



# Memorandum


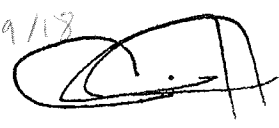
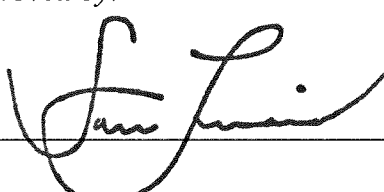
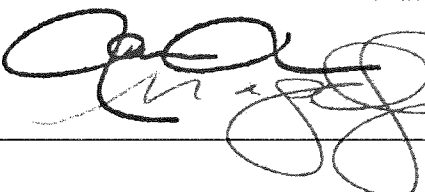
**TO:** CITY COUNCIL

**FROM:** Mayor Sam Liccardo  
Vice Mayor Magdalena Carrasco  
Councilmember Raul Peralez  
Councilmember Dev Davis  
Councilmember Chappie Jones

**SUBJECT:** SEE BELOW

**DATE:** October 19, 2018

---

Approved by:  Date: 10/19/18   
 

---

**SUBJECT: EAST SANTA CLARA URBAN VILLAGE PLAN**

## RECOMMENDATION

Accept Staff Recommendation with the following additions and modifications:

1. To enhance Building Form and Architecture Standards 3.1-3.3, require that future developers consult with surrounding neighborhoods to garner knowledge and history of the community for design purposes.
2. Modify Urban Design Policies UD 2-9 and UD 2-10 to be a guideline rather than a Policy.
3. Change the land use designation on the south side of East Santa Clara Street between 9<sup>th</sup> and 10<sup>th</sup> Streets to Neighborhood/Community Commercial (NCC) and the adjacent southern parcels to Urban Residential (UR)
4. For any future project at the site bounded by East Santa Clara St. on the North, 14h Street on the West, 17th Street on the East and East St. John Street to the South:
  - a. Transform the previously abandoned 15th and 16th Streets within the former San José Medical Center site into new pedestrian, bicycle, and emergency vehicle through-ways. Motor vehicle access is limited to vehicles for maintaining the property, making deliveries, or accessing parking garages on-site, and these streets shall not be used as cut through streets.

- b. Continue to conduct a robust community engagement process and explore for post-development purposes the use of a good neighbor plan to address communication and operational matters.
  - c. Consider the final recommendations of the *Former San Jose Medical Center Site Stakeholder Advisory Committee (SAC)*, where applicable.
5. All projects should conform with the City's construction rules and regulations and must designate a liaison within the development team which includes a name, phone number and email address listed publicly at the project site during the duration of construction to serve as primary contact for inquiries.

## **BACKGROUND**

Thank you staff for bringing forth a comprehensive urban village plan that will bring this future transit corridor into fulfilling its urban potential while remaining conscientious of the historic and residential communities surrounding it. East Santa Clara Street from City Hall to Roosevelt Park has a rich history from its local mom and pop businesses to active neighborhoods such as Horace Mann, Julian-St. James, and Naglee Park. With Bus Rapid Transit implemented, BART on the horizon and anticipated residential, student and job growth for the area, this plan will provide a blueprint for an active and dynamic corridor.

## **ANALYSIS**

### ***Heights & Setbacks***

After careful consideration, we believe the heights and setbacks for the East Santa Clara Urban Village are an acceptable balance taking into consideration the desire for density along this transit growth area, while still respecting the adjoining historic residential neighborhood. Our 2040 General Plan was a multi-year process with over 60 public meetings and 5000 participants, and the goal has always been to focus dense and urban growth along existing transit and commercial corridors. However, we are conscientious of the residential neighborhoods immediately adjacent to the Urban Village boundary and appreciate staff's effort to place sensible safeguards. Thus, no developer can build any closer than 15 feet from the shared property line and will maintain a 45-degree daylight plane starting at 35 feet. This is the same height (35-feet) that all the adjacent residential lots can build to and setting the 45-degree daylight plane at that height is appropriate.

In addition, it is not unusual for dense buildings to be erected next to older single family homes in large urban cities. However, there should be measures taken to limit the impact on smaller residential dwellings such as the use of trees and greenery to provide privacy screens between properties.

### ***Design Standards***

Similar to the neighboring Little Portugal/Five Wounds Urban Village, the neighborhoods along the plan boast certain features and attributes that gives the community a sense of identity. The amended Building Form and Architecture Standards staff has drafted in the recent redlined version of the plan suffices to address the eclectic mix of historic craftsman, Victorian and Spanish styles that exist in surrounding neighborhoods. Development should be complementary to the look-and-feel of these communities and

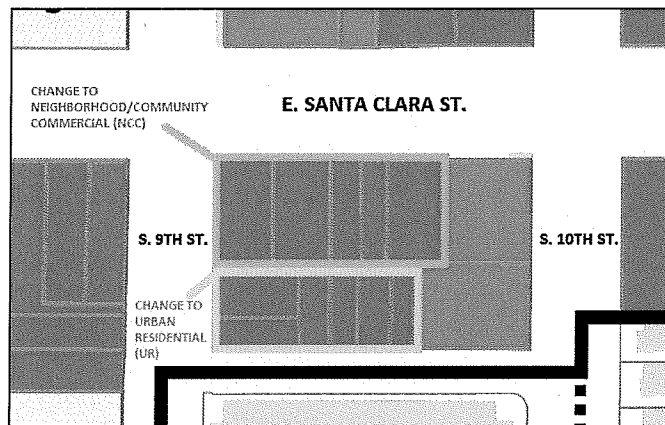
should exhaust all options to ensure that their design enhances the surrounding neighborhoods. The images on Page 3-8 of the draft Urban Village Plan illustrates the different examples of architecture in the surrounding areas.

Since this is an Urban Village, there should be strong emphasis on good urban design that will produce an active and vibrant community. Therefore, the following Policies should be changed to Guidelines:

- 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. (*Urban Design Policy UD 2-9*)
- For buildings taller than 65 feet, the fourth floor and above must be stepped back a minimum 10 feet. from the ground level façade. (*Urban Design Policy UD 2-10*)

### ***S. 9th & S. 10th at E. Santa Clara Street***

The block between South 9th and 10th Street was considered for an Urban Village designation to increase opportunities for denser development. However, the community has stated that there is a need to protect the character of the buildings on this frontage as well as long time neighborhood businesses such as Needle to the Groove and Neu2U Boutique Store. While we are supportive of exploring ways to create more density, we agree with the community that we must provide a space for small businesses to thrive in rehabilitated old buildings. Further considering that there is a city landmark at the eastern corner of this block, there should be continuity in the eclectic look and feel of this portion of the street.



### ***Former San José Medical Center Site***

We appreciate the proactive community engagement that the Housing Authority and Santa Clara County has commenced for their master planning process at the former San Jose Medical Center site. Located between 14th to 17th Streets and E. St. John and E. Santa Clara Streets, future development may possibly include market rate and affordable housing, office and public space uses. Building heights may be taller and denser than any other development in the Urban Village, with maximum heights up to 140 feet (sans the northern part of the block). We hope that this process will remain inclusive to ensure that the project is able to achieve equitable outcomes for the community.

In that spirit, we encourage that the future property management will maintain the same level of engagement with their neighbors in perpetuity. If needed, contemplation of a Good Neighbor Plan may be useful to help facilitate dialogue for the future.

Furthermore, the Former San José Medical Center Site Stakeholder Advisory Committee (SAC) was established by the City Council and conducted 17 meetings from June 2006 to November 2007. The committee was composed of wide variety of stakeholders including many members of the nearby community. The input and recommendations<sup>1</sup> from this committee were adopted by the City Council in March 2008<sup>2</sup>, and should serve as a further guide as this site looks to redevelop.

### **CONCLUSION**

Thank you to staff and stakeholders that have been involved in the development of this plan which included countless hours of dialogue and engagement. East Santa Clara Street has a history of being an intersection of innovation and preservation, from IBM's first San José plant on 16th and E. St. John to the establishment of the one of the City's oldest Conservation Area. Only through smart and equitable growth can we continue to revitalize this corridor and create a vibrant gateway into the heart of San José.

---

<sup>1</sup> [http://www3.sanjoseca.gov/clerk/Agenda/031808/031808\\_09.01att.pdf](http://www3.sanjoseca.gov/clerk/Agenda/031808/031808_09.01att.pdf)

<sup>2</sup> [http://www3.sanjoseca.gov/clerk/Agenda/031808/031808\\_09.01.pdf](http://www3.sanjoseca.gov/clerk/Agenda/031808/031808_09.01.pdf)