedestrian bridge over Coyote Creek to Roosevelt Park.

### ***Better Pedestrian Connections Throughout the Urban Village (Tied 5.9%)***

There is a strong desire to create better pedestrian connections throughout the Urban Village. Ideas include connections to parks

and trails, new or enhancement of crosswalks, creation of mid-block crossings, publicly-accessible paseos and plazas, etc.

### ***Historic Survey (Tied 5.9%)***

Conduct a formal historic resources survey of the East Santa Clara Street Urban Village Plan area.

### ***Install missing sidewalks and/or ADA ramps at feasible locations (5.2%)***

A development project could pay to install missing sidewalks and ADA ramps that extends beyond the project’s frontage.

### ***Parkland (3.3%)***

Developers may contribute more than what is required of the project through the Parkland Dedication Ordinance and Park Impact Ordinances, whether it be additional in-lieu fees, land dedication, or turn-key improvements or a combination of the three options.

### ***Public Art/Placemaking Projects (2.6%)***

To encourage the integration of public art and placemaking features within the East Santa Clara Street Urban Village, development could incorporate public art and placemaking features within the given project, or contribute money to fund public art or placemaking features elsewhere within the Urban Village area.

### ***Upgrade/Improve Existing Bus Stop Facilities (1.3%)***

A development project may build or contribute to upgrades including real-time signage, lighting, trash cans, seating, shelters, and poles.

## **Implementation Policy**

***Implementation Policy 1.1:*** Projects must conform to the City Council Urban Village Implementation and Amenities Framework, adopted May 22, 2018, as **may be amended in the future.**

# A

## IN THIS CHAPTER

Existing Housing Stock

Planning Housing

Affordable Housing Goals

Rental Housing Market

For Sale Housing Market

Vulnerability of Residents

Ellis Act and Tenant Protection Ordinances' Relevance

## APPENDIX A:

# AFFORDABLE HOUSING BASELINE ANALYSIS

## Introduction

The analysis below provides information relating to the following factors for the East Santa Clara **Street Urban Village Plan (Village Plan)** area as of June 22, 2018:

- Existing housing stock
- Planned housing
- Affordable housing goals
- Rental housing market
- For-sale housing market
- Vulnerability of residents
- Ellis Act and Tenant Protection Ordinances' Relevance

## Existing Housing Stock

Table A summarizes the existing housing stock within the East Santa Clara **Street Urban Village (Urban Village)** boundary. It indicates that this area contains a good mix of market-rate housing as well as rent-stabilized housing. However, the proportion of apartments subject to the Apartment Rent Ordinance (48%) is much higher than the Citywide proportion (13%). The area does not have income- and rent-restricted affordable apartments.

**Table A: Existing Housing Stock**

Type of Housing	Residences	Plan Area Percentage	City-wide Percentage
Rent-stabilized Apartments <sup>1</sup>	382	48%	13%
Income-restricted Affordable Housing <sup>2</sup>	0	0%	6%
Shelters	0	0%	0%
Market-rate Housing (Single Family and Multifamily) <sup>3</sup>	418	52%	78%
Rent-stabilized Mobilehome Housing <sup>2</sup>	0	0%	3%
Total Existing Housing Units <sup>4</sup>	800	100%	100%

*Notes:*

1. *City of San José Multiple Housing Roster, Oct. 2017*
2. *City of San José Housing Department, Dec. 2017*
3. *Calculation is existing housing less all other housing.*
4. *Urban Village data from PBCE 2017, City-wide from ACS 2016 1-year Estimates.*

## Planned Housing

Table B indicates that no land use entitlements for new residential housing have been approved in the East Santa Clara **Street** Urban Village since the General Plan Four Year Major Review in December 2016.

**Table B: Planned Housing<sup>5</sup>**

Status of Residences Planned	Residences
Planned Housing Units	850
Approved Housing Units – Market-rate	0
Approved Housing Units – Known Income-restricted Affordable	0
Remaining Housing Capacity	850
Rent-stabilized Mobilehome Housing <sup>2</sup>	0
Total Existing Housing Units	800

## Affordable Housing Goals

Table C quantifies the income-restricted affordable housing goal as proposed in the **draft Village** Plan. Since no residential land use entitlements have been approved since **Envision San José 2040** General Plan (**General Plan**) **2040** was adopted in 2011, at least 25% of the area’s remaining housing capacity would need to be income-restricted to meet the General Plan’s 25% affordable housing goal for Urban Villages.

**Table C: Income-restricted Affordable Housing Goal**

Affordable Housing Requirements	Residences
Affordable Housing Goal (total of 25% of planned housing)	213
Extremely Low-income Housing (15%) – At or below 30% of AMI	128
Other Affordable Housing (10%) – At or below 120% of AMI	85
Remaining Housing Capacity	850
Proportion of Remaining Capacity to be Income-restricted Affordable	25%

Notes:

5. Appendix 5 of **Envision San José 2040** General Plan **2040**, updated Dec. 2017

## Rental Housing Market

Table D summarizes recent asking rents, effective rents, and vacancy levels for apartments in the **Village** Plan area. A 5% vacancy rate is considered the indicator of a healthy housing market, but the average vacancy rate in this area is at 3.6%. This analysis indicates that the ~~East Santa Clara Street Village~~ Plan area has lower rents and lower vacancy rates than San Jose's Citywide averages.

**Table D: Average Rents and Vacancy by Apartment Size in Plan Area<sup>6</sup>**

Size of Apartments	# Units	Asking Rent	Effective Rent	Vacancy Rate
Studio	11	\$896	\$891	3.6%
1 Bed	76	\$1,081	\$1,076	3.2%
2 Bed	55	\$2,123	\$2,112	3.6%
3 Bed	1	-	-	-
4+ Beds	0	-	-	-
All Apartments in <b>Village</b> Plan Area	274	\$1,504	\$1,497	3.6%
Citywide (Q2 2018)		\$2,506	\$2,479	4.8%

Notes:

6. Source: CoStar, July 16, 2018. CoStar tracks most but not all of the homes in the Plan area. Rent data for 3- and 4- bedroom apartments were not available from CoStar

## For Sale Housing Market

Table E summarizes estimated single family home values in the vicinity of the subject Urban Village. The chart below indicates that home values in this area are well below the estimated current Citywide median home value per Zillow.com.

**Table E: Home Sales Prices<sup>7</sup>**

Zip Code	Zillow Home Value Index Zip Code	Zillow Home Value Index Citywide Median	Amount Above (Below) Citywide Median	Percentage Above (Below) Citywide Median
95112	\$898,500	\$1,089,200	(\$190,700)	(17.5%)

Notes:

7. Estimated median home values through May 31, 2018, <https://www.zillow.com/san-jose-ca/home-values/>

## Vulnerability of Residents

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The Urban Displacement Project is a research initiative of University of California at Berkeley in collaboration with researchers at University of California at Los Angeles, community-based organizations, regional planning agencies, and the State of California Air Resources Board. The Project developed a gentrification index. The index characterizes places that historically housed vulnerable populations but have since experienced significant demographic shifts as well as real estate investment.

Staff analyzed the ~~East Santa Clara Urban~~ Village Plan Area using the Urban Displacement Project mapping tool.<sup>8</sup> The tool explores displacement and gentrification at the Census tract level. The tool indicates that areas within the ~~East Santa Clara Urban~~ Village Plan area are experiencing “ongoing gentrification and/or displacement.” This indicates current residents may be at a greater than average risk of being displaced from future development.

### Notes:

8. *Urban Displacement Project*, July 2018, <http://www.urbandisplacement.org/map/sf>

## Ellis Act and Tenant Protection Ordinances' Relevance

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When a rent-stabilized apartment building is withdrawn from the market, usually to rehabilitate existing apartments or to redevelop the site, the City's Ellis Act Ordinance applies. The Ellis Act Ordinance provides a formal process for issuing notices to tenants, providing tenant relocation benefits, and establishing rent stabilization for future tenants. This Ordinance applies to the 382 rent-stabilized apartments in this area, which constitute 48% of existing homes in this Urban Village area.

The Ellis Act Ordinance applies to properties subject to the rent stabilization program of three or more units as well as duplexes.<sup>9</sup> Displaced tenants from rent-stabilized properties would be eligible for qualified relocation benefits. For rent-stabilized properties withdrawn from the market and re-rented within five years, displaced tenants would be eligible to reoccupy units at their former rent-stabilized rents (plus an escalation factor). For tenants in rent-stabilized units that are rehabilitated and re-rented within 10 years, tenants have the right to return to units but at newly-established rent levels.

In addition, if existing rent-stabilized buildings are demolished and the resulting new developments are occupied in five years or less, some new apartments would be subject to rent stabilization. The number of re-controlled units is the greater of either the number of apartments removed from the market or 50% of new apartments built. However, displaced tenants would not have the right to return to the newly-constructed units. Base rents for newly-built rent-stabilized apartments would reset to market-rate, so they would likely not be affordable for displaced residents. If the developer elects the alternative to instead require 20% of new units to be rent- and income-restricted via recorded covenants, these traditional 'affordable' apartments could be helpful for displaced residents after construction is completed. However, the time lag involved with new construction would be significant.

In addition to the rules covering rent-stabilized apartments stated above, the Ellis Act Ordinance also applies to non-rent-stabilized apartment buildings with three or more units. Noticing provisions and payment of a fee for relocation specialists do apply; however,

owners are not required to pay relocation assistance or give rights to return to displaced tenants.

Due to the significant number of rent-stabilized and market-rate apartments in this Urban Village, the Tenant Protection Ordinance is expected to significantly impact tenants and landlords in this area. The City's Tenant Protection Ordinance applies to all apartment complexes of three or more units, with the exception of income-restricted affordable apartments. Under the Ordinance, landlords can only terminate tenancy on the basis of defined "just causes." This Ordinance gives residents who do not violate one of these just causes greater certainty that they can stay in their homes despite the changing housing market.

For more information on the City of San José's Ellis Act and Tenant Protection Ordinances, please visit the City's webpage, [www.sanjoseca.gov/rent](http://www.sanjoseca.gov/rent), or call 408-975-4480.

*Notes:*

*9. The ordinance descriptions reflect amendments and effectiveness per City Council actions on April 24, 2018. If the ordinances change in future years, rules in effect at the time of properties' withdrawal from the market would apply.*



# G

## GLOSSARY

## A

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**Action Item:** A recommended action that the City or Community should take after the Plan is adopted by the City Council.

**Active Street Frontage:** Street frontages where there is an active visual engagement between those in the street and those on the ground floors of buildings. This quality is assisted where the front facade of buildings, including the main entrance, faces and open towards the street.

**Adaptive Re-Use:** Conversion of a building into a use other than that for which it was designed, such as changing a warehouse into a gallery space or housing.

**Adjacent:** Near, close, or contiguous.

**Americans with Disabilities Act (ADA):** The Americans with Disabilities Act (ADA) (became law in 1990) is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public.

**Appropriate:** Fitting or suitable to a particular situation, location, or setting.

**Arcade:** A covered walkway enclosed by a line of arches, columns, or piers on one or both sides to provide shelter for pedestrians, sometimes lined with shops.

**Area Median Income (AMI):** The area median income (AMI) is the household income for the median — or middle — household in a region (HUD Region 9) as reported annually by the U.S. Department of Housing and Urban Development (HUD).

**Art Box Project:** A citywide initiative to incorporate art and artisan work on utility pedestals, news boxes, and trash receptacles in sidewalks and other public spaces.

**Articulation:** The act of giving expression. In architecture, it is the definition of the formal elements of architectural design. Through degrees of articulation, each part is united with the whole in such a way that the joined parts are put together. The articulation of a

building reveals how the parts fit into the whole by emphasizing each part separately.

**Atria:** An open-roofed entrance hall or central court in an ancient Roman house.

**Awning:** An adjustable, roof-like covering fitted over windows, doors, etc. to provide shelter from the sun, rain, and wind, and for its decorative and advertising potential.

## B

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**Bay:** A vertical division of a façade or a structure division of a building, marked by column spacing, roof compartments, windows, or similar measures.

**Bay Area Rapid Transit (BART):** Bay Area Rapid Transit (BART) is a heavy-rail public transit system serving the San Francisco Bay Area. See [www.bart.gov](http://www.bart.gov).

**Belt Course:** Also called a stringcourse or sillcourse, is a continuous row or layer of stones or brick set in a wall. Set in line with window sills, it helps to make the horizontal line of the sills visually more prominent.

~~**Bike Boulevard:** Bicycle boulevards are streets with low motorized traffic volumes and speeds, designated and designed to give bicycle travel priority. Bicycle Boulevards use signs, pavement markings, and speed and volume management measures to discourage through trips by motor vehicles and create safe, convenient bicycle crossings of busy arterial streets.~~

**Bioretention:** Capture of surface stormwater in a shallow ponding area that allows for evapotranspiration and filtering through specially-engineered soil.

**Boulevard:** The portion of land on either side of a street, between the curb and the property line, and may include a sidewalk.

**Buffer:** A strip of land established to provide separation between land uses, typically developed as a landscaped area.

**Building Envelope:** The volume of space that may be occupied by a building, usually defined by a series of dimensional requirements such as setback, stepback, permitted maximum height, and maximum permitted lot coverage.

**Building Frontage:** The maximum length of a line or lines formed by connecting the points representing projections of the exterior building walls onto a public street or onto a courtyard that is directly accessible by pedestrians from a public street, whichever distance is greater.

**Bulb-out:** A bulb-out is a traffic calming measure, primarily used to extend the sidewalk, reducing the crossing distance, and allowing pedestrians about to cross and approaching vehicle drivers to see each other when vehicles parked in a parking lane would otherwise block visibility. Also see Bump-out and Curb Extension.

**Bus Rapid Transit (BRT):** Bus Rapid Transit (BRT) is an enhanced bus service that approaches the service quality of rail transit with the cost savings and flexibility of bus transit.

## C

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**C3 Handbook:** Guidelines for adhering to Provision C.3 of the Municipal Regional Stormwater Permit issued by the San Francisco Bay Regional Water Quality Control Board, allowing municipal stormwater systems to discharge to local creeks, San Francisco Bay, and other water bodies.

**Cadence:** A sequence of notes or chords comprising the close of a musical phrase. This is a common design metaphor for how a series of elements (building detail or urban scale) can express a legible and harmonious rhythm that defines itself as a set (See: variation).

**Caltrain:** Caltrain is a commuter rail line serving the San Francisco Peninsula and Santa Clara Valley. Caltrain is governed by the Peninsula Corridor Joint Powers Board (PCJPB). See [www.caltrain.com](http://www.caltrain.com).

**Caltrans:** The California Department of Transportation (Caltrans) manages the state highway system. See [www.dot.ca.gov](http://www.dot.ca.gov).

**Canopy:** A permanent fixture designed to shelter pedestrians and display goods from adverse weather conditions, like a fixed awning.

**Character:** Comprised of the prevailing existing architectural elements including building mass, scale, and era they were built.

**Circulation:** Movement patterns of pedestrian and vehicular traffic. The functionality of the transportation network and its components. Roadway typologies in the Envision San José 2040 General Plan link circulation functionality and streetscape design.

**Column:** A vertical structural element that transmits the weight of a structure above to a structure below. Columns may be freestanding or embedded in a wall. In buildings, the space between columns is called a bay.

**CommUniverCity:** CommUniverCity is a non-profit organized which launched in 2005 as a way to engage students in solving real-life neighborhood issues such as food access, educational attainment, and the built environment.

**Compatibility/Compatible:** The characteristics of different designs which, despite their differences, allow them to be located near each other in harmony, such as scale, height, materials, fencing, landscaping, and location of service areas. Able to exist or occur together without conflict.

**Complement:** Something that goes well with something. This document uses this term to express how elements can be adjacent and agreeable in scale, proportion, composition, and type, but not identical in style or manner.

**Complete Streets:** Sometimes referred to as livable streets, complete streets are roadways that are designed and operated to enable safe, attractive, and comfortable access and travel for all users, including pedestrians, bicyclists, motorists, and public transport users of all ages and abilities.

**Context:** The setting. The interrelated conditions in which something exists or occurs. Context in urban design vernacular typically refers to the physical and cultural environment around a site, or how a proposed building may be described within its surroundings, the design context of a building may emulate, reinterpret, or contrast with its surroundings.

**Corner Lot:** A lot located at the intersection of at least two streets designated on the transportation element of the Envision San José 2040 General Plan as a major, secondary, or other highway classification or collector street. At least one of the streets at the intersection must be a designated highway.

**Cornice:** An ornamental molding along the top of a wall.

**Corridor:** A roadway and adjacent, linear group of properties, typically developed with older, low-density commercial uses, that were designated as an Urban Village to promote redevelopment and intensification with a mix of commercial and residential uses.

**Curb Café:** Curbside parking stall(s) converted to an outdoor seating/dining space, typically with protective railings, planters, and pedestrian-oriented surfacing.

**Curb Cuts:** A ramp leading smoothly down from a sidewalk to a street, rather than abruptly ending with a curb and dropping roughly 4–6 inches. Curb cuts placed at street intersections allow someone in a wheelchair to move onto or off a sidewalk without difficulty. Pedestrians using a walker, pushing a stroller, or walking next to a bicycle also benefit from a curb cut. In the United States, the Americans with Disabilities Act of 1990 (ADA) requires that curb cuts be present on all sidewalks. A wider curb cut is also useful for motor vehicles to enter a driveway or parking lot on the other side of a sidewalk. Smaller curb cuts, approximately a foot in width, can be utilized in parking areas or sidewalks to allow for a drainage path of water runoff to flow into an area where it may infiltrate such as grass or a garden.

**Curb Extension (also called Bump-out):** A traffic calming measure, intended to slow the speed of traffic, and increase driver awareness, particularly in built-up and residential neighborhoods. They also allow pedestrians and vehicle drivers to see each other where vehicles parked in a parking lane would otherwise block visibility. A curb extension comprises an angled narrowing of the roadway and a widening of the sidewalk. This is often accompanied by an area of enhanced restrictions (such as a “no stopping” or “no parking zone”) and the appropriate visual enforcement.

**Cutback Building Corner:** The typical 90 degree corner of a building is recessed “cut back” to an angle or other form, typically to

create more sidewalk space and/or accommodate a corner building entrance and/or corner windows above.

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## D

**Deed-restricted Units:** Property is transferred from one owner to another by a deed. A deed restriction is a legal document that places limitations or restrictions on real estate. An affordability deed restriction is placed on the property to reserve it as a low- and moderate-income housing unit. This means it can only be sold to a buyer whose household meets certain income requirements and at a price that is affordable to that household.

**Design Guidelines:** Criteria established to guide development toward a desired level of quality through the design of the physical environment, and which are applied on a discretionary basis relative to the context of development.

**Districts:** Geographic areas of relatively consistent character, such as exhibited in many residential neighborhoods and downtowns.

**Dormer:** A roofed structure, often containing a window, which projects above the plane of a pitched roof typically to increase usable beneath and/or to create a window opening.

**Dutch Style Intersection:** An at-grade road junction in which bicyclists are separated from cars, with bicyclists making left turns in a counterclockwise movement around, rather than through, the intersection.

**Dwelling Units per Acre (DU/AC):** A measurement of residential density, specifically comparing the ratio of dwelling units per the net acreage (the amount of land developable for residential uses that does not include public and private rights-of-way).

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## E

**Edges:** Perceived boundaries such as walls, buildings, and shorelines.

**Elevation:** A drawing showing an external face of a building.

**Emergency Vehicle Access (EVA):** A public or private road (but not a driveway) used routinely for access into and out of an area for the public and for emergency equipment.

**Enclosure (sense of):** An experience in which a pedestrian feels sheltered within a semi-private realm. Buildings, trees, landscaping, and street widths are all factors in creating a sense of enclosure.

**Envision San José 2040 General Plan:** The Envision San José 2040 General Plan is the comprehensive update to the City of San José's General Plan conducted between June 2007 and October 2011.

## F

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**Façade:** The exterior wall of a building exposed to public view, especially the principal front that looks onto a street or open space.

**Fenestration:** The arrangement of windows in a building.

**Floor Area Ratio (FAR):** The ratio of a building's total floor area to its total lot area. For example, FAR 0.5 means that total building floor area is half the lot area; FAR 1.0 means that total floor area equals lot area; FAR 5.0 means that total floor area is five times lot area.

**Franchise-style Architecture:** Architectural design treatment that is generic in nature, intended to be repeated on a mass-scale throughout a large region without consideration of and adaptation to local visual or cultural context.

## G

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**Gable:** The part of a wall that encloses the end of a pitched roof.

**General Plan: Refers to The City of San José Envision 2040 General Plan.**

**Glazing:** Glass windows, doors, and walls.

**Goal:** A goal is a desired result or possible outcome that the Plan envisions; a desired end-point in some sort of assumed development.

**Grade/Grading:** The ground elevation at any specific point on a construction site, usually where the ground meets the foundation of a building.

**Grand Boulevard:** Grand Boulevards are prominent roadways that serve as major transportation corridors and connect multiple City neighborhoods. The design treatment of Grand Boulevards contributes to the City-scale quality of urban design.

**Green Building:** An integrated framework of design, construction, operations, and demolition practices that compasses the environmental, economic, and social impacts of buildings. Green building practices recognize the interdependence of the natural and built environments and seek to minimize the use of energy, water, and other natural resources and provide a healthy, productive indoor environment.

**Green Roof:** A building roof partially or completely covered with vegetation to reduce stormwater run-off and lower cooling costs, typically including soil medium, waterproofing membrane, root barrier, and drainage and irrigation system.

**Green Street:** A street designed to capture, filter, and cleanse stormwater with vegetation and engineered soil rather than funnel it directly to surface waters, rivers, and streams.

**Ground Floor:** The lowest story within a building which is accessible from the street, the floor level of which is within three feet above or below curb level.

**Growth Area:** An area identified and designated on the Envision San José 2040 General Plan Land Use/Transportation Diagram for higher-density development in order to support job and/or housing growth within the existing City area through redevelopment and intensification of already developed properties. Growth Areas include Downtown, Specific Plan areas, Urban Villages, North San José, and other employment districts.

**Guideline:** A general principle for new projects.

## H

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**Harmonize:** To be combined or go together in a pleasing way. Like complement, this document uses this term to describe how elements can visually fit together, or make meaningful relationships without being identical or duplicative.

**Heat Island Effect:** As urban areas develop, buildings, roads, and other infrastructure replace open land and vegetation. Surfaces that were once permeable and moist become impermeable and dry. These changes cause urban regions to become warmer than their rural surroundings, forming an “island” of higher temperatures in the landscape.

**High-Speed Rail (HSR):** High-Speed Rail(HSR) refers to the planned California high-speed rail system administered by the California High-Speed Rail Authority (CHSRA). A station on this system is planned for the Diridon Station Area within San José, providing direct connections to San Francisco and southern and northern California.

**Historic Resources Inventory:** The City of San José’s in-progress database of historic and/or architecturally significant properties, currently with approximately 4,000 entries.

**Human Scale:** The set of physical qualities, and quantities of information, characterizing the human body, its motor, sensory, or mental capabilities, and human social institutions. This document uses human scale to set or describe the size of and relationships between elements.

## I

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**Iconic Art:** Art that is striking, memorable, and contributes to a sense of place.

**Infill Development:** Infill is development on land within areas which are largely developed, as opposed to largely undeveloped areas at the periphery of the City where development would constitute outward expansion.

**Infrastructure:** The fundamental facilities and systems serving the City of San José or adjacent areas, such as the transportation network, communication systems, and utilities. Infrastructure, as referenced in the General Plan, includes both facilities that produce a needed resource or capacity (e.g., the Water Pollution Control Plant, power plants, and roadways) and the distribution network that supplies those resources (e.g., pipes that deliver water, wires that deliver electricity, etc.).

## L

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**Landmarks:** Readily identifiable objects which serve as external reference points.

**Leadership in Energy and Environmental Design (LEED):** Leadership in Energy and Environmental Design (LEED) is a green building certification system developed by the U.S. Green Building Council and in common use by San José and other jurisdictions. LEED provides public agencies, building owners, and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations, and maintenance practices.

**Level of Service (LOS):** Level of Service (LOS) is a measure that is most often used to determine the effectiveness of elements of transportation infrastructure; however, the concept of LOS has also been applied to other urban services (e.g., flood protection, sewage treatment, police and fire protection, parks, and water supply).

**Light Rail Transit (LRT):** Light Rail Transit (LRT) or light rail is an electric trolley with the capacity to carry a lighter volume of passengers than heavy rail.

**Local Street:** Streets not shown on the Transportation Diagram whose primary intended purpose is to provide access to fronting properties.

**Loggia:** A gallery or room with one or more open sides, especially one that forms part of a house and has one side open to the garden.

**Lotting Pattern:** The existing rhythm of development with respect to street locations, property lines, and building placement.

**Low Impact Development (LID):** Low Impact Development (LID) is an ecologically friendly approach to site development and storm water management that aims to mitigate development impacts to land, water, and air. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions on a site.

**Luminaire:** A complete lighting unit consisting of one or more lamps together with housing, electrical components, and support post or bracket; may refer to the lighting unit without the lamps.

## M

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**Main Street:** Main Streets are roadways located within areas of increased density of commercial and residential development, which serve as a primary small-scale commercial center for the surrounding neighborhood, and which often help to define a neighborhood area. Main Streets support many transportation modes, with significant emphasis given to pedestrian activity. Main Streets are further defined in the Circulation and Streetscape Chapter of the Plan.

**Maintenance Agreement:** A maintenance contract, defined as the contract between two or more parties which creates the agreement that one party will maintain an asset owned by another party, is common across many industries. Maintenance contracts can exist for equipment, a building, landscape, computers, and other information technologies, and more.

**Massing:** Massing (building) refers to the structure in three dimensions (form), not just its outline from a single perspective (shape). Massing influences the sense of space which the building encloses, and helps to define both the interior space and the exterior shape of the building.

**Mid-street Crossing Island:** A painted crosswalk, sometimes used in conjunction with a protected pedestrian island or bump-out, which provides opportunities to cross the street in the center of the block, as an alternative to doing so only at street intersections.

**Mixed-Use:** Mixed-use is some combination of residential, commercial, industrial, office, institutional, or other land uses within a building or area.

**Mullion:** A vertical bar between the panes of glass in a window.

**Multi-modal:** Planned or developed to support multiple modes of transportation, such as movement by automobiles, mass transit, bicycles, or pedestrians.

**Multi-Purpose Plaza:** A public space that can be used for a variety of community-focused activities, from day-to-day sitting, sunning, and eating, to small-scale special events such as art shows, markets, or performances.

**Muntin:** A bar or rigid supporting strip between adjacent panes of glass.

## N

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**Neighborhood Business District (NBD):** A Neighborhood Business District (NBD) is a designation that applies to commercial areas along both sides of a street, which function in their neighborhoods or communities as central business districts, providing community focus and identity through the delivery of goods and services. In addition, NBDs may include adjacent non-commercial land uses.

**Node:** A site, neighborhood area, or district that has a significantly higher density of building and/or activity than its surroundings, typically due to the presence of shops, transit facility, cultural institution, or other facility that attracts patrons and visitors.

## P

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**Parapet:** A low protective barrier which is an extension of a wall at the edge of a roof, terrace, balcony, bridge, walkway or other structure.

**Parkland:** Land that is publicly owned or controlled for the purpose of providing parks, recreation, and/or open space for public use. In 1988, the City Council adopted Municipal Code Chapter 19.38, the Parkland Dedication Ordinance (PDO) to help meet the demand for neighborhood and community parks generated by new residential development. In 1992, the City Council adopted Municipal Code

Chapter 14.25, the Park Impact Ordinance (PIO) which applied parkland dedication requirements to new units in non-subdivided residential projects.

**Parklet:** A small seating area or green space created as a public amenity along a sidewalk in a former curbside parking space.

**Paseo or Pedestrian Walkway/Mid-block Crossing/Pedestrian Promenade:** A walkway that is typically open to the sky and that provides pedestrian passage between structures, or through landscaping, or parking lots, which is distinguished by ground surface treatments that provide for pedestrian safety and ease of movement.

**Pedestrian Amenities:** Outdoor sidewalk faces, public plazas, retail courtyards, water features, kiosks, paseos, arcades, patios, covered walkways, or spaces for outdoor dining or seating that are located on the ground floor, and that are accessible to and available for use by the public.

**Percolation:** The process of a liquid passing through a filter, here referring to stormwater filtering through soil.

**Permeable Surface:** A permeable surface allows the movement of stormwater through itself and into the ground beneath. In addition to reducing runoff, this effectively traps suspended solids and filters pollutants from the water.

**Pervious Paving:** A hardscape or paved surface that allows stormwater to infiltrate into the surface soil below; examples include turf block, dry-laid brick, stone, or cobbles, and pervious concrete or asphalt.

**Pier:** A vertical structural member that supports a structure or superstructure above, such as an arch or a bridge.

**Placemaking:** Placemaking is a multi-faceted approach to the planning, design, and management of public spaces, which capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and wellbeing.

**Plan Horizons:** The Plan Horizons establish clear priorities for locations, type, and amount of new development in the Growth Areas, to

support efficient use of the City's land resources and delivery of City services, and to minimize potential environmental impacts.

**Plug and Play:** Denoting or relating to software or devices that are intended to work perfectly when first used or connected, without reconfiguration or adjustment by the user.

**Policy:** A course or principle of action adopted or proposed by the Plan.

**Pop-up Retail/Eateries:** A retail store that is opened temporarily to take advantage of a trend or a seasonal product. Demand for products sold in pop-up retail is typically short-lived.

**Prototyping:** A means to test potential spaces for a permanent feature, such as a plaza, retail shop, or open space.

**Public Realm:** The Public Realm generally refers to all areas to which the public has access (such as roads, streets, lanes, parks, squares, bridges, and open spaces). This includes the publicly-available space between buildings, along with the spaces and the buildings or other structures that enclose them.

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## Q

**Quasi-Public Use:** Privately-owned and operated activities which are institutional in nature, such as hospitals, museums, and schools; churches and other religious institutions; other non-profit activities of an educational, youth, welfare, or philanthropic nature which cannot be considered a residential, commercial, or industrial activity; and public utilities and the facilities of any organization involved in the provision of public services such as gas, water, electricity, and telecommunications.

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## R

**Rain Garden:** A planting area that captures and redirects rain runoff so that it soaks into the soil, filtering out pollutants and reducing the stormwater handled by traditional storm drain systems.



**Road Diet:** A road diet is a technique to reduce the number of travel lanes on a roadway cross section to improve safety or provide space for other users.

## S

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**San José State University (SJSU):** San José State University (SJSU) is one of 23 public universities in the California State University system. Founded in 1857, SJSU is the oldest public institution of higher education on the West Coast. From its beginnings as a normal school to train teachers for the developing frontier, SJSU has matured into a metropolitan university that offers 145 areas of study with an additional 108 concentrations.

**Setback:** A placing of a face of a building on a line some horizontal distance from the building line or of the wall below. The distance of a structure or other feature from the property line or other feature.

**Sharrow:** A shared-lane marking/decal placed in the travel lane to indicate the preferred location for bicyclists, and to alert motorists to the location bicyclists are likely to occupy.

**Sidewalk Frontage:** The area of a project or feature which directly abuts a public or private right-of-way.

**Single-Aspect Unit:** A unit with windows and doors on only one side of the unit.

**Standard:** An established requirement.

**Stepback:** A variation in roof height, such that the height of the building decreases as it approaches adjacent lower-scale buildings.

**Stormwater:** Describes water that originates during precipitation events.

**Street Frontage:** See Building Frontage.

**Street Wall:** One of the long side boundaries of a street, formed by buildings, hedges, etc.

**Streetscape:** The visual elements of a street, including the road, adjoining buildings, sidewalks, street furniture, trees and open spaces, etc., that combine to form the street's character.

**Strong Neighborhoods Initiative (SNI):** A partnership between the City of San José and San José's residents and business owners to strengthen the city's neighborhoods by building clean, safe and strong neighborhoods with independent, capable, and sustainable neighborhood organizations.

**Structural Bay:** In architecture, a bay is the space between architectural elements, or a recess or compartment.

**Suspended Pavement System:** A method of structurally supporting pavement with void space below for tree root soil, greatly improving the health and longevity of trees planted in sidewalks and plazas.

**Sustainability:** Sustainability is the potential for long-term maintenance of wellbeing, which has environmental, economic, fiscal, and social dimensions.

## T

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**Tower:** A tall narrow building, either freestanding or forming part of a building such as a church or castle.

**Transom Windows:** Horizontal panels of glass above the storefront or between the first and second floors.

**Transparent:** The use of an open and transparent material, like glass.

**Transportation Demand Management (TDM):** A program of actions designed to maximize the efficiency of the transportation system (infrastructure and public transit) by promoting alternatives to single-occupancy vehicle commuting, such as carpools and vanpools, transit ridership, bicycling, and walking.

**Travel Concierge:** A local person who assists travelers to find destinations and services, either paid or as a volunteer.

**Turret:** A small tower on top of a larger tower or at the corner of a building or wall, typically of a castle.

**Typology:** Street typologies are an expansion of functional classifications that consider street context and prioritize certain travel modes.

## U

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**Unbundled Parking:** The cost to rent an apartment is separated from the cost to rent a parking space. It is a parking management, transit-oriented development, and affordable housing technique that allows residents to choose the number of parking spaces they intend to use and pay for, or not pay for.

**Urban Land Use:** Land use consisting of one of three major categories: industrial, commercial, or residential in areas where urban services are available. Residential land uses considered urban have existing or planned development of one dwelling unit per acre (DU/AC) or greater.

**Urban Village:** Areas of the City that have been designated for redevelopment and intensification in order to create active, walkable, bicycle-friendly, transit-oriented, mixed-use, urban settings for new housing and job growth, attractive to an innovative workforce and consistent with the Plan's environmental goals.

**Urban Village Boundary Area, Urban Village Planning Area:** An area of the City which has been planned for development as an Urban Village.

**Urban Village Plan:** A neighborhood-level plan developed for a specific Urban Village to facilitate development within the Urban Village area and to insure that development is consistent with the Envision San José 2040 General Plan goals for Urban Villages.

## V

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**Valley Transportation Authority (VTA):** The Santa Clara Valley Transportation Authority (VTA) is an independent special district that is responsible for bus, light rail, and paratransit operations; congestion management; specific highway improvement projects; and

countywide transportation planning throughout Santa Clara County. See [www.vta.org](http://www.vta.org).

**Vegetated/Vegetative Swale:** A shallow, open channel with vegetation covering side slopes and bottom to collect, filter, and slowly convey stormwater runoff to a discharge point.

**Vehicle Miles Traveled (VMT):** A measure of automobile use and trip length. One vehicle traveling one mile constitutes one vehicle-mile.

**Vehicle Hours Traveled (VHT):** A measure of automobile use and trip time. One vehicle traveling 1 hour constitutes 1 vehicle-hour.

**Village:** See Urban Village.

## W

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**Water Filtration/Infiltration:** Water filtration removes impurities by minimizing contamination of water using a fine physical barrier, a chemical process, or a biological process.

**Wayfinding:** Signs and other features intended to convey directional information.

**Wind Row:** A tightly-spaced row of trees planted to provide shelter from wind, protect soil from erosion, and/or provide a privacy screen and mitigate noise of passing traffic.