

Parkway  
Park

Keystone Ave

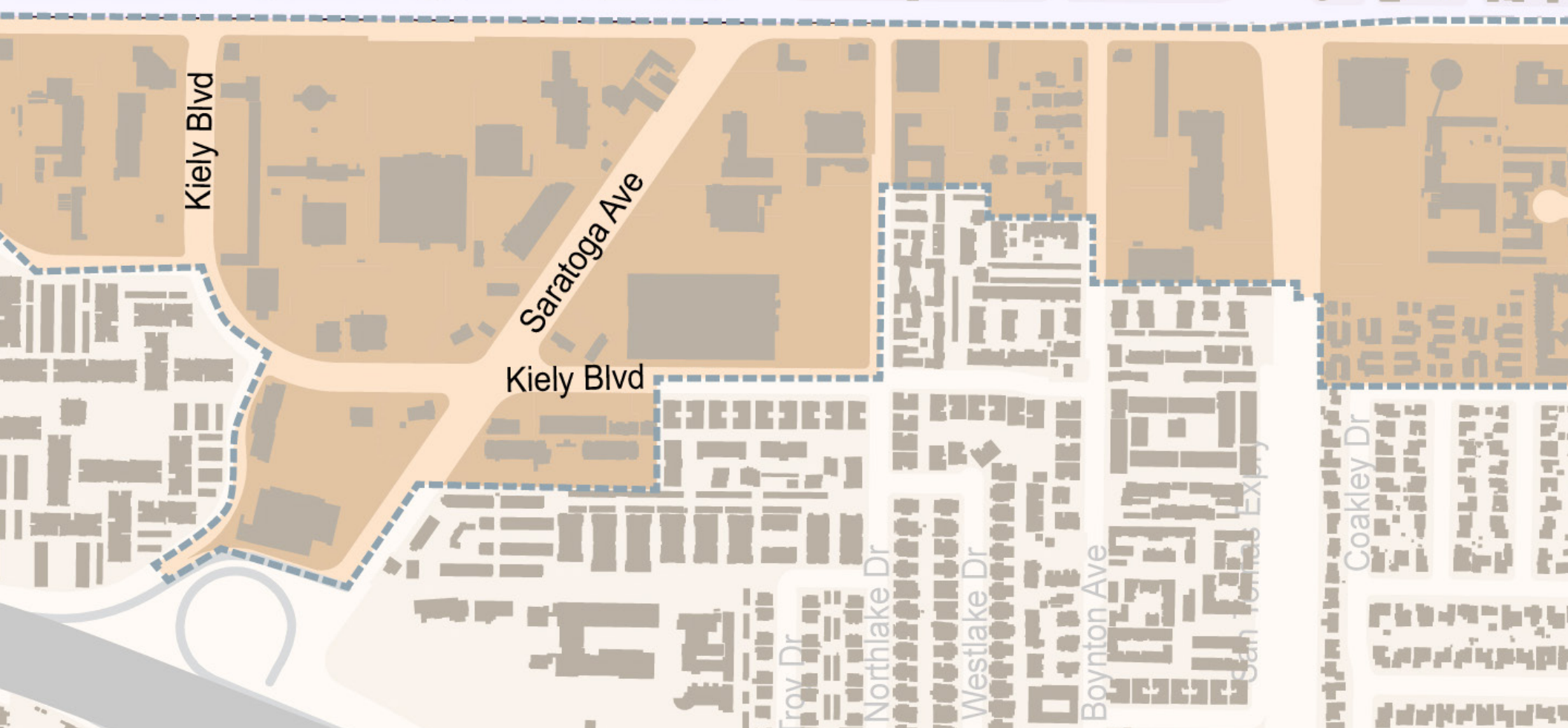
Polk Ave

Kiely Blvd

Saratoga Ave

Kiely Blvd

Land Use DRAFT





CHAPTER 3:

# INTRODUCTION

This Land Use Chapter describes how the Stevens Creek Urban Village will accommodate the growth that is planned for it in the Envision San José 2040 General Plan. The Chapter introduces the land use designations that are applied within the Urban Village, describes the permitted land uses and intensities of each designation, and maps the location of each land use on a Land Use Diagram. In addition, a separate Height Diagram depicts the maximum permitted building heights throughout the Urban Village. This Chapter also provides specific goals and policies related to land use that will help ensure that the area develops into the thriving, mixed-use, walkable and livable place envisioned by the community.

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## PLANNED GROWTH AND OBJECTIVES

This Plan includes a commercial/employment square footage objective and a planned residential unit capacity for the Urban Village. The commercial/employment objective and the planned residential unit capacity are based on the planned jobs and housing capacities established for the Stevens Creek Urban Village by the Envision San Jose 2040 General Plan, and which were updated with the 2016 Four-Year Review of the General Plan's planned capacity for new jobs. Consistent with General Plan Policy IP-5.1, this Urban Village Land Use Plan identifies the locations and intensities of new development, which will accommodate the planned jobs and housing growth.

### Employment Growth

The Stevens Creek Urban Village currently has 1,584,519 square feet of commercial space ranging from retail shops, grocery stores, car dealerships, professional offices, restaurants, banks, etc. This commercial space equates to

roughly 5,281 jobs, based on the General Plan's assumption of one job for every 300 square feet.

The employment growth objective for the Stevens Creek Urban Village is to add 4,500 new jobs. This establishes the total amount of commercial and employment growth that is planned to be accommodated in the Stevens Creek Urban Village over the planning horizon (2040) and amounts to roughly 1,350,000 square feet of net new commercial space required to achieve this objective. This is approximately a 48 percent increase in the commercial space square footage over the existing square footage within the Village.

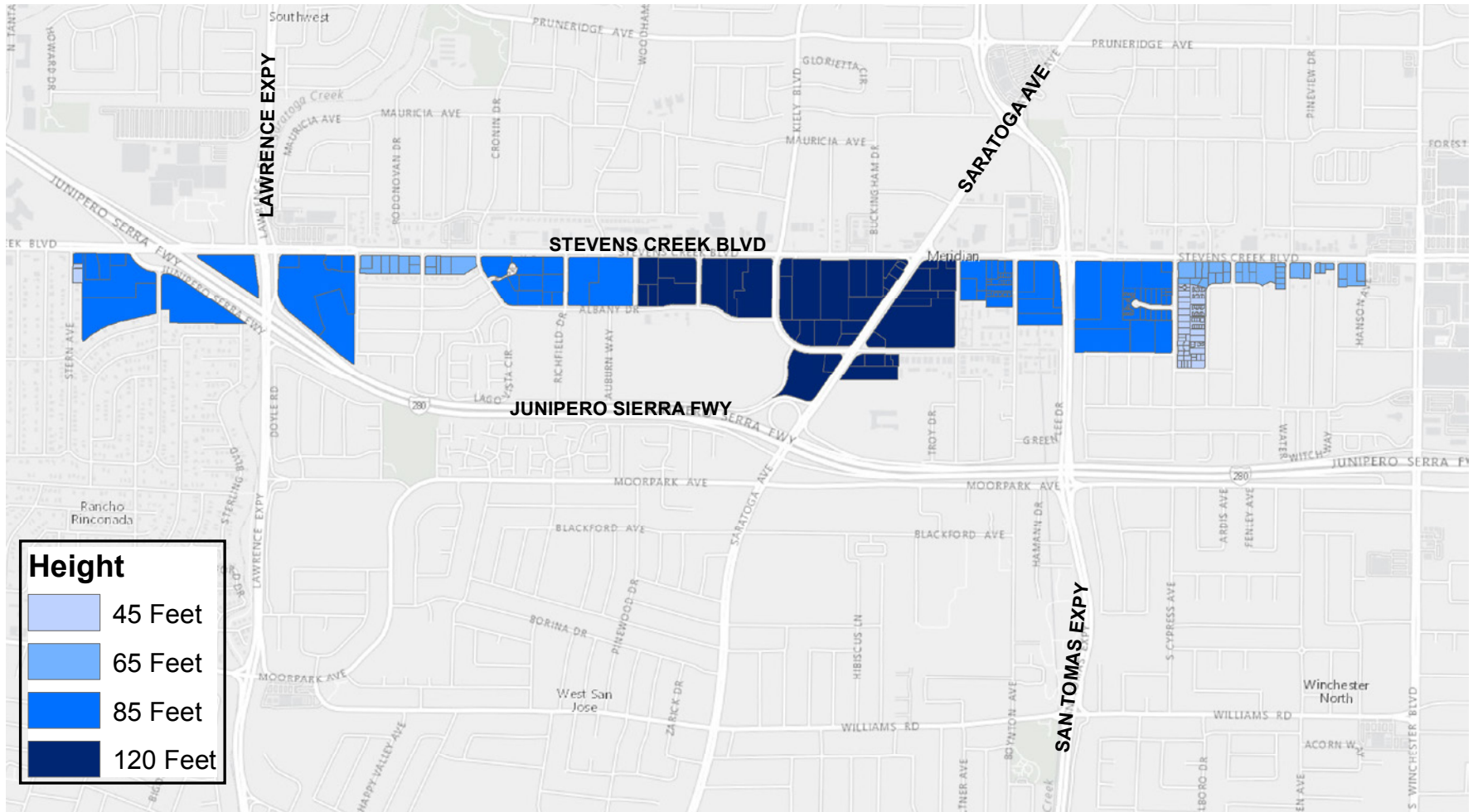
### Housing Growth


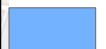


The planned residential dwelling unit capacity for the Stevens Creek Urban Village is 3,860 new units. There are currently about 1,624 existing dwelling units within the Village boundaries. The overall residential unit capacity is the maximum residential growth planned for the Stevens Creek Urban Village in the Envision


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

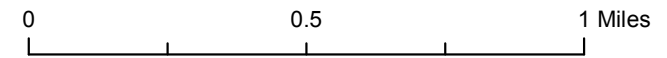
### Building Height

This Plan identifies maximum heights of development within the Stevens Creek Urban Village. The building heights correspond to both the land use diagram and the urban design framework discussed in Chapter 4 of this Plan. The goal of this height diagram is to establish height locations for higher intensity development and locations where lower height is necessary in order to step down toward existing low-intensity residential uses. The tallest building heights are located in the "Heart of the Stevens Creek Urban Village", which is generally located at the intersection of Stevens Creek Boulevard and Saratoga Avenue.



| Height  |          |
|---|----------|
|   | 45 Feet  |
|  | 65 Feet  |
|  | 85 Feet  |
|  | 120 Feet |

N  
 Date: 3/9/2017



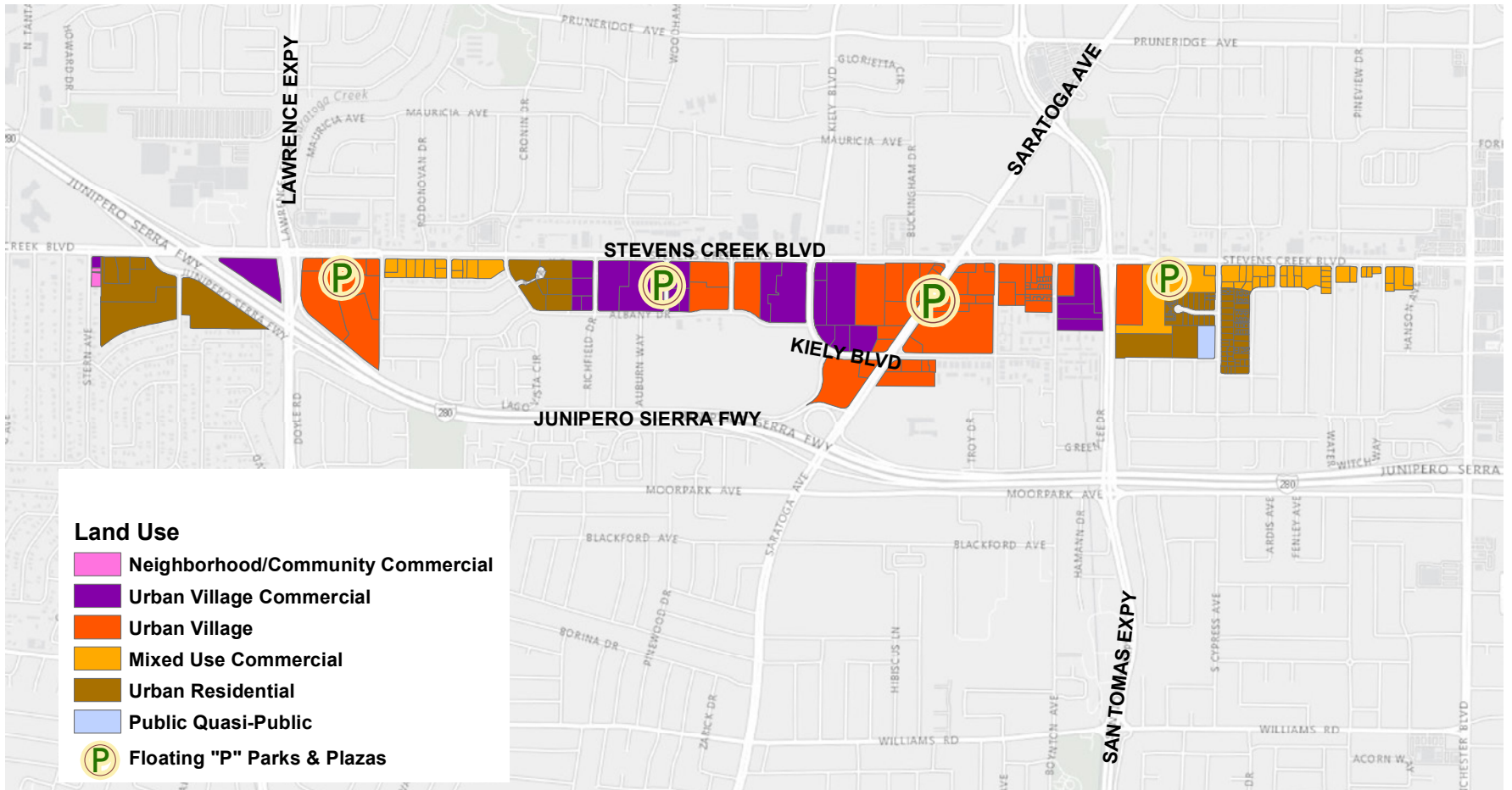
Maximum height diagram for Stevens Creek Urban Village Planning Area

## LAND USE PLAN OVERVIEW

A primary objective of the Stevens Creek Urban Village Plan is to retain valued commercial services and spaces within the Urban Village area, while adding job-generating commercial uses. The Plan will help to grow the existing employment base so that Stevens Creek becomes a job center for west San Jose. In addition, this Plan will add new housing units, which combined with new job growth will create a dynamic urban environment that embraces a creative workforce and attracts new companies, businesses, and residents.

To meet this goal, there are two areas that are designated for higher intensity commercial uses and have the tallest building heights within this Village. The first area is the “Heart of the Village” and is located on the south side of Stevens Creek Boulevard between Kiely Boulevard and both sides of Saratoga Avenue. The second area is the “West Gateway” located at the western end of the Village at Lawrence Expressway. The addition of new urban scale mixed use residential development that is integrated with existing and planned commercial uses will further the creation of a vibrant and active place.

Additionally, the existing Valley Transportation Authority (VTA) 323 bus line located along Stevens Creek Boulevard is planned for express bus service (the 523 Express) and potential future Bus Rapid Transit (BRT). These transit investments will further support more intense development and support mobility for employees, residents, and visitors utilizing this corridor. As such, the locations of the stops for the express bus and possible BRT are planned to have higher intensity uses than the areas in between those stops.

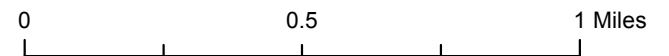


**Land Use**

- Neighborhood/Community Commercial
- Urban Village Commercial
- Urban Village
- Mixed Use Commercial
- Urban Residential
- Public Quasi-Public
- P Floating "P" Parks & Plazas



Date: 3/9/2017



*Draft land use for Stevens Creek  
Urban Village Planning Area*





*Mixed use development can include a community uses on the ground floor*

## Land Use Designations

### NEIGHBORHOOD/COMMUNITY COMMERCIAL

DENSITY: FAR of 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 of up to 8

This designation 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 uses. Lower intensity commercial land uses could be supported, but these uses are intended to be interim until there is a market that supports higher intensity uses. This Plan supports the aggregation of smaller parcels with this designation in order to form parcels ideal for larger, mid-rise development.

New development under this designation should be urban and pedestrian-oriented in form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way. This designation does not support drive through uses, stand-alone big box retail, or mini-storage.



## URBAN VILLAGE

DENSITY: 65 DU/AC TO 250 DU/AC

The Urban Village land use 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 Stevens Creek Boulevard must include ground floor commercial uses along Stevens Creek Boulevard.

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. The intensity of new commercial development will effectively be limited by the maximum height limits established in this Plan and the parking requirements established in the Zoning Ordinance.



*Housing above small commercial spaces can begin to create a more pedestrian focused area*



*Large retail stores can be integrated into mixed use development well*

## **MIXED USE COMMERCIAL**

**DENSITY:** Depends on project type

Wholly Commercial Projects FAR: 0.25 to 4.5

Residential Mixed Use Projects: Commercial Use  
FAR minimum 0.50; Up to 50 DU/AC; Up to 75  
DU/AC for sites larger than 0.7 acres

This designation is intended to accommodate a mix of commercial and residential uses with an emphasis on commercial activity as the primary use and residential activity allowed in a secondary role. This designation also allows development that only includes commercial uses. New mixed use commercial and residential development shall include commercial square footage at the equivalent of at least 0.50 FAR of the property. New commercial development could be developed at an FAR of up to 4.5. Multi-story development is envisioned. Appropriate commercial uses include neighborhood retail, mid-rise office, medium to small scale health care facilities, and medium scale private community gathering facilities.



## URBAN RESIDENTIAL

DENSITY: 45-95 DU/AC

This designation allows for medium density residential development. 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 would typically be residential, however, commercial or mixed uses over a parking garage can also be supported. A fairly broad range of commercial uses that would serve the surrounding community, including retail, offices, and private community gathering facilities, are allowed.

## PUBLIC/QUASI-PUBLIC

DENSITY: FAR N/A

The Public/Quasi- Public land use designation is applied to the property that contains the City of San Jose’s Cypress Senior and Community Center, which is located on the west side of Cypress Avenue, south of Stevens Creek Boulevard.

The Public/Quasi- Public category is used to designate public land uses, including daycares, schools, colleges, corporation yards, homeless shelters, libraries, fire stations, water treatment facilities, convention centers and auditoriums, museums, governmental offices and airports. Joint development projects which include public and private participation - such as a jointly administered public/private research



*Public and quasi-public spaces create a nice mix of places for residents and visitors to relax*



institute or an integrated convention center/hotel/restaurant complex - are allowed. Private community gathering facilities, including those used for religious assembly or other comparable assembly activity, are also appropriate on lands with this designation. The appropriate intensity of development can vary considerably depending on potential impacts on surrounding uses and the particular Public/Quasi-Public use developed on the site.

### **FLOATING “P” – PARKS AND PLAZAS**

DENSITY: FAR N/A

The Floating Parks and Plazas category is used to designate lands that can be publicly or privately-owned that are intended to be programmed for low intensity open space uses. This Plan envisions the development of a traditional public park on a larger development site where such a park could be integrated with new development. This Plan also envisions Plazas as a creative solution to provide more public space in the Stevens Creek Urban Village on smaller development sites. 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 within the Urban Village redevelop with higher intensity uses.

No specific site has yet been identified for parks and plazas; therefore, the designation for the park or plaza will be indicated on the land use diagram with a green 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. 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.



*Public space with a mixture of seating and open space can attract a range of users*



*Townhomes create a level of density that can invite more pedestrians*

## LAND USE POLICY OVERVIEW

A primary objective of the Stevens Creek Urban Village Plan is to retain and build upon the existing amount of commercial space within the Urban Village area to increase the amount of job-generating commercial uses. This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are largely envisioned to be a mix of retail shops, personal service uses (such as dry cleaners and salons), and professional and general offices. The Plan supports a wide variety of businesses, ranging from small or mid-sized commercial businesses such as, office, retail, restaurant, and personal services that serve the immediately surrounding neighborhoods, to larger-format retail uses such as a grocery store, serving the broader community, to significant office uses.

Additionally, since the Stevens Creek Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses such

as, auto repair, automobile sales and rentals, or sales of auto parts are not prohibited and are encouraged to remain. However, should the aforementioned auto-oriented uses redevelop, it should be done with a more pedestrian- and transit-supportive site design and building placement.

New residential uses will also be instrumental in creating a vibrant and walkable place and supporting community goals. This Plan supports medium to high density residential uses in areas identified on the land use diagram as Urban Residential and Urban Village. The Mixed-Use Commercial area allows for residential uses, but is commercially-focused. The Stevens Creek Urban Village will be enlivened as more people live, walk and shop within this area. To this end, the Plan encourages residential development to be built at densities higher than the existing typical pattern of development, while respecting the existing adjacent residential neighborhoods. Additional development specifications can be found in the Land Use Goals and Policies section on the following pages, as well as in the Urban Design Chapter.



## LAND USE GOALS AND POLICIES

### Vibrant Commercial Corridor

#### Goal LU-1

Grow the Stevens Creek Urban Village into an economically vibrant commercial corridor that serves the surrounding communities by increasing commercial building square footage within the Village by 85 percent.

##### POLICY LU-1.1

To achieve the growth goals of this Plan, encourage new commercial development on parcels with an Urban Village Commercial land use designation to 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

Within the Mixed Use Commercial, Urban Residential, or Urban Village land use designations, existing commercial or industrial

square footage shall be replaced with an equivalent commercial square footage in the new residential or residential mixed use development.

##### POLICY LU-1.3

Require a minimum overall commercial Floor Area Ratio (FAR) for the area designated with an Urban Village Land Use Designation of 0.25. New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.25.

##### POLICY LU-1.4

Encourage the integration of commercial tenant spaces within new development that is designed to accommodate small businesses.

##### POLICY LU-1.5

Support the continued operation of motor vehicle uses, including auto repair, automobile sales and rental lots, and auto parts sales. However, over time, as the market changes, these uses are intended to be redeveloped with uses that are more pedestrian and transit supportive.



*Mixed use buildings can incorporate both small and big stores*



*Pedestrian safety and comfort are critical to mixed use Urban Villages*

## Mixed-Use Urban Village

### Goal LU-2

Create a mixed-use Urban Village that focuses commercial activity along Stevens Creek Boulevard, Kiely Boulevard, and Saratoga Avenue, and 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

Encourage new development to include uses with a mix and intensity that supports transit ridership, walking, and biking.

#### POLICY LU-2.2

Strongly encourage mixed-uses and higher intensity development at express bus stops and at future BRT stations/stops to support transit ridership.

#### POLICY LU-2.3

Ensure new development along Stevens Creek Boulevard, Kiely Boulevard, Saratoga Avenue, and Albany Drive includes ground floor commercial and/or active spaces such as lobbies fronting the street and wrapping the corner when located on a corner lot.

#### POLICY LU-2.4

For the Safeway Shopping Center site located on the south side of Stevens Creek Boulevard between Lawrence Expressway and Loma Linda Drive, allow a rezoning for residential development on any parcel only if a minimum commercial FAR of 0.60 is provided and the site includes a publicly accessible urban plaza/park at a visible location, consistent with the urban design policies of this Plan.

## Pedestrian- and Bicycle-Friendly Environment

### Goal LU-3

Foster a development pattern that supports the creation of a walkable dynamic environment and reduces motor vehicle travel by encouraging the use of other modes of travel.

#### POLICY LU-3.1

Prohibit self-storage and “big box” building formats in the Stevens Creek Urban Village, except as a part of a vertical mixed use development that is pedestrian- and bicycle-accessible and is otherwise consistent with the urban design polices of this Plan.

#### POLICY LU-3.2

Prohibit drive-through uses within the Stevens Creek Urban Village.

#### POLICY LU-3.3

Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

#### POLICY LU-3.4

Consider how new land uses support and enhance the pedestrian and bicycle environment and provide greater connectivity to the overall network.



*Bicycle facilities encourage the use of non-motorized modes of travel*



## Diversity of Housing

### Goal LU-4

Support a range of housing types within the Stevens Creek Urban Village and increase the supply of the Village’s residential units consistent with the housing growth assigned by the Envision San José 2040 General Plan, about 3,860 units.

#### POLICY LU-4.1

Encourage the integration of deed restricted affordable units within residential development. A goal, and not a requirement of individual projects, is that 25% of the total new residential units constructed are affordable.

#### POLICY LU-4.2

Integrate affordable housing within the Stevens Creek Urban Village by prioritizing the use of the City’s affordable housing programs within this Village.

#### POLICY LU-4.3

Encourage a mix of for sale and rental housing units within the Urban Village area.

#### POLICY LU-4.4

Facilitate housing that is affordable to those employed in population-serving business in the Urban Village area.

## Placemaking and Open Space

### Goal LU-5

Ensure that new development and area improvements increase public spaces that serve existing and new residents.

#### POLICY LU-5.1

Encourage the aggregation of parcels within the Stevens Creek Urban Village to facilitate new development, especially mixed–use, at a higher density or intensity, and to provide for the inclusion of publicly–accessible plazas and open spaces into new development.

#### POLICY LU-5.2

All new development shall incorporate some amount of publicly accessible open space, such as plazas and pocket parks, or small areas for seating, into their development that is privately owned and maintained.

#### POLICY LU-5.3

Consider the reduction of required private open space in residential development when public open space is significantly increased, well designed, and useable.

#### POLICY LU-5.4

Ensure that new development provides convenient, walkable pedestrian connections through the site and to existing and planned open spaces.



*A public park can have different areas that attract different sized groups*