

1

Introduction

Sabeway

Marshalls

Pollo Loco

THE GREAT ESCAPE

SPORTS
ALTERNATE





Chapter One

INTRODUCTION

The Stevens Creek Urban Village Plan is prepared by the City and community to provide a policy framework to guide new job and housing growth within the Urban Village boundary. The Plan will also guide the characteristics of future development, including buildings, parks, plazas and placemaking, streetscape and circulation within this area. This Plan supports the identified growth capacity for this Urban Village in the Envision San José 2040 General Plan, providing the capacity for development of approximately 3,860 new dwelling units and 4,500 new jobs.

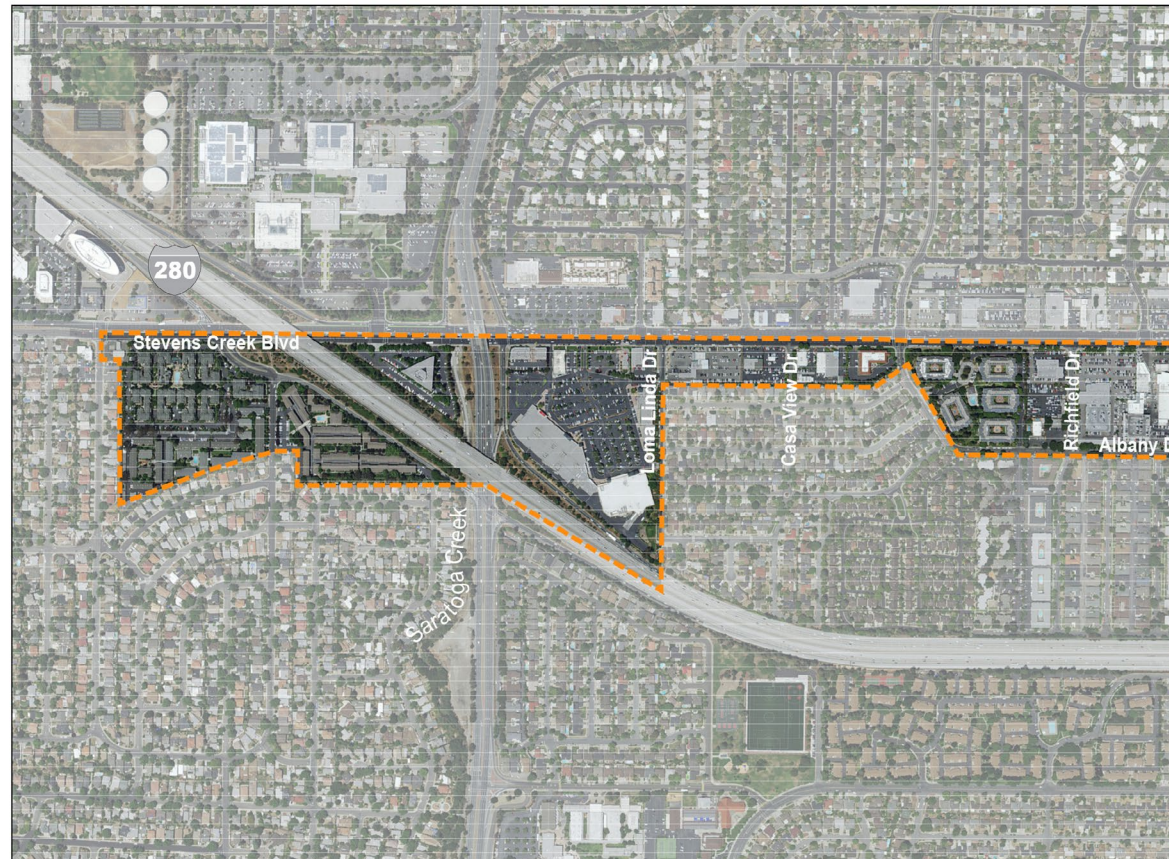
The Urban Village Plan will be implemented through investments made by private developers, and in some instances, the City and public agencies. Each improvement will need to be fully designed and funded before it is implemented. Additional public outreach will be conducted for specific improvements and developments.

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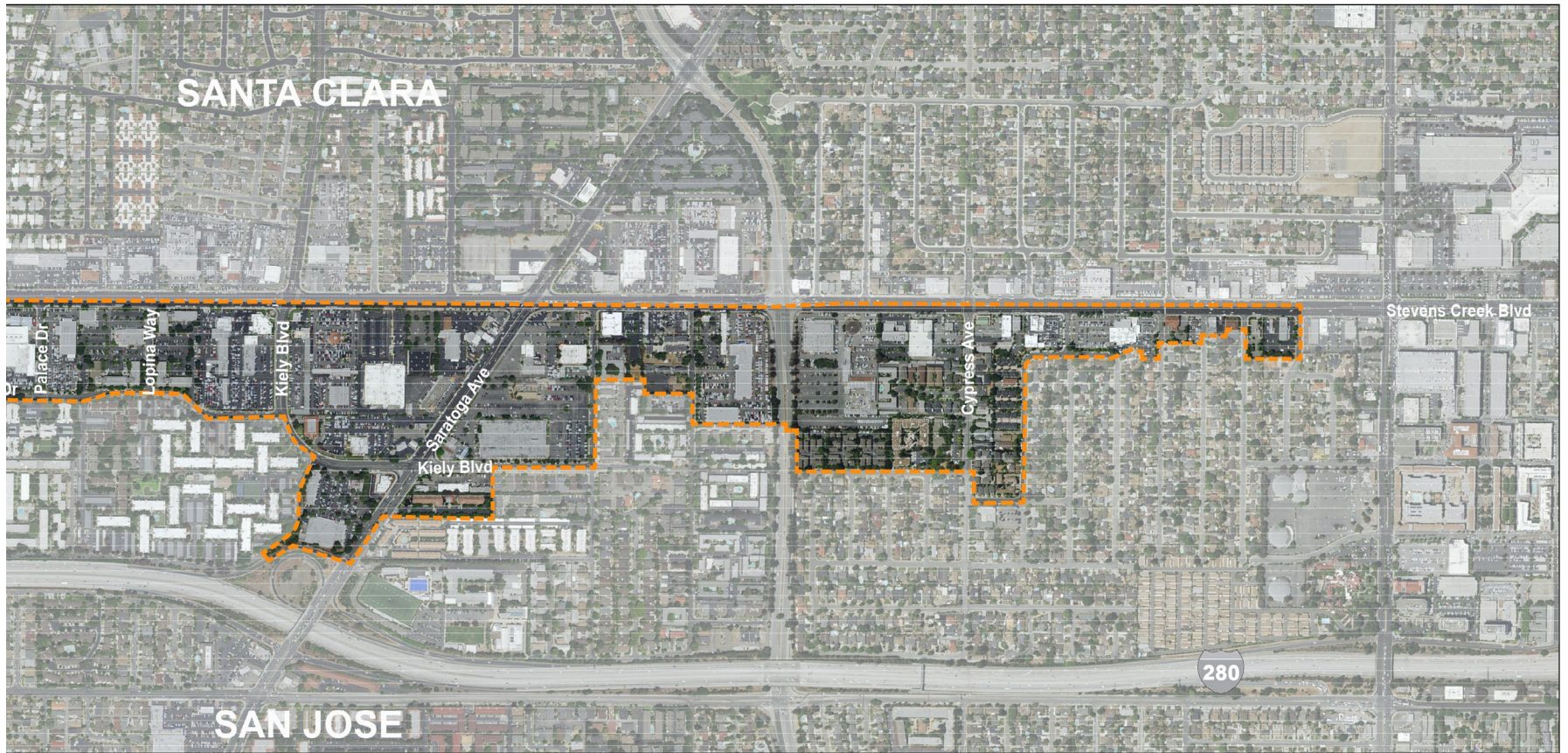
PLANNING AREA

The Stevens Creek Urban Village is located in western San José along the south side of Stevens Creek Boulevard, generally between Lawrence Expressway and Winchester Boulevard. The Village is a long commercial corridor that is characterized by large car dealerships and medium sized commercial buildings, housing tenants such as DSW, Barnes and Noble, and Cost Plus Work Market, and is interspersed with smaller one- and two-story retail and service shops. The Village is accessible by two expressways (Lawrence and San Tomas) and from three Interstate Highway 280 off-ramps. The Valley Transportation Authority's existing bus Route 323 runs along Stevens Creek Boulevard and provides access to De Anza College to the west and the Alum Rock Transit



----- urban village boundary

Figure 1-1: San Jose Stevens Creek Urban Village Plan Area



0 250 500 1,000 2,000 FEET
Data Sources: City of San Jose and City of Santa Clara GIS

Center to the east. The Route 323 is planned to be upgraded to the Rapid 523, which will improve travel time, enhance the passenger waiting areas, and provide a connection to the Berryessa BART station upon its opening in late 2017. The goal of the Rapid 523 project is to design a compelling, attractive service that will build ridership for future Bus Rapid Transit (BRT) implementation along Stevens Creek Boulevard. These characteristics make this Urban Village an ideal location for a mixture of new and intensified commercial and residential uses.

PLAN OVERVIEW

The Stevens Creek Urban Village Plan (Plan) is prepared by the City of San José and the Stevens Creek community to further the Urban Village Major Strategy of the Envision San José 2040 General Plan. The Urban Village Major 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 Stevens Creek Urban Village, this Plan establishes a framework to further the transition of the Stevens Creek

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 public gathering places. The Stevens Creek Urban Village is planned to be a complete neighborhood that is thoughtfully designed. In a complete neighborhood, people have safe and convenient access to the amenities needed in daily life, including a variety of housing options, retail 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.



There are many car dealerships in the Plan Area along Stevens Creek Boulevard



Diagrams of the project area allow for community members to discuss different project ideas

PLANNING PURPOSE

This Plan includes goals, policies, guidelines, and action items to guide new development, and private and public investment to achieve the Urban Village Strategy outlined in the Envision San José 2040 General Plan. This Plan acts as a framework to guide any 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 balance both commercial and residential growth.

The Stevens Creek Urban Village Plan supports job creation and a range of housing options while protecting established neighborhoods. Future development within the Plan area should complement and enhance the existing commercial corridor and provide mixed-use commercial development, making the Stevens Creek Urban Village a destination of choice for the people of San José. The implementation of this Plan will be driven largely by developers responding to the demand for residential and commercial space.

PLANNING PROCESS

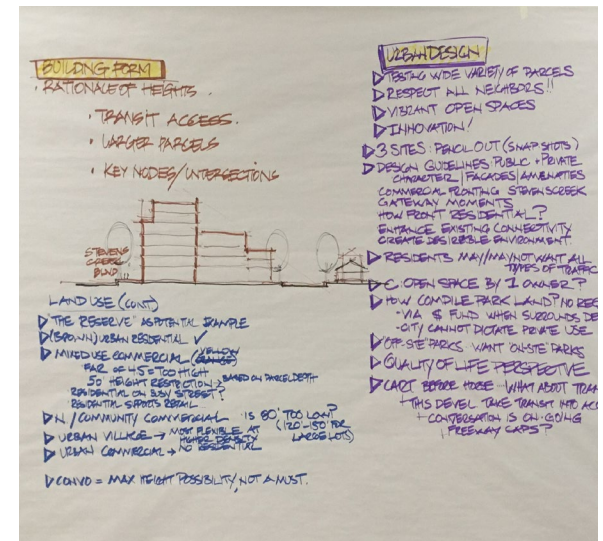
The Stevens Creek Village planning process was supported by Priority Development Area (PDA) Planning Grant awarded to the City of San José by the Metropolitan Transportation Commission (MTC) in November 2014.

Planning staff engaged community stakeholders to identify community issues, challenges, and opportunities that guided and informed the development of the Urban Village Plan. This process included three community workshops which were held in February 2013, October 2016, and April 2017. 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 Stevens Creek Advisory Group (SCAG) to further inform the planning process. This Plan was formally approved as a city policy document by the City Council in June 2017.

Stevens Creek Advisory Group (SCAG)

The Stevens Creek Advisory Group is a 15-member group that consists of residents, business and property owners, neighborhood association representatives, and developers who were selected by the City of San Jose City Council District 1 Office. The primary purpose for the Stevens Creek Advisory Group was to provide input and help guide the process of developing the Stevens Creek Urban Village Plan and make recommendations to the City Council prior to the adoption of the plan.

On October 13, 2016, a joint meeting of the SCAG and the Winchester Advisory Group (WAG) took place. The purpose of the meeting was to provide a forum for SCAG and WAG members to exchange information about their respective Urban Villages, which are located adjacent to one another. There were 15 community members in



SCAG meetings allow for community dialogue and public comment



attendance along with staff the City of San Jose Transportation and Planning Division. During the meeting, the SCAG and WAG co-chairs gave updates on the status of their respective Urban Village planning process. The advisory group members also discussed lessons learned, guiding principles for each Urban Village area, and the goals for each Urban Village.

Workshop 1: Informing and Visioning

On February 27, 2013, over 72 community members consisting of community residents, home owners, property owners and local businesses owners participated in the first community workshop. At this workshop, participants worked in groups to provide input on the current state of the neighborhood and the opportunities that exist on the corridor. Additionally, groups were asked to share their vision for the future of the Stevens Creek Urban Village. The final task for participants was to use Legos to construct where they thought new development should be planned throughout the Village.



Staff and community members discussing building height and land use at workshop 2

Workshop 2: Developing the Stevens Creek Urban Village

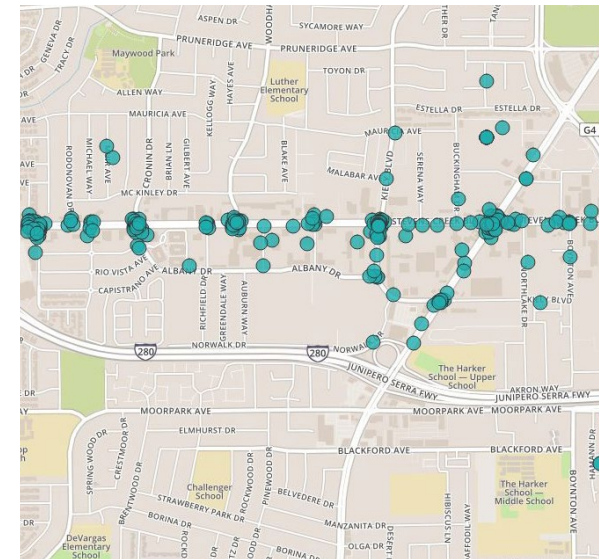
On October 27, 2016, over 52 community members participated in the second workshop for the Stevens Creek Urban Village. At this workshop, staff presented the land use, urban design (building typologies, height, and setbacks), and circulation and streetscape concepts for the Village. The participants were also provided an Urban Design Framework diagram and a Streetscape Section diagram, to facilitate discussion concerning land uses and street typology. Public comments from this workshop informed the Height Diagram and Land Use Map, and preferred development guidelines within the Stevens Creek Urban Village.

Workshop 3: Draft Plan Open House

On April 13, 2017, 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 the community input received at the workshops held in February 2013 and October 2016, as well as online engagement and community intercept surveys, and input from the Stevens Creek Advisory Group.

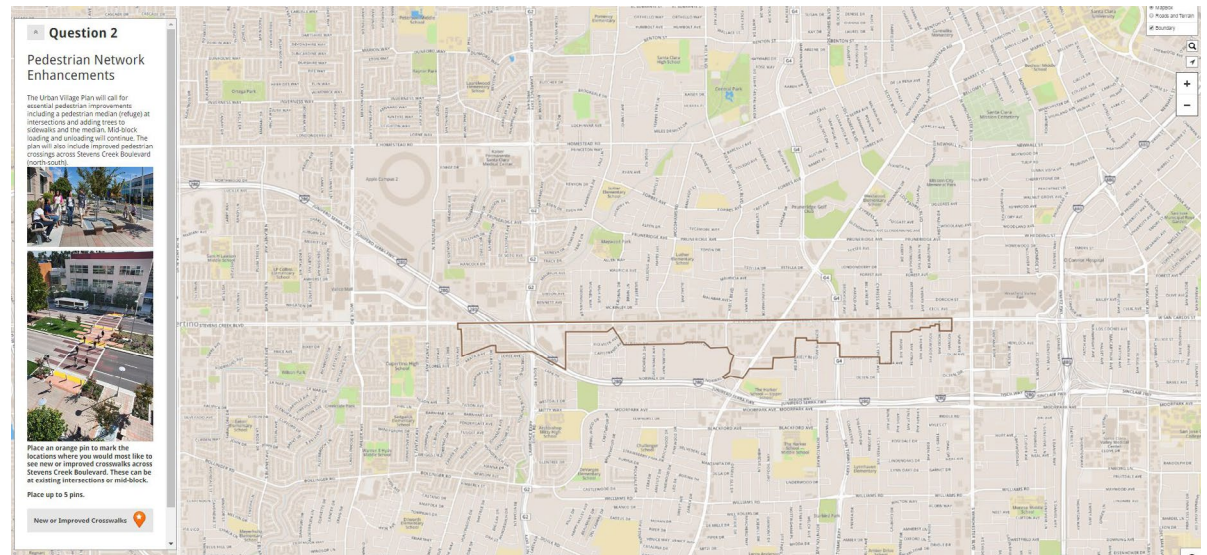
urban design topics, including building heights, streetscapes, public art, and land use.

The mapping exercise offered a unique way for community members to participate in the creation of the San Jose Stevens Creek Urban Village Plan online or on their mobile devices. The interactive map questionnaire, Mapita, is a web-based application developed as a tool to examine the quality of built environments and gather ideas for improvements. At the close of the survey periods, a summary report was



Interactive Online Engagement

The City conducted two on-line engagement surveys during the months of September through December 2016. The first survey had 70 participants and the second had 300 participants. These surveys were a part of the public outreach process, to gather opinions and feedback on draft proposals related to various



Photos and a question prompted participants to place pins on the map, and the above image is a snapshot of desired crosswalks along Stevens Creek Boulevard



Some bus stops in the project area provide a range of benches, trash cans, and shade

prepared that summarized the results of the online interactive mapping questionnaire. The results of these questionnaires provided insight into people’s preferences for development and streetscape improvements in and around Stevens Creek Boulevard and further informed the contents of the Plan.

COMMUNITY INTERCEPT SURVEYS

Another form of community engagement that was conducted as a part of this planning process was community intercept surveys. Staff went out to three different locations within the community and spoke with community members about the Urban Village project, promoted the upcoming 2nd workshop, and conducted surveys with questions regarding the assets of the community, what nodes of travel they use to get around, and what they would like to see change in the future. During this engagement process, 45 surveys were completed. The results of the intercept surveys combined with the on-line engagement surveys further informed the contents of the Plan.

INTERGOVERNMENTAL COORDINATION MEETINGS

Technical Advisory Committee (TAC)

This committee included representatives from various city departments, the Santa Clara Valley Transit Authority (VTA), and the Metropolitan Transportation Commission (MTC) as the grantor for the project. The group met every two months to coordinate on various Urban Village planning matters, share information and make decisions as a group.

West San Jose Intergovernmental Planning Coordination Meetings

The first West San Jose Intergovernmental Planning Coordination Meeting was held on March 1, 2016. Representatives from Association of Bay Area Governments (ABAG), Santa Clara Valley Transit Authority (VTA), Caltrans, Santa Clara County, and the cities of Santa Clara,

Campbell, Cupertino, and San Jose were invited. With the exception of Caltrans, all invited agencies were represented. The purpose of the meeting was to share motivations and current work and to coordinate future collaboration surrounding the Urban Villages. After the meeting, government agencies better understood the motivations and work efforts of their partner agencies, leaving them better positioned to effectively coordinate on future work.

West San Jose Coordination Meetings

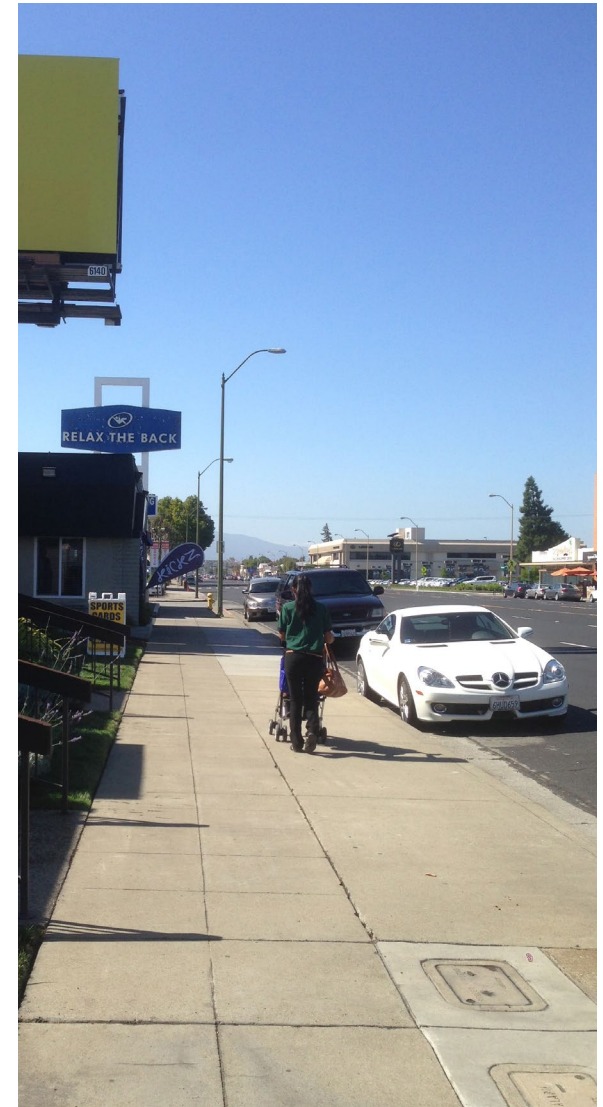
A series of West San Jose Coordination Meetings was held between the City of San Jose and Santa Clara Valley Transit Authority (VTA) in 2016. These meetings helped align and coordinate programs and projects to advance mutual goals of the City of San Jose and VTA. The outcomes of these meetings helped staff become more aware

of top transportation-focused issues, the existing conditions, and develop and implement plans and policies to address these issues.

In addition to the intergovernmental meetings listed above, the following intergovernmental coordination has also occurred with VTA leading these initiatives: Tri-Villages Land Use & Transportation Briefing at VTA Committees, VTA Next Network Retreat, VTA I-280 Corridor and I-280 Winchester Studies Discussion.

City Council Sponsored Outreach

The District 1 Transportation Forum took place on August 20th, 2016 at Mitty High School. The purpose of this forum was to highlight the collaboration taking place among regional agencies and the City, educate attendees on the connection between land use decisions and transportation, and discuss infrastructure



Many sidewalks lack trees and landscaping that provides shade



Figure 1-2: The top map shows the original western Urban Village boundary and the bottom map shows the current western Urban Village boundary

improvements being planned at the regional, state, and local level. There were 150 attendees at the forum, which included many elected officials and panelists from different organizations such as TransForm, Association of Bay Area Governments (ABAG), SPUR, Uber, San Jose Mercury News, San Jose Transportation Department, San Jose Planning Department, Silicon Valley Bicycle Coalition, and Santa Clara Valley Transportation Authority (VTA). Attendees gained a better understanding of the regional collaboration taking place, the impact that land use decisions have on transportation, as well as information on the regional, state, and local infrastructure improvements.

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, provided those modifications reflect existing or planned development patterns or other physical or functional characteristics of the area. The Santana Row/Valley Fair Urban Village boundary, which abuts the Stevens Creek Urban Village to the east, was changed from the area designated in the General Plan based on the feedback received from the community during three workshops and meetings with community stakeholders. This change removed the area, which totals 1.95 acres, from the Stevens Creek Urban Village as shown in Figure 1-2.

Relationship to other Plans and Policies

ENVISION SAN JOSÉ 2040 GENERAL PLAN

A major strategy of the Envision San José 2040 General Plan is to transform strategically identified Growth Areas into higher-density, mixed-use, urban districts or “Urban Villages”, which can accommodate employment and housing growth and reduce the environmental impacts of that growth by promoting transit use, bicycle facilities and walkability. Santana Row/Valley Fair Urban Village, one of the 70 Urban Villages in San José, is intended to accommodate 8,500 new jobs and 2,635 new housing units by 2040.

GREENPRINT

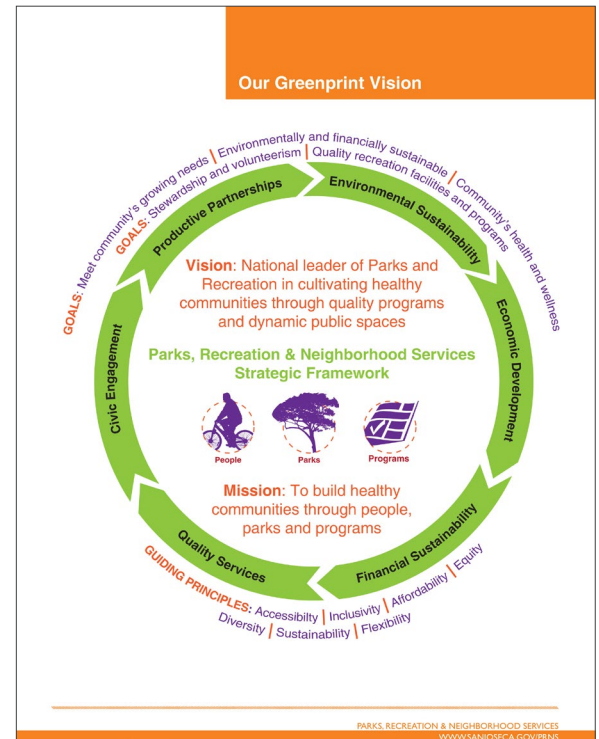
The Greenprint is a long-term strategic plan that guides the future expansion of San Jose’s parks, recreation facilities, and community services. The City is undertaking a major update of its existing Greenprint and is expected to complete the process in early 2018. As a result, Greenprint may have additional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

Growth Horizons

The Envision San Jose 2040 General Plan identifies specific Growth Areas with a defined development capacity for each area, and places each Growth Area into one of three Horizons for the phasing of residential development. The Stevens Creek Urban Village is included in Horizon 3. At the time of the adoption of this Plan, only Horizon 1 Growth Areas are available for residential development.

Residential Pool Policy

Residential and residential mixed-use development projects in Horizon 3 Urban Villages must wait until the Horizon 3 capacity becomes available in order to move forward with entitlements. Alternatively, residential projects may be developed using the “Residential Pool” policy (IP-2.11), as defined in the Envision San Jose 2040 General Plan, at the discretion of the City Council.



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 Stevens Creek Urban Village. 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 principles used to guide the development of the Stevens Creek Urban Village.

Chapter 3: Land Use—Describes planned growth and identifies land use designations for the Urban Village.

Chapter 4: Urban Design Concept—Identifies goals, policies, guidelines, and action items to help realize the design concepts for public and private development.

Chapter 5: Circulation and Streetscape—Presents goals, policies, guidelines, and action items to improve pedestrian, bike, and transit facilities.

Chapter 6: Parks, Plazas and Placemaking—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 placemaking into the Urban Village.

Chapter 7: Implementation—Outlines implementation and financing strategies to fund the development of identified amenities and public needs.



SCAG chairperson Bob Levy welcomes participants to the second workshop