

BERRYESSA

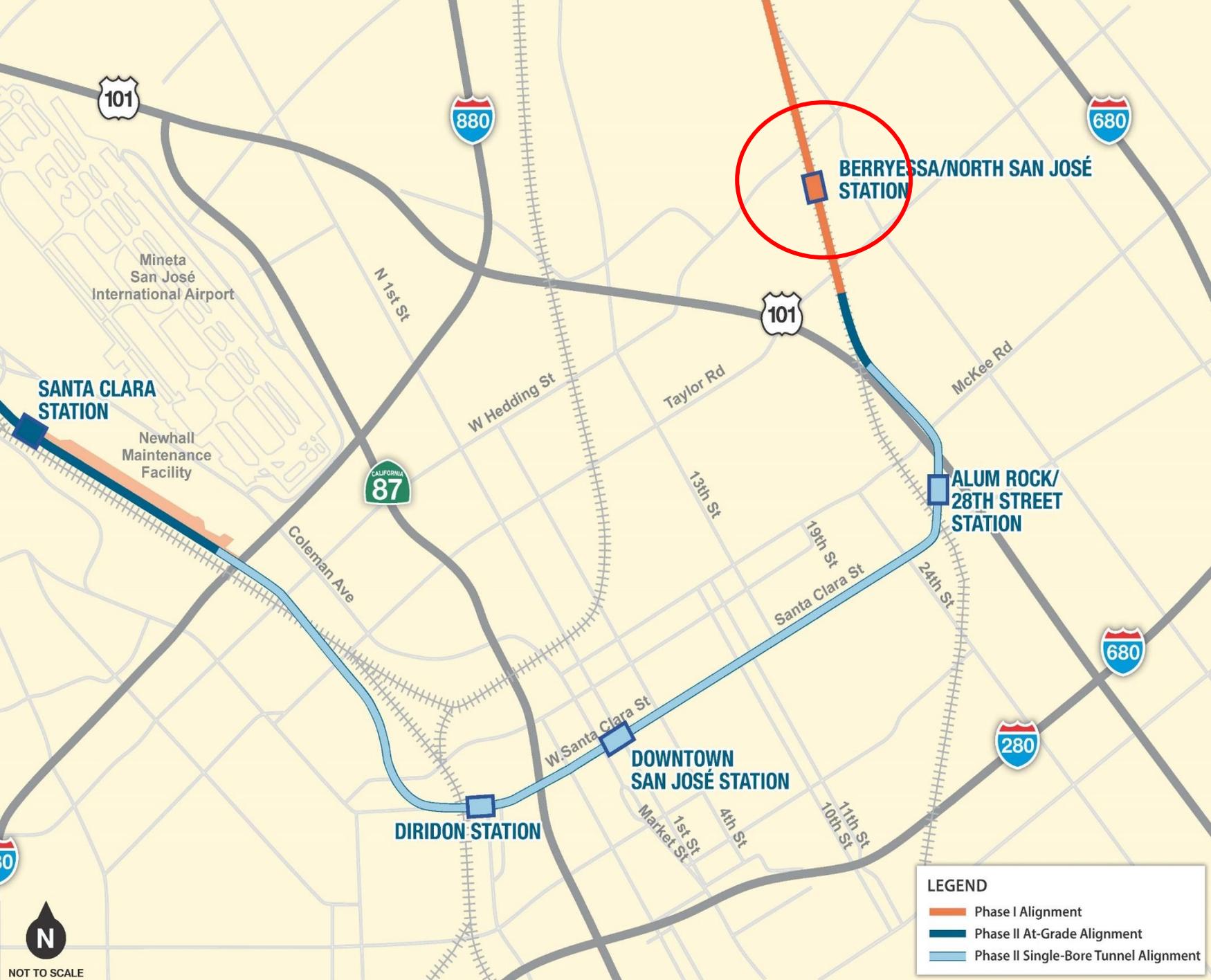
BART

URBAN VILLAGE PLAN

City of San José City Council
June 22, 2021
Item 10.3

Berryessa BART Urban Village

- Horizon 1 Urban Village
- 4.2 M Sq Ft Commercial
- 5,100 dwelling units
- Interim “End of Line” Station
- 25,000 riders daily by 2030
- Significant opportunities for Growth to support BART
- Planning Process 2018 -2021



Outreach

- 1,000 ft. notification radius (approx. 3,000 properties)
- 5,000 total mailings
- 3 Workshops
- 100+ Attendees (Workshop 1 and 2)
- 500 door hangers, flyers (Workshops 1 and 2)
- Online engagement tool (Workshops 1 and 2)
- 3 virtual webinars, 50 -100+ attendees (Workshop 3)
- Dedicated website, Social Media (i.e. Next Door, Facebook)
- Planning forum presentations (i.e. SPUR. San Jose State University)

Urban Village Vision

This is year 2040, the Berryessa Urban Village is ...

An **innovation district** attractive for people and business, with many green spaces and recreational opportunities along the creeks, **interconnected** network of pedestrian paths, pleasant to bike around, with easy access to public transit. Providing much needed **housing and jobs near transit**. Respecting existing residential neighborhoods. People live and work closer together in a vibrant district with placemaking elements designed **for people**.



Guiding Principles

PRINCIPLE 1

Prioritize Connectivity and Accessibility



PRINCIPLE 2

Foster Alternative Forms of Transportation



PRINCIPLE 3

Sustainability as an Overarching Principle



PRINCIPLE 4

Open Space Enhancement and Protection



PRINCIPLE 5

A Mixed-use, Mixed-income Urban Village



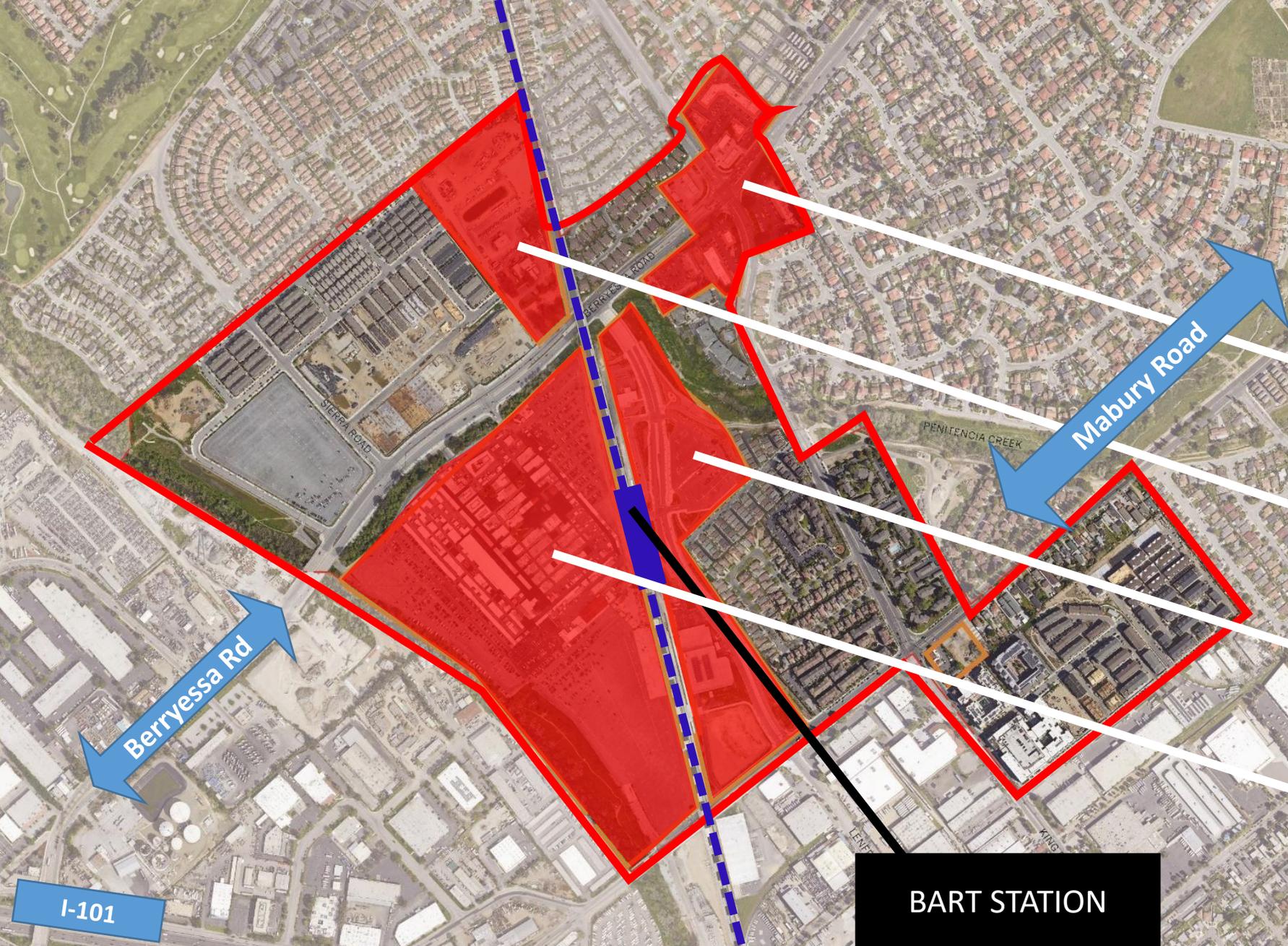
Districts (Opportunity Sites)

Berryessa & Lundy Commercial
Plazas

Fachinno Site

VTA Station Lands

Flea Market Southside

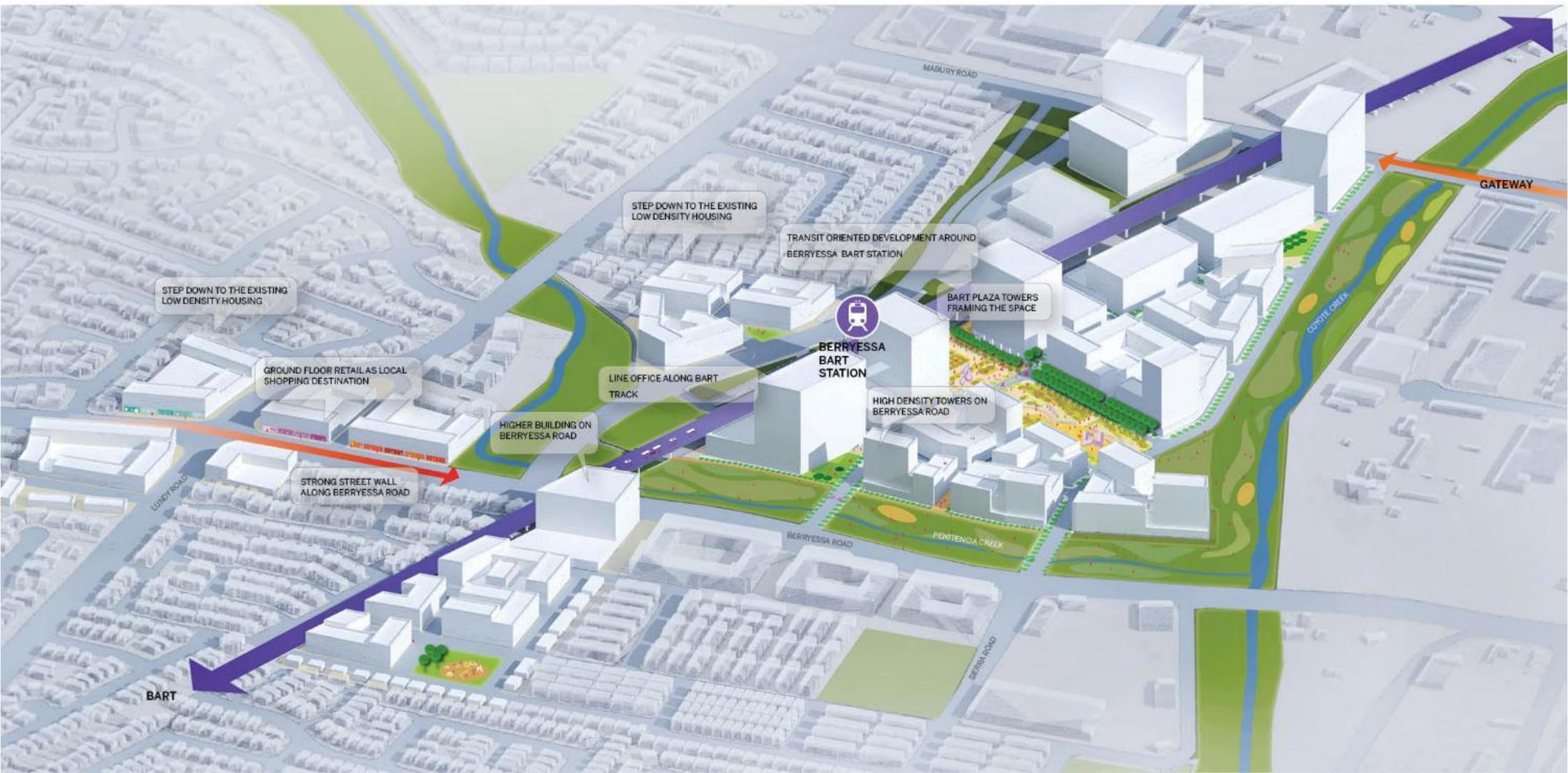


Land Use Plan

- Accommodates planned growth
- Creates a mixed-use, transit and pedestrian supportive environment
- Concentrates employment growth adjacent to BART
- Development at densities to support transit ridership
- Rezone properties in East District area to align with General Plan designations

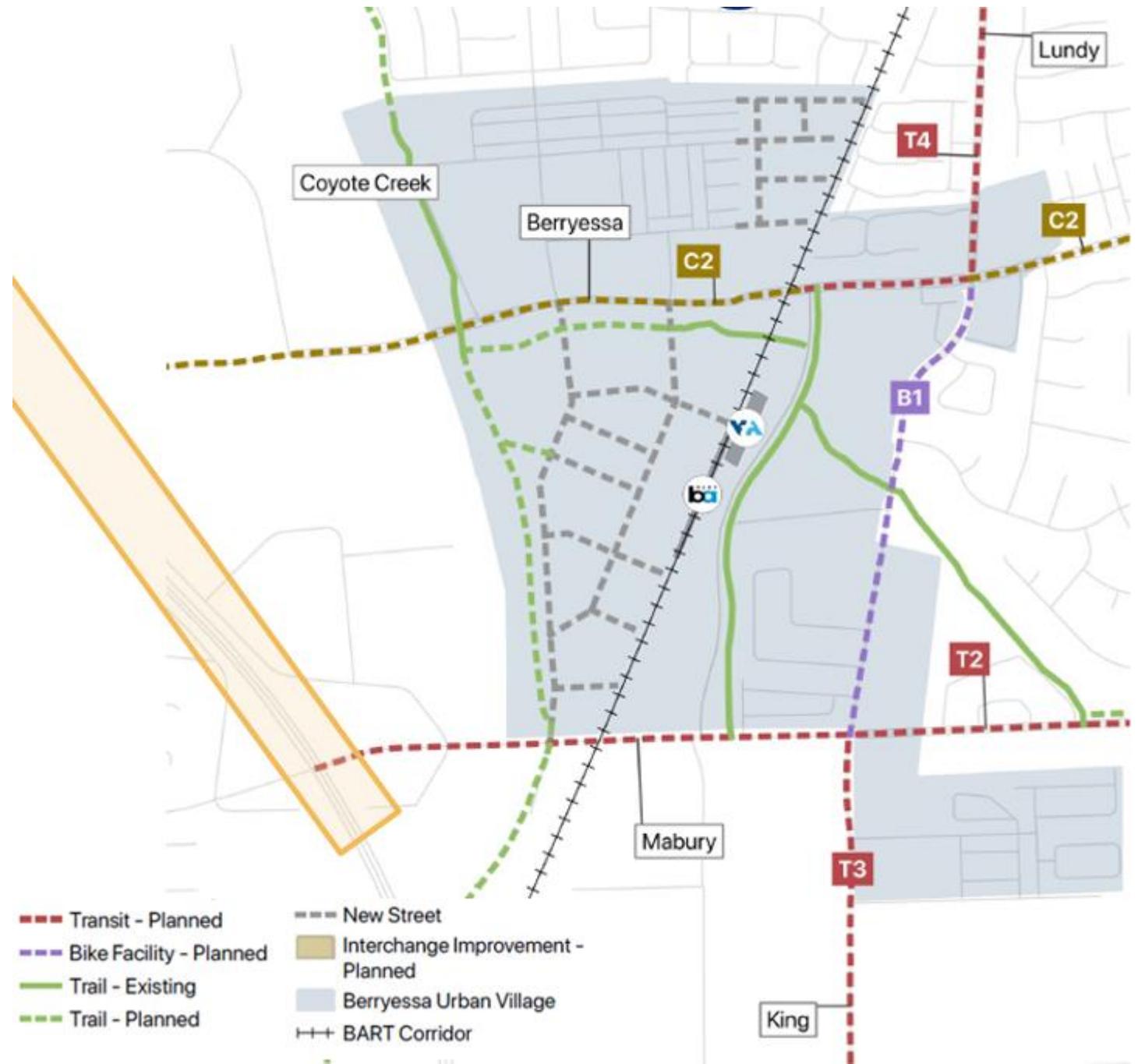


Urban Design Concept Plan



Transportation and Parking

- **20 transportation improvement projects** that improve walking, biking, and local bus rides to/from village and BART
- **Parking demand strategies** including parking pricing, unbundled parking, shared parking, elimination of parking minimum
- **Transportation demand management (TDM)** strategies including subsidized transit passes, education & outreach
- **Urban village policies** for implementing these strategies



Planning Commission Recommendation

1. Consider the Addendum to the Envision San José 2040 General Plan Environmental Impact Report, Supplemental EIT and Addenda thereto in accordance with CEQA;
2. Adopt the Berryessa BART Urban Village Plan
3. Adopt a General Plan Amendment (GP20-008) to integrate the Berryessa BART Urban Village Plan into the Envision San José 2040 General Plan
4. Adopt a conforming rezoning for VTA land on the eastside of the Berryessa BART Station
5. Approve modifications to the Berryessa BART Urban Village Plan to allow for a 5 acre Urban Market

Planned Development Zoning (PDC17-051)

City Council
June 22, 2021
Item 10.4



*Planning, Building and
Code Enforcement*

Background- San José Flea Market



- Opened in March, 1960
- Founded by George Bumb Sr.
- Started with 20 vendors
- Currently 4 million visitors/year

Planning History

2013 – MTC designates Berryessa BART as Priority Development Area

2016 – Rezoning approved for Flea Market (PDC16-001) with Council direction to rezone South Flea Market site for 1.5 to 2.2 MSF of commercial development

2016 – MTC Priority Development Area grant to prepare Berryessa BART Urban Village Plan

2018 – Applicant files current rezoning application for up to 3.4 MSF of commercial and 3,450 DUs

2018 – City initiates the BBUV Plan community planning process

2021 – Council Consideration of BBUV Plan and South Flea Market Rezoning (PDC17-051)

Proposed Flea Market Rezoning (PDC17-051)

- Minimum of 1,700 and maximum of 3,450 multi-family residential units
- Minimum of 1,500,000 SF and maximum of 3,400,000 SF of commercial uses
- 50% parking reduction



Proposed Flea Market Rezoning (PDC17-051)

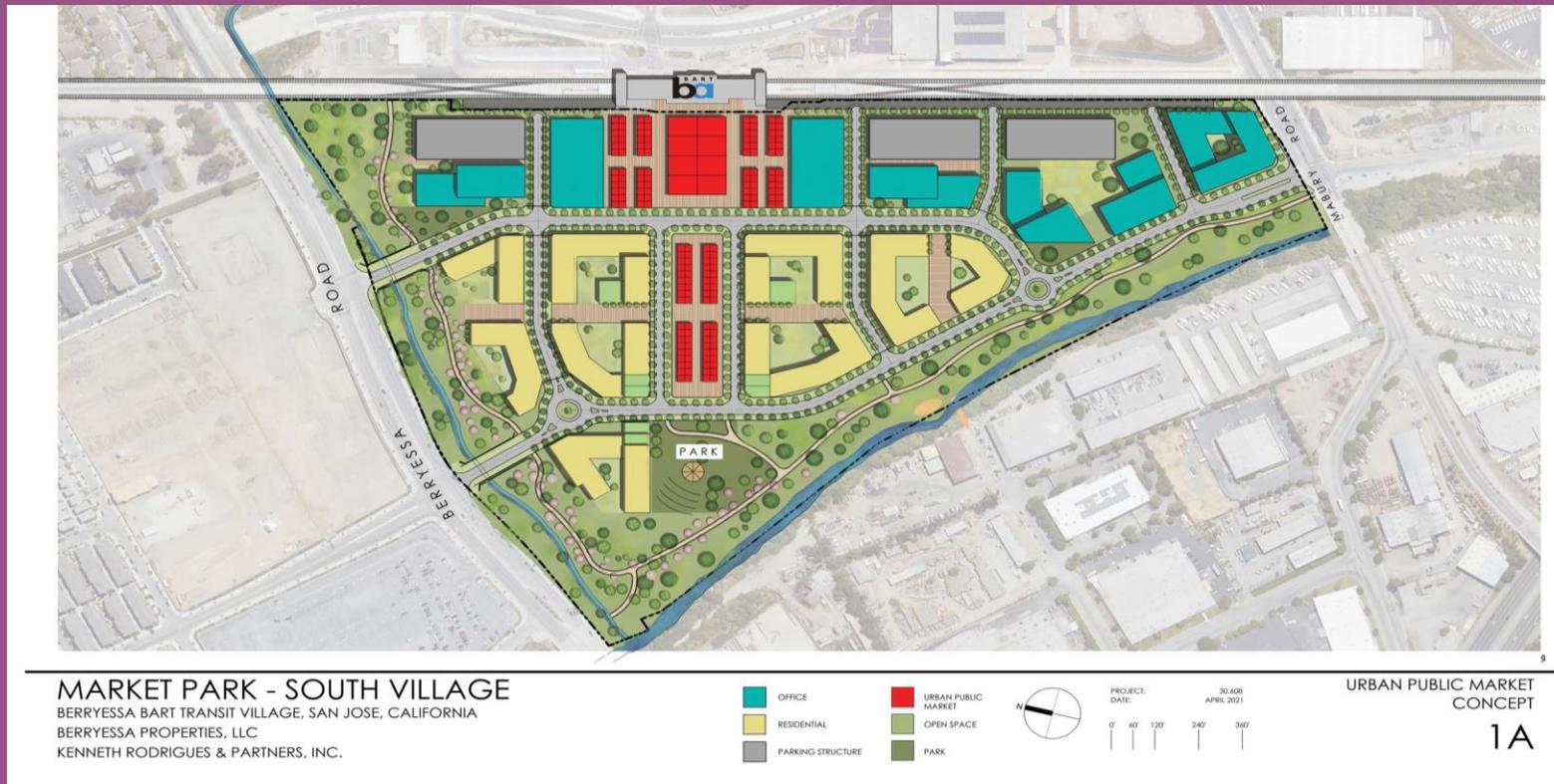
- Supports BART and the goals of General Plan
- Consistent with Draft Berryessa BART Urban Village Plan
- Establishes standards on how land could be redeveloped
- Council is not considering a development project
- Development permit applications would be submitted in future

What has occurred in 2021?

- Significant Concern expressed about closure of the Flea Market
 - Could displace small businesses owned by persons of color
 - Is a significant source of income for many business owners and their families
 - Provides business incubator space
 - Is a cultural and iconic asset for San Jose
- On March 24th Planning Commission continued item until May 12th
- Councilmember Cohen has been leading a conversation on how to address vendors concerns

Proposed Changes by Applicant

- Property owner proposes integrating a 5 acre Urban Market
- May 12th - Planning Commission recommends making modification to BBUV and Zoning to allow market



Flea Market Vendor Meeting

- On June 16th, the Mayor and Councilmembers Cohen and Peralez hosted a meeting with the vendors at the Flea Market; Councilmember Carrasco also attended
- Meeting attended by 300+ persons
- Concerns and desires heard
- Conditions were discussed to support vendors and an inclusive approach to creating a new urban market



Next Steps

If the rezoning is approved, staff would initiate the following work within 90 days, in coordination with the vendors:

- Review with the vendors available resources and services to support small businesses
- Set up the Flea Market Advisory Group
- Scope out consultants
- Work on the assessment of the current market
- Plan for the new Urban Market, including studying:
 - The physical design and operational elements
 - Financing options, ownership, and management options
 - Potential partnerships with BART on using space below the tracks and shared parking
 - potential off-site market options

Planning Commission Recommendation

1. Adopt a resolution certifying the EIR, making findings concerning significant impacts, mitigation measures, and alternatives, and adopt a Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program;
2. Approve an rezoning ordinance (File No. PDC17-051) to allow up to 3,450 residential units and up to 3.4 MSF for commercial uses;
3. Approve an ordinance modifying the US-101/Oakland/Mabury Transportation Development Policy (TDP) to apply the Traffic Impact fee to the current project;
4. Adopt a resolution amended US-101/Oakland/Mabury TDP to provide a credit to the current project's Traffic Impact Fee obligation; and
5. Approve amendments to the proposed rezoning to allow for a 5 acre Urban Market

Additional Staff Recommendations

Accept staff's memorandum outlining next steps and potential areas of exploration for a new urban market for existing Flea Market vendors.

Direct staff to explore financial tools to complete development of the new 5-acre Urban Market on the project site, including public funding options should gap financing be required.

Direct staff to explore potential partnerships with BART and potential off-site market options.

Direct staff to work with the Flea Market Advisory Group to allocate the initial \$2.5 million dollars in the Vendor Business Transition Fund to direct vendor support and to consultant services and non-profit, as needed.

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