

The Alameda Urban Village Plan

Adopted by the City Council (GP16-014) on December 13, 2016

Amended by the City Council (GPT18-008) on December 18, 2018

Amended by the City Council (GPT21-005) on November 7, 2021

Amended by the City Council (GPT22-005) on April 11, 2023

THE ALAMEDA



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The Alameda

Urban Village Plan

City of San José

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Funded by a Priority Development Planning
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The Alameda Urban Village Plan has been prepared by the City and community to provide a policy framework to guide new job and housing growth within the Urban Village boundary and guide the preservation of existing neighborhoods and historic buildings. The Plan will also guide the characteristics of future development, including buildings, parks, plazas and public art, streetscape and circulation, and financing within this area. This Plan supports the identified growth capacity for this Urban Village in the Envision San José 2040 General Plan Appendix 5: Planned Job Capacity and Housing Growth Areas.



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CHAPTER 1

Introduction

CHAPTER 1:

INTRODUCTION

PLANNING AREA

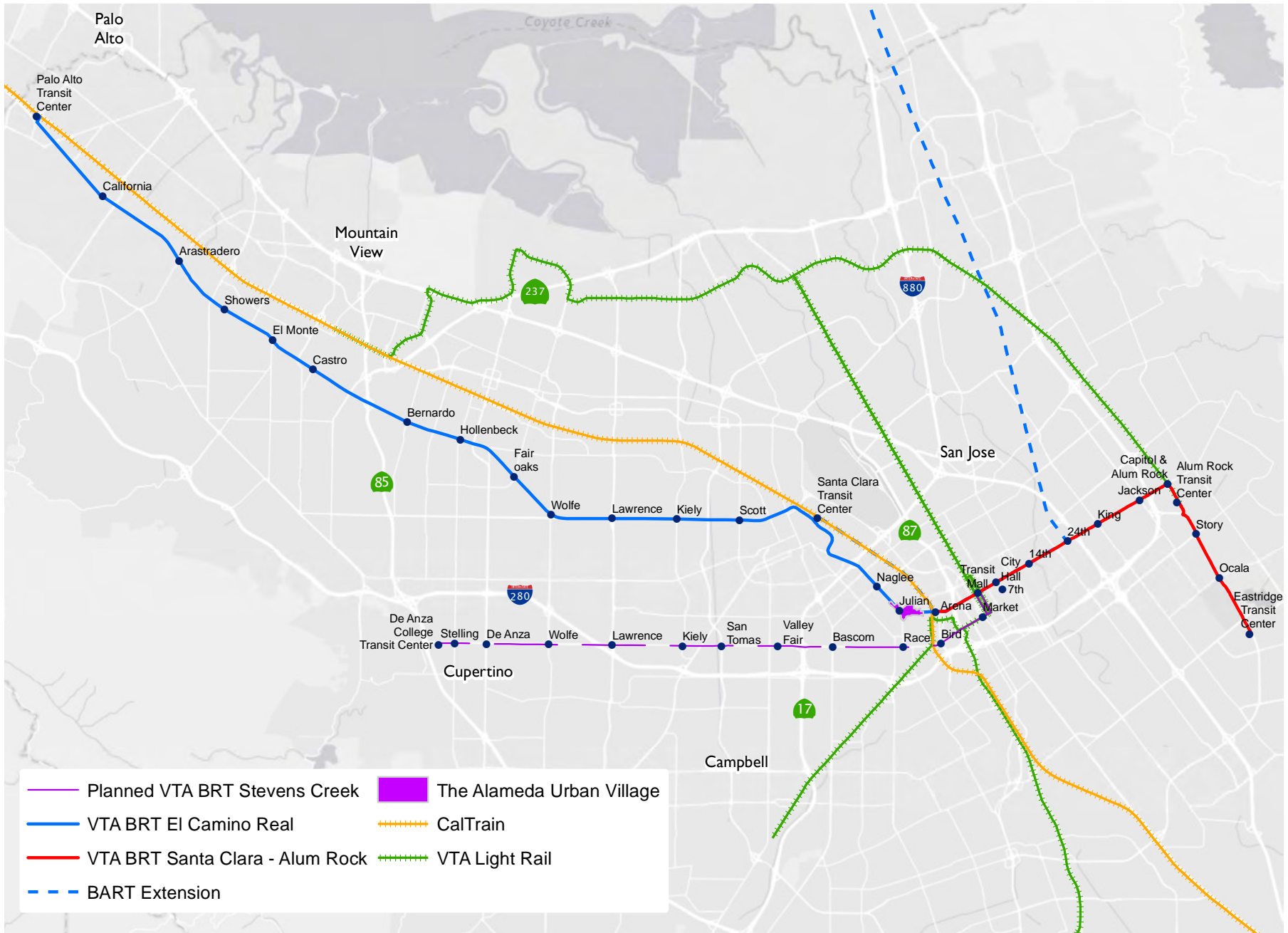
The Alameda Urban Village extends along The Alameda roughly between Wilson Avenue and Magnolia Avenue. This approximately 45 acre area encompasses The Alameda, which is a major commercial corridor connecting into downtown San José.

The Valley Transportation Authority (VTA) is working with Santa Clara County cities to upgrade transit service along Santa Clara County’s three busiest transit corridors to Bus Rapid Transit (BRT). One of the potential routes extends along The Alameda connecting downtown San José to the Santa Clara Transit Center, and then continuing north further along El Camino Real to Palo Alto. The El Camino Real Bus Rapid Transit Project would upgrade the 522 Rapid Bus Route on El Camino Real to Bus Rapid Transit status. The El Camino BRT is expected to start operation in 2020. Given the access to BRT and proximity to Caltrain, the planned BART (operation expected by 2025), and California high speed rail (operation expected by 2029), The Alameda Urban Village area is anticipated to experience significant new development and growth in the coming years. The land use densities proposed in this Plan support this anticipated growth.

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FIGURE 2: REGIONAL TRANSIT MAP



PLAN OVERVIEW

The Alameda Urban Village Plan (Plan) has been prepared by the City of San José and The Alameda community to further the Urban Village Major Strategy of the Envision San José 2040 General Plan. This Strategy promotes the development of Urban Villages to provide active, walkable, bicycle-friendly, transit-oriented, mixed-use urban settings for new housing and job growth attractive to a variety of people and consistent with the Plan's environmental goals.

As a City Council-approved policy document for the future growth of The Alameda Urban Village, this Plan establishes a framework to further the transition of The Alameda Urban Village into a more vibrant mixed-use and pedestrian-oriented place that supports and creates a safe environment for all modes of travel, a thriving commercial corridor, and dynamic public gathering places. The Alameda Urban Village is planned to be a complete neighborhood that is thoughtfully designed and builds upon the great place that is The Alameda. In a complete neighborhood, people have safe and convenient access to the amenities needed in daily life, including 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.

Relationship to “The Alameda – A Plan for the Beautiful Way”

“The Alameda – A Plan for the Beautiful Way” is a document that sets a vision for the future streetscape of The Alameda, perhaps the most unique and memorable corridor in the City of San José. This study area consists of the right-of-way of The Alameda roadway and parcels immediately adjoining it for approximately 1.5 miles from Interstate 880 (I-880) to the north, to Diridon Station to the south. This Plan includes concepts for the enhancement and continuing revitalization of The Alameda through design recommendations that are intended to help enliven The Alameda as a retail and multi-modal transportation corridor, and to foster economic development. This Plan was prepared by the residents, property and business owners, and the City of San José Redevelopment Agency through a \$250,000 Caltrans Community-Based Transportation Planning Grant and was completed in April

2010. While this Plan provided conceptual design improvements for The Alameda corridor, it was not intended to be a final Plan and was not adopted by the City Council.

Implementation of this Plan's concepts required additional study and detailed design and engineering work. The City received a \$3.9 million grant from the Metropolitan Transportation Commission (MTC) to design and construct pedestrian crosswalks, bulb-outs, Americans with Disabilities Act (ADA) ramps, a raised median with trees, pedestrian refuges, street lighting, and street repaving along The Alameda from Stockton Avenue to I-880. Phase 1 of these improvements was completed in October 2014. For further details concerning the implementation of this Plan, refer to Chapter 6, Circulation and Streetscape.

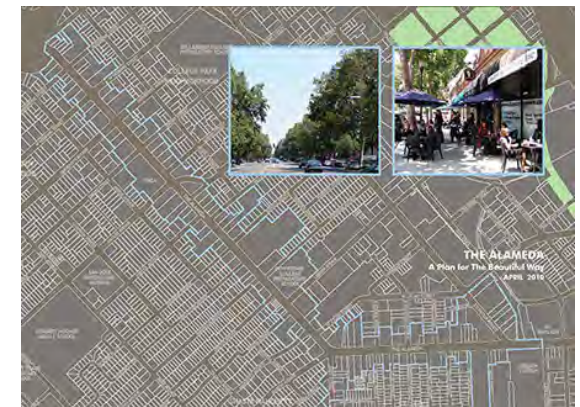
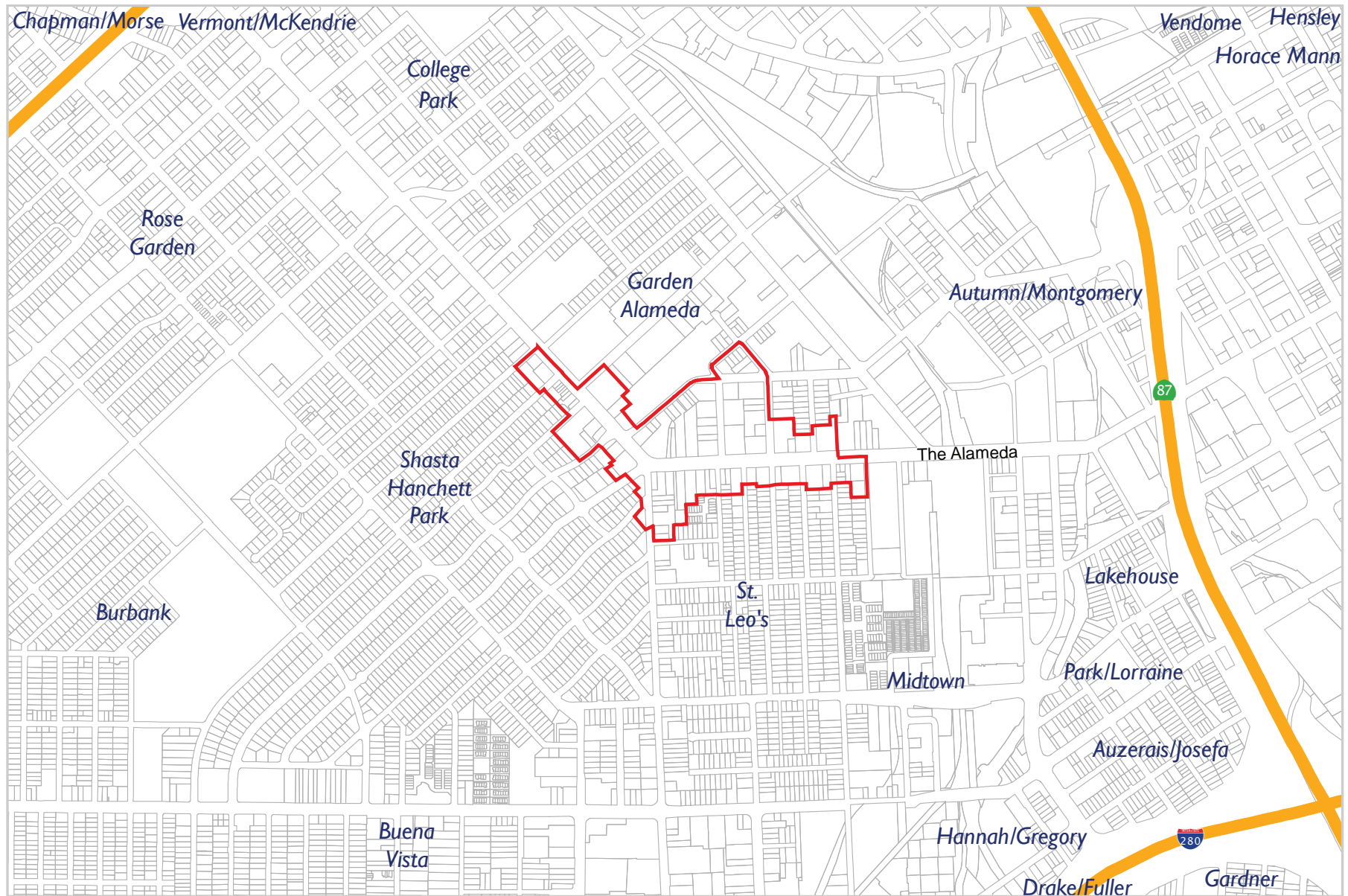

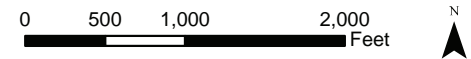


FIGURE 3: NEIGHBORHOODS VICINITY MAP



 The Alameda Urban Village Boundary



PLANNING PURPOSE

This Plan includes goals, policies, guidelines, and action items to guide new development and private and public investment to achieve the vision for The Alameda Urban Village consistent with the Urban Village Strategy outlined in the Envision San José 2040 General Plan. This Plan acts as a framework to guide any potential future redevelopment.

The General Plan places emphasis on protecting and increasing commercial uses in San José, especially in the designated Urban Villages. The City's Urban Village Strategy also focuses on placemaking and creating complete neighborhoods with land uses that concentrate both commercial and residential growth.

The Alameda Urban Village Plan encourages future development to complement and enhance the existing commercial corridor while also preserving the historic single-family neighborhoods surrounding the corridor to make The Alameda a destination of choice for the people of San José. The implementation of this Plan will be largely driven by developers responding to the demand for residential and commercial space.

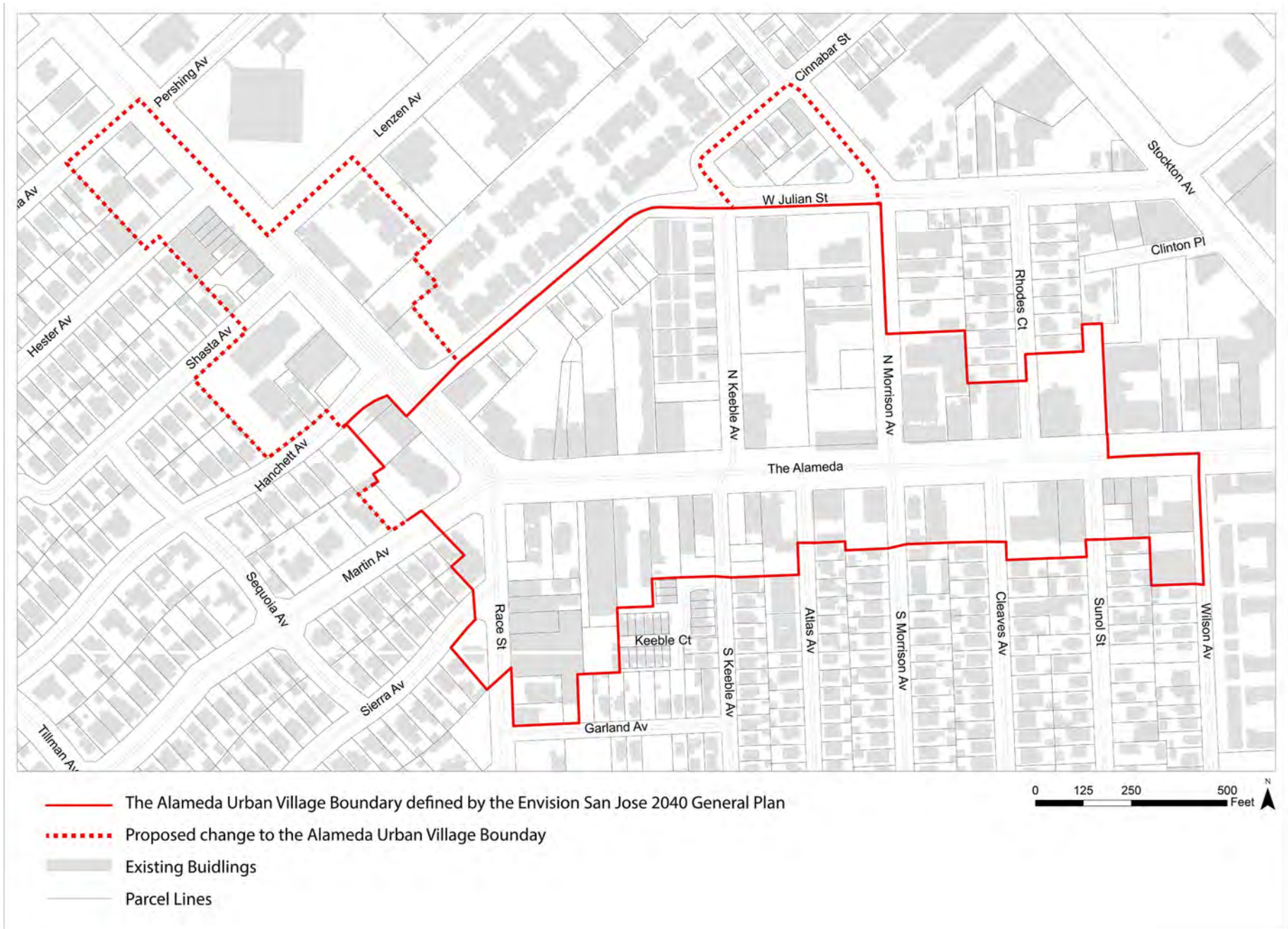
PLANNING PROCESS

The Alameda Urban Village planning process was supported by a Community Design and Transportation Planning Grant awarded to the City of San José by the Valley Transportation Authority (VTA) in 2012.

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 October 2012, January 2014, and October 2015. All neighborhood residents, property owners, business owners, and other interested individuals were invited to participate and provide input on the formation of this Plan. Planning staff also worked closely with the Shasta Hanchett Park Neighborhood Association, The Alameda Business Association and SPUR (San Francisco Bay Area Planning and Urban Research Association) to further inform the planning process; SPUR is a member-supported nonprofit organization with a location in San José. This Plan was formally approved as a city policy document by the City Council in December 2016.



FIGURE 4: URBAN VILLAGE BOUNDARY



Workshop 1: Informing and Visioning

On October 18, 2012, over 45 community members consisting of neighborhood residents, property owners, and neighborhood association representatives participated in the first community workshop.

At this workshop, participants were asked to provide input on the existing condition and opportunities on the corridor and identify a vision for the future of The Alameda Urban Village where they thought new development should be planned.

Workshop 2: Developing a Concept Plan for The Alameda Urban Village

On January 30, 2014 over 50 community members participated in the second workshop for The Alameda Urban Village. At this workshop, staff presented concepts for the Land Use, Parks, Public Art, Building Preservation, and an Urban Design Framework (building typologies, height, and setbacks). At this session, the public commented upon these concepts which led to a Height Diagram and Land Use Map and preferred development guidelines for three opportunity sites on The Alameda.

Workshop 3: Final Product, the Open House

On October 22, 2015, community members participated in the third community workshop. Held as an Open House, this workshop gave the public the opportunity to review and provide feedback on the final Draft Plan. The draft Plan was built upon community input received at the workshops held in October 2012 and January 2014.

CHANGE TO THE URBAN VILLAGE BOUNDARY

The Envision San José 2040 General Plan allows for minor modifications to Urban Village Area Boundaries through the Urban Village Plan process if those modifications reflect existing or planned development patterns or other physical or functional characteristics of the area.

The Alameda Urban Village boundary has been changed from the area designated with the adoption of the General Plan based on the feedback received from the community during three workshops and meetings with community stakeholders.

The proposed changes are shown on Figure 4 of this Plan.

DOCUMENT ORGANIZATION

Each of this Plan's topical chapters include goals, policies, guidelines, and action items that are designed to achieve the identified vision for The Alameda. The Plan's urban design guidelines work together with the land use, circulation, and streetscape guidelines to guide private and public investment in the Urban Village. The document is organized into the following main chapters:

Chapter 1: Introduction

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

Chapter 2: Vision

Conveys the community's vision for The Alameda Urban Village.

Chapter 3: Land Use

Describes planned growth and identifies land use designations, land use goals, and policies for the Urban Village.

Chapter 4: Parks, Plazas, and Public Art

Identifies goals, policies, guidelines, action items, and potential locations for new publicly-accessible open space, and presents strategies for incorporating plazas, pocket

parks, paseos, parklets, and public art into the Urban Village.

Chapter 5: Urban Design and Historic Preservation

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

Chapter 6: Circulation and Streetscape

Building upon The Alameda-A Plan for the Beautiful Way, presents goals, policies, guidelines, and action items to improve pedestrian, bike, and transit facilities.

Chapter 7: Wayfinding and Community Identification Signs

Identifies strategies for wayfinding and community identification signs to enhance the area experience for residents and visitors.

COMMUNITY VISION

- A VIBRANT BUSINESS DISTRICT AND NEIGHBORHOOD
- ATTRACTIVE PUBLIC SPACES
- A MEMORABLE, GREAT PLACE



Image Source: www.flickr.com
Artist: John Ediger

CHAPTER 2

Vision

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CHAPTER 2:

VISION

INTRODUCTION

The Alameda in San José has a rich history dating back to the late 1700s. The Alameda has served a number of functions over the years, ranging from a tree-lined boulevard leading to the Mission Santa Clara, a stately residential street at the turn of the 20th century, and a retail and auto-focused commercial corridor in the 1920s. Beginning in the late 1990s, there was a reintroduction of new housing on The Alameda creating a more mixed-use environment. The Alameda Urban Village Plan envisions the expansion of the existing mixed-use profile and the preservation of the historic character of the corridor.

Community input gathered during the planning process provided the basis for an overarching vision for The Alameda Urban Village. The vision consists of three defining elements that form the foundation of this Plan's goals, policies, guidelines, and action items. Together, these elements represent the community's preferred future for the development and transformation of The Alameda Urban Village.

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VISION ELEMENT 1:

A VIBRANT BUSINESS DISTRICT AND NEIGHBORHOOD

New public and private investment and development will enhance the existing diverse mix of thriving businesses on The Alameda and promote new mixed-use development that supports the existing and planned public transit system, contributing to the economic vitality and quality of life of the community.

The Plan focuses on enhancing the retail environment by activating the sidewalk, providing high-quality urban design, and streetscape improvements. The Plan also promotes mixed-use development that incorporates residential and office uses in upper floors whose tenants will contribute to around-the-clock neighborhood activity and support nearby retail and entertainment uses. The thriving neighborhood-supportive retail business will both benefit the existing community and provide services for future residents.

An increased number of jobs along the corridor near the multimodal Diridon Station and the planned El Camino Bus Rapid Transit (BRT) line also mean a greater potential for

people to get to their jobs by transit or within a comfortable biking or walking distance to transit. This will reduce the strain of auto congestion in San José while also promoting healthier lifestyles, reducing greenhouse gas emissions, and increasing transit ridership. The Plan envisions mid-rise office uses given the Village's proximity to Diridon Station Area whose goal is to become a regional destination.

The Plan builds upon recent street improvements laid out by "The Alameda-A Plan for the Beautiful Way", promotes active façades oriented to the street, integration of parking into site, and building design. Lastly, the Plan respects the existing character of the neighborhood by providing for responsive building heights and transitions into established single-family neighborhoods.

VISION ELEMENT 2:

ATTRACTIVE PUBLIC SPACES

The Alameda 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 The Alameda Urban Village Plan. This Plan affords important opportunities to bring great public spaces to The Alameda Urban Village through creating pocket parks, plazas, paseos, and parklets. This Plan encourages a wide range of activities for 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.

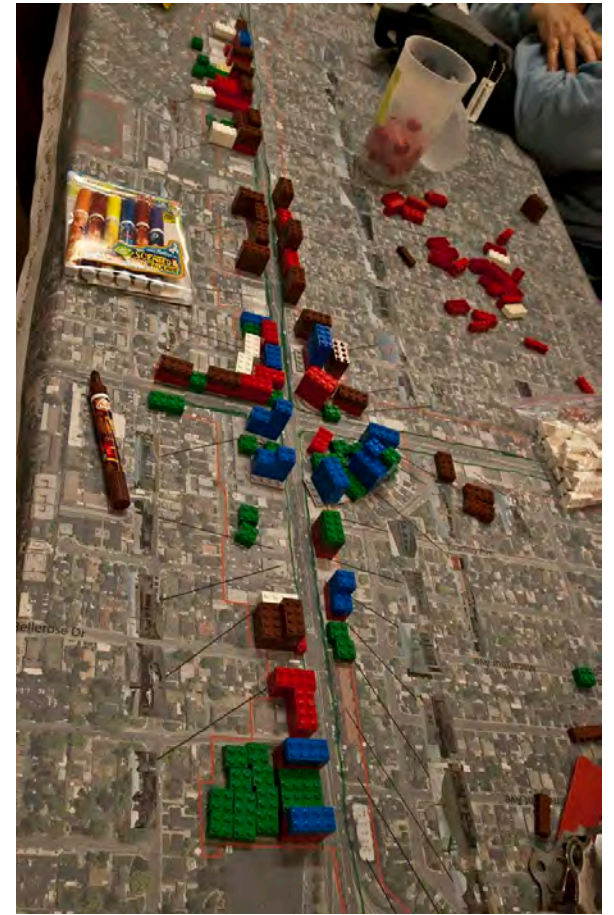
VISION ELEMENT 3:

A MEMORABLE, GREAT PLACE

The Alameda Urban Village will build upon its existing unique identity and historic character to become an attractive and memorable destination.

The Alameda Urban Village has a rich architectural, historic, and cultural character. An important component of this Plan is to preserve and enhance this heritage and integrate new development with old buildings. This Plan promotes the infusion of public art into public and private spaces that complement and reinforce this area's unique character and historic background, thereby transforming The Alameda Urban Village into a truly memorable place and destination.

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CHAPTER 3

Land Use

FIGURE 5: LAND USE DIAGRAM



CHAPTER 3:

LAND USE

INTRODUCTION

This Land Use Chapter describes how The Alameda Urban Village will accommodate the growth that is planned in the Envision San José 2040 General Plan. It identifies the type, location and intensity of specific land uses within The Alameda Urban Village. The land use diagram (Figure 5-Opposite Page), height diagram (Figure 9 in Chapter 5) and historic preservation diagram (Figure 6 in Chapter 3) are integral parts of the overall vision for The Alameda Urban Village as a mixed-use, walkable, and transit-oriented place with thriving commercial businesses, livable neighborhoods, and attractive parks and open spaces.

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PLANNED GROWTH

EMPLOYMENT GROWTH

The Alameda Urban Village currently has 606,500 square feet of commercial space ranging from retail shops, professional office, restaurants, hotels, motels, etc.

The commercial square footage objective establishes the amount of commercial/employment growth that is planned to be accommodated in The Alameda Urban Village. The amount of new commercial square footage is based upon the Envision San Jose 2040 General Plan's planned capacity from Appendix 5: Planned Job Capacity and Housing Growth Areas. This Urban Village is adjacent to the Diridon Station which will be one of the most connected places in the country, that includes BART, high-speed rail, Caltrain, and Amtrak. The Alameda is also located along the planned El Camino Bus Rapid Transit (BRT). The proposed number of new jobs will be well connected to transit.

HOUSING GROWTH

There are 366 existing dwelling units within the Village boundary. The overall residential unit capacity is the maximum residential growth

planned for The Alameda Urban Village in the Envision San José 2040 General Plan. In this Plan, the community recognizes the importance of providing new housing in The Alameda Urban Village as a means of creating a more vibrant and active place; however, the Envision San José 2040 General Plan does not establish a residential unit objective, but rather a maximum number of housing units that needs to be accommodated in this Village.

LAND USE DESIGNATIONS

To focus future land uses, The Alameda Urban Village Land Use Plan identifies the location, type, and intensities of employment, mixed-use residential, and public open space throughout the Village. Currently, the north side of The Alameda is comprised predominantly of large commercial properties backed by a mix of smaller single-family residential and multifamily residential properties. Alternatively, the south side of The Alameda is comprised mostly of commercial properties that are small and shallow in depth, and are also backed by single-family residential properties.

The land use designations applied in The Alameda Urban Village, as described below, are based on those contained in the Envision

San Jose 2040 General Plan. These land use designations must be used in conjunction with the goals and policies of this Urban Village Plan.

NEIGHBORHOOD/COMMUNITY COMMERCIAL

DENSITY: FAR UP TO 3.5

The Neighborhood/Community Commercial land use 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 supported by this land use designation.

Neighborhood/Community Commercial uses should have a strong connection to, and provide services and amenities 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.

URBAN VILLAGE COMMERCIAL

DENSITY: FAR UP TO 7.0

This designation is located on the north side of The Alameda between Race Street and West Julian Street and supports commercial activity that is more intensive than that of the Neighborhood/Community Commercial land use designation. Appropriate uses in this designation include mid-rise office buildings and hotels, along with ground floor neighborhood serving commercial and retail activities. Lower intensity retail or commercial uses are allowed as interim uses. This Plan supports the aggregation of smaller parcels with this designation in order to form parcels ideal for larger, mid-rise development.

The locations where this designation is placed on the Land Use Plan are ideal for high density, transit-oriented office and retail commercial development that can create a village center for The Alameda Urban Village. Development under this designation shall be developed with an urban and pedestrian-oriented form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way.

URBAN VILLAGE

DENSITY: 55 DU/AC TO 250 DU/AC

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 for example, 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 with frontage along The Alameda must include ground floor commercial space along The Alameda.

This 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 0.35 for the commercial portion. The intensity or density of new development will effectively be limited by the maximum height limits established in this Plan and shown on the Building Height Diagram,

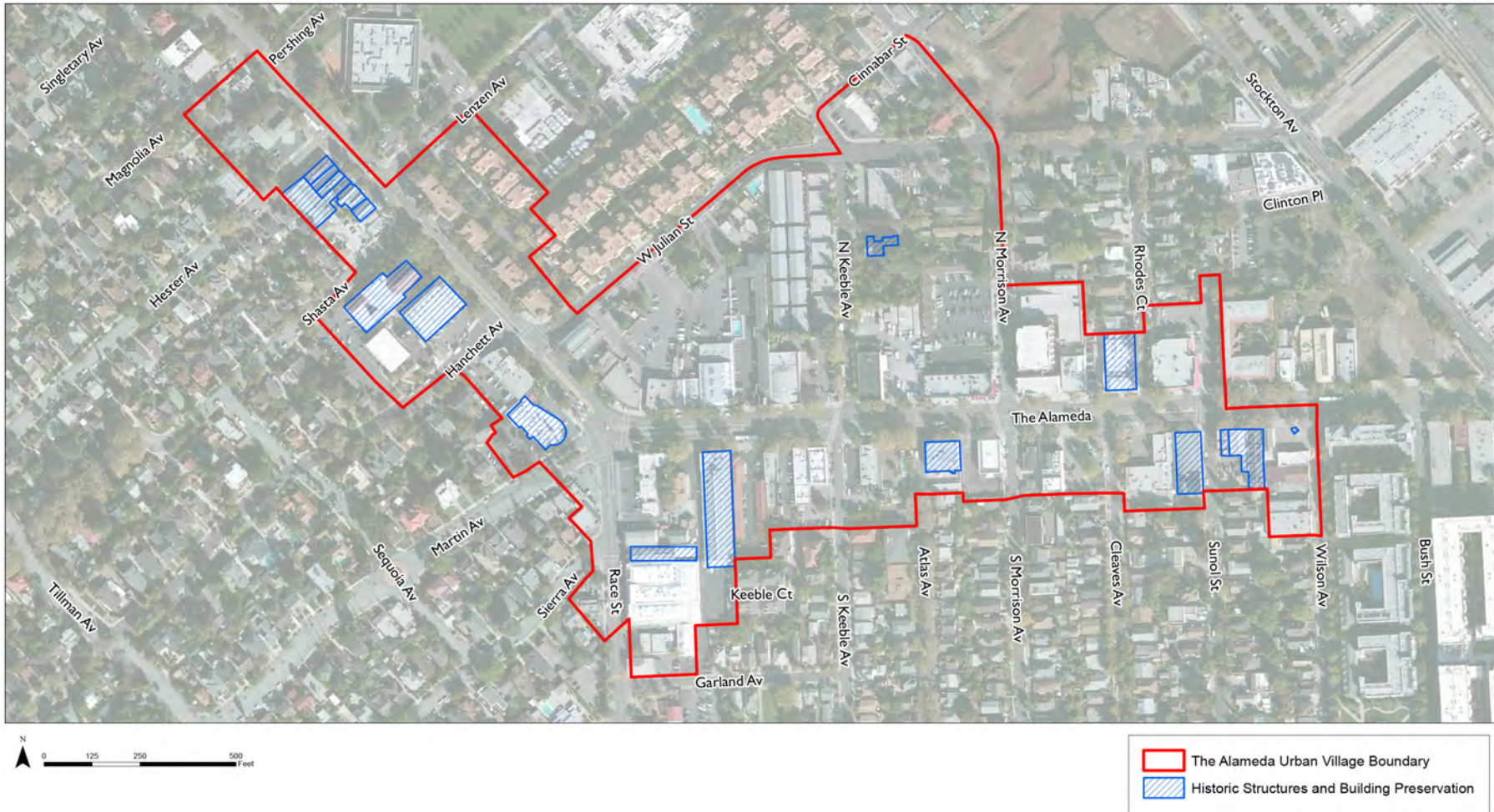
by the transitional height policies in this Plan, and by the parking requirements established in the Zoning Ordinance.

URBAN RESIDENTIAL

DENSITY: 45-95 DU/AC

This designation allows for medium density residential development and a fairly broad range of commercial uses, including retail, offices, and private community gathering facilities. This designation is used to identify portions of Urban Village areas where the density of new development should be limited to a medium intensity in order to provide for a gradual transition between surrounding low-density neighborhoods and other areas within the Urban Village suitable for greater intensification. Development in this designation should typically be residential or commercial uses over parking.

FIGURE 6: HISTORIC PRESERVATION DIAGRAM



TRANSIT RESIDENTIAL

DENSITY: 50-250 DU/AC;
RESIDENTIAL/COMMERCIAL MIXED-
USE FAR: MINIMUM 0.50

STAND-ALONE COMMERCIAL FAR:
0.25 TO 4.5

This designation is primarily for new high-density, mixed-use residential development that is located in close proximity to transit, jobs, amenities, and services. It also supports intensive commercial employment uses such as office, retail, hotels, hospitals, and private community gathering facilities. The Plan establishes a minimum 0.50 commercial FAR for mixed-use projects (the 0.50 FAR commercial requirement does not apply to certain 100% affordable housing developments) and minimum 0.25 commercial FAR for stand-alone commercial projects to ensure that Julian Street continues to have commercial use, in addition to residential, and that the planned job growth in the Urban Village can be achieved. The intensity or density of new development will effectively be limited by the maximum height limits established in this Plan and shown on the Building Height Diagram, by the transitional height policies in this Plan, and by the parking requirements established in the zoning ordinance.

MIXED-USE COMMERCIAL

DENSITY: UP TO 50 DU/AC;
RESIDENTIAL/COMMERCIAL MIXED-
USE FAR: 0.5 TO 4.5

RESIDENTIAL FAR: 0.25 TO 4.5

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity. New development of a property with this designation should accordingly include commercial space equivalent to at least a 0.5 FAR for residential/commercial mixed-use projects and 0.25 FAR for commercial projects with a typically appropriate overall FAR of up to 4.5, allowing for a medium intensity of development. This designation therefore is more commercially focused than the Mixed-Use Neighborhood designation and also allows for a greater intensity of use. Appropriate commercial uses include neighborhood retail, mid-rise office, medium scale hospitals or other health care facilities, and medium scale private community gathering facilities. Low impact industrial uses are appropriate if they are compatible and do not pose a hazard to other nearby uses.

LAND USE DESIGNATION OVERLAYS

STRUCTURE AND BUILDING PRESERVATION

DENSITY: N/A

Certain buildings and structures are identified on the Land Use Map for preservation. The Alameda community and neighborhood and business association have recommended that these buildings be preserved because of their historic character-defining value to the community. Most of these buildings are on the City of San Jose's Historic Resource Inventory list, are designated as a City Landmark or are designated on the National Register of historic places as a historic building/structure. There are four buildings that are not on this list, but are identified by The Alameda community to be of historic/cultural value. The preservation and enhancement of these identified structures will promote the existing sense of place and community identity on The Alameda, and be instrumental in telling the story of the community's past, which if lost, cannot be recovered.

For a list of goals, policies, guidelines and action items related to historic preservation, refer to Chapter 5, Section 2: Historic Character Section.

FLOATING URBAN PARKS AND PLAZAS

DENSITY: N/A

The Floating Urban Parks and Plazas category is used to designate lands publicly- or privately-owned, that are intended to be programmed for low intensity open space uses. Urban Parks and Plazas represent a creative solution to provide more public space in The Alameda Urban Village. Given the space constraints of the Plan Area, plazas will generally be spaces that are developed and maintained privately, but open to the public. Opportunities for the creation of these types of plazas will occur as properties along The Alameda redevelop with higher intensity uses.

No specific site has yet been identified; therefore, the designation for the urban park or plaza is indicated on the land use diagram with a green circle border and the letter “P.” This symbol represents a “floating” designation and is only intended to indicate a general area within which a park or plaza site should be located. There are several locations shown on the Land Use Diagram that are proposed for a new urban park or plaza, including properties on the block on the north side of The Alameda between W.

Julian Street and N. Keeble Avenue and at the northwest corner of The Alameda and Hanchett Avenue. The specific size, exact location and configuration of such urban park or plaza sites will be finalized only through future development of particular parcels in the Village. Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development is allowed consistent with the underlying land use designation shown on the land use diagram.

For a complete list of goals, policies, guidelines and action items related to parks and plazas refer to Chapter 4: Parks, Plazas and Public Art.

LAND USE POLICY OVERVIEW

A primary objective of this Plan is to retain the existing amount of commercial space within The Alameda Urban Village area and increase commercial activity and employment opportunities. The focus of The Alameda Urban Village is employment uses. The Plan envisions mid-rise office uses given the Village’s proximity to Diridon Station and to support the Diridon Station Area Urban Village Plan goal to become a regional destination.

This Plan does not establish specific objectives for the different types of commercial or employment uses; however, these uses are largely envisioned to be a mix of retail shops and services, and professional and general offices. The Plan supports retail uses that are small or mid-sized in scale, and that serve the immediately surrounding neighborhoods, as well as the larger city. Large-format or “big box” retail uses are not appropriate in this pedestrian-oriented Village, given the auto-orientation of these uses.

Additionally, since The Alameda Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses are not prohibited (such as auto repair, automobile sales and rentals, or sales of auto parts); these are considered interim uses to be replaced over time by more pedestrian and transit-supportive uses.

New medium-high density residential uses will be instrumental in creating a vibrant, walkable great place. This Plan, therefore, supports medium to high density residential uses in areas identified on the land use diagram. The vibrancy of The Alameda Business District will be created in part by having more people

living and shopping along this corridor. To this end, the Plan encourages residential development to be built at densities higher than the existing development pattern, while respecting the existing adjacent single-family neighborhoods and character defining structures identified for preservation by this Plan.

Additional development specifications can be found in the Land Use Goals, Policies and Action Items section on the following pages, as well as in the Urban Design and Historic Preservation Chapter.

LAND USE GOALS AND POLICIES

VIBRANT COMMERCIAL DISTRICT

Goal LU-1: Grow the Alameda Urban Village into an economically vibrant commercial district that serves the surrounding communities and supports the transit investments at Diridon Station by increasing commercial building square footage within the Village by 80 percent.

Policy LU-1.1: New commercial development on parcels with an Urban Village Commercial

land use designation should be built at a Floor Area Ratio (FAR) of 0.7 or greater. New commercial development built at an FAR of less than 0.7 could be supported; however, such development would be considered interim until a market exists for higher intensity development.

Policy LU-1.2: New development that includes residential uses shall not be developed such that the combined FAR of the area designated Urban Village drops below the existing commercial FAR which is 0.35.

MIXED-USE URBAN VILLAGE

Goal LU-2: Create a mixed-use Urban Village that supports the commercial activity along The Alameda, is pedestrian focused, enhances the quality of life for residents in surrounding communities, and supports the existing and planned public transit.

Policy LU-2.1: For Case Study Site 3 (Figure 11, Chapter 5), between West Julian Street and North Keeble Avenue, if the entire block is developed as one project, allow residential to be developed anywhere on the site. The residential density could go up to 250 DU/AC provided that a minimum commercial FAR of

2.7 for the entire site is achieved, a publicly-accessible urban plaza/park of a minimum 2,000 square feet is provided at a visible location, and the project is consistent with the urban design policies and guidelines of this Plan.

Policy LU-2.2: New development along The Alameda and Race Street shall include ground floor commercial uses fronting the street and wrapping the corner when located on a corner lot.

Policy LU-2.3: Prohibit drive-through and self-storage uses within The Alameda Urban Village.

Policy LU-2.4: Motor vehicle uses, including auto repair, automobile sale and rental lots, and auto parts sales are allowed as interim uses and are intended to be redeveloped with pedestrian and transit supportive uses over time.

Policy LU-2.5: Design buildings along The Alameda to accommodate active ground floor uses such as retail storefronts, restaurants and sidewalk cafés that generate pedestrian traffic. This policy also applies to the Urban Village portion of Race Street and to the buildings at the corner of The Alameda and adjoining streets.

Policy LU-2.6: For sites with existing commercial or industrial space, new development shall include new commercial space at, or greater than, the existing square footage of the existing space.

Policy LU-2.7: Encourage the integration of deed restricted affordable units within housing development. A goal, and not a requirement of individual projects, is to deed restrict 25% or more of the new units as affordable housing, with 15% of the units targeting households with income below 30% of Area Median Income.

Policy LU-2.8: Integrate affordable housing within the Urban Village by prioritizing the use of the City's affordable housing programs within this Village.

Policy LU-2.9: Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

Image Source: sketchaway.wordpress.com
Artist: Suhita Shirodkar



CHAPTER 4

Open Space and Public Art

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CHAPTER 4:

OPEN SPACE AND PUBLIC ART



Stereoscopic view of the Alameda made between 1868 and 1885; Source: Wikipedia

SECTION 1: OPEN SPACE

INTRODUCTION

The Open Space Section for The Alameda Urban Village offers strategies for creating new publicly-accessible open spaces within the existing and planned context of this area of San José. The character and amenities of this area already draw residents and visitors. It is the intent of this Plan to further engage these persons and encourage them to stay through the inclusion of more high-quality spaces as the Village develops and intensifies over time.

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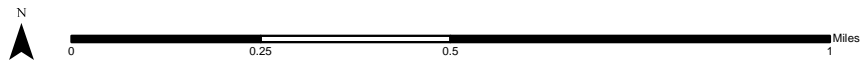
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FIGURE 7: EXISTING ADJACENT PARKS AND TRAILS



- The Alameda Urban Village Boundary
- Parks and Open Space
- Existing City of San Jose Trail
- Proposed City of San Jose Trail



THE OPEN SPACE VISION

This Plan is intended to support new residents and visitors of future development while appropriately acknowledging the needs of existing residents. 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 use plants and public art, each of these types of spaces can provide much needed opportunities for recreation and social interaction, and contribute to the positive identity and visual character of The Alameda Urban Village.

Traditionally, parks in San José have been developed as large spaces of at least one acre in area that provide the community with more traditional recreational opportunities such as ball fields, playgrounds, and trails. The Alameda Urban Village Plan area is located within close proximity to existing traditional parks, including Cahill Park, Arena Green, Theodore Lenzen Park, O'Connor Park, Hester Park, the Municipal Rose Garden, the Los Gatos Creek Trail, and the Guadalupe River Park and Trail. Today, as San José focuses on the design of denser development patterns in

Urban Villages, there is a need to utilize any opportunity for open spaces including smaller, more urban spaces.

The small and shallow parcels along The Alameda place constraints on the amount of open spaces that can be provided through the development of any one site. The planned El Camino Real Bus Rapid Transit (BRT), the existing contiguous urban development, as well as the area's historic character also suggest that an urban open space on smaller parcels is more appropriate than a traditional park on The Alameda.

OPEN SPACE CATEGORIES

Open spaces within this Plan are envisioned either on publicly-owned (City) sites, or on privately-owned, but publicly-accessible sites. Whether publicly- or privately-owned, open spaces must create a system of spaces that meet the needs of the Urban Village. Five creative ways are envisioned to provide open spaces in this urban environment:

1. Multi-purpose Plazas (Plazas)
2. Interim and Temporary Public Plazas
3. Pocket Parks
4. Paseos (active and passive)
5. Parklets (Curb Cafés)

These five types of open spaces are discussed in greater detail on the following pages.

1. MULTI-PURPOSE PLAZAS (PLAZAS)

Plazas represent a creative way to provide publicly-accessible open space in The Alameda Urban Village. Plazas will be spaces that are open to the public, but could be owned, developed, and maintained privately or publicly. This Plan requires the dedication of land or construction of a privately-owned and publicly-accessible plaza by a residential developer to receive parkland credit as part of their obligation under the City's Parkland Dedication and Park Impact Ordinances (PDO/PIO).

Plaza Amenities and Programming

Plazas should be designed to provide visually-engaging gathering spaces for community members to socialize, as well as space for neighborhood events. Features such as art installations, fountains, and unique plantings would draw the eye to these lively, urban focal points. These spaces could also be used for commercial activity including outdoor seating for restaurants and cafés, and active spaces for food carts and small farmers' markets. A plaza



Examples of multi-purpose plazas

location should contribute towards the area's strong, positive, and unique identity.

Goal OS-1: Create plazas that are attractive and vibrant, and provide places for community activities and interaction that contribute to the livability of The Alameda corridor.

POLICIES

Policy OS-1.1: As properties along The Alameda develop with higher-intensity uses, work with the community and private developers to facilitate the creation of publicly-accessible and highly-visible plazas within new development.

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

◀ Whole Foods plaza with movable chairs and shade.

▶ Plaza at the corner of Willow St. and Lincoln Ave., Willow Glen, San Jose.

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

Policy OS-1.4: Temporary or permanent art installations should be an integral part of any plaza.

GUIDELINES

1. Create publicly-accessible plaza with a minimum recommended size of 2,000 square feet with appropriate width and length dimensions to provide for sufficient street furniture, trees and landscaping, and public art.
2. Locate public plazas so that they shall be completely visible from at least one street frontage and, where applicable, be at



least 50% visible from a secondary street frontage.

3. The sidewalk frontage of a plaza should have a minimum of 50% of its area free of obstructions.
4. Prepare plazas for pop-up retail at the time of design and construction. Include bollards, power outlets, clips on the ground, and “plug and play” for music performances.
5. Provide a variety of seating opportunities such as traditional benches, as well as movable chairs which will give the users the ability to rotate them for sunlight or shade.

OPPORTUNITY SITES FOR A PLAZA

This Plan identifies a number of opportunity sites for a publicly-accessible plaza. Three of these opportunity sites are discussed below and shown on *Figure 8*.

Opportunity Site 1: The Alameda between West Julian Street and North Keeble Avenue

This Plan suggests providing one large plaza in the heart of the neighborhood to serve as the central gathering place where the community can meet and socialize.

Opportunity Site 2: Intersection of The Alameda and Race Street

A potential location is envisioned at the south corner of the intersection of The Alameda and Race Street. It is identified as a focal point of the Plan area and would provide needed open space for the community to socialize and hold events, and leverage economic activity for adjacent businesses. This plaza is envisioned to be smaller than that of Opportunity Site 1.

Opportunity Site 3: Intersection of Hanchett Avenue and The Alameda

A potential plaza location is available at the northwest corner of the intersection of Hanchett Avenue and The Alameda.

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, as discussed below.

Interim Public Plazas

This type of plaza is delineated using temporary materials, such as paint or movable planters. These public spaces can have community and economic benefits by allowing



Temporary activation of Plaza de César Chávez in downtown San José during “Super Bowl 50”
Source: www.thinkbigger-sanjose.com



Macy's Plaza activation with temporary furniture and food cart



Faneuil Hall Marketplace Activation in Boston

outdoor seating, live music, or public art. The facilitation of an interim plaza can lead to a permanent plaza.

An interim plaza can be used to develop and test community ideas and support for temporary use of public spaces before Public Improvement Projects can be implemented, or a 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 parking lot that is not fully used. Space programming for temporary plazas can include art installations, food trucks, live music, outdoor movies, performances, and pop-up retail.

Goal OS-2: Promote the development of interim/temporary public plazas in appropriate locations when opportunities arise.

Policy OS-2.1: To make the plazas vibrant centers of activity and neighborhood destinations, the interim/temporary plazas should include holiday events, food or craft markets, temporary public art installations or exhibits, and music and dancing.

GUIDELINES:

1. Freight loading, accommodation of bike racks, and plaza drainage should be considered at the time of the temporary plaza configuration.
2. The 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 (at the edge of the space) can be incorporated into the space. The furniture can be painted, stained, or treated with a water seal to enhance its appeal and longevity.
3. The design of interim plaza should be compliant with the American Disabilities Act (ADA) guidelines and access for the visually impaired should also be considered.

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 an interim/temporary plaza in these locations.

Action Item OS-2.2: Use a prototyping and active programming approach to the sites that are potential spaces for permanent plazas.

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, and would ideally be owned and maintained by private development. Pocket parks may be constructed by residential developers on private property and then made publicly accessible to be eligible for “private recreation” credit as part of a development’s obligation under the City’s Parkland Dedication and Park Impact Ordinances, provided that the park remains publicly accessible. Pocket parks are intended to have areas to socialize, sit, and relax.

Opportunity Site: Leib Carriage House, 60 North Keeble Ave

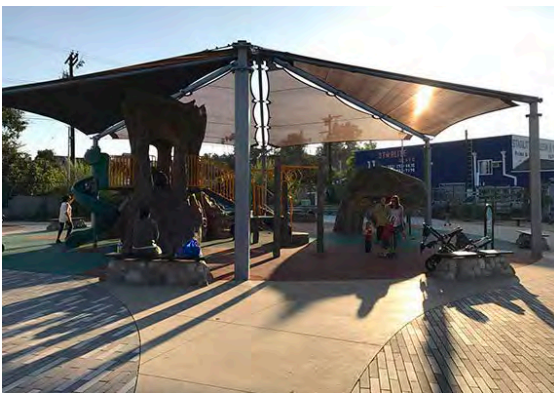
The Leib Carriage House is an historic building built in the 1870s. The estate and original home burnt down, but the Carriage House still remains and is listed on the National Register of Historic Places. The Carriage House and its garden should be kept in their original shape in perpetuity with only minor modifications to enhance the garden or structure to be permitted. The garden space of the Carriage

House, if opened to the public, could be a good opportunity for a pocket park.

Goal OS-3: The purpose of pocket parks is to provide opportunities for relaxing or meeting friends, create greenery in smaller areas, and expand elements of permeable surfaces to increase water infiltration.



Pocket Park in Yorkville Village, Toronto



A gas station changed to a pocket park in York Boulevard in Los Angeles



Pocket park in Seattle

POLICIES

Policy OS-3.1: As properties along The Alameda 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: Encourage new pocket parks to be business supportive, allowing for flexible expansion of business into these spaces on a regular seasonal basis. This could provide additional incentives for businesses interested in locating in the area.

GUIDELINES:

1. Pocket parks should be a minimum of 2,000 square feet.
2. Pocket Parks should reflect the design and placemaking elements of surrounding urban character through the use of architectural styles, signage, colors, textures, 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. Pocket Parks shall be highly visible and accessible from adjacent streets.
5. Pocket Parks shall have direct sunlight, sufficient shade during warm months, and generous amounts of seating.
6. A dog park should be considered as a part of pocket parks, where appropriate.
7. Pocket Parks could have movable chairs and tables to allow people to have control over where they sit.

4. PASEO

This section provides goals and policies for paseos in two formats: passive and active linear space. Under certain criteria, including public access, green buffers constructed by residential developers and located on private property may be eligible for “private recreation” credit toward their obligation under the City’s Parkland Dedication and Park Impact Ordinances (PDO/PIO).

Goal OS-4: Provide pedestrian and bicycle connectivity, green buffers, and additional space for art installations, sale of merchandise, and small retail for The Alameda Urban Village.

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. PASEOS AS PASSIVE LINEAR SPACES: GREEN BUFFERS

A paseo can function 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.

Policy OS-4-1.1: New developments should provide paseos that run parallel to the Alameda and separate the new development from the single-family houses.

POTENTIAL OPPORTUNITY SITE

An opportunity promoted by policy OS-4-1.1 is a paseo connecting Cleaves Avenue to Sunol Street, located at the south side of the case study site, at the intersection of The Alameda and Cleaves Avenue (Figure 11). This paseo would act as a green buffer and would both soften the visual impacts of future development on the existing single-family residential neighborhood to the south, and provide a pedestrian-friendly connection between Cleaves Avenue and Sunol Street.

GUIDELINES:

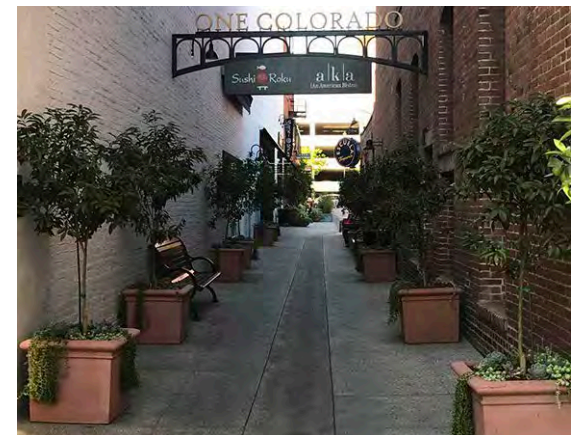
1. To ensure pedestrian safety, consider pedestrian lighting at eye level. No light



Paseo in Yorkville Village, Toronto



Paseo in Seattle for a new office building at South Lake Union District



Paseo in Old Pasadena

source shall be directed skyward in paseos that are adjacent to residential areas.

2. Construct the green alleys with sustainable and permeable paving materials to efficiently manage the stormwater and minimize the heat island effect.
3. A dual use of open space and Emergency Vehicle Access (EVA) is acceptable where necessary, but the space should be aesthetically designed for open space uses and not just ancillary to its use as an emergency roadway.

4-2. PASEOS AS ACTIVE LINEAR SPACES

Policy OS-4-2.1: At the time of a new development of sufficient size, provide a paseo that can function as an active linear public space creating connectivity to adjacent sites and provides an opportunity for more intensive uses such as sitting, gathering, public art, and social interaction.

This active paseo concept is already being showcased at a development called The Meridian at Midtown located between Race Street and Meridian Avenue in the West San Carlos Urban Village, and is also proposed at the Great Oaks Development in South San José connecting River Oaks Parkway to Coyote

Creek Trail. Similarly, the former San José Redevelopment Agency successfully executed several paseos, such as the Paseo de San Antonio, that were envisioned in the San José downtown Streetscape Master Plan (2003).

POTENTIAL OPPORTUNITY SITE:

Opportunities addressed by Policy OS-4-2.1 are two paseos that go through the blocks between West Julian Street and North Keeble Avenue, one parallel to the North Keeble Avenue connecting West Julian Street to The Alameda the other parallel to The Alameda connecting West Julian Street to the North Keeble Avenue.

GUIDELINES

1. Active paseos should contain at least one circulation path at least eight feet in width.
2. Active paseos should have direct sunlight with a sense of openness and human scale.
3. Active paseos should only be open to traffic for loading and unloading purposes.

For more policies and guidelines on paseos and mid-block connections, refer to the Urban Design Chapter, Pedestrian Environment, Policy UD-1.1 and its guidelines.



5. PARKLETS (CURB CAFÉS)

Parklets are created through the conversion of parking spaces into more pedestrian-oriented, active open spaces. 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 have become popular and near permanent fixtures along South First and San Fernando Streets in downtown San José.

Implementation of a Parklet program within The Alameda Urban Village could enable the selective replacement of some public right-of-way parking spaces with public amenities like planters, trees, tables, chairs, or public art, to create attractive 'staying places' and a more inviting atmosphere. The parklets can increase the foot traffic, enhance economic vitality for the restaurants and cafés, and contribute to the vibrancy of the pedestrian environment. In San José, parklets are the product of a partnership between the City and local businesses, residents, or neighborhood associations. In October of 2015, the San José City Council voted to extend the "Curb Café Pilot Program"(Parklets) until December 2017. With this extension, the program expands



Example of parklets in San Francisco.
Source: San Francisco Planning Department



Art with parklet in Valencia Street, San Francisco



Parklet in Lincoln Ave, Willow Glen, San Jose

to 25 total parking spots, with 2 already in use. Approval of any parklet will require a maintenance agreement executed by the adjacent business owner, property owner, or neighborhood association for the maintenance of the parklet, which must also be covered with sufficient liability insurance.

Goal OS-5: It is essential to consider parklets for The Alameda which will provide additional non-traditional open space for social interaction, add more space to the width of sidewalk, and help the economic vitality of The Alameda Urban Village.

Policy OS-5.1: At the time of new development, work with the developer to locate a parklet near existing or planned food services, cafés, retail, and cultural institutions.

GUIDELINES:

1. Since Parklets shall be located along streets with a speed limit of 25 miles per hour or less, they are not allowed on The Alameda and could only be considered for adjoining streets such as Julian or Race Streets.
2. Parklet sites shall be at least one parking spot away from the street corner.
3. Parklet sites shall provide adequate

clearance for automobiles to turn in and out of nearby driveways.

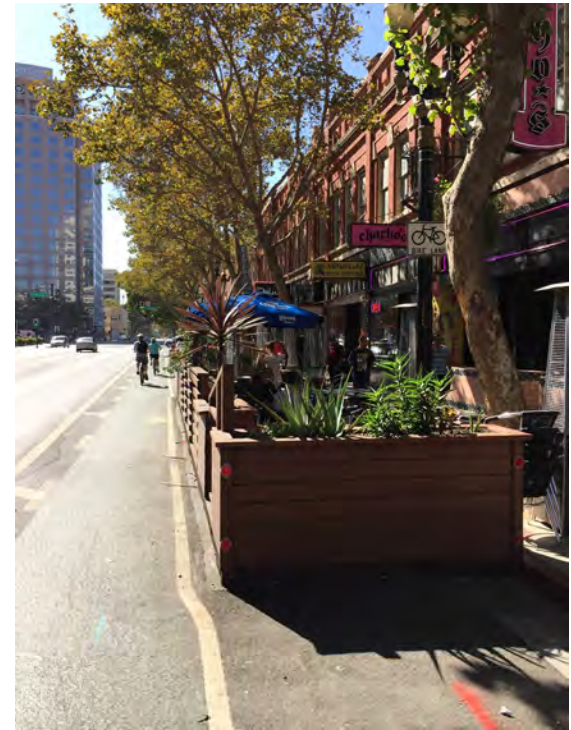
4. The curbside lane of a proposed Parklet site shall be at least eight feet wide from curb to the adjacent bicycle or vehicular travel lane.
5. Parklets are not permitted in red curb zones, unless approved by the City of San José's Department of Transportation.
6. Parklets are not permitted within 15 feet of a fire hydrant.
7. The design shall provide access to public utilities, access panels, valves, building standpipes, and other features.
8. Parklets work best in locations with existing pedestrian activity, and/or where sidewalks are not wide enough to accommodate current pedestrian volumes.

For more information refer to the National Association of City Transportation Officials (NACTO) Design Guidelines for parklet design. These guidelines which were endorsed by City of San José Department of Transportation in 2014 can be found at <http://nacto.org/usdg/interim-design-strategies/parklets>.

Action Item OS-5.1: Establish a parklet program that includes guidelines for prefabricated/prototyped components, maintenance, insurance, cost, and safety. This program would make it easier and less expensive for the developers to build and maintain them, and for the City to review them and issue the permit.



Parklet on South First Street, in front of SOFA market, San José; Source: yelp.com



Parklet on San Fernando Street, San Jose
Source: www.thinkbiggersanjose.com



Parklet on South First Street, in front of Café Stritch, San José; Source: www.thinkbiggersanjose.com



Community driven public art on the wall of Peet's Café at the corner of Hanchett Ave and The Alameda , San José

SECTION 1: PUBLIC ART

INTRODUCTION

Public art can play a vital role in increasing The Alameda's sense of place. It can signify the heritage and historic character of The Alameda Urban Village, reinforce the walkability and bikability of the public realm, and enhance the identity of this community as it develops.

OPPORTUNITIES

There are many opportunities to weave public art into The Alameda Urban Village. Public art can be incorporated into new commercial and residential development, Bus Rapid Transit stations, plazas, and the public right-of-way, including the sidewalk and potentially the median within The

Alameda corridor. Public art could be more traditional sculpture or murals, and could also be incorporated into the infrastructure and amenities of an area such as sidewalks, wayfinding elements, environmental systems (e.g., stormwater), transit systems, and lighting. It may be temporary or long term in nature. Depending on the funding sources, public art could include “plug and play” events and performances within parks and plazas.

In The Alameda Urban Village, community members could help identify opportunities for public art, as well as provide input to inform the design and programming of the art. Cultural values for The Alameda Urban Village have been highlighted by residents in public meetings, and include a desire to preserve existing unique elements along The Alameda such as the Babe’s muffler statue, architectural details of older buildings, and installing an entrance feature to The Alameda.

Business and property owners, as well as resident groups, could also initiate public art projects or event programming, obtaining guidance from the City where needed. Artists, integrated early into the design of public infrastructure and private development, can



Babe's Muffler statue, The Alameda, San José.



Public art installations in an alley in the Pioneer Square District in Seattle.



Public art in an alley in the Pioneer Square District in Seattle.



▲ Public fountain in Santana Row, San José.

▼ Bike Racks in Seattle.



identify new ways of project delivery that enhance the outcome of the public art into the public realm and private development. Successful public art implementation would contribute greatly to “branding” The Alameda, giving it a memorable identity.

As The Alameda continues to evolve as an important destination and a gateway to downtown San José, particularly as the Diridon Station Area Urban Village Plan is implemented, arts and cultural amenities will play an important role in creating an attractive and inviting place for residents, workers, and visitors alike. Public art will also play a significant role in engaging the community, increasing sense of place, and enhancing the quality of experience for The Alameda Urban Village.

This Plan recommends considering an Arts District for The Alameda that would create funding specifically for the design, installation, and maintenance of art within The Alameda Urban Village.

Future art installations could be placed to create a walking route to discover these art installations and other unique elements of the neighborhood. Many neighborhoods in

the United States have these 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 this neighborhood. An arts district can include murals, art galleries, dance studios, theatres, music venues, and public squares for performances.

Goal PA-1: Promote a diverse and stimulating art presence to enrich the historic identity of The Alameda, enhance the walking experience, and improve the economic vitality of this Urban Village.

POLICIES

Policy PA-1.1: Public art should 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 PA-1.2: Engage the surrounding community to ensure that public art reflects the history and cultural values of The Alameda

Urban Village and surrounding community.

Policy PA-1.3: Incorporate art in community-gathering places, BRT stations, and streetscape elements to enrich the pedestrian and cyclist experience.

Policy PA-1.4: Encourage local business owners and resident groups to initiate cultural events that help foster a strong arts community in the Urban Village.

GUIDELINES:

1. Public art should celebrate the history and cultural diversity of The Alameda.
2. Integrate artists early into the design of public infrastructure and private development to provide a sense of place,
3. Incorporate iconic, destination-quality artwork, particularly in commercial development and open space where the scale of the location may support larger-scale artwork.
4. Incorporate interactive art projects and designate locations to accommodate a program of changing temporarily-placed artwork.

Action Item PA-1.1: Work with the residents, businesses, artists, and property owners to identify potential locations for art installations

in The Alameda Urban Village. Explore strategies for business participation in the ongoing support and presentation of art and events in The Alameda Urban Village Plan.

Action Item PA-1.2: Work with residents, businesses, artists, property owners, and the City of San José to create an art district for The Alameda.

EXAMPLES OF PUBLIC ART IN SAN JOSÉ THAT CAN INSPIRE PUBLIC ART IN THE ALAMEDA URBAN VILLAGE



Illumination in downtown San José



Temporary activation of Parque De Los Pobladores, downtown, San José



Story telling in a mural in downtown San José



▲ Bench designed by an artist on N. 1st Street, San José

▼ Show Your Stripes Project, an example of urban prototyping art project that is combined with technology, downtown San José





Crosswalk coloring, downtown San José



Interactive lighting, West San Carlos Street, San José



Swing: An interactive art installation in downtown San José that consisted of a series of musical swings



Andy's pet shop sign as an example of an interesting sign that was once on The Alameda, San José

Examples of public art for the Santa Clara-Alum Rock Bus Rapid Transit stations. Similar public art that contains aspects of history and culture of The Alameda should also be used for the Planned Bus Rapid Stations on The Alameda.



Art Installation on a door(Downtown Doors) and a utility box by San José youth

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Image by Wallace Roberts & Todd (WRT)

CHAPTER 5

Urban Design and Historic Preservation

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CHAPTER 5:

URBAN DESIGN AND HISTORIC PRESERVATION

This chapter is divided into two sections: Urban Design and Historic Preservation

SECTION 1: URBAN DESIGN

INTRODUCTION

The Alameda has an established residential neighborhood and business district with restaurants, cafés and retail stores complemented by sidewalk seating and displays.

The Urban Design section is described in six parts: pedestrian connectivity, active ground floor interface, neighborhood integrity, building massing and architecture, sustainability, and case study sites. Each part has goals, policies, guidelines, and action items. This section concludes with a summary of urban design guidelines.

The Urban Design section is inspired by the existing identity of The Alameda and is intended to promote a high quality of life, create a memorable destination, and ensure that urban development along this historic corridor is compatible with, and accessible to, the surrounding neighborhoods. It also encourages development that is of high quality, pedestrian-oriented, and urban in scale. The creation of social gathering spaces and a more vibrant commercial corridor in The Alameda Urban Village will foster community spirit and further build pride of place.

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RELATIONSHIP TO OTHER DOCUMENTS

“The Alameda – A Plan for The Beautiful Way”

This Plan supports the urban design guidelines as laid out in “The Alameda – A Plan for the Beautiful Way”, published in April 2010 by BMS Design Group and Kimley-Horn Associates for The San José Redevelopment Agency and Caltrans. These guidelines have been integrated into this chapter where applicable.

“The Alameda (Poplar Way)”

This Plan has considered the urban design guidelines as laid out in “The Alameda (Poplar Way)”, published in 1984 by the City of San Jose’s Department of City Planning Division with assistance from Department of Private Development and the Historic Landmarks Commission. These guidelines have been integrated into this chapter, where applicable.

EXISTING CONDITIONS

As of 2016, recent development and development interest have been confined to the eastern edge of The Alameda Urban Village, including a mixed-use project known as 787 The Alameda and a Whole Foods Market. The Whole Foods Market is located



▲ Café Rosalena, The Alameda between N. Keeble Ave and W. Julian St.



▲ Pedestrian friendly retail on The Alameda.



▲ Whole Food Market works as anchor. It activates the street and attracts new development

at the corner of The Alameda and Stockton Avenue, adjacent to the Diridon Caltrain Station. The project includes a publicly-accessible plaza and a beer garden with a balcony providing a view of The Alameda and the train station. This project has become a catalyst for more investment and development.

Along The Alameda, some buildings include zero front setbacks (with building facades lined up against public sidewalk), ground floor retail and parking in the rear, while others have numerous curb cuts and underutilized surface parking adjacent to The Alameda and side streets. This mixed configuration has negatively affected the more pedestrian-friendly areas of The Alameda.

URBAN DESIGN CONCEPTS

1. PEDESTRIAN CONNECTIVITY

This Plan encourages new development to create and maintain a pedestrian-friendly environment by connecting components of a site with safe, convenient, and accessible pedestrian and bicycle facilities.

Goal UD-1: Promote the economic vitality of The Alameda Urban Village by enhancing the

existing pedestrian-friendly character of this Urban Village.

Policy UD-1.1: Provide frequent pedestrian access points from public streets, plazas, and paseos and create an interconnected pathway system.

Policy UD-1.2: New public and private development should facilitate walking by both enhancing the existing pedestrian environment and, where opportunities exist, by creating new pedestrian connections to create a more interconnected pedestrian circulation system.

Policy UD-1.3: Minimize number and size of driveway entrances to decrease the area of paved surfaces, promote more pedestrian and bicycle safety, and create a continuous pedestrian environment.

GUIDELINES

Mid-block connections, paseos, and walkways; Driveways and Vehicular Circulation

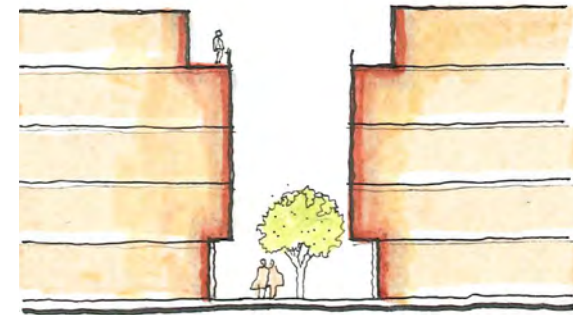
1. Break up large city blocks and increase walkability through interconnected publicly-accessible pathways, paseos, and mid-block connections.
2. A mid-block connection should generally

be provided every 250 to 350 feet for blocks longer than 500 feet on one side.

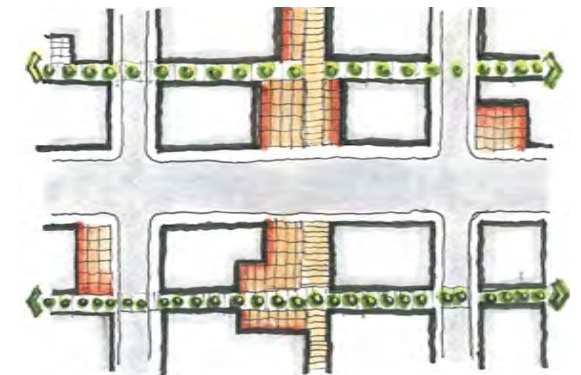
3. Mid-block connections and paseos shall be open to the sky and no less than 20 feet wide.
4. Mid-block connections near major intersections and transit stations should be planned as shared bicycle and pedestrian paths.
5. Mid-block connections, paseos, and walkways should be integrated with building entrances, transit facilities, plazas, and parks.
6. Reduce pedestrian and vehicle conflicts by eliminating driveways where possible along The Alameda, providing automobile access to corner parcels from the side streets, and utilizing shared driveways.
7. Building service and loading facilities should be placed at the rear of buildings or parcels.

2. ACTIVE GROUND FLOOR INTERFACE

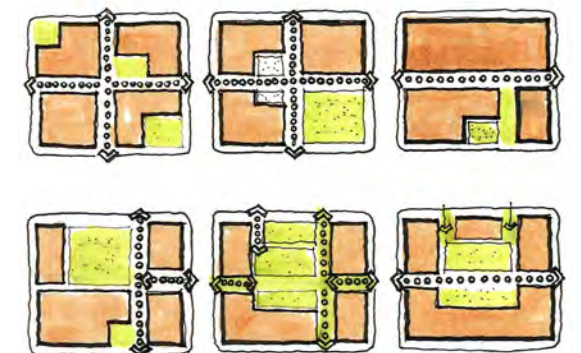
A concentration of vibrant commercial uses along The Alameda and the adjoining streets would allow customers to visit multiple businesses in one trip and allow businesses to benefit from being located close together. A



▲ Mid-block connection no less than 20 feet wide and open to the sky. The upper floor is stepped back to help avoid creating the feeling of a tunnel.



▲ Mid-block connections and paseos that are connected to publicly-accessible plazas and pocket parks.



continuous commercial street wall is important to strengthen the Alameda's identity, promote its economic viability, and activate the sidewalk and street.

Pop-up retail is a temporary transformation of a vacant commercial space or an interim use of undeveloped property by a local entrepreneur or small business owner. Pop-up businesses typically sell clothing, food, seasonal items, art, and other merchandise. Pop-ups activate streets and can help reduce commercial vacancies by demonstrating the business potential for these spaces. It also provides opportunities for small business owners.

This Plan provides direction for the design of the ground floor interface identified below:

Goal UD-2: Promote a more vibrant and human-scale ground floor for buildings along The Alameda and its adjoining streets.

Policy UD-2.1: New development shall create an engaging pedestrian environment by including active uses on the ground floor, transparent façades, multiple inviting pedestrian entrances, and outdoor seating.

Policy UD-2.2: Allow ground floor space to be used for temporary pop-up retail.

Policy UD-2.3: Promote an active ground floor for residential buildings to encourage a pedestrian-friendly, welcoming, and safe environment.

GUIDELINES

FOR COMMERCIAL/MIXED-USE BUILDINGS

Clear windows and merchandise display

1. On The Alameda and adjoining streets, building façades facing a street shall consist of storefronts with clear, untinted glass or other glazing material for at least 70% of the façade surface area.
2. Incorporate minimum mullions and use larger areas of glazing to allow high visibility of the commercial space interior and merchandise display to engage pedestrians.
3. Opaque windows or windows covered with blinds shall be avoided at the ground floor. If interior uses demand privacy, consider incorporating public use areas such as reception or display areas at the street-facing building front.
4. Encourage merchandise display in the public right-of-way to activate the street and engage pedestrians. This may require an encroachment permit from City of San Jose Department of Public Works if the



▶ Ground-floor retail with large openings, special signage, and interesting storefront design make these spaces inviting and engaging for the pedestrians.



public right of way is used.

- 5. Allow opportunities for small pop-up stores that have a window opening to the street to encourage pedestrians to stop and look to activate the sidewalk.

Building Entrance

Ground-floor entrances shall be well-defined, inviting, easy to find, and oriented to the pedestrians.

Depth and Flexibility

- 6. The depth of ground floor commercial space shall be a minimum of 50 feet and preferably 60 feet.
- 7. For new development projects, set up interior tenant spaces with "stubbed-out" plumbing, electrical, mechanical, and ventilation systems to facilitate their subsequent lease and actual use, including the installation of a grease interceptor on-site, or grease trap(s) in the tenant spaces. This will facilitate and increase their marketability and set-up for future restaurant and food service/bakery type uses.
- 8. Have flexible spaces that can accommodate a variety of retail including restaurants, bakeries, flower shops, coffee shops, and art stores.



▶ Traditional sidewalk café with awning and well-defined eating area activates on the sidewalk that makes it inviting.

▼ Traditional storefront design displaying merchandise at two levels, transparent façade, inviting entrance, ornamental planting box and interesting use of store front lights and signs



▶ Ground floor retail, differentiated from the upper floors by a change in color, materials, and recessed storefronts that are separated from each other.

▼ Ground floor retail with large windows and few mullions create better a connection between the interior space and the sidewalk, encouraging pedestrians to stop, look and go inside.



- Retail space should be designed with flexibility to accommodate a wider range of tenants and adapt to market changes over time. Create opportunities for smaller sellers and mini-shops such as vendors of packaged food to sell their food in a smaller-scaled space.

Height

- The floor-to-ceiling height of the ground floor commercial space shall be a minimum of 16 feet and preferably 18 to 20 feet, unless immediately adjacent to a historic building, the design of which will be subject to review by the Planning Division or the Historic Preservation Officer.

Overhangs and Awnings

- Create overhangs and awnings that break up the massing of the buildings, provide shadow patterns, and shade aid in climate control.

Colors, Materials, and Signage

- For the ground floor, use high-quality materials and colors that are typical of the character of The Alameda.
- Incorporate creative signs that are the interpretation of the store character to give a unique identity to each store.

FOR RESIDENTIAL BUILDINGS

Setback

- The setback area along the residential street frontages should be developed with trees and planting to enhance the landscape quality and the character of the existing residential street.

Active Uses

- In residential buildings, active uses such as retail, lobbies, event spaces, fitness centers, and community rooms shall be placed strategically on the ground floor to engage the public, and shall be designed for transparency and interest. Buildings shall be lined with active uses for 66% of linear frontage.
- Loading and utility spaces should be hidden from pedestrian frontages.
- When residential units face public spaces such as streets, paseos, plazas, or courtyards, there shall be a carefully-designed transition zone that can accommodate porches, steps, patios, bay windows, balconies, and stoops to maximize visibility and encourage social activity.
- The ground floor level of a residential building facing a street should be a maximum of 24 inches above grade.

- Unique design for store signage creates an inviting and pedestrian-friendly environment.





▲ Temporary use of an empty lot with pop-up eatery to activate the street.

Building Entrance

19. A minimum of one pedestrian building entrance should be provided for each 50 feet of residential street frontage.
20. The building entrance for residential buildings shall be well-defined and be compatible with the building architectural style.

3. NEIGHBORHOOD INTEGRITY

Where a mixed-use or commercial building abuts a residential area or a historic building, it is critical that there not be an abrupt scale change. The transition from residential to commercial buildings should be gradual. The architectural design and site placement of new development shall consider the scale of the adjacent neighborhood and prevent massive

structures that would overpower or deny privacy to the surroundings by their size.

Goal UD-3: Integrate new commercial and mixed-use development into the existing commercial and residential context.

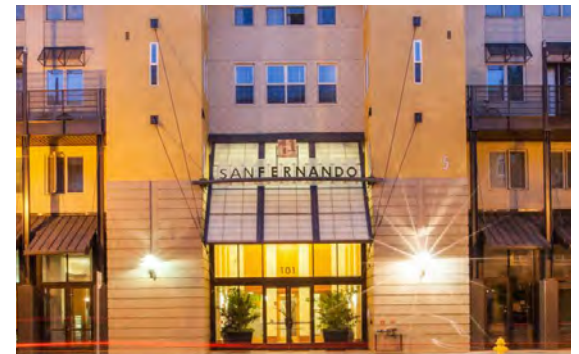
Policy UD-3.1: Ensure that new development is integrated appropriately into the existing residential neighborhood by providing transitions and by building at a compatible scale.

GUIDELINES

Building Height (Figure 9)

1. Allow for five to six stories along the north side of the Alameda where larger parcels and development patterns can better accommodate them.
2. Step back the last floor of five-story buildings and the last two floors of six-story buildings a minimum of 5 feet to keep a pedestrian scale along The Alameda and respect the existing character of the residential streets.
3. Limit building heights along the south side of the Alameda to three-to-four stories to ensure neighborhood compatibility with adjacent single-family residential uses.
 - Building heights should be limited

▼ Well-defined entrance for residential/mixed-use buildings



▼ Transparent porches and front landscaping creating a human-scaled environment and opportunity for socializing with neighbors.



where necessary to be compatible with adjacent historic resources.

Transitional Height (Figure 10)

4. Provide proper height transitions between new, higher-density commercial and mixed-use development and adjacent single-family homes by using building setback, upper-story stepback, and landscaping to soften the transitions near property lines.
5. Maximum allowed height within 50 feet of an R-1 Single-Family and R-2 Two-Family Residence Zoning District:
 - 35 feet within 20 feet of the residentially-zoned property, thereafter increasing by one foot for every one additional foot of setback.
6. Maximum allowed height within 50 feet of R-M Multiple Residence Zoning District or a multifamily use:
 - 45 feet within 20 feet of the residentially-zoned property, thereafter increasing by one foot for every one additional foot of setback.

Building Setbacks

Front Setback

1. Buildings with non-residential uses on the ground floor shall be constructed at their front setback line as long as a 20-foot

sidewalk is provided. The requirement for building to the setback line may be waived or modified upon finding that:

- 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;
- The building incorporates an alternative entrance design that creates a welcoming entry feature facing the street; or,
- A greater setback is necessary for design compatibility with a historic resource or district.

Rear Setback

2. Provide at least a 10-foot rear setback when high-density commercial and mixed-use development is abutting residential properties with the zoning of R-M Multifamily Residence Zoning District.
3. Provide at least a 15-foot rear setback when high-density commercial and mixed-use development abuts residential properties with an R-1 Single-Family and

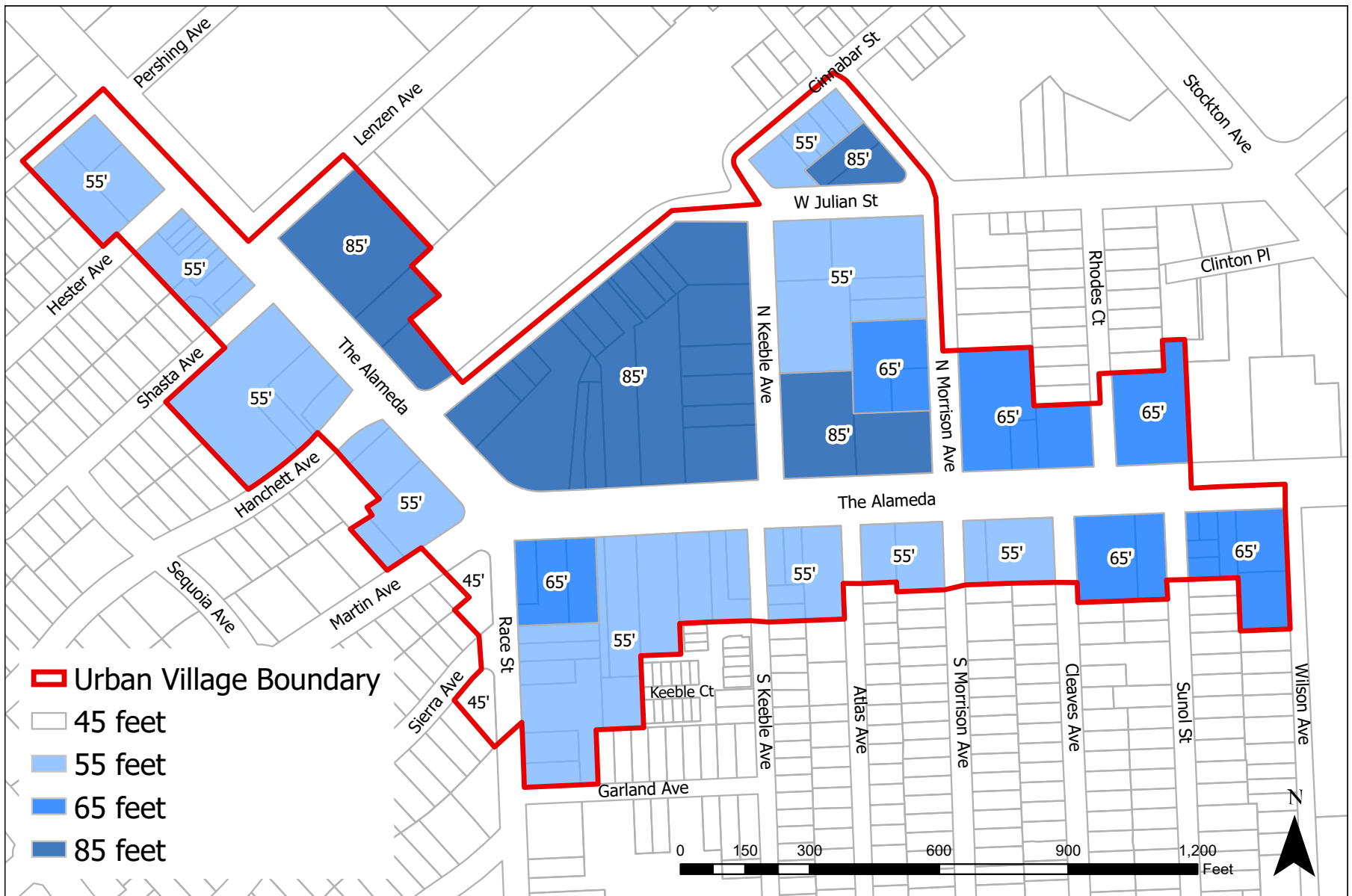
R-2 Two-Family Residence Zoning District.

4. When high-density commercial and mixed-use development abuts non-residential properties, a zero setback is allowed provided that it meets the Fire Code requirements.
5. Alternate setbacks may be considered where necessary to protect an adjacent historic resource or district.

Side Setback:

6. Provide a 5-foot side setback when high-density commercial and mixed-use development abuts residential properties with an R-1 Single-Family, R-2 Two-Family and R-M Multifamily Residence Zoning District or a multifamily use.
7. When high-density commercial and mixed-use development abuts non-residential properties or is located at the corner of The Alameda and an adjoining street, a zero setback is allowed.
8. Alternate setbacks may be considered where necessary to protect an adjacent historic resource or district.

FIGURE 9: BUILDING HEIGHT DIAGRAM



This map indicates the heights for different parts of the Village. These heights are maximums and are to be used with the setbacks and transitional height policies of this Plan that transition taller buildings to lower intensity uses.

4. BUILDING MASSING AND ARCHITECTURE

Construction or rehabilitation of buildings should utilize architectural design elements that underscore the fine-grain character of The Alameda.

Goal UD-4: Create a fine-grain appearance of larger, new, or rehabilitated buildings when infilling into an existing fine-grain context.

Policy UD-4.1: Promote attractive, high-quality building design that complements the architectural styles that characterize The Alameda Urban Village.

Policy UD-4.2: The buildings shall have articulated wall planes which utilize finely-detailed features that create an interesting image for The Alameda.

Policy UD-4.3: Manage parking orientation and design to create a more compact development pattern and to decrease the visual prominence of the automobile.

GUIDELINES

Building Massing and Façade

1. Building form shall contribute to the pedestrian scale of The Alameda and

serve as a gateway to downtown San José.

2. Avoid large blank walls adjacent to the public right-of-way by locating active uses on the ground floor.
3. Franchise architecture is strongly discouraged.
4. Break up the massing of building frontages 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 transparencies.
5. The height and scale of new buildings should be compatible with adjacent buildings. If new buildings are taller, step down the massing to transition to lower heights of existing buildings.
6. 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 eave or cornice line. On taller structures, different treatments of the first, middle, and top stories should be used to define the three parts.
7. Distinction in floor heights can be made between the street level and upper levels

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.

Belt Course: “A belt course 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.” Wikipedia.

Fenestration: The arrangement, proportioning, and design of windows and doors in a building.

Stepback for upper floors for 6-7 story buildings

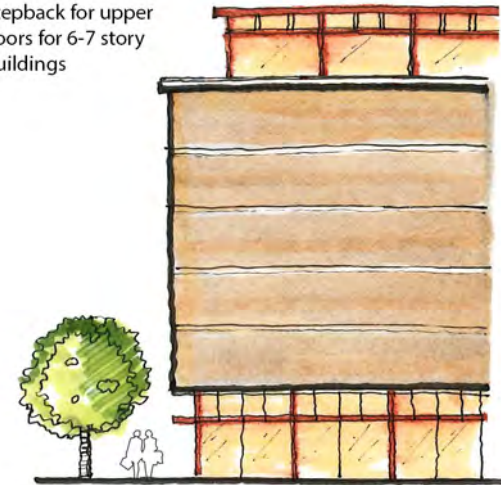
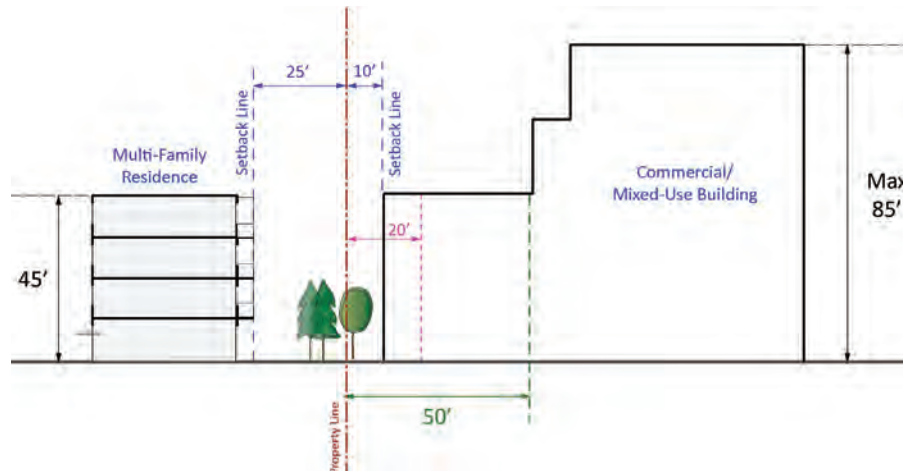
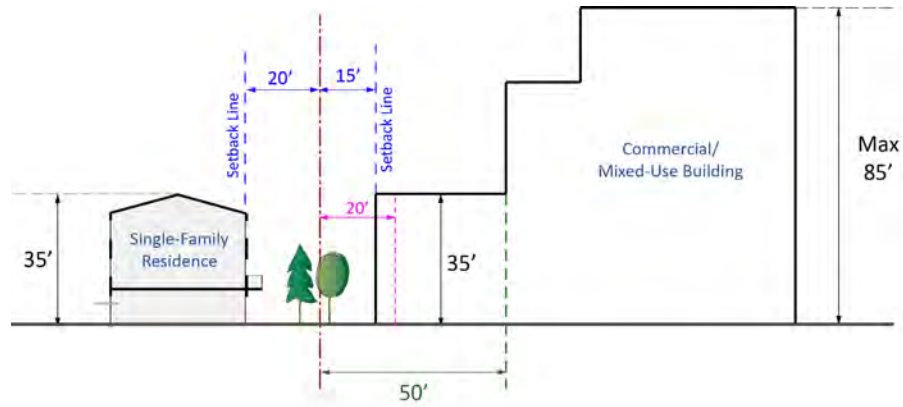
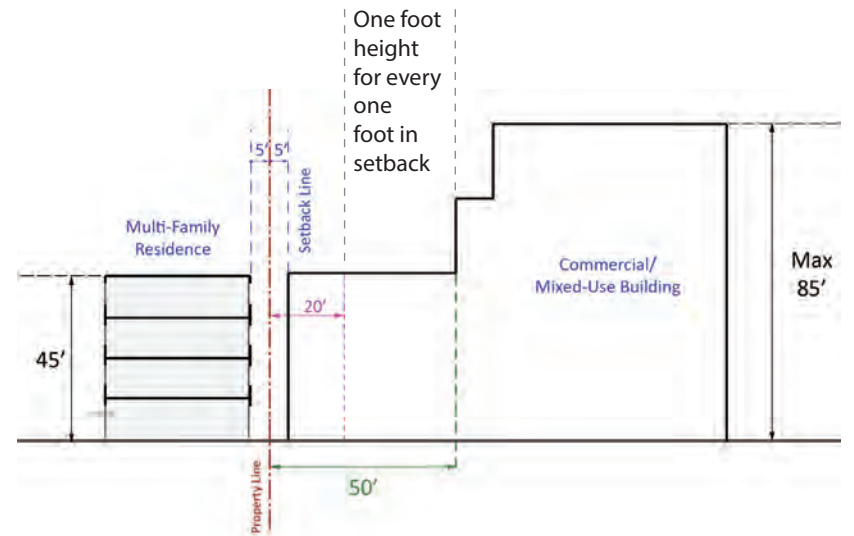
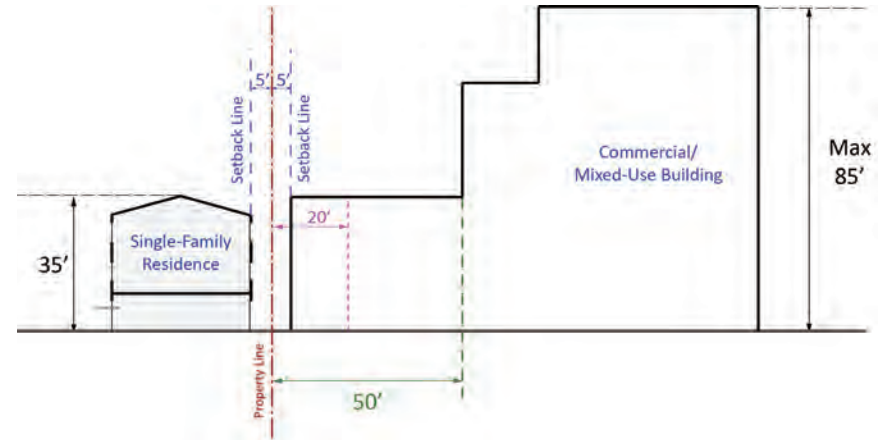


FIGURE 10: SETBACK AND TRANSITIONAL HEIGHT DIAGRAMS

REAR SETBACK



SIDE SETBACK



by using detailing, a belt course, or differing materials and fenestration.

8. New interpretations of historic building styles in The Alameda are encouraged, but to maintain the distinction between new and old buildings, new construction that imitates or mimics historic features is discouraged.

Balconies, Terraces, and Rooftop Gardens

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

Roofs

11. Roofs should be an integral part of the building design and should respond to the general design of other roofs along The Alameda and adjoining streets.
12. Parapets in buildings with flat roofs should be finished with cornices, other horizontal decoration or clean edges with no visible flashing.
13. Non-occupiable architectural features such as roof forms, chimneys, stairwells, window washing related equipment installations,

and elevator housings may project as allowed per San José Municipal Code Section 20.85.040, as may be amended in the future.

Material and Color

14. Use durable and high-quality materials.
15. Colors should be harmonious; however, color contrast is encouraged to express architectural interest.
16. Avoid highly-reflective surfaces and materials that cause heat and/or glare for pedestrians, bicyclist and motorists.

Windows and Doors

17. Place windows and doors to be inviting.
18. The repetition of evenly-spaced, vertically-oriented and similarly-sized upper story windows that creates a pattern along the street is encouraged.

Managing the Parking

19. Promote shared parking for uses within and between sites.
20. Parking structures shall be screened along all street frontages.
21. New surface parking should not be permitted along the street frontage of The Alameda and is discouraged elsewhere throughout the Urban Village.

Parking Access and Orientation

22. Employ a variety of development techniques to visually screen parking from public view, including locating parking 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



▼ Example of a well-designed parking structure that incorporated ground floor retail, three traditional parts of a building, and an architectural style that integrated well into its context.



Architectural style will be influenced by the market and the time period in which a new development is proposed. While the images shown on this page and the next page are not exact examples of what might happen in The Alameda, each image does have some interesting design elements that could be inspirational for new buildings or development along The Alameda.



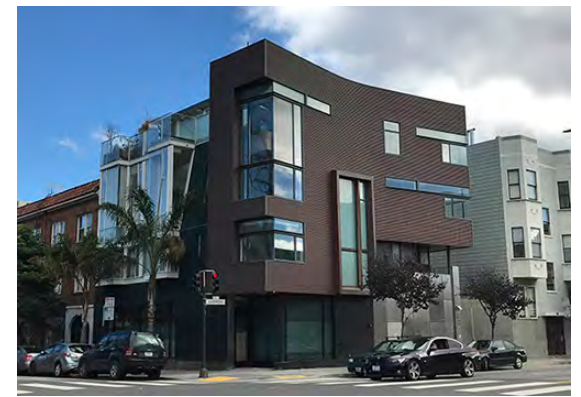
An example of variations in façade, pedestrian-friendly ground floor retail, balconies, and proportionate size for windows.



Three parts of a building: base, middle, and top, is evident in the buildings below. Projection and recession in façades, variations in the height, projected or recessed balconies, and awnings help to break down the scale of a building.



Well-defined corner elements by recession, or projection, differentiation in height, transparency, and building materials. These corner elements make the entrance to the building identifiable, inviting, and human scale by breaking up the massing of the building.



decorative screens.

23. Buildings with a large frontage shall provide a pedestrian passage or corridor from any rear parking to the street.
24. Parking lots or parking structures should be located behind or under buildings and not between the sidewalk and front building façade.

5. SUSTAINABILITY

The intent of these guidelines is to improve the sustainability of new development within The Alameda Urban Village. Impacts to future resources can be minimized with energy-conservation through building design, reduced water use, stormwater management, and parking footprint reduction.

Goal UD-5: Ensure that new development in The Alameda Urban Village maintains and improves quality of life and protects the environment.

Policy UD-5-1: All projects shall be consistent with or exceed the City's Green Building (renewable energy, stormwater and trash management) Ordinance and City Council Policies, the Envision 2040 General Plan Environmental leadership section, as well as State and/or regional policies.

Policy UD-5-2: Manage stormwater runoff in compliance with the City's Post-Construction Urban Runoff (Policy No. 6-29) and Hydromodification Management (Policy No. 8-14) Policies.

GUIDELINES

Sustainable Buildings

1. Building development should integrate passive and active sustainable design elements.
2. Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.
3. The reuse of materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region 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.
6. Place stairways at visible and convenient locations to encourage walking and

minimize use of elevators or escalators.

Energy Strategies and Carbon Footprint Reduction

7. Incorporate photovoltaic cells in private development to capitalize on sun exposure for reduction in energy costs.
8. 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

9. Require the use of native or drought-tolerant plant species that require low water usage and maintenance.
10. Design and use natural drainage such as bio-retention in on-site pocket parks and other landscaped areas to filter surface water runoff.
11. Use water-permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.
12. Stormwater features should not be placed between sidewalks and buildings along The Alameda or on side streets.

Trash Management

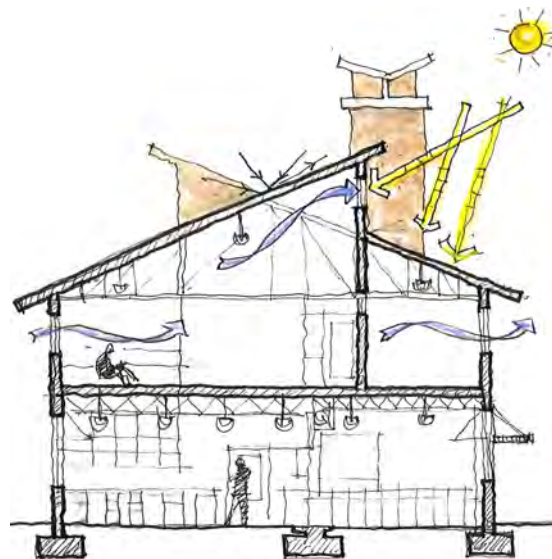
13. Building owners or tenants should keep the sidewalk in front of their premises free

of solid waste. Refer to Chapter 9.10.510 of the San José Municipal Code for more information.

- 14. 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, US Green Building Council, and Build it Green websites.



6. CASE STUDY SITES

The following case study sites were identified as a part of the community outreach for The Alameda Urban Village. Conceptual buildings and site designs were then developed for each case study site to illustrate how new development could be incorporated into the Village.

1. RACE STREET CASE STUDY SITE

Urban Design Opportunities: Vibrant Center for the Community

This site is located on the south side of The Alameda and is a prime location for pedestrian-friendly, mixed-use commercial and office space. It provides an opportunity to integrate offices and residential mixed-use, art galleries, retail, and restaurants and has the potential for a privately-owned, publicly-accessible plaza and a paseo.

Urban Design Challenges

Surface parking at the corner, a wide driveway for the Flamingo Hotel, and a preschool with a surface parking lot fronting The Alameda all contribute to an environment that is not pedestrian-friendly and fails to create a sense of place or continuous street wall. The blank motel façade creates a un-attractive façade for the pedestrian environment.

2. CLEAVES AVENUE CASE STUDY SITE

Urban Design Opportunities: Active Mixed-Use Community Node

This site is a great location for pedestrian-oriented mixed-use residential with active ground-floor retail along The Alameda and potential for a paseo along the southern portion of the site.

Urban Design Challenges

Surface parking at the corner of The Alameda and Cleaves Avenue creates a gap in retail façades and detracts from creating a pedestrian-friendly street wall. The blank ground-level façade along The Alameda creates an unpleasant pedestrian environment that discourages interaction between the pedestrians and the ground floor uses. The siting and layout of the parking lot prioritizes vehicular circulation over pedestrian movement.

3. WEST JULIAN STREET, THE ALAMEDA, AND KEEBLE AVENUE OPPORTUNITY SITE

Urban Design Opportunities: Community Focal Point

This site is located in the middle of the Urban Village, close to a busy intersection and a future Bus Rapid Transit (BRT) station. This location offers the opportunity to become

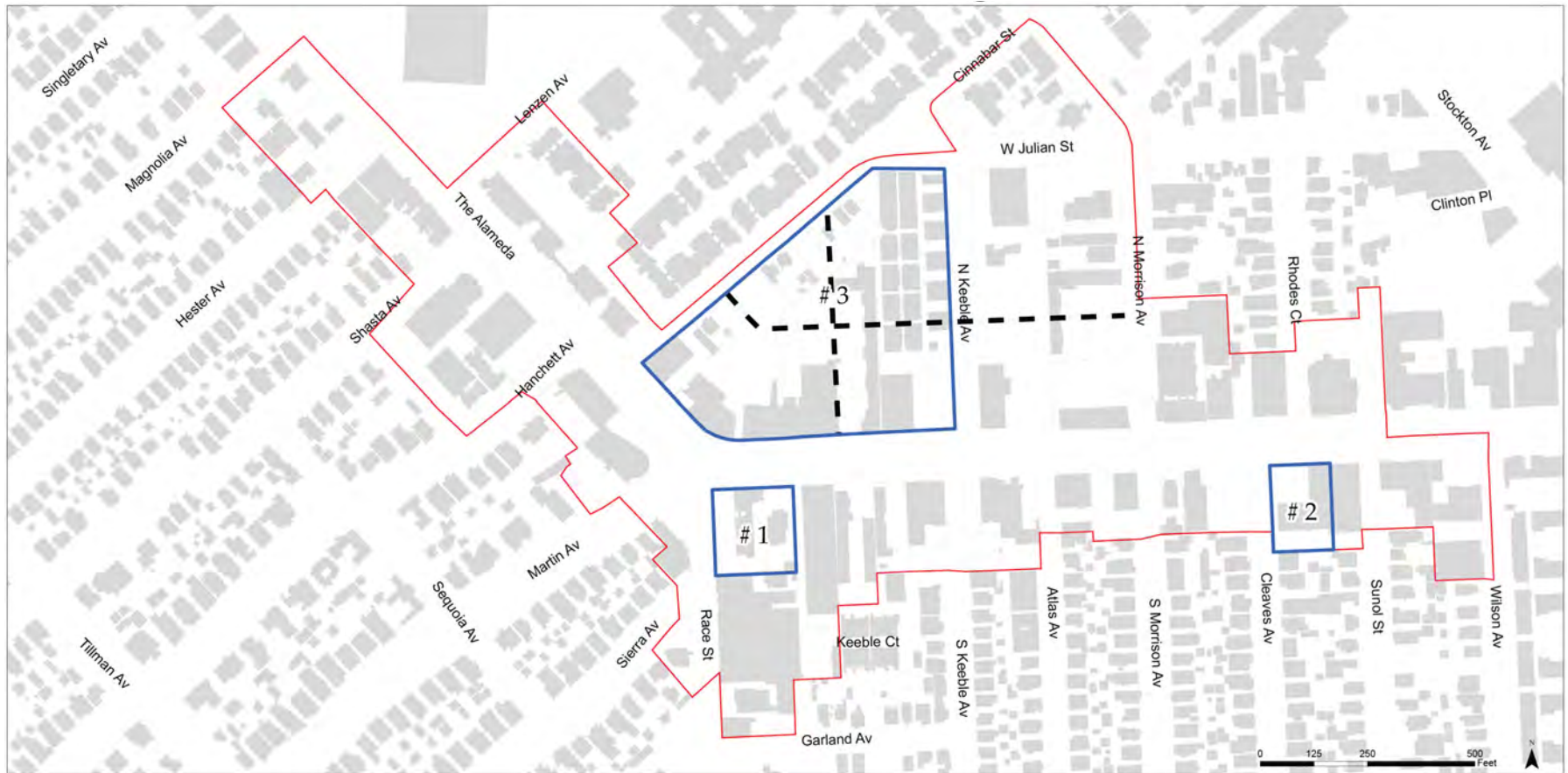
the focal point for the community – a central, unique gathering space with offices, retail, housing, restaurants, a publicly-accessible plaza and paseo, and public art.

Urban Design Challenges

This site includes the Alameda Garden Apartments, single-family houses, locally-serving retail stores, a motel, auto care, and surface parking. The Rosalena Café activates the sidewalk by attracting a variety of residents and visitors.

The surface parking lot at the corner of Keeble Avenue and The Alameda creates a gap in the continuity of the retail façade along The Alameda. Numerous driveways along The Alameda and North Keeble Avenue, blank façades of garden apartments along Keeble Avenue, large surface parking areas, and segregated buildings along the West Julian Street frontage create an environment that is not pedestrian-friendly and prevents the creation of a sense of place and a destination.

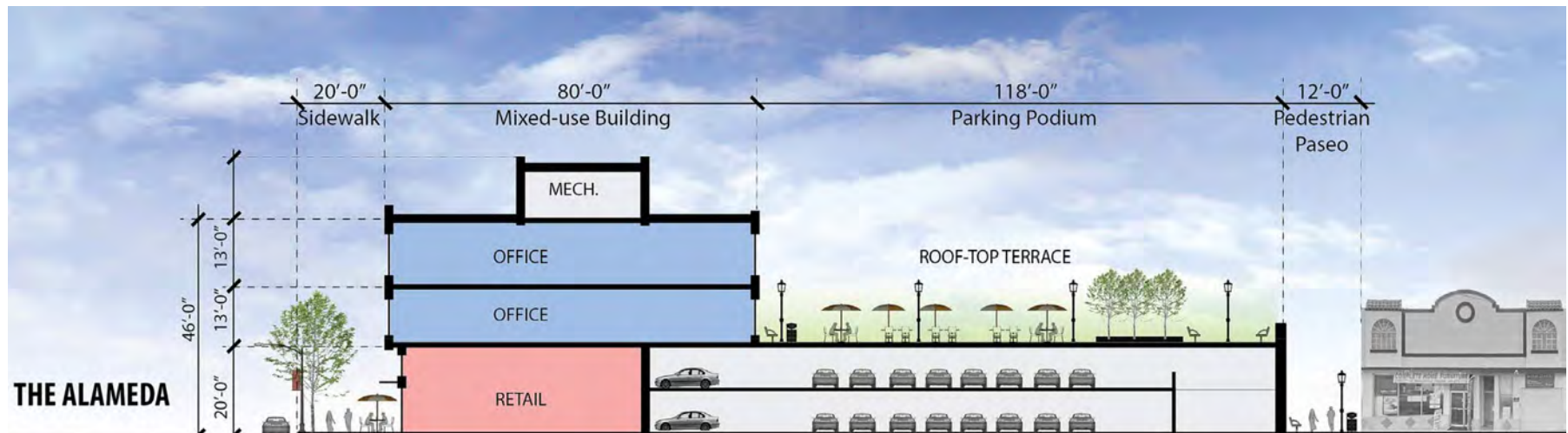
FIGURE 11: CASE STUDY SITES



1. RACE STREET CASE STUDY SITE
2. CLEAVES AVENUE CASE STUDY SITE
3. WEST JULIAN STREET, THE ALAMEDA, AND KEEBLE AVENUE CASE STUDY SITE

1. RACE STREET CASE STUDY SITE

The following conceptual drawings are examples of how this site could be redeveloped consistent with this Plan but are not prescriptive.



View From Race Street

Image by Wallace Roberts & Todd (WRT)

2. CLEAVES AVENUE CASE STUDY SITE

The following conceptual drawings are examples of how this site could be redeveloped consistent with this Plan but are not prescriptive.

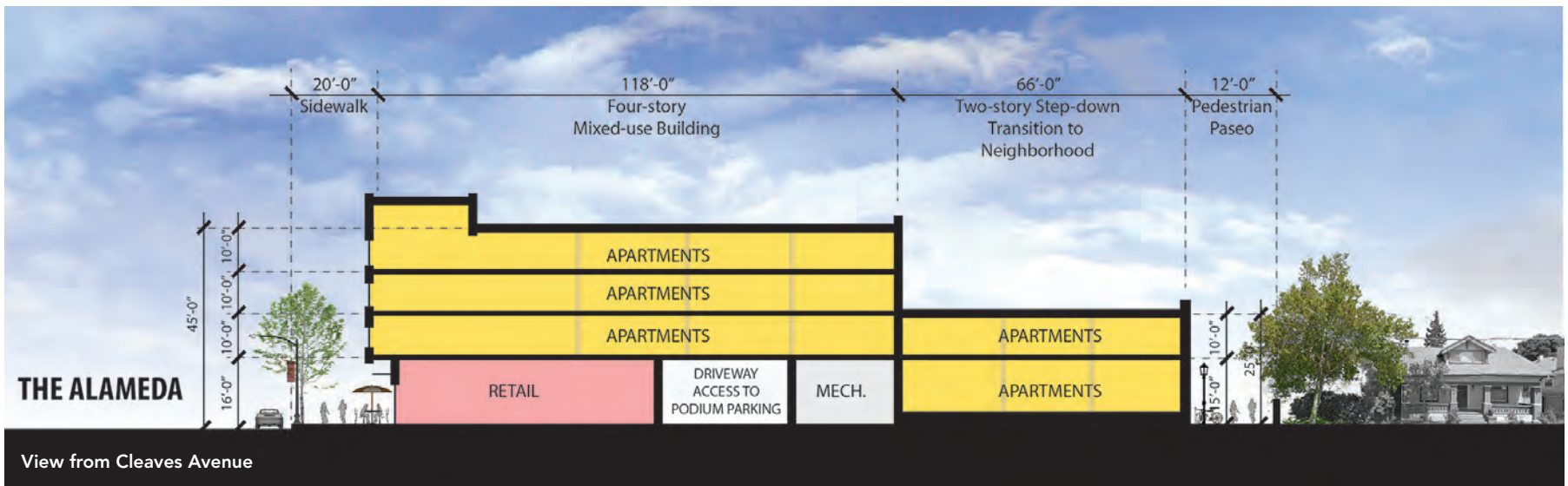


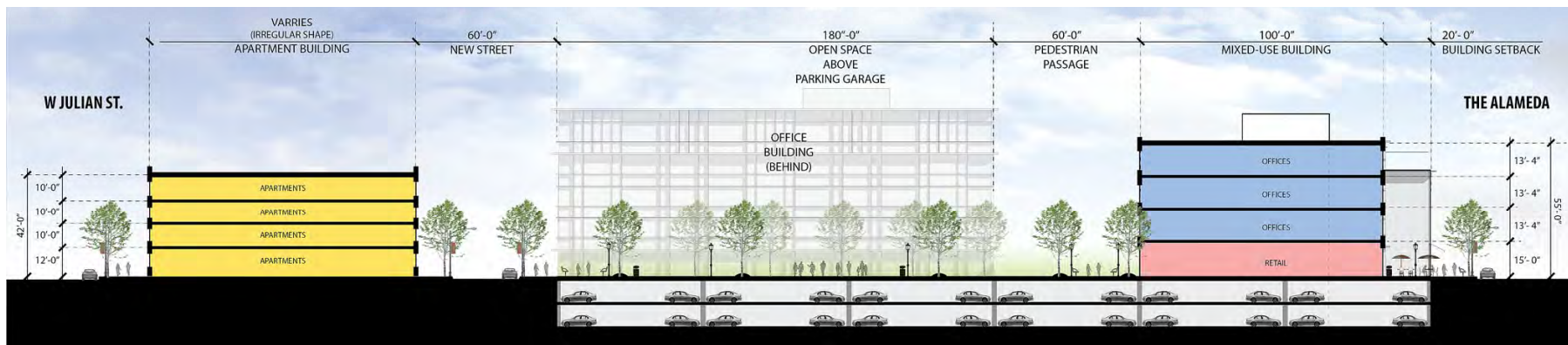
Image by Wallace Roberts & Todd (WRT)

3. WEST JULIAN STREET, THE ALAMEDA AND KEEBLE AVENUE CASE STUDY SITE (ALTERNATIVE 1)

The following conceptual drawings are examples of how this site could be redeveloped consistent with this Plan but are not prescriptive.



- ▶ To increase security and surveillance, and to emphasize that these spaces are open to the public, the publicly-accessible open spaces should have a minimum of one street frontage. For this case study site, it is recommended this frontage be along North Keeble Avenue or Julian Street.



▶ Image by Wallace Roberts & Todd (WRT)

3. WEST JULIAN STREET, THE ALAMEDA AND KEEBLE AVENUE CASE STUDY SITE (ALTERNATIVE 2)

The following conceptual drawings are examples of how this site could be redeveloped consistent with this Plan but are not prescriptive.

Maintaining a continuous and active street environment along The Alameda is a primary goal of this Plan. Parks and plazas along The Alameda shall be designed to activate the street edge, and can include activities such as pop-up retail, or improvements like street furniture to maintain this continuity.



SUMMARY OF URBAN DESIGN GUIDELINES

Block Size	A mid-block connection should generally be provided every 250 to 350 feet for blocks longer than 500 feet on one side.
Width Of Mid-Block Connections or Paseos	Mid-block connections and paseos should be open to the sky and no less than 20 feet wide.
Width of the Sidewalk	New development shall be built in a way to provide a 20 foot sidewalk along The Alameda and a minimum of 12 foot sidewalk (preferably 15 feet) along the adjoining streets
Setbacks	<p>FRONT SETBACK:</p> <p>Zero setback for non-residential buildings.</p> <ul style="list-style-type: none"> • Buildings with non-residential uses on the ground floor shall be constructed at their front setback line as long as a minimum 20- foot sidewalk is provided along The Alameda and a 12- to15-foot sidewalk along the adjoining streets at all times. The zero setback requirement may be waived or modified upon finding that: <ul style="list-style-type: none"> • 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, • The building incorporates an alternative entrance design that creates a welcoming entry feature facing the street. • A great setback is necessary for design compatibility with a historic resource or district. <p>REAR SETBACK:</p> <ul style="list-style-type: none"> • Provide a 10-foot rear setback when a high-density commercial and mixed-use development abuts residential properties with the Zoning of R-M Multifamily Residence Zoning District. • Provide a 15-foot rear setback when a high-density commercial and mixed-use development abuts residential properties with an R-1 Single-Family and R-2 Two-Family Residence Zoning District. • A zero-foot rear setback when a high-density commercial and mixed-use development abuts non-residential properties is allowed. <p>SIDE SETBACK:</p> <ul style="list-style-type: none"> • Provide a 5-foot side setback when a high-density commercial and mixed-use development abuts residential properties with an R-1 Single-Family, R-2 Two-Family and R-M Multiple Residence Zoning District or Multifamily Use. • A zero-foot rear setback when a high-density commercial and mixed-use development abuts non-residential properties or is located at the corner of The Alameda and adjoining street is allowed.

Transitional height	<ul style="list-style-type: none"> • Provide proper height transitions between new, higher-density commercial and mixed-use development and adjacent single-family homes by using building setback, upper-story stepback, and landscaping to soften the transitions near property lines. • Maximum allowed height within 50 feet of an R-1 Single-Family and R-2 Two-Family Residence Zoning District. <ul style="list-style-type: none"> • 35 feet within 20 feet of the residentially-zoned property, thereafter increasing by one foot for every one additional foot of setback. • Maximum allowed height within 50 feet of R-M Multiple Residence Zoning District or multifamily use. <ul style="list-style-type: none"> • 45 feet within 20 feet of the residentially-zoned property, thereafter increasing by one foot for every one additional foot of setback.
Height of the ground floor	16-20 feet
Active ground floor use	Buildings shall be lined with active uses for 66% of linear frontage.
Ground floor space depth	50 feet minimum and 60 feet preferred.
Minimum glazing area	At least 70% of the surface area of the façade should be glazed or transparent.
Elevation of first finished floor	The ground-floor level of a residential building facing a street should be a maximum of 24 inches above grade.
Building entrance	A minimum of one pedestrian building entry shall be provided to the street front for each 50 feet of residential street frontage.

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"The Fredericksburg Brewery one of the most popular businesses on The Alameda. In 1869 Gottfried Frederick Kranenberg open his first brewery in a small brick building on the corner of The Alameda and Cinnabar Street. Theodore Lenzen designed this much larger brick building in 1872".
Source: History San José

SECTION 2: HISTORIC PRESERVATION

INTRODUCTION

The Alameda, meaning the Way of Willows, has been an important part of San José's Heritage. The Alameda, also called "the Beautiful Way" or "the road of a thousand wonders" is historically known as California's first true road. It was originally built to connect Pueblo of San Jose with Mission Santa Clara and gradually became a major artery of transportation and commerce. This avenue was famous for its overarching willows planted by father Magin de Catalata in 1799. These willows have played an important part in the history of The Alameda from its early days.

The Alameda and the rich history of its surrounding neighborhoods are appreciated in present day due to ongoing historic preservation and reuse, and efforts by groups such as The Alameda Business Association which is dedicated to documenting and celebrating the history of The Alameda. For more information on The Alameda history, refer to “The Alameda-The Beautiful Way” written by Shannon E. Clark, and “Roses on Parade” written by Shannon and Allison M.Clark.

HISTORIC CHARACTER

To ensure that new development is compatible with the adjacent neighborhoods, preserves the historic character of The Alameda Urban Village, and promotes high-quality building design, this section provides the following goals, policies, guidelines, and action items. New buildings must look appropriate, as if they were designed for The Alameda and not as if they could be placed just anywhere. The buildings that are identified on the historic preservation map (figure 6) are either in the City of San José historic resources inventory or identified by the community as buildings or structures that need to be preserved.

Goal UD-6: Retain the historic character of the corridor.

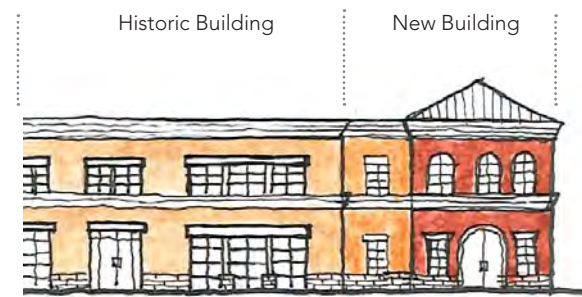
Policy UD-6.1: Strengthen the sense of place that is unique to the character of The Alameda Urban Village by preserving buildings and other elements that contribute to its historic character.

Policy UD-6.2: All public and private development shall conform to Chapter 6 of the Envision San José 2040 General Plan historic preservation policies, adopted City Council policy on Preservation of Historic Landmarks, Chapter 13.48 of the City of San José Historic Preservation Ordinance, and Section 8.5 of Chapter 20.80 of the Zoning Ordinance.

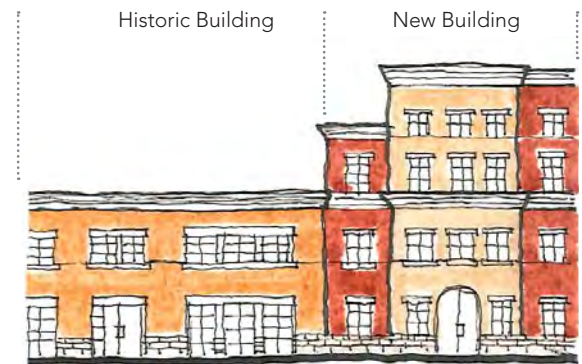
Policy UD-6.3: Ensure that new development within the Urban Village preserves and enhances the historic character of The Alameda.

Policy UD-6.4: Promote the preservation of the positive character-defining elements of The Alameda, through building and façade preservation.

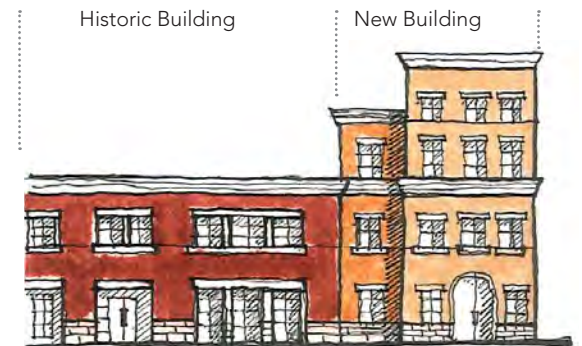
Policy UD-6.5: Preserve buildings and structures with the first priority given to



Similar proportions, details and cornice lines can provide a transition between new buildings and historic buildings.



Compatible, not similar, scale achieved through limiting size, building articulation, and shadow pattern for a new buildings in comparison to the historic buildings.



Base, mid-section, and top treatment for taller structures that provide compatibility with an adjacent historic building in The Alameda.

preserving and rehabilitating them for their historic use, and second priority to preserving and rehabilitating them for a new use.

Policy UD-6.6: All of the historic structures and buildings shown on Figure 6, Chapter 3, Historic Preservation Structures Map, shall be preserved. Some of these buildings are listed on the City’s Historic Resources Inventory. Those not on the Inventory were identified by the community as important and shall also be protected.

GUIDELINES:

1. Where new buildings are built immediately adjacent to or between existing historic buildings, the design of the new buildings should respond to the existing buildings through the use of architectural elements that provide a transitional treatment between the old and the new. Such architectural treatments may include matching cornice lines, continuing a colonnade, using similar materials, and similar window/door proportions.
2. Any adaptive reuse of historically significant structures should maintain the architectural integrity and character-defining elements of the structures in

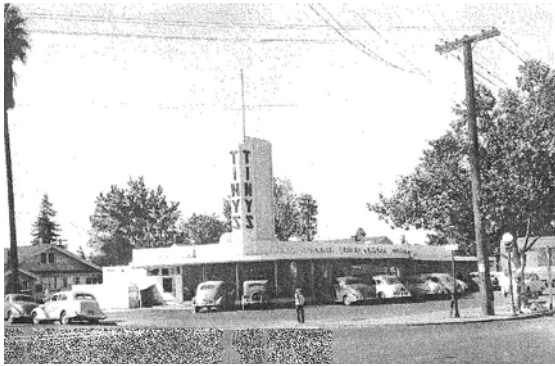
respect to materials, façade treatment, windows and door openings, rooflines, and detailing.

3. New interpretations of historic building styles in The Alameda are encouraged, but to maintain the distinction between new and old buildings, new construction that imitates or mimics historic features is discouraged.

Action Item UD-6.1: Conduct an historic resource survey of The Alameda Urban Village Plan area to augment and update previous survey efforts. Nominate qualifying buildings, structures and/or sites as City Landmarks when appropriate. Designating buildings as City Landmarks will further denote their importance to the community.

Action Item UD-6.2: Explore establishing a historic district for The Alameda Urban Village. If this district is approved, it could add several preservation, aesthetic, and economic benefits for this Urban Village.

EXISTING HISTORIC BUILDINGS OR SECTIONS OF THE ALAMEDA



Tiny's Drive-In: Corner of The Alameda and Martin Avenue, built in 1941. Source: "The Alameda-The Beautiful Way" by Shannon Clark



Between Lenzen and Pershing Avenue



Between Keeble Avenue and Race Street



Between Wilson Avenue and Sunol Street

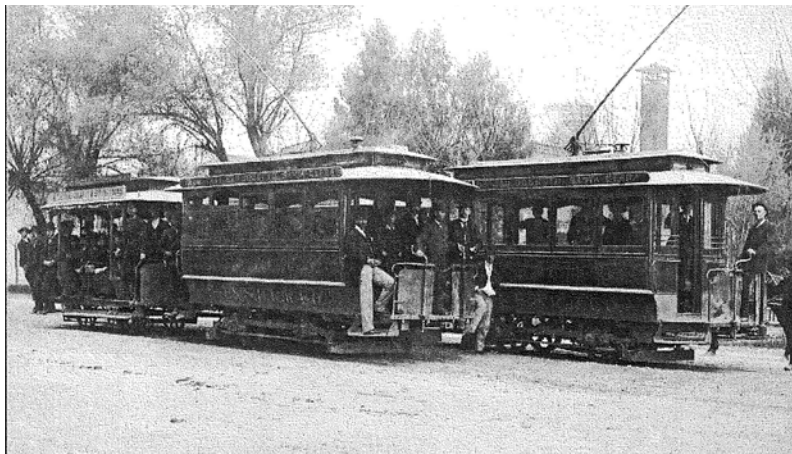


Home of the Leland Cerruti Packard Dealership, the new Packard was built in 1929. Source: "The Alameda-The Beautiful Way" by Shannon Clark



Close to the corner of Hanchett Avenue and The Alameda

Source: The Alameda-The Beautiful Way by Shannon E. Clark and William A. Wulf



"Embarking on one of the handsome cars of the Electric Road we are whirled rapidly along the famous Alameda Avenue, with its leafy shade, past the homes of wealthy men, sheltered with giant trees and embowered in flowers, to a point where stirring life and bustling activity proclaimed the presence of some great enterprise."

Dorothy F. Regnery, The Battle of Santa Clara

CIRCULATION AND STREETScape



INTRODUCTION

The Alameda is a vital, historic corridor and a gateway into downtown San José. This Urban Village has a pedestrian-friendly environment with short blocks, wide sidewalks, mature trees, historic architecture, and a variety of destinations that makes it a great place to walk. This section builds upon these existing assets and identifies additional improvements and design elements within the public right-of-way of The Alameda and adjoining streets that, in conjunction with elements in other chapters, will help The Alameda Urban Village to be an even more attractive place.

The Envision San José 2040 General Plan (General Plan) has identified seven Grand Boulevards as having great potential to connect city neighborhoods and to contribute to the City’s overall identity through cohesive design. The Alameda is one of those Grand Boulevards. Because of their importance and location as major transportation routes, and because of the land uses they support, these Grand Boulevards play an important role in shaping the City’s image for its residents, workers, and visitors and have the potential to act as major urban design elements at a citywide scale. The Grand Boulevards require extra attention and improvement, including special measures within the public right-of-way, such as enhanced landscaping, additional attractive lighting, wider comfortable sidewalks, and identification banners.

As part of the Circulation Element of the General Plan, the City of San José looks to provide a multi-modal transportation system that balances the needs of pedestrians, bicyclists, public transit riders, automobiles, and trucks. The General Plan calls for a reduction of drive-alone commuting by setting a 40 percent drive alone mode share for the year 2040. In order to reduce the amount

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of automobile travel to/from The Alameda, the Plan sets forth policies for parking and Transportation Demand Management (TDM). TDM makes more effective use of transportation networks by shifting away from single-occupant vehicle (SOV) trips to other modes during non-peak travel periods. Through the use of incentives, employer and development requirements, and other techniques, these policies will contribute toward a more efficient, high-quality, mixed-use destination. The goals and policies for the parking and TDM are described in the latter part of this chapter.

RELATIONSHIP TO OTHER DOCUMENTS

OTHER CIRCULATION AND STREETScape GUIDELINES

The City of San José Department of Transportation (DOT) recognizes the National Association of City Transportation Officials (NACTO) Urban Streets Design Guidelines and is also in the process of preparing City of San José Complete Streets Design Guidelines. These two sources, along with the American Association of State Highway and Transportation Officials (AASHTO) guidelines will be used in addition to this chapter and “The Alameda-A Plan for the Beautiful

Way” guidelines for future streetscape improvements for The Alameda Urban Village.

THE ALAMEDA – A PLAN FOR THE BEAUTIFUL WAY

The document, The Alameda - A Plan for the Beautiful Way, was prepared with the active participation of the community, including area residents, property and business owners, and City of San José Redevelopment Agency staff. This Plan articulates the community’s vision for the enhancement and continued revitalization of this corridor by laying out streetscape concepts, such as landscaped medians and enhanced crosswalks.

Some of the desired streetscape improvements contained in this Plan were constructed through a grant that the City received from the Metropolitan Transportation Commission (MTC).



Median landscaping as part of the improvements along The Alameda

Phase 1 of these improvements was completed in October of 2014. These improvements included pedestrian crosswalks, bulb-outs, ADA ramps, a raised median with trees, pedestrian refuges, lighting, traffic signal modifications, and street repaving along The Alameda from Stockton Avenue to Fremont Street. Irrigation systems were installed in the raised medians. This irrigation system was designed to support additional landscaping in the future should a maintenance district be created.

Phase 2 of The Plan implementation extends from Fremont Street to Interstate 880 and is expected to be finished by mid-year 2018. The future Phase 2 project will incorporate the same approach for the new medians.

SCOPE OF THIS CHAPTER

The Alameda Urban Village Plan supports implementation of the improvements that were included in “The Alameda - A Plan for the Beautiful Way” but were not realized through work under the \$3.9 million grant from MTC completed in October 2014. It also provides additional goals, policies, guidelines, and action items that were not addressed in “The Alameda-A Plan for Beautiful Way.”

Many of the concepts discussed in this Plan would require establishing a Business Improvement District (BID) for funding and maintaining the improvements along The Alameda. The BID would be funded by property and/or business owners.

STREETSCAPE IMPROVEMENTS

1. SIDEWALK ZONES

In order to ensure easy building access, a pedestrian-friendly environment, and to encourage an orderly layout of street elements, the sidewalk has been divided into three functional longitudinal zones. The following are the goal, policies, and guidelines for these zones.



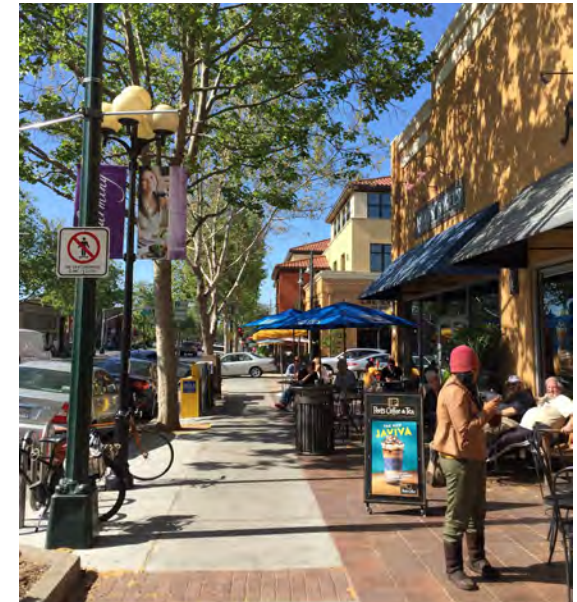
▲ Curb Zone Activation with temporary furniture
Above: The Alameda; Below: Santana Row



▲ Building Frontage Zone activation with Sidewalk Cafés in Santana Row, San José



▼ Curb Zone activation with temporary furniture, downtown Austin, Texas



Sidewalk Zones: Lincoln Avenue, Willow Glen, San José

Sidewalk Zones Diagram

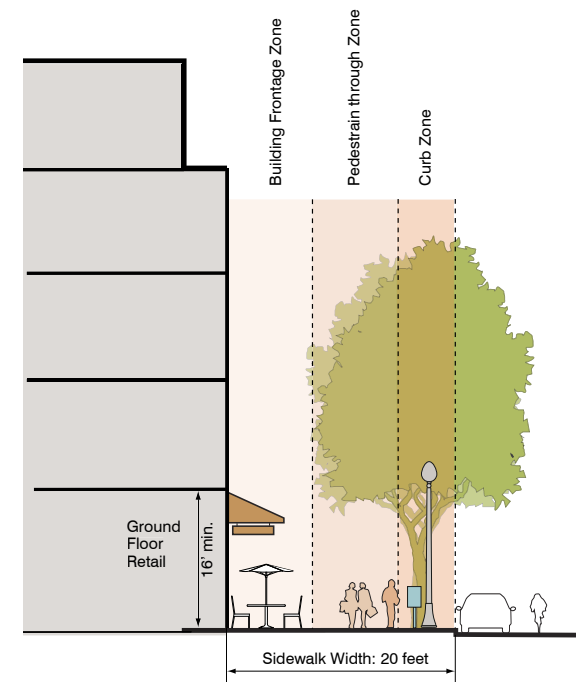
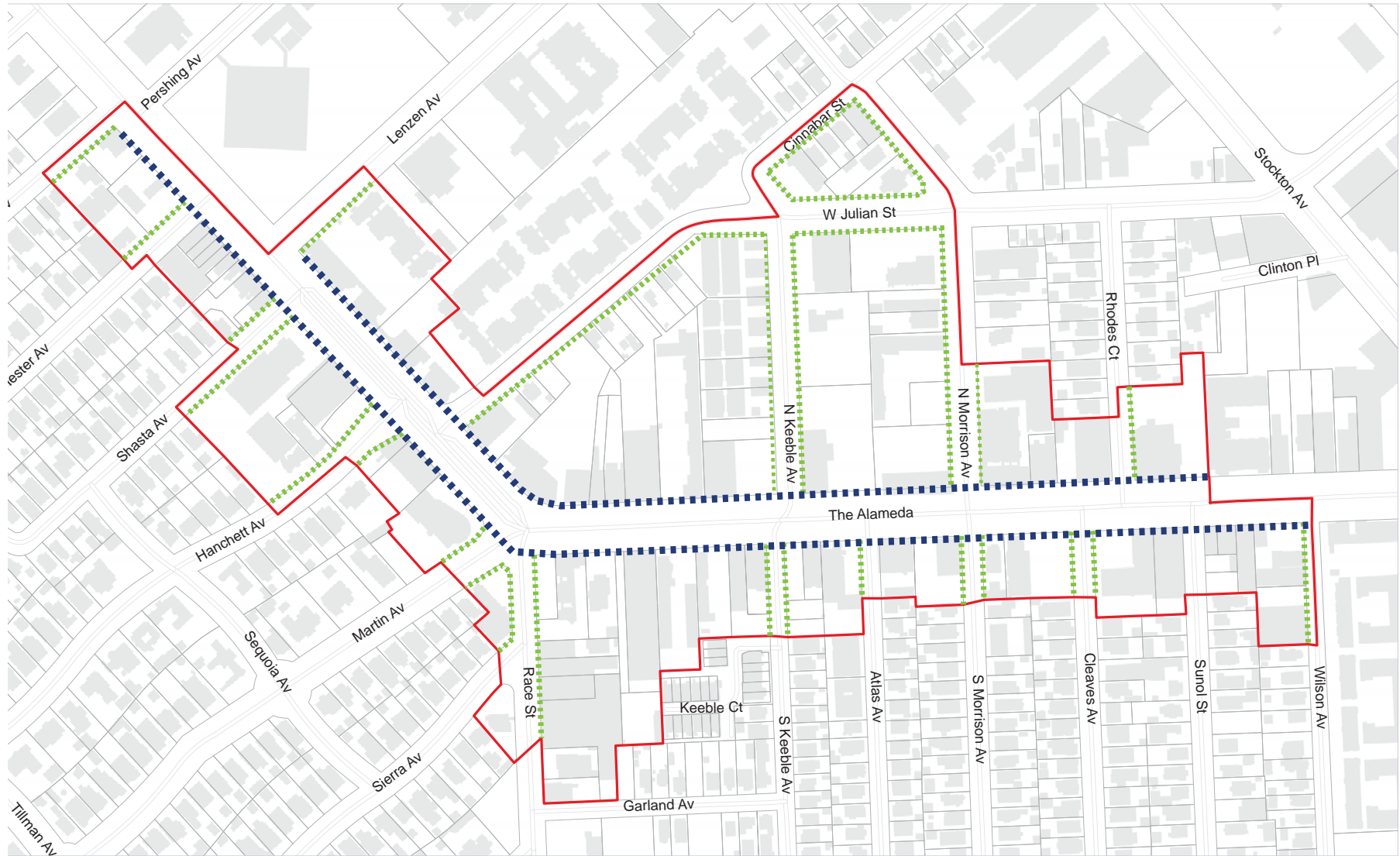


FIGURE 12: SIDEWALK WIDTH MAP

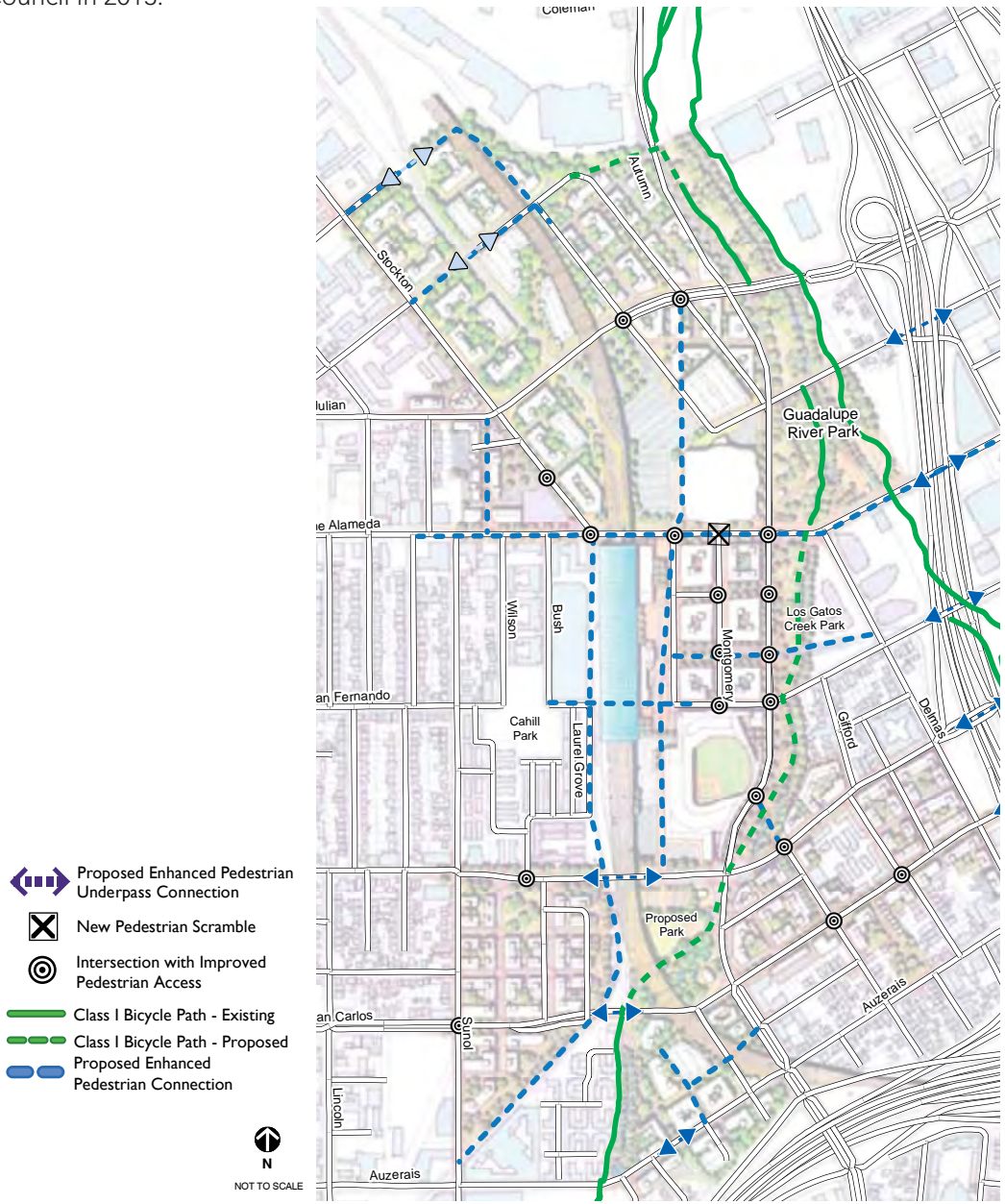


- Minimum 20-foot sidewalk
- Minimum 12-foot sidewalk (preferably 15 foot sidewalk)



FIGURE 13: PEDESTRIAN AND BIKE CONNECTION TO DIRIDON STATION

The Alameda Urban Village Plan encourages the bike and pedestrian connections suggested in the Diridon Station Area Plan, adopted by the City Council in 2013.



Maps' Source: Diridon Station Area Plan, 2013

Goal CS-1: Strengthen the sense of place and improve the economic vitality of The Alameda by supporting streetscape improvements that respond to the unique identity of The Alameda.

Policy CS-1.1: All new development along The Alameda shall provide a 20-foot wide sidewalk along The Alameda. Where the existing sidewalk is not 20 feet, an additional dedication would be required.

Policy CS-1.2: This Plan supports the adoption of a maintenance district by the business owners along The Alameda to ensure the ongoing maintenance and liability insurance coverage of the streetscape elements in the sidewalk zone.

SIDEWALK ZONES GUIDELINES:

(See sidewalk Zone Diagram on page 81)

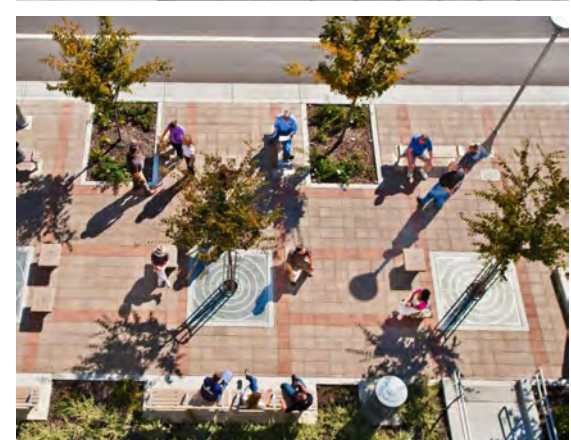
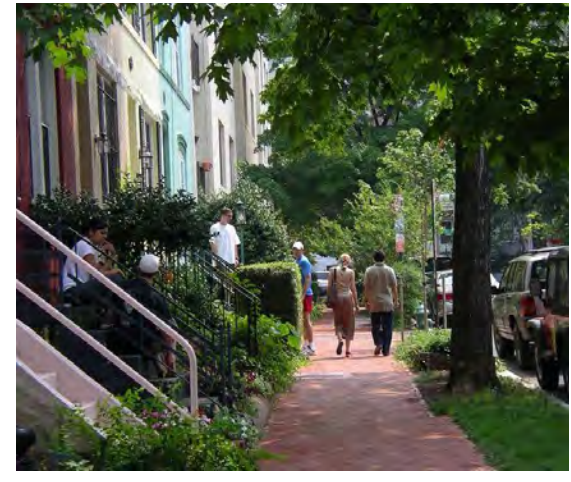
- 1. Curb Zone:** To have an activated sidewalk edge and to increase a sense of place and human-scale, this Plan encourages the restaurants and cafés in The Alameda to place their seats and tables in the “Curb Zone.”
- 2. Pedestrian-through Zone:** The “Pedestrian-through Zone” should keep a

clear, safe, and accessible pedestrian path of travel of five feet for streets adjoining The Alameda and six to seven feet for The Alameda.

- 3. Building Frontage Zone:** This Plan encourages public display of store merchandise in the “Building Frontage Zone” as well as placement of planting pots and the use of sidewalk cafés. For more information refer to the City of San José Sidewalk Café Ordinance.

STREET FURNITURE DESIGN GUIDELINES FOR BUILDING AND CURB ZONES:

1. Streetscape furniture should have a design expression that is historic in character, yet comfortable in order to relate to the historic, yet eclectic character of The Alameda.
2. Identify design elements that can apply throughout the corridor to ensure that it has a continuous identity that reinforces its image as a Grand Boulevard, special and unique in the entire Bay Area.
3. To the extent possible, use streetscape elements that generally relate to one another as a “family” in design expression



Sidewalk Zone Activation, Residential Streets

and to other streetscape elements such as pedestrian lighting.

4. Encourage artists to participate in designing unique streetscape elements for storefronts.
5. Streetscape elements shall be durable, easily maintained and replaced, and be constructed of recycled materials where possible.
6. Sidewalk planter pots are recommended only if maintained by adjacent business/property owners. They shall be moveable (not permanently installed in the sidewalk), yet large and durable enough not to be prone to easy removal.
7. This Plan recommends moveable streetscape furniture that can easily be used by pedestrians.
8. Install streetscape furniture in locations with appropriate distance from other streetscape elements, such as curbs, driveways, curb ramps, curb cuts, fire hydrants, utility valves, utility boxes, street light poles, parking meters, and trees.

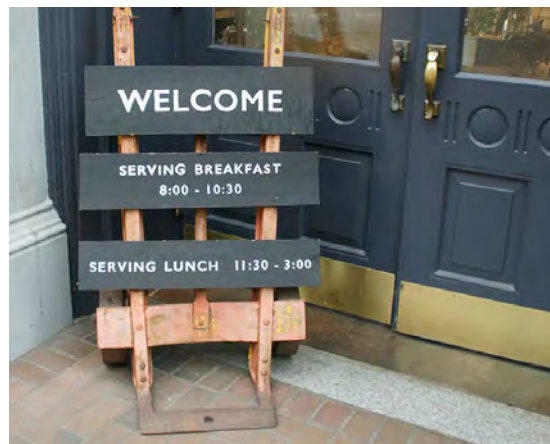
For more information on street furnishing, refer to “The Alameda- A Plan for the



Sidewalk activation with public display of merchandise, Whole Foods Market, The Alameda, San José



Bike racks at both entrances to the Whole Foods Market, The Alameda, San José



Sidewalk activation by using welcome signs for restaurants, Seattle



Curb Zone activation with planter boxes, Santana Row, San José



Movable planter boxes at a Curb Zone, Santana Row, San José



Creative temporary edge between the sidewalk and outdoor dining area, Fremont neighborhood, Seattle

Beautiful Way” pages 3.30 to 3.39 and for full description of benches, lighting, trash drains, newspaper racks, bicycle racks, and bollards.

Action item CS-1: This Plan recommends comprehensive streetscape elements and a logo that is derived from the historic character of The Alameda, such as a Willow or Sycamore tree, that can be repeated in different parts of the elements. It also recommends forming a Business Improvement District or a Maintenance District to pay for the design and maintenance of the elements.



Source: *The Alameda-A Plan for the Beautiful Way*, recommended bench

2. CROSSWALKS

As part of Phase 2 of the implementation of “The Alameda-A Plan for the Beautiful Way”, the crosswalks along The Alameda will be installed as a “ladder type” for mid-block and uncontrolled intersection crosswalks and continental (with added stop bars at five feet) for signalized intersections from Stockton to



Combining art into crosswalks, colorful piano key crosswalks; Image Source: MIG

Fremont Avenue. Adjustments will be added to The Alameda Phase 1 to reflect the above.

Goal CS-2: Enhance the walkability of The Alameda Urban Village by designing a more attractive and pedestrian-friendly environment.

Policy CS-2.1: Facilitate convenient pedestrian crossings by improving street intersections through the installation of enhanced crosswalk markings, pedestrian-activated signals, pedestrian refuge islands, and other improvements.

Action CS-2: Install piano key shown above and colorful crosswalks for key intersections and other additional improvements where funds are available.

3. PUBLIC RIGHT-OF-WAY ACTIVITY

This Plan encourages bringing more street life and activity to the public realm on The Alameda through a variety of street and sidewalk activation strategies.

Goal CS-3: To help the existing and future businesses thrive in The Alameda and to create a pedestrian environment appealing to a variety of people, activate the public Right-of-Way.

Policy CS-3.1: Facilitate the inclusion of temporary market areas for vendors, including food trucks and retail kiosks, and in parking lanes to encourage commerce within the public right-of-way.

Policy CS-3.2: Encourage vibrant sidewalks



Street Activation, Third Street Promenade, Santa Monica

with a variety of activities, including mobile street vending, sidewalk flower sales, fruit and vegetable sales, outdoor dining, and periodic sidewalk display of retail merchandise.

GUIDELINES

1. Use publicly-accessible paseos and mid-block connections as a creative way to activate the streets and increase permeability.

Action CS-3: Build on the success of The Alameda street parades and close the street to automobiles for specific hours, opening it only to bicyclists, pedestrians, and other users a few times a year to bring more life to this corridor.

4. GREEN STREETS: STREET TREES, LANDSCAPING, TRASH, AND STORMWATER MANAGEMENT

To create a viable green street for The Alameda that demonstrates Low Impact Development (LID) features, the following goals, policies, and guidelines are provided. It is anticipated that each new development would contribute to a viable green street that demonstrates LID features retrofitted to an existing street.

Goal CS-4: Contribute to greenhouse gas reduction and sustainability goals of the Envision San José 2040 General Plan by planning for green streets.

STREET TREES

The large, mature Sycamore street trees are perhaps the strongest single streetscape element that gives The Alameda its unique character. These trees contribute greatly to the walkability of The Alameda. They form a broad canopy over the roadway and sidewalks that create dappled sunlight and provide shade.

Policy CS-4.1: To the extent possible, any proposed project should save the trees on The Alameda. No heritage tree shall be removed on The Alameda.

GUIDELINE

1. New Sycamore trees should be planted where trees are missing or where there is a break in the line of trees. To the extent feasible, when there is a need for replacement trees, new Sycamore trees should be planted.

Action CS-4.1: This Plan requires the adoption of a maintenance district by the business owners along The Alameda to ensure the ongoing maintenance and provision of

liability insurance for plants in the sidewalk and street median.

LANDSCAPING

This section is derived from “The Alameda, A Plan for the Beautiful Way.”

ACCENT PLANTING

Flowering accent trees ornamental shrubs, grasses, and ground covers may be used at key locations and neighborhood gateways. Design criteria for the selection of the flowering accent tree species is:

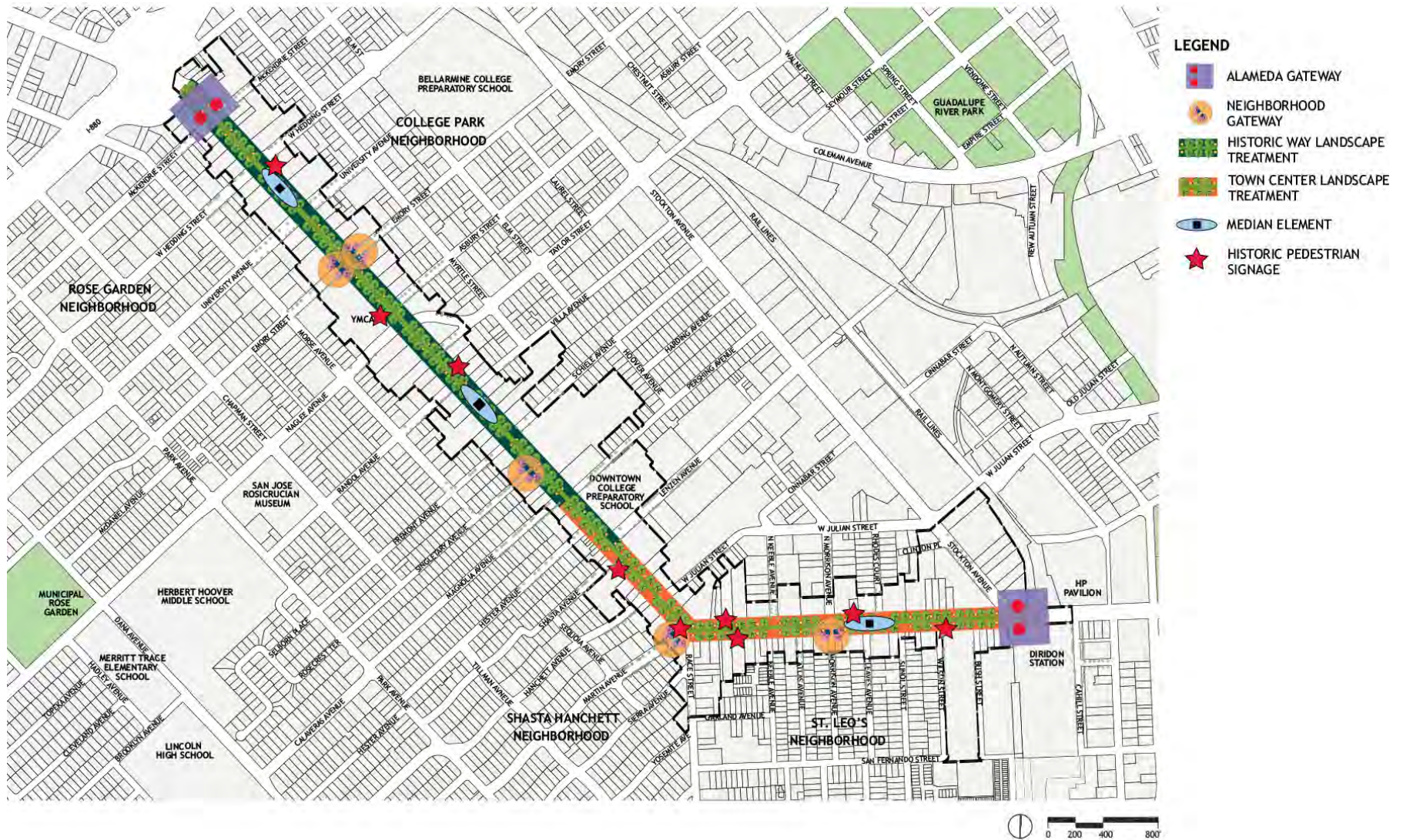
- Small residential-scale tree; attractive in all seasons with spring flowers.

Tree species to consider in the detailed design:

- **Arbutus unedo* (Strawberry Tree); *Cercis canadensis* (Eastern Redbud); *Lagerstroemia indica* (Crape Myrtle); *Malus* -fireblight resistant varieties only (Crabapple); *Olea europaea* ('Swan Hill', Fruitless European Olive); **Prunus cerasifera* (Purple-Leaf Plum); **Prunus serrulata* ('Kwanzan', Flowering Cherry)

Plants with “*” are not on the City of San José Public Works plant list.

FIGURE 14: LANDSCAPE CONCEPT PLAN



From *The Alameda - A Plan for the Beautiful Way*, April 2010

Shrub, groundcover, and ornamental grass species to be considered for accent planting at key locations, including The Alameda gateway and neighborhood gateways, includes the median planting list above plus:

- Calamagrostis x acutiflora ('Karl Foerster', Reed Grass); Chaenomeles ('Jet Trail', White Flowering Quince); Dietes vegeta (Fortnight Lily); *Festuca ovina ('Glauca', Blue Fescue); Lavandula angustifolia (English Lavender; Phormium tenax (New Zealand Flax; Rosa Pink Meidiland (Pink Meidiland Rose); Salvia spp (Sages); *Vinca minor ('Bowles', Dwarf Periwinkle).

Plants with "*" are not on the City of San José Public Works plants list.

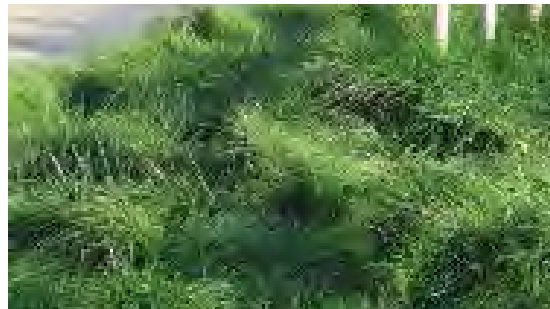
MEDIAN PLANTING

The low-level median planting will consist of small, drought-tolerant, evergreen shrubs that flower and require little maintenance and water.

Continuous green planting will provide uniform color and texture along The Alameda. Initial design criteria for selection of median planting include:



▲ Lavender, grasses, and Olive trees are complementary plants that could be used in accent areas.
▼ Red Fescue is a good alternative to lawn.



▲ Cistus 'Sunset'
▼ Cotoneaster dammeri



- Evergreen shrubs should be limited to 30 inch height to allow drivers and pedestrians to see one another, particularly at intersections.
- Low maintenance
- Flowering in the Spring
- Interest throughout the seasons

Species to be considered for consistent median planting include:

- Ceanothus griseus horizontalis (Carmel Creeper); Cistus hybridus (White Rockrose); Myoporum parvifolia (Myoporum)

Accent trees may be planted at special locations in the median, such as at neighborhood gateways, where the same tree might be used along the sidewalk.

STORMWATER MANAGEMENT

This plan encourages a variety of stormwater management techniques for the adjoining streets to The Alameda such as bioretention cells, flow-through planters, and pervious pavement. These techniques shall be in conformance with the City of San José's stormwater management policies.



Green Streets: Stormwater Management in the Curb Zone, Seattle

Policy CS-4.2: Require the incorporation of stormwater runoff treatment (green infrastructure) into the public right-of-way (such as along sidewalks, in medians, bulb-outs, parks, and plazas) as part of public improvements to the maximum extent practicable. Allow centralized/regional stormwater treatment facilities as an alternative approach.

TRASH MANAGEMENT

Policy CS-4.3: Incorporate street sweeping and adjust parking times to accommodate adequate access and trash removal.

Policy CS-4.4: Require installation of full trash capture devices (i.e., hydrodynamic separators) to prevent trash originating from the Urban Village from passing through the storm sewer system to local waterways.

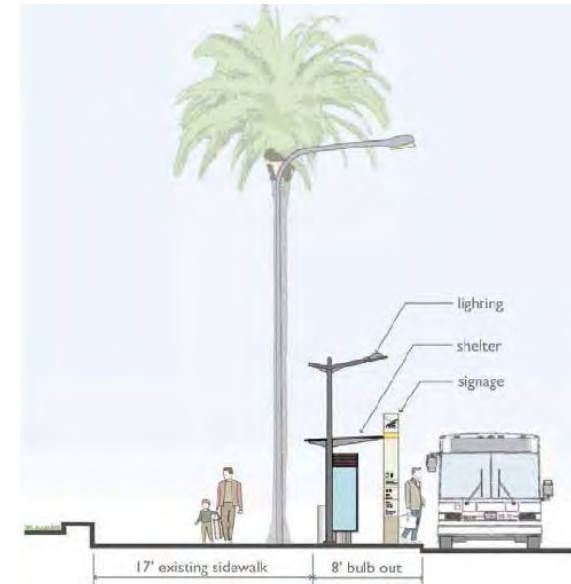
Action CS-4.2: Require an established Business Improvement District to fund litter removal and street cleaning.

5. TRANSIT STATIONS

The proposed Bus Rapid Transit (BRT) stations are to be located near the intersection of West Julian Street and Hanchett Avenue. The exact locations and the design of the stations are to be determined by the Santa Clara Valley

Transportation Authority (VTA).

At the time of the adoption of The Alameda Urban Village Plan, the planned El Camino Real BRT Project will not have a dedicated

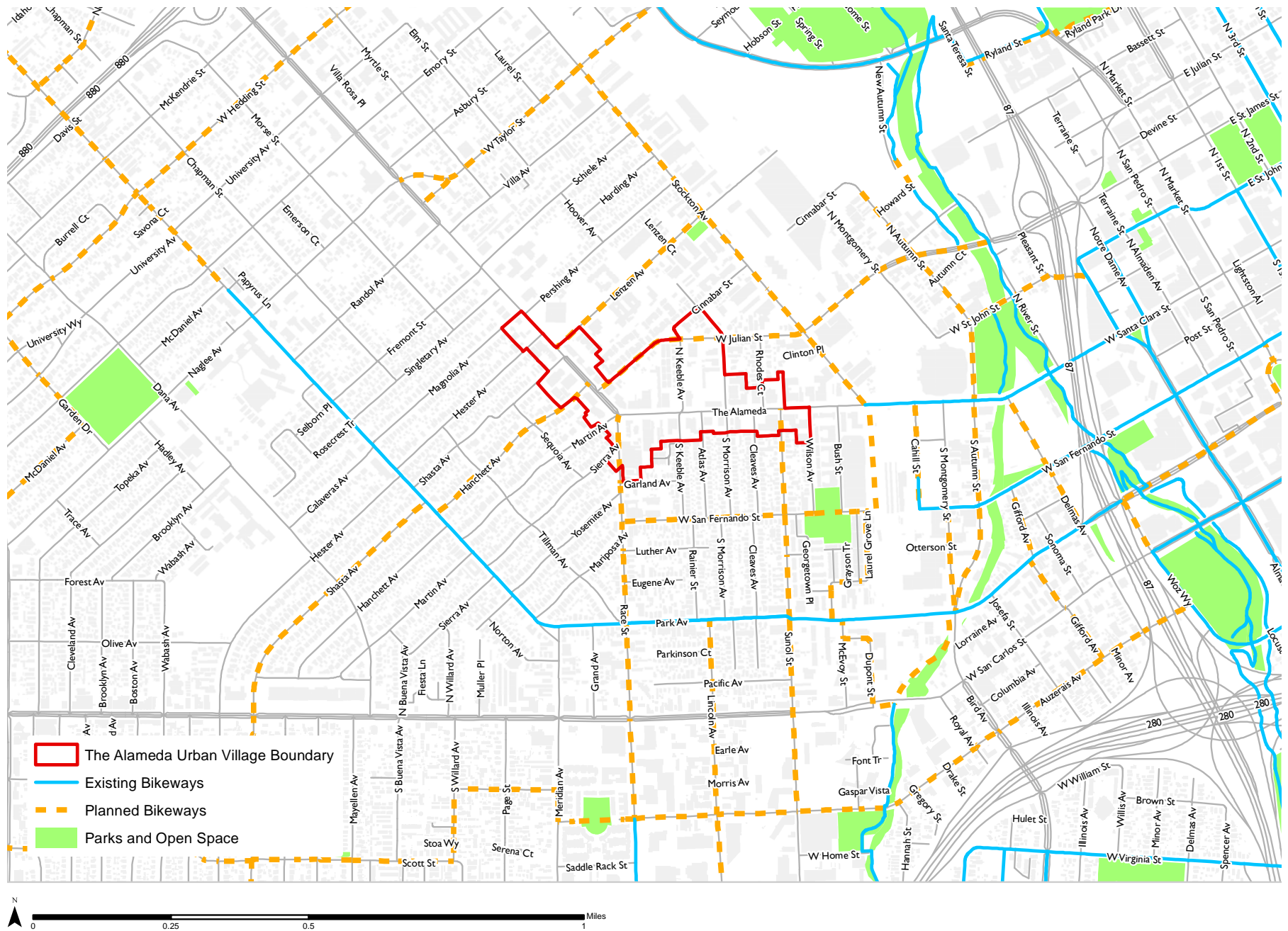


Typical Side Running Station Cross Section
Source: PAM, 2004



Bus shelter in Mountain View, CA is designed to complement other street furnishings and lighting, creating a sense of place.

FIGURE 15: BIKEWAY MAP



lane in the City of San José and will have a mixed-flow travel configuration. In a mixed-flow configuration, the BRT vehicle will operate in the right lane similar to the 522 Rapid Bus does today except it will use curb bulb-out stations instead of curbside stations. Curb bulb-out stations are extensions of the sidewalk that displace adjacent on-street parking and bring the curb to the edge of the travel lane. At this time, instead of pulling over to the curb, the BRT vehicle would stop in the travel lane to pick up passengers.

Goal CS-5: New stations should fit with the character of The Alameda.

Policy CS-5.1: New transit stations should be configured to respect the pedestrian friendliness and historic character of The Alameda and, to the extent possible, preserve the trees along The Alameda.

GUIDELINES:

1. Integrate street amenities with transit stations, including wayfinding signs, trash cans, planter boxes, public art, and shading structures to enhance the experience of passengers.
2. Provide bicycle parking in prominent

and secure locations near planned BRT stations.

3. Design the stations to fit the historic and the pedestrian-oriented character of The Alameda, integrate public art with the station design, and design short platforms to have minimum impact to the streetscape of this corridor.
4. Construct bulb-outs for the planned BRT stations in The Alameda. Bulb-outs will create shorter distances for pedestrians to cross the street, will prevent cutting the historic trees on the Alameda, and will help to accommodate shorter bus stations that fit the historic character of The Alameda.

Action Item CS-5.1: City staff should work with VTA to create BRT stations that enhance riders' experience, reflect the pedestrian-friendly character of The Alameda, and provide useful information and wayfinding.

6. BICYCLE FACILITIES AND PARKING

This Plan does not suggest bicycle circulation improvements within The Alameda because there is not sufficient right-of-way along this

corridor to accommodate enhanced bicycle facilities, particularly with the planned BRT project. As an alternative for bicyclists traveling in an east-west direction, the following facilities exist or are planned:

West Julian Street and Stockton

Bike lanes have been constructed on West Julian Street between The Alameda and Stockton in 2015 and will be extend those bike lanes to Almaden Boulevard by 2017. Also, bike lanes were constructed on Stockton Avenue connecting The Alameda to Emory Street in 2015.

San Fernando

Bicyclists can take the bike-friendly route on West San Fernando Street east of Diridon Station or existing buffered bike lanes on West San Fernando Street, west of Diridon Station to connect to downtown San José.

Santa Clara Street

Bike Lanes exist on Santa Clara Street and connect the Diridon Transit Center at Cahill Street with existing Almaden Boulevard bike lanes.

Park Avenue

Continuous, green buffered bike lanes on Park

Avenue between Market Street and the Santa Clara City limit will be installed by 2018.

St. John Street

In 2017, DOT a continuous bikeway will be built between Montgomery and Market Street on St. John Street; this project will connect the Guadalupe River Trail to the SAP Center and San Pedro Square. There will be a cycle track that allows bikes to ride against traffic for a short one-way stretch from the west side of Highway 87 to the south side of W. St. John Street between Almaden Boulevard and Notre Dame Avenue.

BIKE PARKING IN THE PUBLIC RIGHT-OF-WAY

Bike parking is recommended to be considered in areas of likely demand, including at local businesses, BRT stops, and other transit areas and destinations.

BIKE PARKING AND BIKE SHARE PROGRAM FOR NEW DEVELOPMENT

Policy CS-6.1: All development shall conform to San José Municipal Code Sections 20.90.190 and 20.90.195 for bike parking requirements.

Policy CS-6.2: Where applicable, provide

in-unit bike storage, BikeLink card (regional locker and bike station network), bike share station on site, and bike share memberships.

7. PARKING

Parking Management combined with management of transportation resources through Transportation Demand Management (TDM) strategies will make the most efficient use of transportation networks, help to achieve city-wide reduction of Single Occupant Vehicle (SOV) drive alone rates, and reduce congestion.

Goal CS-7: Effectively manage the supply and demand for parking to ensure a sufficient amount of parking to meet the needs of businesses and residents, while also ensuring that an oversupply of parking is not promoted.

PARKING REQUIREMENT

Policy CS-7.1: All projects shall comply with Parts 1 and 2 of San José Municipal Code Chapter 20.90 for vehicle parking requirements and Part 2.5 for bicycle parking requirements.

Policy CS-7.2: All parking provided as part of a project shall be consistent with Policy UD-3.3

and the related guidelines of Chapter 5, Urban Design and Historic Preservation.

PARKING REDUCTION

Policy CS-7.3: New developments shall use the 20 percent parking reduction, and are strongly encouraged to use the 50 percent parking reduction, allowed for Urban Villages under Municipal Code Section 20.90.220.

Policy CS-7.4: New residential and non-residential development shall not provide parking over the parking ratio allowed by the Municipal Code.

SHARED PARKING

Policy CS-7.5: Private property owners are encouraged to share underutilized parking areas with the general public and/or other adjacent private developments.

UNBUNDLED PARKING

Policy CS-7.6: New and existing development is encouraged to “unbundle” private off-street parking so that the sale or rental price of a parking space is separated from the rental or sale price for a residential unit or from non-residential building square footage.

PARKING CASH OUT

Policy CS-7.7: Employers should utilize a “parking cash out” system whereby

employees who choose not to drive are offered the cash value of any employee parking subsidy, to be used towards commuting to work by other means. Employers with 50 or more employees should provide a parking cash program out to their employees.

PARKING ACTIONS

Parking Improvement Districts

Action Item CS-7.1: Eliminate parking requirements for small properties in The Alameda Urban Village where parking requirements make it difficult for these sites to develop.

Action Item CS-7.2: After significant new development occurs along the corridor, work with residents and property and business owners to explore installing parking meters along The Alameda, as well as along the portions of the cross streets within the Urban Village boundary.

Action Item CS-7.3: With the installation of parking meters in The Alameda Urban Village, work with property and business owners to explore establishment of a Parking Improvement District and identify ways to

manage and spend parking revenue within the District.

Action Item CS-7.4: As funding opportunities arise, proactively install bicycle parking on the sidewalk in the public right-of-way in front of existing development.

8. TRANSPORTATION DEMAND MANAGEMENT

Goal CS-8: Develop and implement effective Transportation Demand Management (TDM) strategies and programs through new development to minimize vehicle trips and vehicle miles traveled and increase the use of existing or planned transit close to this Urban Village.

Policy CS-8.1: New development shall utilize TDM strategies and programs. TDM strategies should include car sharing, bike sharing, guaranteed ride home program, transit passes, carshare, clipper card cash, shuttle service, travel concierge, and marketing and education for residents. New development with at least 50 employees or 50 dwelling units shall provide TDM programs.

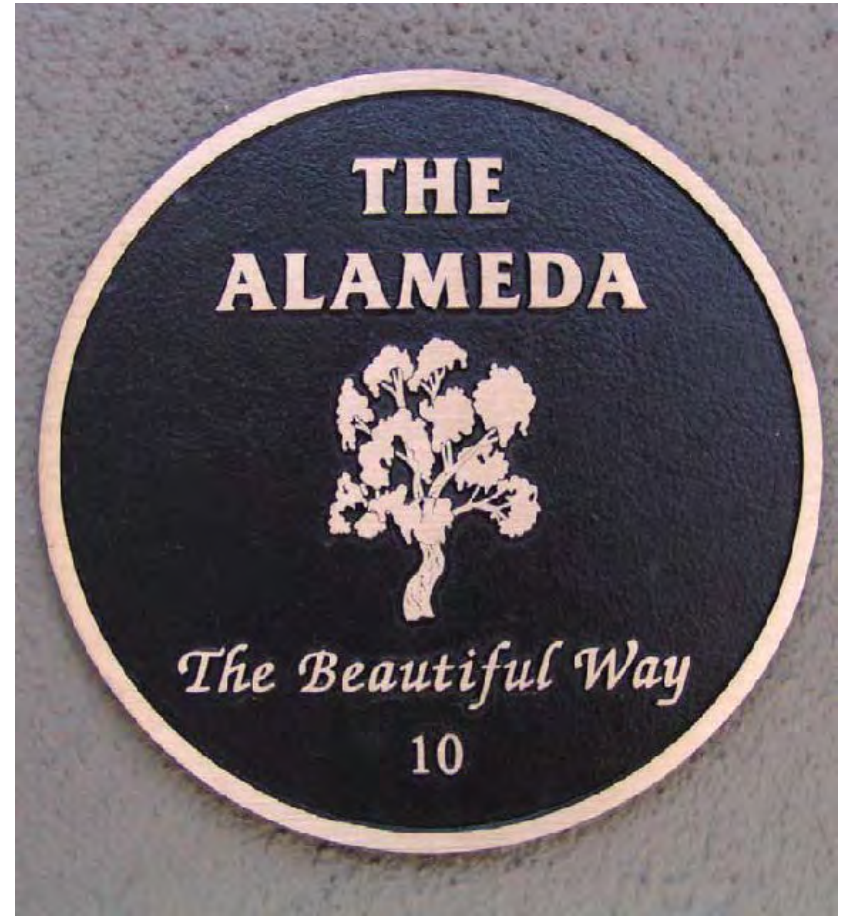
TRANSIT PASS

Policy CS-8.2: All residential projects shall consider transit fare incentives to residents of the development, such as free or discounted transit passes on a continuing basis. New development with at least 50 dwelling units should provide transit passes to the residents.

Policy CS-8.3: In Projects that incorporate non-residential use, employers should offer an employer-paid transit pass to employees who choose to use public transit. New development with at least 50 employees should provide transit passes to the employees.

Policy CS-8.4: In lieu of the transit pass, the requirement may also be satisfied by a reimbursement program allowing employees to pay for other transit passes or employer reimbursement for equivalent vanpool charges.

For a complete list of Transportation Demand Management and Parking Strategies, refer to Chapter 6 of the General Plan.



CHAPTER 7

Wayfinding and Community
Identification Signs

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CHAPTER 7:

WAYFINDING AND COMMUNITY IDENTIFICATION SIGNS

INTRODUCTION

This Plan supports the development of a comprehensive wayfinding and community identification sign system for The Alameda Urban Village. It also recommends that this comprehensive sign system have a logo that is derived from the historic character of The Alameda that can be repeated in different parts of the comprehensive sign system.

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Goal W-1: Develop a comprehensive sign system that reinforces the historic and cultural identity of The Alameda and brings a uniform, recognizable look to this Urban Village.

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 The Alameda and differentiates it from the rest of the City.

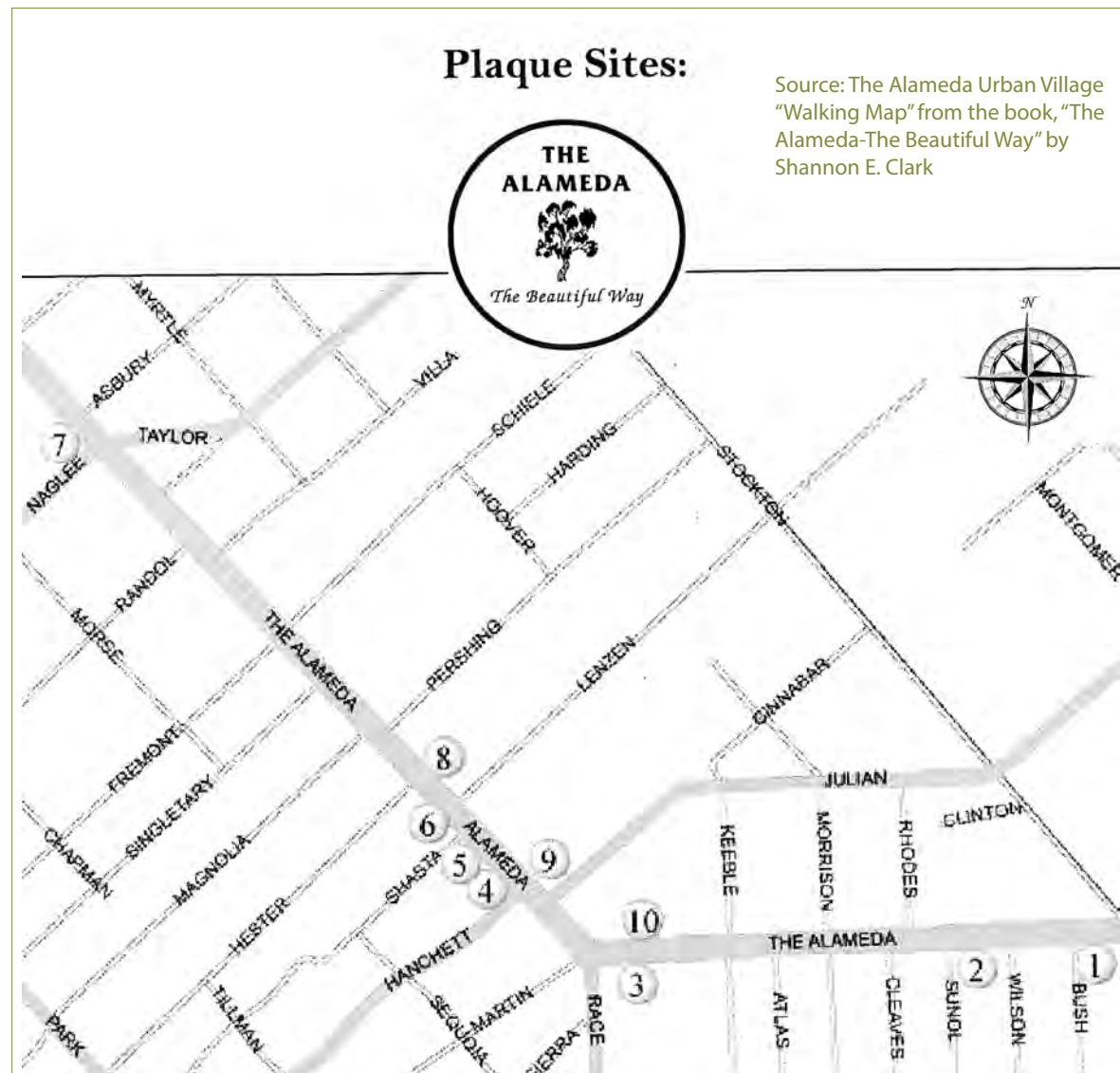
Policy W-1.2: Encourage a pedestrian-friendly environment by providing optimally-placed and reassuring wayfinding system throughout The Alameda Urban Village.

Policy W-1.3: Wayfinding and community identification signs design should reflect the art and history of The Alameda.

GENERAL GUIDELINES

1. Signs should all be designed consistent with the comprehensive wayfinding and community identification sign system.
2. Each sign should have an objective, rationale, content, illumination, and material plan.

3. Use a distinctive color scheme that will be associated with each of the categories of the sign system; within a series of size/content sign options to be selected based on site conditions.



Source: The Alameda Urban Village "Walking Map" from the book, "The Alameda-The Beautiful Way" by Shannon E. Clark

TYPES OF SIGNS:

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

1. HISTORIC NEIGHBORHOOD IDENTITY SIGNS/GATEWAYS:

Signs and structures at entrances to the historic neighborhoods that surround The Alameda - College Park, Rose Garden, and Shasta Hanchett Park should reinforce the historic identity of these neighborhoods.

- **Alameda Entrance Gateway:** An entrance gateway to The Alameda Urban Village, announcing arrival to this special corridor, will create a memorable, and welcoming threshold.

2. VISITOR INFORMATION KIOSKS:

Kiosks located in highly-visible areas at the entrance to the Village, at the key transit stations, and paseo entry points will provide visitor information.

- *These kiosks could display an enhanced version of The Alameda Neighborhood Walk that is outlined in the book The Alameda, the Beautiful Way, by Shannon*

E.Clark (map on previous page).

- *Information kiosks can also include space to provide information about events happening in The Alameda Urban Village.*

3. PEDESTRIAN DIRECTIONAL SIGNS:

Pedestrian Kiosks would orient and direct individuals on foot throughout the Village to various amenities and destinations in the Village area.

- *Located at plaza spaces where pedestrians may begin their exploration on foot.*
- *Extend the wayfinding system from parking areas, transit nodes, and bike paths.*
- *Provide detailed maps that highlight visitor amenities, attractions, public transit, and retail areas.*

4. SHARED USE PATH SIGNS:

Directional signs for paseos shared by pedestrians, cyclists, and other users.

- *Clearly identify key bike paths that connect to The Alameda.*
- *Encourage exploration of The Alameda Urban Village retail/dining by path users.*

- *Point out bike-related amenities and services.*

5. COMMUNITY IDENTIFICATION SIGNS (INTERPRETIVE SIGNS AND PANELS):

Signs that communicate historic or culturally relevant information about a site, structure, or building.

- *Signs should recall and celebrate the history and culture of The Alameda and be informative, accurate, and graphically pleasing.*

6. BANNERS:

Banners are used in various locations in San José and are typically installed on street light poles. They are used to unify and enliven the streetscape.

7. VEHICULAR DIRECTIONAL SIGNS:

Signs serving to direct vehicular traffic to key destinations within and beyond The Alameda Urban Village.

8. PARKING SIGNS:

Identification and directional signs for parking.

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

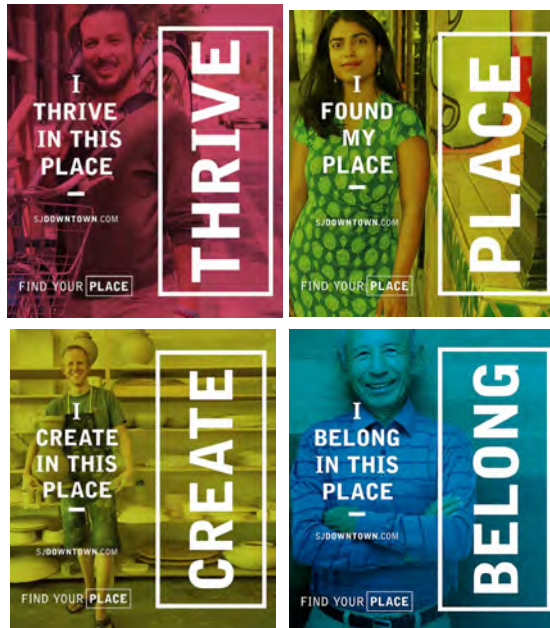
sign system for The Alameda Urban Village that can become the standard for future implementations.

Action Item W-1.2: Promote the existing walking tour of The Alameda outlined in the book *The Alameda, the Beautiful Way*, by Shannon E. Clark (*map in this chapter*) that creates a loop inside The Alameda Urban Village which encourages exploring this neighborhood by foot.

Action Item W-1.3: This Plan recommends developing a historic information/wayfinding mobile application for this Village. Many cities around United States have started to use such an historic wayfinding tool, including the City of Pasadena in California.



A Community Identification Sign in downtown Menlo Park. The Oak tree logo is repeated in many parts of the City. The Alameda could use the Willow/Sycamore tree as its logo to brand its signage and wayfinding program.



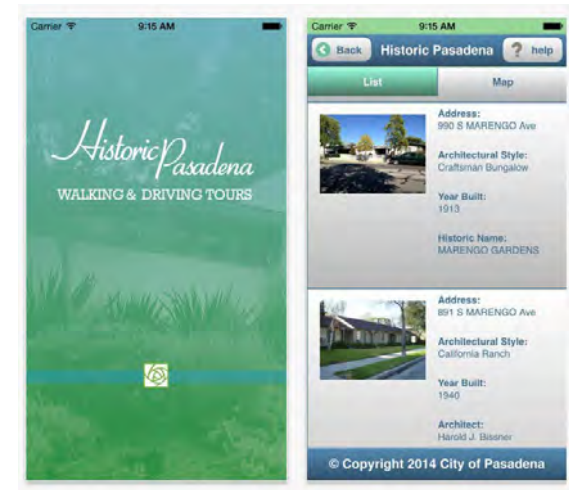
A set of light pole banners decorating the transit corridor on First and Second Streets in downtown San José that show people declaring “I create in this place,” “I belong in this place,” and so forth, making a stream of celebrations.



Examples of Community Identification Signs (Interpretive Signs) that inform visitors of history through photographs and text.



Community Identification Signs for the Japantown and West San Carlos Street, San José

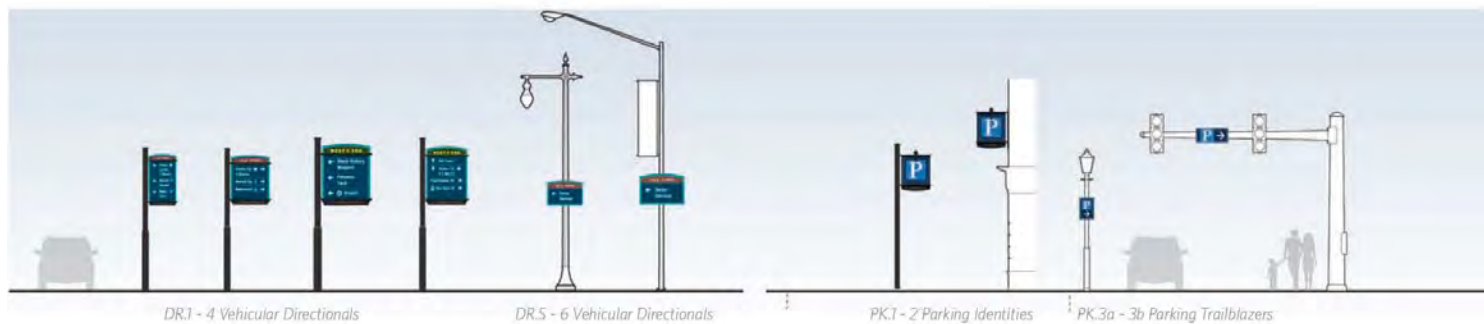
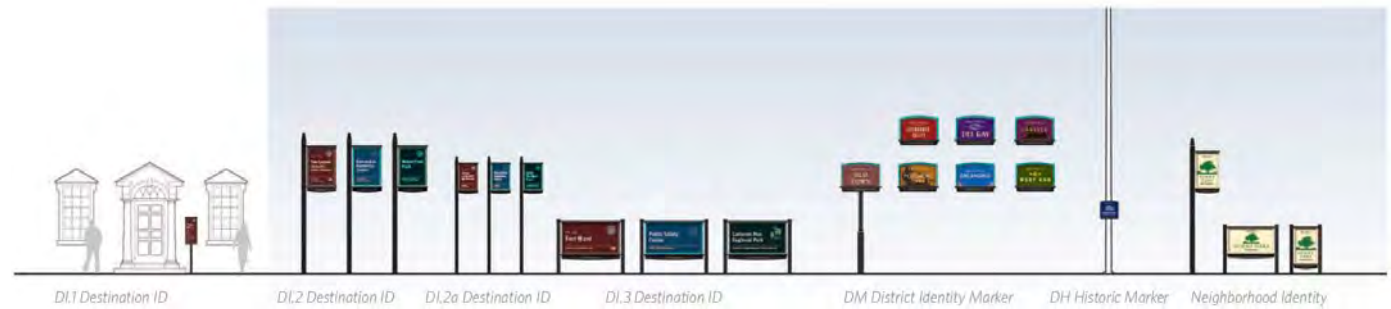


Historic Pasadena Mobile App

Historic Pasadena is a mobile app that provides access to information about historic resources in Pasadena. With this app, anyone can search for any type of historic resources, or follow a pre-defined walking or driving tour developed by the City’s historic preservation staff.

These images depict the Comprehensive Sign System for the historic City of Alexandria in Virginia. The components were designed individually, but are also a part of a whole family of form and design to bring cohesiveness to the City. This is a good example of a sign system family that can share the same logo and identity but each sign has its own function.

Source: All images on this page and the next page are from the City of Alexandria Wayfinding System, Design Guidelines Manual, September 2010.





City's Gateway, City of Alexandria, VA

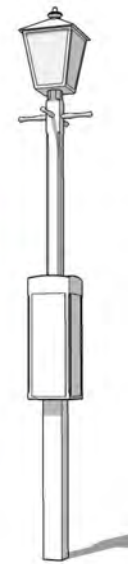


Washington Street North Gateway Design, City of Alexandria, VA



Four-sided Visitor's Kiosk, City of Alexandria, VA

Pedestrian Directional Sign, City of Alexandria, VA



Two-sided Visitor's Kiosk, City of Alexandria, VA