CHAPTER 5

URBAN DESIGN

DRAFT 05|02|17

This chapter presents an overall urban design framework for the Santana Row/Valley Fair Urban Village. Urban design goals, standards and design guidelines presented here lay the groundwork for a distinctive and pedestrian-oriented Village. The framework focuses on the Village's character and livability and ensures that higher-intensity development is compatible with and supports existing neighborhoods both within and near the Village. This chapter includes the following:

- **Section 5.1: Existing Urban Design Conditions** describes the Village's major challenges in terms of urban design.
- **Section 5.2: Urban Design Framework** is a tool used to guide future change and growth that helps to illustrate the community's future aspirations. Included for each topic are standards, which are requirements for all project applicants, and design guidelines, which are recommendations that will ensure quality design.
- **Section 5.3: Visualizations** presents two photosimulations portray examples of the future of the Winchester and Stevens Creek Boulevard that the Urban Design and other chapters in the Plan intend to achieve. Also included are illustrations of how two development opportunity sites—case studies A and B—may achieve the urban design goals and comply with the standards and guidelines listed in Section 5.1..

IN THIS CHAPTER

5.1 Existing Urban Design Conditions 50
5.2 Urban Design Framework 50
5.2-1 A Cohesive and Pedestrian-oriented Village 52
5.2-2 Quality Building Design 54
5.2-3 Compatibility of Building Height, Placement and Scale 61
5.2-2 Accessibility through Paseos, Pathways, and Parking 69
5.2-2 An Environmentally Sustainable Village 76
5.3 Visualizations 78
5.3-1 Photosimulations 78
5.3-2 Case Studies 78

*The **Public Realm** generally refers to all areas to which the public has access (such as roads, streets, lanes, parks, squares and bridges and open spaces) This includes the publicly available space between buildings, along with the spaces and the buildings or other structures that enclose them.*

*See **glossary** for more definitions.*

5.1 Existing Urban Design Conditions

"As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, ***Placemaking*** *inspires people to collectively reimagine and reinvent public spaces as the heart of every community.*

More than just promoting better urban design, ***Placemaking*** *facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution."*

Project for Public Spaces

The SRVF Urban Village is currently characterized by three major Regional destinations—Santana Row, the Westfield Valley Fair Mall, and the Winchester Mystery house. The Village's three major destinations are all notably separated by major rights-of-way that, in some areas, act as barriers to pedestrian and bicycle circulation and accessibility. While Santana Row is designed with a cohesive and pedestrian-oriented public realm, this condition does not extend to the entire Village, where building and site design generally prioritizes auto circulation. North of Stevens Creek Boulevard, the Westfield Valley Fair Mall is surrounded by surface parking with limited pedestrian accessibility to support alternatives travel modes. Outside of the major destinations are single- and multi-family residences, many of which are isolated by a lack of clear pedestrian access points, long blocks, narrow sidewalks, and limited crossings.

Within the SRVF Urban Village there is presently a wide variety of uses and building heights. Heights and densities vary across the Village from one to 12 stories, but buildings above four stories are located confined to Santana Row and Tisch Way east of Winchester Boulevard.

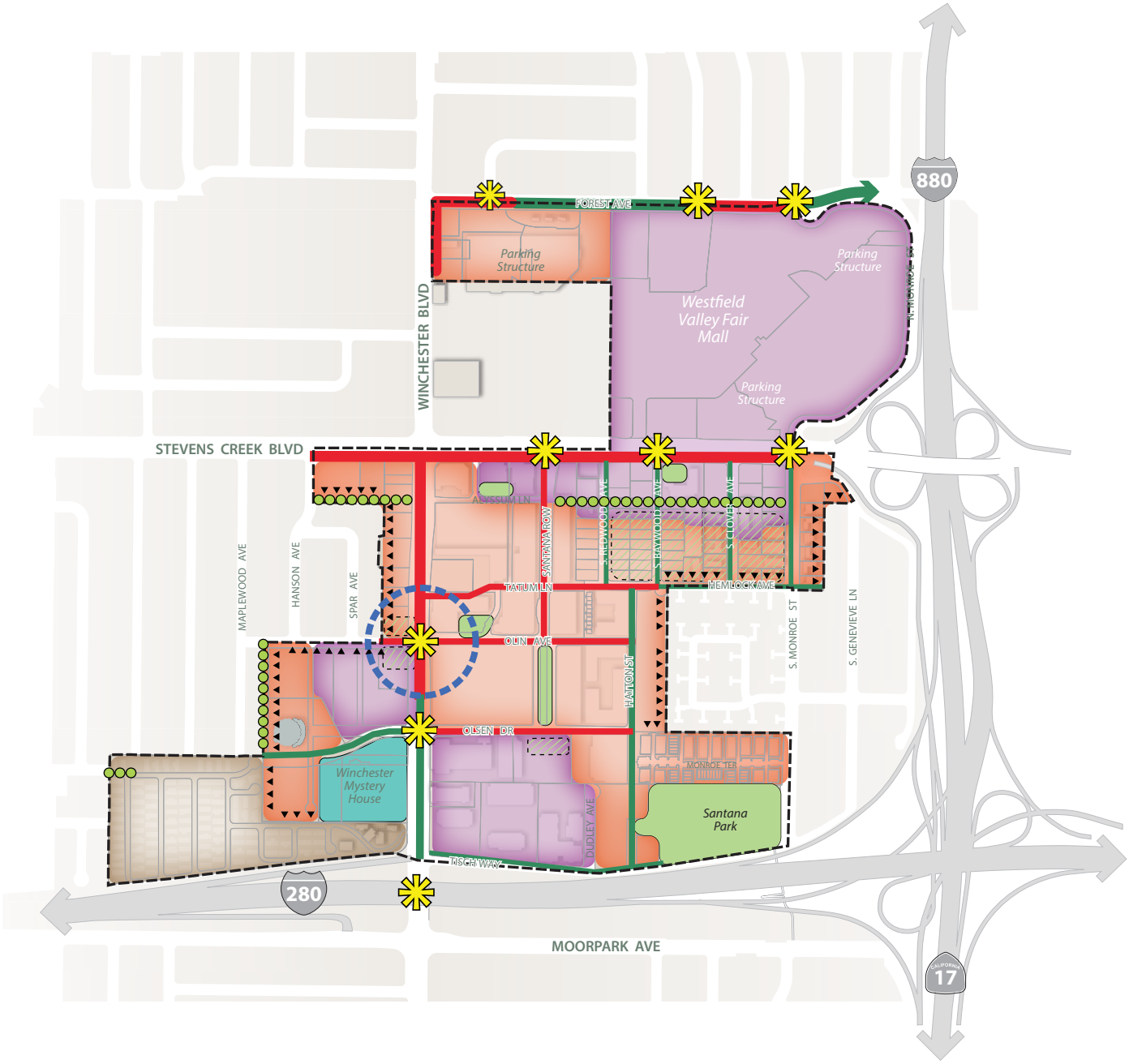
5.2 Urban Design Framework

Figure 5-1 describes the SRVF Urban Village's urban design framework, focusing on the many elements of the Village's visible and accessible public areas. This includes open space areas, connections to major roadways and destinations, the space between buildings and building and streets– all of which contribute to the area's identity as a vibrant and walkable mixed-use San José Urban Village. Intersection of Olin Avenue and Winchester Boulevard is identified as an "active node" with emphasize on public art, **placemaking**, high quality architecture and well-designed ground floor for future development. This idea is borrowed from " Winchester "Corridor Enhancement Strategy", a document created by the community and former San José Redevelopment Agency in 2010. This section includes a discussion of the major elements of the Urban Design Framework, followed by relevant standards and design guidelines.

The five major elements of the Urban Design Framework:

- A Cohesive and Pedestrian-Oriented Village
- Quality Building Design
- Compatibility of Building Height, Placement and Scale
- Access through Paseos, Pathways, and Parking
- A Visually Appealing and Environmentally Sustainable Village

FIGURE 5-1: URBAN DESIGN FRAMEWORK



5.2-1 A COHESIVE AND PEDESTRIAN-ORIENTED VILLAGE

Goal: *A goal is a desired result or possible outcome that the Plan envisions; a desired end-point in some sort of assumed development.*

Standard: *Requirements that must be met in future efforts.*

Guideline: *Recommendation that should be incorporated into future efforts.*

Much of the Village Plan supports a horizontal and vertical mix of residential and commercial uses, as shown in orange in Figure 5-1. The mixed-use district is expanded from Santana Row past Monroe Street to the east and across Winchester Boulevard to the west. In addition, the southeast corner of Forest Avenue and Winchester Boulevard supports mixed-use development. Mixed use land use designations include Urban Village, Mixed Use Commercial, and Mixed Use Neighborhood., as described in Chapter 3.

Some areas of the SRVF Village support commercial development only, including hotels, offices, and retail uses. Shown in purple in Figure 5-1, these areas are the Westfield Valley Fair Mall; most of the south side of Stevens Creek Boulevard; about 12 acres south of Olsen Avenue, and about half of Santana Row West. Commercial-only designations include Urban Village Commercial and Regional Commercial, as described in Chapter 3. The Winchester Ranch Mobile Home Park is the one area in the Village in which only residential uses are allowed.

While permitted uses are described in more detail in Chapter 3, ground floor frontage design, identified in Figure 5-1, lends shape and character to the Village. Two frontage types—Active and Pedestrian-Oriented—are applied to key blocks within the Village shown in Figure 5-1.

Pedestrian-scaled building design, together with active ground floor uses such as retail, small parks, or plazas, plays a critical role in creating an engaging and pedestrian-oriented urban village.

Active Frontages

This ground floor frontage type applies to the entire Winchester Boulevard and Stevens Creek Boulevard corridors; Santana Row; and segments of Forest Avenue. Active uses, which are uses that engage the public and foster an inviting and comfortable pedestrian environment, are required along these frontages.. Active uses include retail, personal services, dining establishments, live-work spaces, lobbies, active community spaces, fitness centers, small parks, parklets, or plazas. Uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited.

5.2-1.1 Pedestrian-Oriented Frontages

Pedestrian-Oriented Frontages prioritize pedestrian comfort and connectivity. This ground floor frontage type applies along Olson Drive, Olin Avenue east of Winchester Boulevard, Baywood Avenue, Tatum Lane, Hatton Street, most of Forest Avenue, and the pedestrian bridge across I-280 at Santana Park. Along pedestrian-oriented frontages, active uses are encouraged but not required. Building frontages must incorporate detailed articulation and entrances must be designed at the pedestrian scale. Like on active frontages, uses that may cause pedestrian-vehicle conflict or that are incompatible with pedestrian comfort are restricted or prohibited..

GOAL UD-1 Establish an active public realm that builds on and extends the character, energy and magnetism of Santana Row to the rest of the SRVF Urban Village.

GOAL UD-2 Support an engaging pedestrian environment along major pedestrian routes.

Standards

DS-1 Ground floor building frontages shall have clear, untinted glass or other glazing material on at least 60% of the surface area of the facade between a height of two and seven feet above grade.

DS-2 Primary pedestrian entrances for both ground floor and upper-story uses shall face Winchester Boulevard.

Guidelines

DG-1 *Along all active frontages, a minimum of 75 percent of the ground floor linear frontage of any building should be active.*

DG-2 *Along all active frontages and pedestrian-oriented frontages:*

- Blank walls at the ground level should be no more than 20 feet in length.

The top photo shows active uses that attract foot traffic, while the bottom photo shows private uses. Both frontages, however, feature transparency and pedestrian-oriented design.

A vibrant public realm can make a street safer as well as more pleasant for the community.

Daily use shops and restaurants can make an area more vibrant year-round.

Traditional sidewalk cafe with awning and well-defined activates on the sidewalk that makes it inviting.

- Building frontages should incorporate detailed articulation and entrances that are designed at the pedestrian scale.
- Loading docks and exposed parking should not be allowed.
- Utilities and vehicular access points should be minimized.

5.2-2 QUALITY BUILDING DESIGN

Building design shapes a building's character and dictates how a building relates to the public realm. The composition of a facade can create visual interest and ensure pedestrian orientation, and building details and articulation can both create design variety and establish harmony within a development or among adjacent buildings. This section addresses all elements of building design that have an impact on the public realm and overall urban design of the Village.

5.2-2.1 Ground Level Design — Non-residential and Mixed-use

Building design at the ground level is especially critical in an urban area with pedestrian traffic and active uses. This section lists standards and guidelines that will ensure that ground level commercial establishments contribute to the pedestrian oriented nature of the Village, and encourage individual storefronts to establish unique identity through façade articulation and creative design.

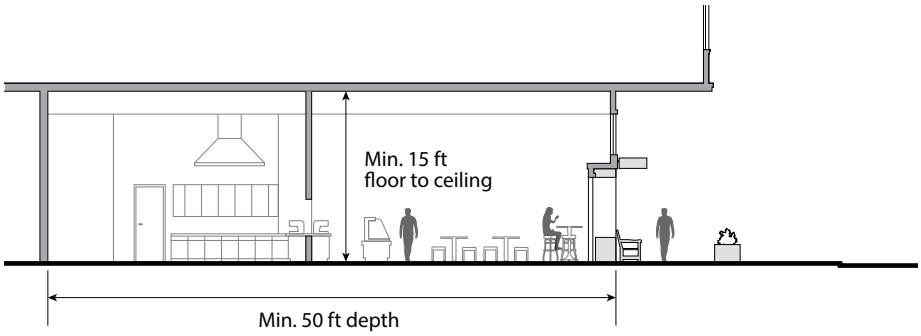
GOAL UD-3 New development should support a continuously engaging public space.

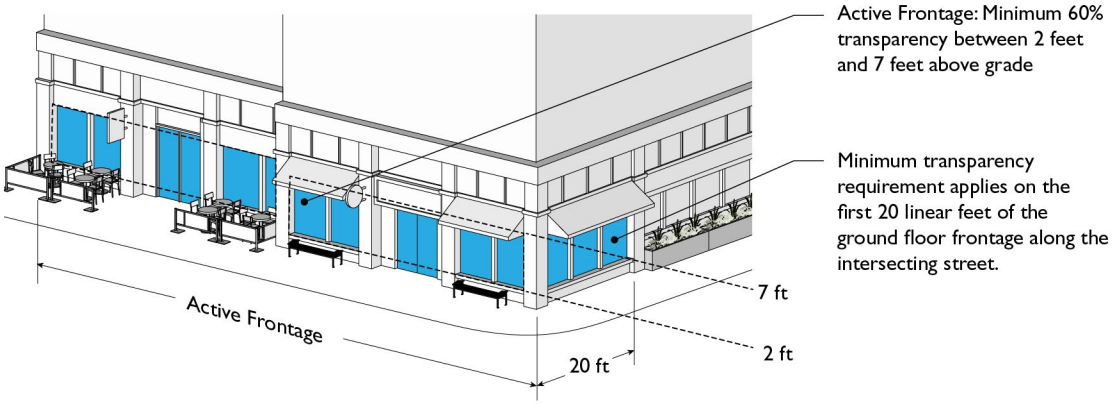
Standards

DS-3 The minimum floor-to-ceiling height of the ground floor commercial space shall be a minimum of 15 feet and preferably 18 to 20 feet.

DS-4 The depth of ground floor commercial space shall be 50 feet minimum and preferably 60 feet. Exception:

- *The above standard does not apply for well-designed small tenants spaces that would be ideal for small businesses such as pop-up stores and mini-shops.*





Guidelines

DG-3 *Ground-floor entrances should be well-defined, inviting, easy to find and oriented to the pedestrians. Ground-floor facades shall be designed to give identity to each retail establishment, through recesses and architectural features that are integral components of the building's composition.*

DG-4 *A minimum of one building entrance should be provided along each public street frontage.*

DG-5 *On corner lots where one side faces an active frontage, the active frontage ground floor transparency requirement should also apply to the first 20 linear feet of the ground floor frontage along the intersecting street.*

DG-6 *Franchise architecture is not desirable and should not be permitted.*

DG-7 *Entrances to residential, office or other upper-story uses should be clearly distinguishable in form and location from ground-floor commercial entrances and must face a street or courtyard.*

DG-8 *The Interior of ground floor commercial spaces should be designed with "stubbed-out" plumbing, electrical, mechanical, and ventilation systems, grease interceptor(s) on site, or grease trap(s) to increase their marketability and flexibility for future restaurant and food service/bakery type uses.*

DG-9 *Design ground floor to have large areas of glass and avoid excessive mullions.*

DG-10 *Incorporate awnings, porticoes, vertical massing elements, and other architectural elements.*

DG-11 *Avoid opaque windows or windows covered with blinds at the ground floor.*

In San Francisco's Mission District, a small-scale florist shop occupies an approximately 12 ft-wide commercial space in a new residential mixed use building.

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

Definition of DG-6: 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.*

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.

DG-12 *Consider designing space that will allow the commercial use to spill over onto the public right of way to activate the street and engage the pedestrians. This may require a permit from the City of San José Department of Public Works.*

DG-13 *Provide opportunities for small pop-up stores that have a window opening to the street to create an interesting and engaging pedestrian environment.*

DG-14 *Activate the ground floor of parking structures by lining then structures with retail or other active uses.*

DG-15 *Incorporate creative signs that reflect the a unique character or identity of the establishment.*

DG-16 *Where there are large-format commercial uses on the ground, line them with active uses along the street frontage and public open space frontages.*

5.2-2.2 Ground Level Design — Residential

Where residential uses within the Village are located on the ground floor, the ground floor building design must engage with public realm and contribute to a comfortable and inviting pedestrian experience while still maintaining privacy for residential units.

GOAL UD-4 Residential development located at the ground level should contribute to an active public realm.

Standards

DS-5 Primary building entries, either individual or shared, shall be prominent and easy to identify; shall face a public street, pedestrian path, or paseo; and shall incorporate a projection (porch, stoop, bay window, etc.), recess, or combination of porch or recess.

Large windows attract pedestrians by providing views to the interior of commercial spaces.

Guidelines

DG-17 *The finished floor elevation should be a maximum of three feet above the sidewalk elevation. Where the finished floor elevation is more than three feet above the sidewalk elevation, the elevation change shall be landscaped, terraced, punctuated with staircases at least every 25 feet, or otherwise treated with a transitional design feature.*

DG-18 *Townhouse development should incorporate landscaping in the required setbacks.*

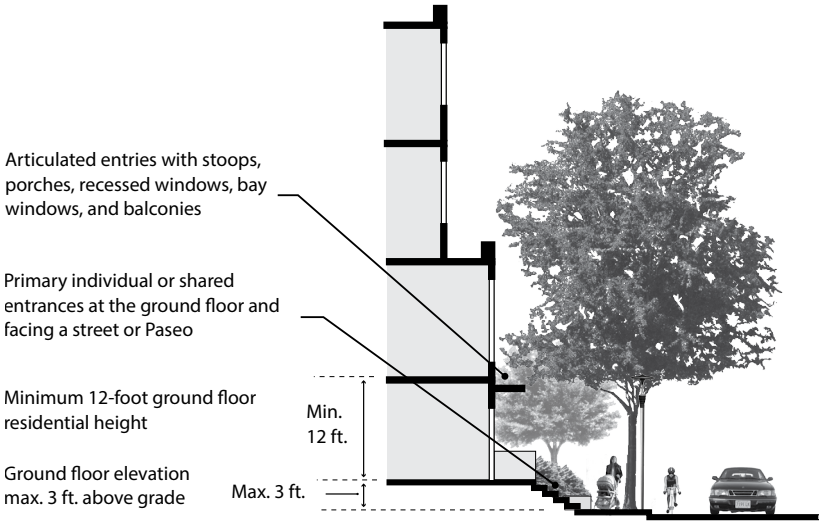
DG-19 *Generally, a minimum of one pedestrian building entry should be provided for each 50 feet of residential street frontage.*

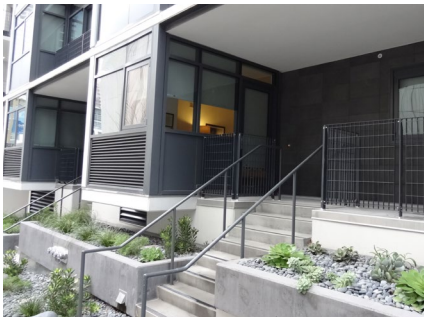
5.2-2.3 Whole Building Design

While ground floor design has an immediate impact on the pedestrian experience, it is essential that the entire building is designed in such a way that promotes building and neighborhood integrity. Building massing, scale, and overall design must be compatible with its height and use, as well as contribute to the Village identity and character. No particular building style is recommended for the SRVF Urban Village.

GOAL UD-5 Architecture and design of new or remodeled buildings should be high-quality and visually compelling.

GOAL UD-6 Buildings are designed to be flexible to accommodate a range of uses and adapt to changes in the market over time.





Residential entryways shall be prominent, well-defined, and pedestrian-scaled.

Well-defined entrance for residential/ mixed-use buildings

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

Standards

DS-6 All buildings shall contain the three traditional parts of a building: a base, a mid section, and a top. While a tower (typically above eight stories) may not have a distinct top feature, the building design shall distinguish the pedestrian-oriented base portion from the massing above.

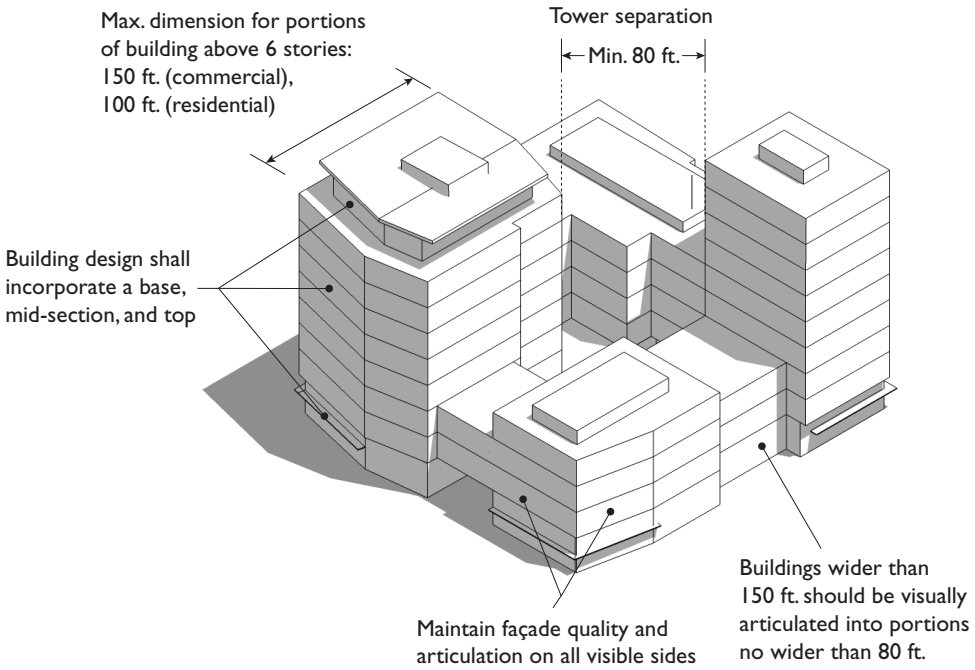
DS-7 Buildings shall maintain facade quality of architectural articulation and finishes on all sides of a building that is visible to the public. Some of the architectural features of the main facade shall be incorporated into the rear and side elevations.

Guidelines

DG-20 *Buildings wider than 150 feet should be subdivided into portions that read as distinct volumes that are a maximum 80 feet in width.*

DG-21 *Building massing should be broken up through height variation and façade articulation such as recesses, encroachments, shifting planes, and voids within the building mass. Street-facing facades should include vertical projections at least four feet in depth for a height of at least two stories for every 25 horizontal feet.*

DG-22 *For portions of buildings above eight stories, the dimension of any given building side should not exceed 150 feet for commercial uses or 100 feet for residential uses.*



DG-23 *Towers (typically above eight stories) should be separated by a minimum 80 feet.*

DG-24 *Window design should reflect the different components of a building (ground floor lobbies, stair towers, office suites, or residential units).*

DG-25 *Street-facing residential units should be designed such that windows of primary living areas face the street.*

DG-26 *Building façades should be constructed of high quality and durable materials such as stone, brick, tile, wood, glass, and metal. Use of stucco shall be minimized and aluminum mesh is prohibited as a balcony material. Ground floor should use high quality material with texture.*

DG-27 *Colors should be harmonious; however, color contrast is encouraged to create contrast and accentuate architectural forms and features.*

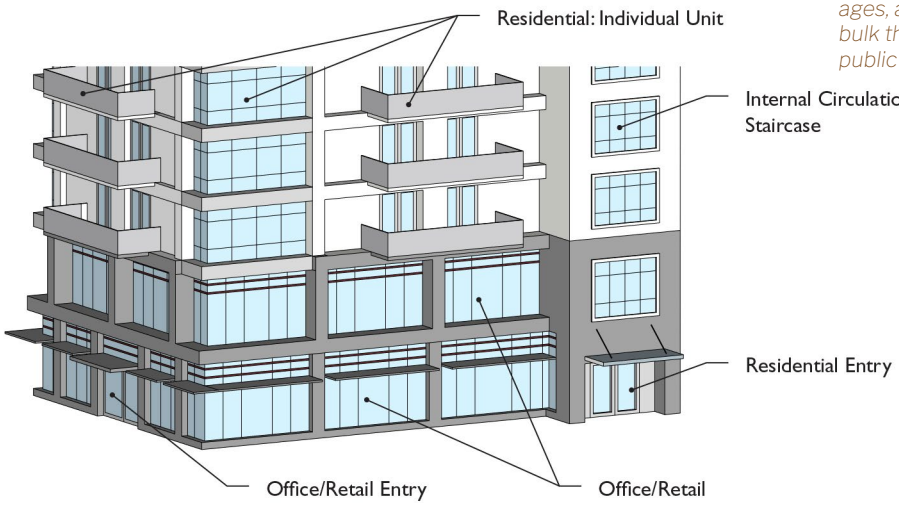
DG-28 *Design spaces that balance privacy and safety with access to air and sunlight. Prioritize south facing open space opportunities.*

DG-29 *Recessed and projected balconies should be introduced as part of a composition that contributes to the scale and proportion of the residential building facades.*

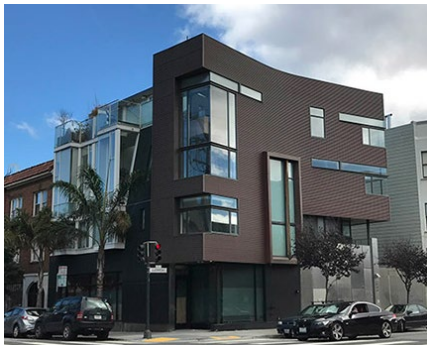
DG-30 *Design upper-story windows that are evenly spaced, vertically-oriented and similarly-sized to create a pattern along the street and give the building cohesion.*

DG-31 *Design roofs to be an integral part of the overall building design and to complement neighboring roofs.*

The buildings above minimize setbacks, create engaging and active street front-ages, and incorporate varied massing and bulk that transitions to the scale of the public realm and to neighboring buildings.



Balcony and window placement and design can help define the building facade proportions and reduce the perceived bulk of a building massing.



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.

DG-32 *Incorporate usable outdoor terraces and rooftop gardens that overlook the street and provide visual interest.*

DG-33 *Coordinate tower placement with other towers on the same block and adjacent blocks to maximize access to sunlight and views; minimize loss of sky view from the public realm; and contribute to an elegant skyline profile.*

DG-34 *Incorporate creative elements into buildings for both functional and aesthetic purposes, such as vertical gardens, which provide aesthetic interest while aiding in temperature control.*

5.2-3 COMPATIBILITY OF BUILDING HEIGHT, PLACEMENT AND SCALE

Building massing in any infill development must consider the scale and nature of the adjacent uses. This section establishes goals and standards for building height limits, placement, and bulk, with special attention paid to areas where infill Village development is near existing residential neighborhoods. Together with density and intensity limits and other building and site design standards, the standards presented here will ensure context-sensitive design throughout the Village.

5.2-3.1 Building Height

While more intense land uses are generally allowed taller heights, building height does not correspond directly to land use. As show in Figure 5-2, the Village's tallest height limit—150 feet—is applied along major corridors —Winchester and Stevens Creek boulevards and the I-280 and I-880 corridors. Additional height may be permitted if community amenities are provided, as described in Chapter 7.

In general, maximum height limits are "feathered down" from Winchester and Steves Creek boulevards toward the residential uses within and adjacent to the Village. In the area north of Hemlock Avenue between Santana Row and Monroe Street, where parcels are typically small in size, a reduced height of 65 feet is applied on project sites less than 0.75 acre in size, in an effort to encourage lot consolidation and avoid large-scale buildings on small sites.

GOAL UD-7 Create an urban environmental where new development step down toward existing low-intensity residential uses and is built to the human-scale at the ground level.

Standards

DS-8 See Figure 5-2 for the SRVF Urban Village Height Limits.

Guidelines

DG-35 Non-occupiable architectural features such as roof forms, chimneys, stairwells and towers may project up to ten feet above the maximum height.

5.2-3.2 Building Placement and Transitions

Building placement and bulk throughout the Urban Village are determined by several factors, including land use, location, and adjacent uses. Setback standards help establish the desired character of the land use, as described in Chapter 3, without limiting the capacity of private development.

In general, transitional height standards apply where Village development immediately abuts uses designated by the General Plan as Residential Neighborhood or Urban Residential Land Use designations. Transitional height standards maintain sufficient "breathing room" for the lower-intensity use in terms of sunlight access, privacy, and noise. Setback and street frontage standards also ensure a continuously active and engaging street frontage in select locations, supporting the vibrancy of the Village's public space.

GOAL UD-8 Create continuous building frontages that frame the Village's public realm and streets.

GOAL UD-9 Ensure that Village development respects the scale, light, and privacy of existing residential neighborhoods in and near the Village.

Standards

DS-9 See Table 5-3 for the Building Placement standards.

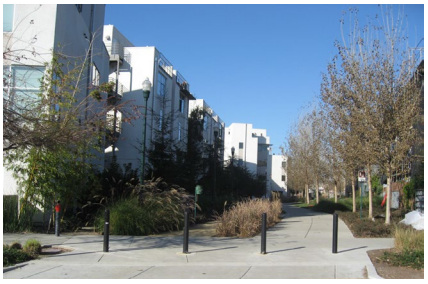
DS-10 Where the existing sidewalk in front of a development project is less than the required sidewalk (20 feet along Winchester and Stevens Creek boulevards and 15 feet on all other streets; see Chapter 6), the project must make up the difference such that the entire required sidewalk width is publicly accessible and functions as a sidewalk.

DS-11 See figures 5-3 for transitional height standards. For buildings on Hemlock Street, stories above 4 stories or 45 feet must stepback so as not to intercept a 45-degree daylight plane inclined inward from the building edge.

Guidelines

DG-36 *See Figure 5-2 for areas where transitional height standards apply, in the context of Village and surrounding land uses.*

Stepbacks can create a good transition from taller to shorter buildings (above) and green paseo (below) can create pleasant and functional transitions.



Examples of how a taller building can step down to adjacent surrounding.

FIGURE 5-2: BUILDING HEIGHT DIAGRAM

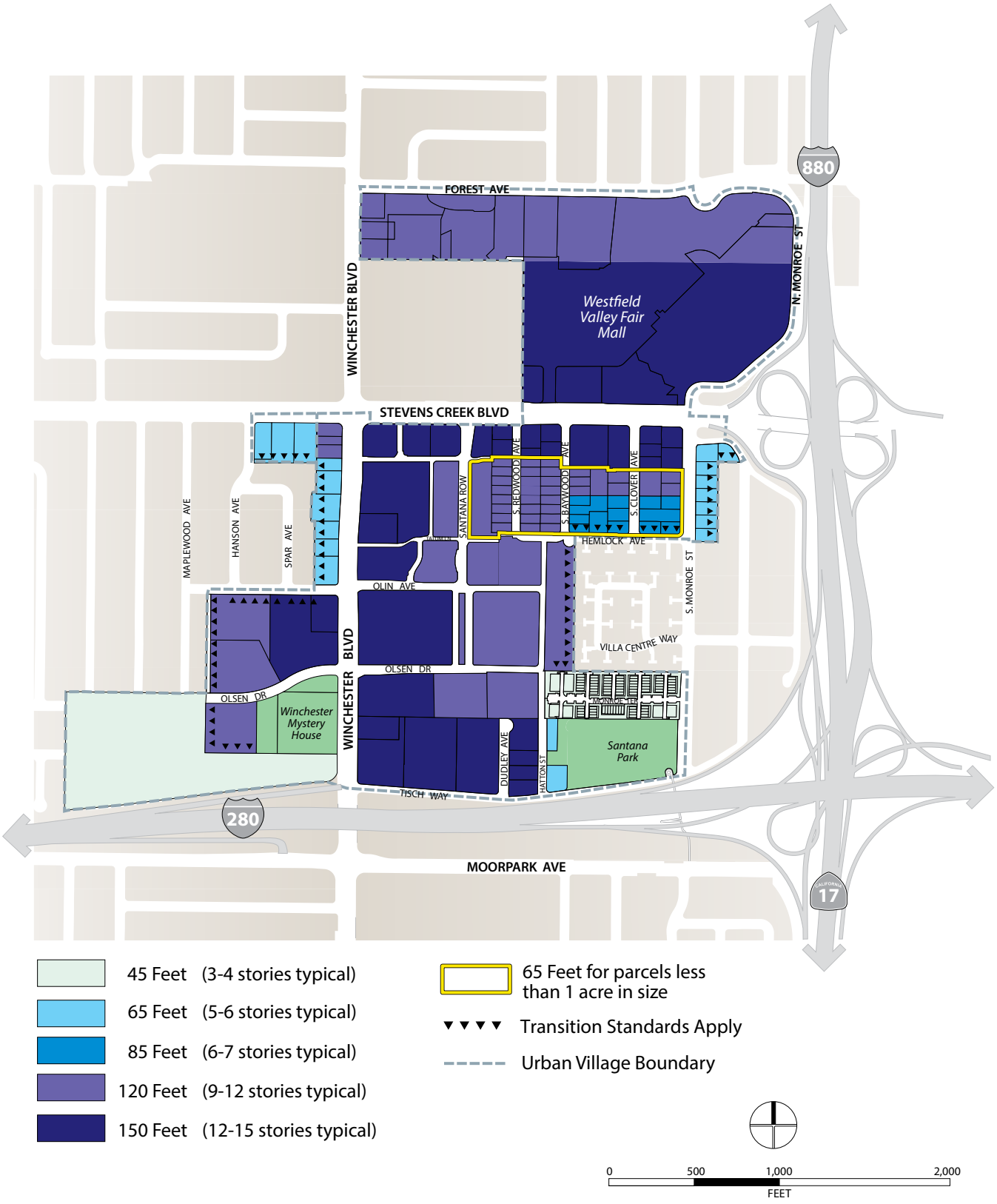


FIGURE 5-3: NEW DEVELOPMENT ADJACENT TO RESIDENTIAL NEIGHBORHOOD LAND USE DESIGNATION

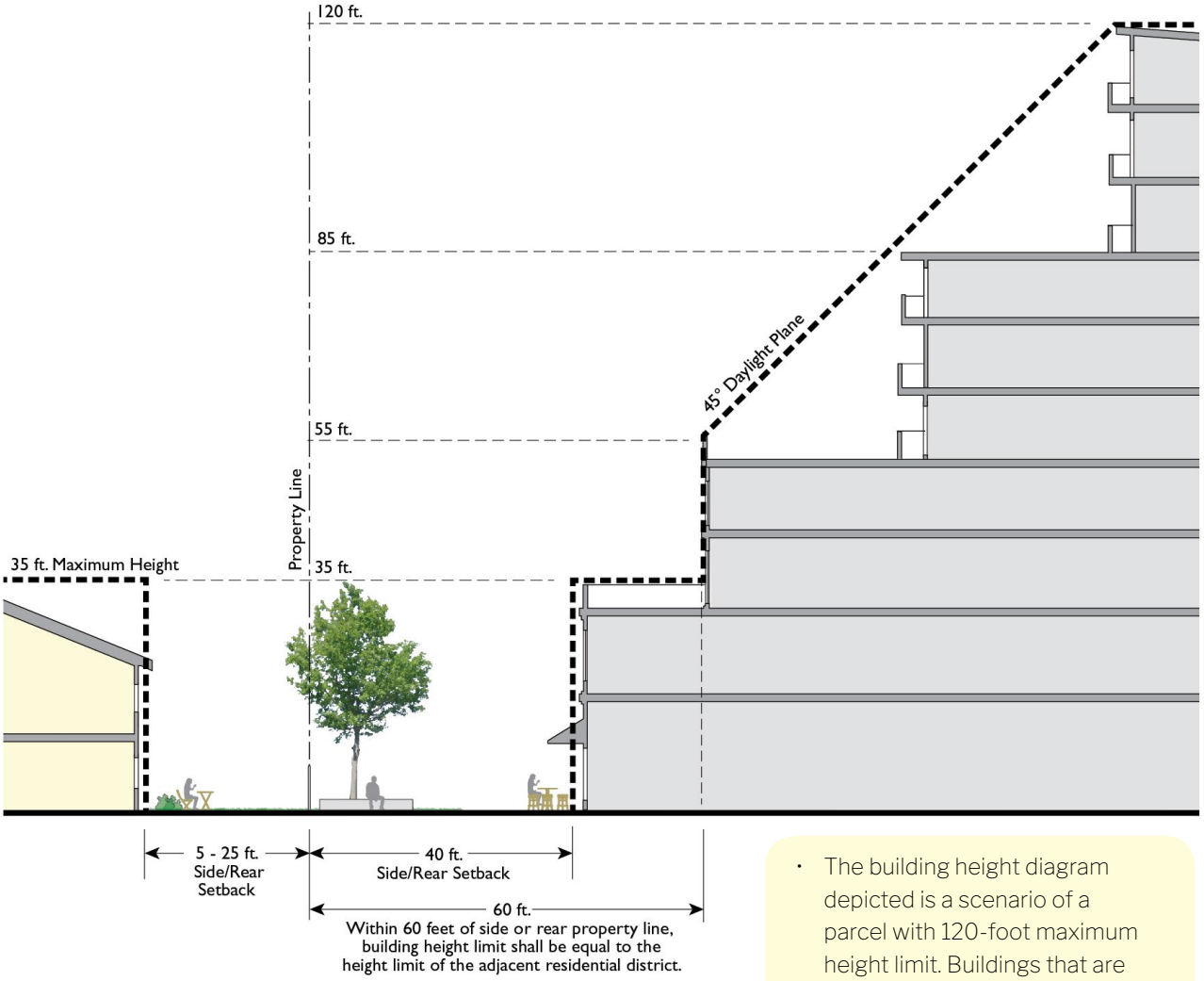


TABLE 5-1: BUILDING PLACEMENT AND BULK STANDARDS

	NEW DEVELOPMENT
FRONT SETBACK, NON-RESIDENTIAL GROUND FLOOR USE	0-10 ft.
FRONT SETBACK, RESIDENTIAL GROUND FLOOR USE	2-5 ft.
STREET SIDE SETBACK	0-10 ft.
SIDE SETBACK	• 0 ft. • Where adjacent to residential neighborhood and urban residential land use designation see figure 5-3 above.
REAR SETBACK	• Min 10 ft. • Where adjacent to residential neighborhood and urban residential land use designation see figures 5-3 above.

- The building height diagram depicted is a scenario of a parcel with 120-foot maximum height limit. Buildings that are less than 65 feet high can use a 15-foot rear/side setback and the **45 daylight** plane depicted above when located adjacent to a property with a Residential Neighborhood Land Use designation.
- All new development shall provide a 20 foot **sidewalk** fronting Winchester and Stevens Creek Boulevard and a 12-15 foot fronting all other streets. The setbacks in the Table 5-1 (left) can be used when this sidewalk width is provided.
- For buildings on **Hemlock Street**, stories above 4 stories or 45 feet must stepback so as not to intercept a 45-degree daylight plane inclined inward from the building edge.

Paseo in Santa Barbara, California

Paseo in Yorkville Village, Toronto

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

Paseo in Old Pasadena, California

DG-37 *The building height diagram depicted is a scenario of a parcel with 120-foot maximum height limit. Buildings that are less than 65 feet high can use a 15-foot rear/side setback and the* **45 daylight** *plane depicted above when located adjacent to a property with a Residential Neighborhood Land Use designation.*

DG-38 *Active entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use located between the setback line and building may count toward front setback requirement.*

Paseo in Santa Barbara, California

Highline, New York

5.2-4 ACCESSIBILITY THROUGH PASEOS, PATHWAYS, AND PARKING ORIENTATION

Creating a sense of cohesion and accessibility throughout the Village requires not only appropriate building frontages, design and placement, but also well-designed site plans that, collectively, establish a well-connected and permeable network of pathways. This section addresses the network of pedestrian- and bicycle-only paseos, additional pathways through large sites, enhanced crossings, building orientation, parking, and service and loading areas.

5.2-4.1 Paseos

Within the SRVF Urban Village, a number of pedestrian- and bike-only paseos will become new publicly-accessible linear open spaces that serve the Village and nearby neighborhoods. The paseos serve multiple functions: they enhance connectivity within the Village, act as buffers between low-intensity residential neighborhoods and more intense Village development; and supplement the parks by adding to the usable green space within the Village.

This 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 North 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.

Under certain criteria, publicly accessible paseos constructed by residential developers and located on private property may be eligible for "private recreation" credit toward their obligation under the City's Park and Dedication and Park Impact Ordinances (PDO/PIO).

In the SRVF Urban Village, paseos are envisioned in four locations:

- **Along the Alyssum Lane alignment east of Winchester Boulevard.** This is envisioned as a active paseo, which serves as an east-west mid-block connection through the longs block between Stevens Creek Boulevard and Hemlock Avenue. Figure 5-1 locates this paseo at the Alyssum Lane alignment, though actual location may vary by block and is to be determined by future development site plans.
- **Along the Alyssum Lane alignment west of Winchester Boulevard.** Located along the south side of the parcels the front Stevens Creek Boulevard west of Winchester Boulevard, this serves both as a buffer between Village development and the existing residences along Spar Avenue, as well as an active east-west connection from Winchester Boulevard and Hanson Avenue.

- **Between Santana Row West and the existing residential neighborhood facing Maplewood Avenue.** This paseo serves primarily as a buffer, providing passive green space between Santana Row West and existing residences facing Maplewood Avenue.
- **Connecting Olsen Drive with Prune Way.** This paseo is simply a connection that bridges the existing gap in pedestrian and bicycle connectivity between Prune Way and Olsen Drive. Once connected, it will create the Village's only continuous east-west path from Cypress Avenue through to Winchester Boulevard south of Stevens Creek Boulevard.

GOAL UD-10 Enhance the Village's pedestrian and bicycle circulation network with green mid-block pedestrian- and bicycle-only paseos.

Standards

DS-12 Paseos shall be no less than 16 feet (preferably 20 feet) wide with a minimum 10-foot (preferably 12 feet) clear walking/biking path.

Guidelines

DG-39 *Paseos should be incorporated into site plans of new development as indicated in Figure 5-1 in an effort to complete the active*

Pedestrian- and bicycle-only paseos not only enhance connectivity but can support a range of pedestrian-oriented programs and amenities.

transportation networks in the Urban Village, where such a feature would facilitate the continuation of an existing paseo or provide new connection to an adjacent site.

DG-40 *A dual use of open space and Emergency Vehicle Access (EVA) may be acceptable where necessary, but the space should be primarily designed for open space uses.*

DG-41 *Paseos should be constructed with low impact and permeable paving materials to efficiently manage the stormwater and minimize the area's heat island effect.*

DG-42 *Paseos should have direct sunlight with a sense of openness and human scale.*

DG-43 *Active paseos may be open to traffic only for loading and unloading purposes.*

DG-44 *Pedestrian lighting should be at eye level to ensure pedestrian safety, No light source should be directed skyward in paseos that are adjacent to residential areas.*

DG-45 *All properties that include a paseo should provide space, access, and improvements to the portion of paseo on the property during development.*

5.2-4.2 Site Planning and Pedestrian Access

In addition to paseos, developments on large sites must incorporate pedestrian pathways that facilitate access to sidewalks; nearby parks, plazas and paseos; parking; and on-site and nearby buildings. These pathways are essential for overall accessibility of the Village and its many destinations.

GOAL UD-11 Enhance the existing pedestrian environment by creating a more interconnected pedestrian circulation system on large sites and throughout the Village both in the public realm and on private development.

Standards

DS-13 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-14 Mid-block pathways shall be no less than 16 feet wide.

DS-15 Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas.

Guidelines

DG-46 *Larger buildings should be designed with a pedestrian orientation that provides continuous connections with adjacent paseos or other pedestrian pathways.*

DG-47 *Buildings should align with street frontages and public pedestrian pathways to create continuous street walls.*

DG-48 *Secondary building entrances should face paseos, pedestrian pathways, and side streets.*

DG-49 *Automobile access to corner parcels should be from side streets in an effort to reduce pedestrian and vehicle conflicts along Winchester Boulevard and Stevens Creek Boulevard and to create a continuous pedestrian environment.*

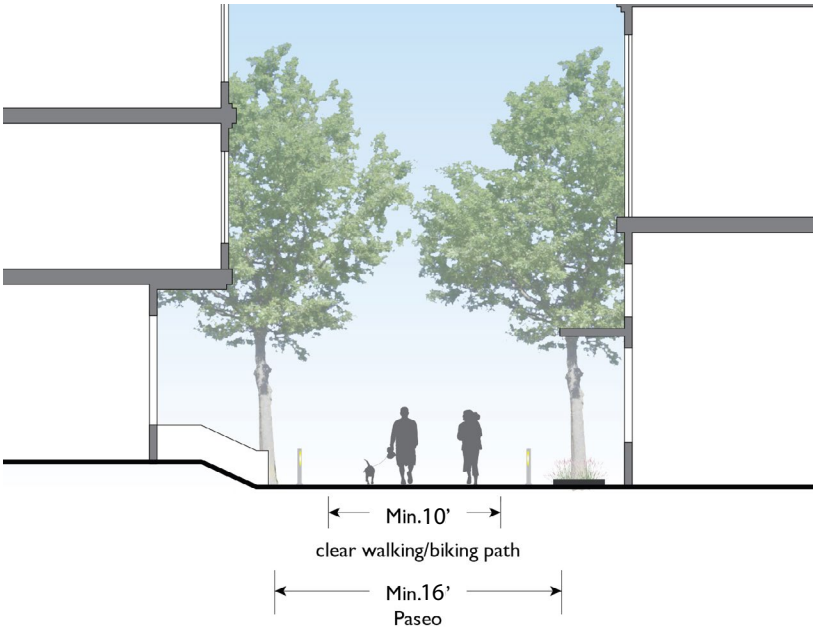
DG-50 *Locate and design shared outdoor space to maximize access to sunlight and to minimize impacts from service and mechanical equipment areas.*

DG-51 *Reduce the number of driveways along Winchester Boulevard to enhance safety for pedestrians and bicyclists and improve streetscape character.*

DG-52 *When redevelopment occurs, explore limiting the number of driveways along Winchester and Stevens Creek boulevards.*

DG-53 *Encourage mid-block connections and walkways to be integrated with building entrances, transit stops, plazas and parks.*

DG-54 *Promote ground level activity and visual interest by incorporating pedestrian amenities, landscaping, and public open space.*



DG-55 *Define open spaces through low walls, fences, or landscaping. Open space should not be bordered by surface parking areas.*

DG-56 *Improve the setback area with park strips along the residential street frontages with trees and planting to enhance the landscape quality and the character of the existing residential street.*

DG-57 *Incorporate clear and convenient access to transit facilities to the extent possible in the early stage of site planning.*

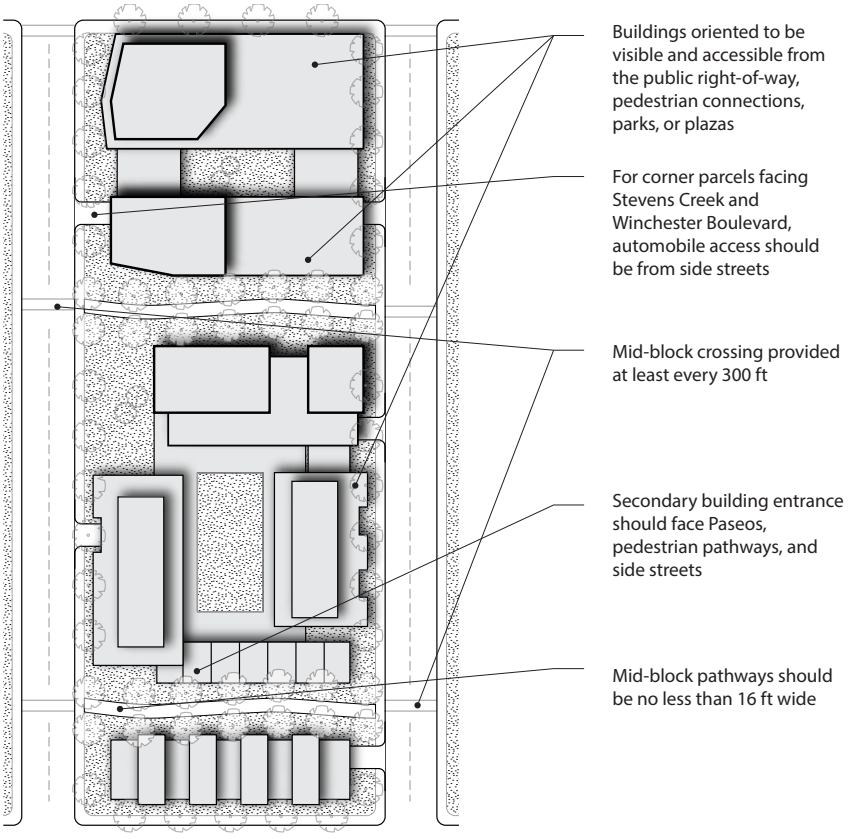
DG-58 *Incorporate carsharing and/or bikesharing locations into new development where appropriate.*

5.2-4.3 Parking and Loading

The design and location of parking, service and loading areas is critical to maintaining the Village's continuous pedestrian-oriented environment. This section addresses how new development can minimize the impacts of these needed areas to the Village, both visually and in terms of access.

GOAL UD-12 Parking and service areas should not be visible from the public realm.

GOAL UD-13 Provide ample bicycle and pedestrian amenities to increase the comfort of non-motorized travelers.



Entrances to loading and service areas shall be from side streets or alleys where possible.

Bicycle parking should be located as close to the building entrance as possible.

Standards

DS-16 Surface parking are not permitted between the sidewalk and building façade.

DS-17 Bicycle parking for visitors shall be located as close to the primary entrance as possible and shall be readily accessible and visible from the street level.

DS-18 Loading and service areas shall not be visible from the right-of-way and shall be located at the rear of a property, in structures, or in the interior of blocks.

Guidelines

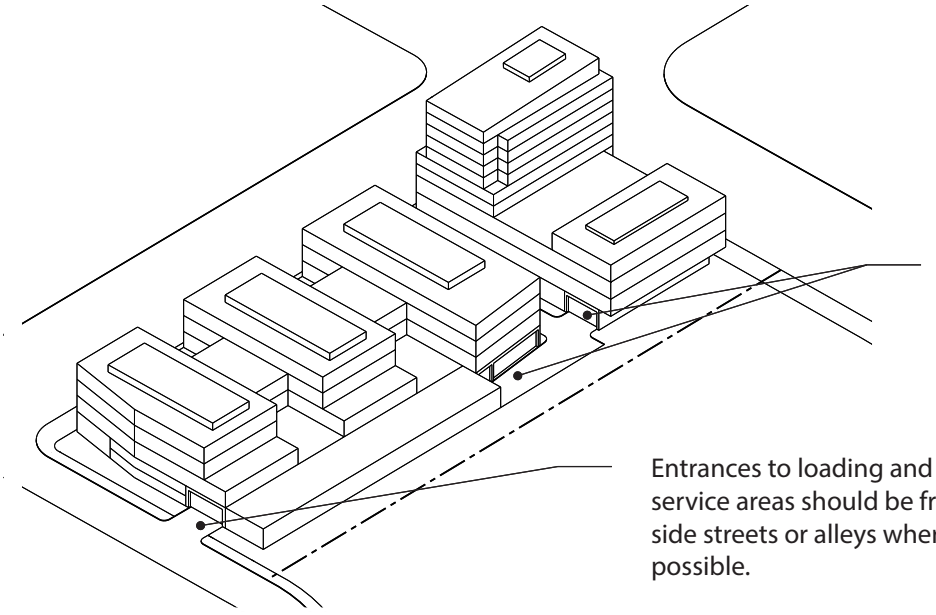
DG-59 *Provide on-site bike storage and BikeLink (regional locker and bike station network).*

DG-60 *New developments should include secured bike parking for tenants and showering facilities.*

DG-61 *A vehicular exits from a parking structure located five feet or less from a sidewalk or paseo should include a visual and/or audible alarm to warn pedestrians and cyclists of exiting vehicles.*

DG-62 *Entrances to loading and service areas should be from side streets or alleys where possible.*

DG-63 *Parking structures should not be visible from Winchester Boulevard or Stevens Creek Boulevard. Structures should be underground, wrapped with habitable uses at the ground floor, or fully screened with decorative screens or public art.*



DG-64 *Wherever possible, locate entrances to parking lots, structures, or podiums along the side of a building and accessed from an alley or a driveway along the side of the property.*

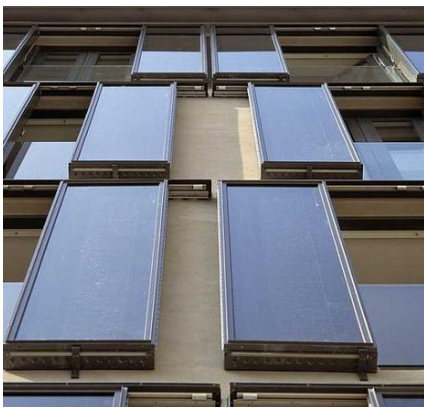
DG-65 *Establish shared parking spaces that serve two or more separate developments, particularly when developments have different operation hours.*

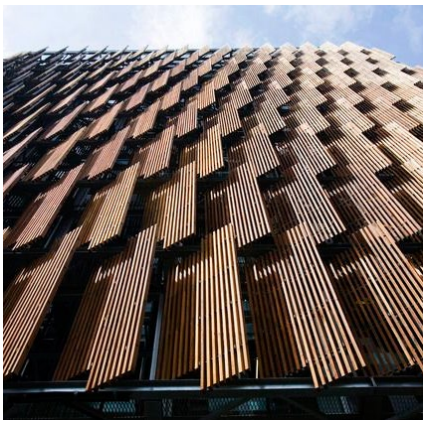
DG-66 *If parking access is located on a primary street frontage, minimize the length of the curb cut and explore the possibility of reducing pedestrian-vehicular conflicts by sharing parking, driveways and/or loading areas with adjacent property owners.*

DG-67 *Reduce pedestrian and vehicle conflicts by minimizing driveways along active and pedestrian-oriented frontages.*

DG-68 *Encourage curb-space designated for short-term pickup and drop-off in support of delivery, taxi and Transportation Network Company (TNC) services. These services can reduce parking demand and residents' travel needs.*

Facade treatments can include sustainable technology.





Dynamic facades that change with the outside environment can be one way to create a more sustainable building.

5.2-5 A VISUALLY APPEALING AND ENVIRONMENTALLY SUSTAINABLE VILLAGE

5.2-5.1 An Environmental Sustainable Village

Environmentally sustainable development focuses on a "whole systems" approach to the siting, orientation, design, construction, operation, maintenance, renovation, and demolition of buildings and landscapes. Green building strategies to be employed in the SRVF Village include efficiencies in structure design, energy usage and water consumption; the reduction of waste; improving and maintaining indoor environmental quality for the comfort and health of occupants; and the optimization of operations and maintenance systems.

Benefits of green building include natural resource conservation, energy efficiency, improved health of employees and residents, and increased economic vitality.

GOAL UD-14 Maximize sustainable design measures in building design.

Standards

DS-19 All new development shall be consistent with the City's policies and regulations for 1) Green building, 2) Sustainable energy use , 3) stormwater pollution prevention, and 4) Waste reduction.

Rain gardens and infiltration planters can be used to mitigate stormwater runoff.

Vertical farms can be incorporated as the building's screeing.

DS-20 Manage stormwater runoff in compliance with the City's Post-Construction Urban Runoff (6-29) and Hydromodification Management (8-14) Policies.

Guidelines

Energy Efficiency

DG-69 *Incorporate building materials that are locally made, produced with minimal pollution, and create minimal adverse impacts to the environment.*

DG-70 *Use materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.*

DG-71 *Consider life cycle heating and cooling costs for potential building materials to maximize energy conservation. Incorporate screens, ventilated windows, green roofs, shade structures and shade trees along facades, rooftops and surface parking lots to minimize heat gain effects.*

DG-72 *Provide operable windows that allow natural ventilation and potentially eliminate the need for mechanical ventilation. If mechanical systems are necessary, use energy-efficient and low emission heating, ventilation and air conditioning (HVAC) systems.*

DG-73 *Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter and poorly directed lighting sources.*

DG-74 *Incorporate photovoltaic in private development to capitalize on sun exposure for reduction in energy costs.*

DG-75 *EV charging signage and wayfinding should be provided to increase public awareness of EVs and support existing EV users.*

DG-76 *Encourage the incorporation of "smart systems" to automatically control the building's operation system, including lighting, heating, ventilation and air conditioning, security, and other systems.*

Stormwater Management

DG-77 *Use native or drought tolerant plant species that require low water usage and maintenance.*

DG-78 *Use natural drainage such as bioretention in on-site pocket parks and other landscaped areas to filter surface water run-off.*

DG-79 *Use permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.*

Trash Management

DG-80 *Keep the sidewalk in front of all development free of solid waste. Refer to Chapter 9.10.510 of the Municipal Code for more information.*

DG-81 *Install public trash receptacles on private and public rights-of-way within 25 feet of any point of pedestrian ingress or egress. These receptacles trash shall be maintained and regularly emptied.*

For information on parks and plazas in new development refer to Chapter 4 (Parks, Plazas and Placemaking: Section 4.1-1

5.2-5.2 Trees and Landscaping

Trees and landscaping are essential elements of comfortable, accessible, and inviting places. This section identifies recommendations for trees and landscaping.

GOAL UD-15 Use trees and landscaping to help create comfortable, accessible, and inviting places throughout the Urban Village.

Guidelines

DG-82 *Evergreen shrubs and trees should be used as screening devices along property lines, around mechanical equipment, and to obscure grillwork and fencing associated with service areas and parking garages.*

DG-83 *Deciduous trees shall be the predominant large plant material used adjacent to buildings and within parking areas to provide shade in the summer, color in the fall, and sun in the winter.*

DG-84 *Tree species should have deep roots and minimize litter and other maintenance problems.*

Trees, shrubs, and raised plantings can create buffers between buildings (above) and between activities on the sidewalk (below)

Landscape design can be sustainable and attractive

5.3 Visualizations

This section provides visualizations of key corridors and potential development sites within the Santana Row/Valley Fair Urban Village. Designs shown here are not meant to be prescriptive; rather, they are intended to illustrate the standards and design guidelines described in this chapter and to show how the resulting development may transform the Village. Photosimulations are collages over a photograph, and case studies show potential massing on key sites.

5.3-1 PHOTOSIMULATIONS

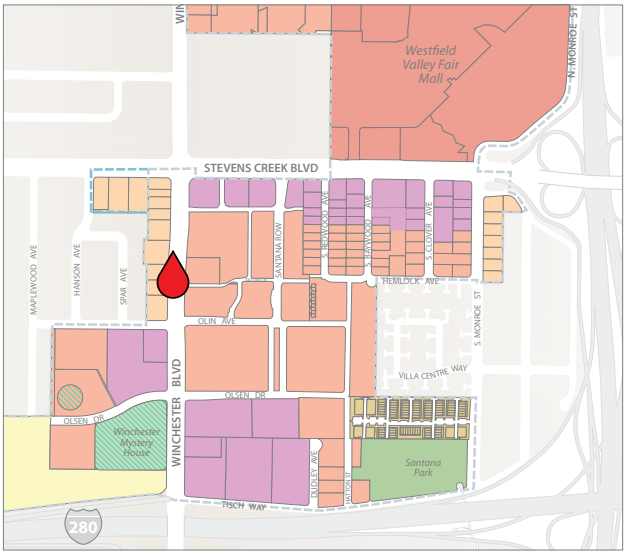
The photosimulations on the following two pages reflect a potential build-out scenario of the land uses, heights, building massing, and building placement standards described in this Plan. The intention is to show how the fully implemented plan would "feel" from an eye-level point of view at key locations in the Village's public realm. The *Winchester Boulevard Photosimulation* shows the view looking from the west side of Winchester Boulevard, looking north between Olin Avenue and Stevens Creek Boulevard; the *Stevens Creek Boulevard Photosimulation* shows the view on the south side of Stevens Creek Boulevard looking east, between S Redwood and S Baywood *Avenues; and the Olin Drive Photosimulation* shows the view on Maplewood Avenue looking east. These views are illustrative only.

5.3-2 CASE STUDIES

The case studies shown here were developed to help draft the standards and design guidelines presented earlier in this chapter. At the same time, modeling development on key sites helped to ensure that the cumulative projected buildout on the Village's many potential development sites will be consistent with the General Plan planned growth capacities for this Urban Village.

Two of these sites are illustrated on the following pages. Case Study A shows a potential build-out scenario on the corner of Stevens Creek Boulevard and Winchester Boulevard, and Case Study B shows a potential build-out scenario on the block bound by Stevens Creek Boulevard, Hemlock Avenue, S Redwood Avenue, and Baywood Avenue. These sites were selected as case studies due to their large size, prominent locations, wide range of urban design conditions, and the wealth of opportunities they present as potential development sites.. The designs shown are illustrative only, showing just one feasible development scenario for each site.

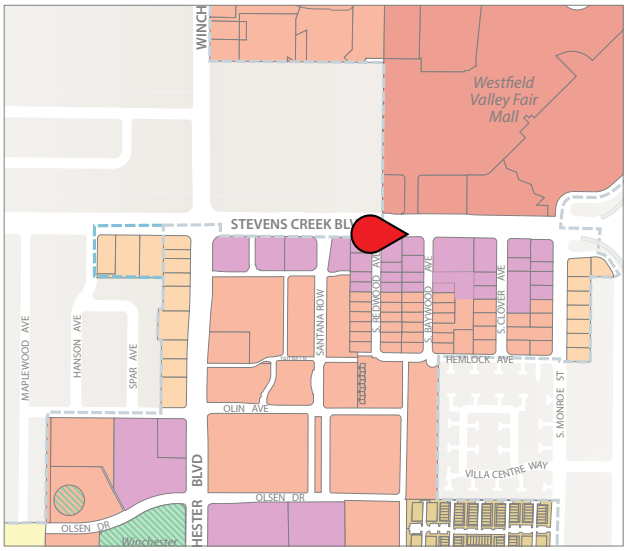
WINCHESTER BOULEVARD PHOTOSIMULATION



Before

After

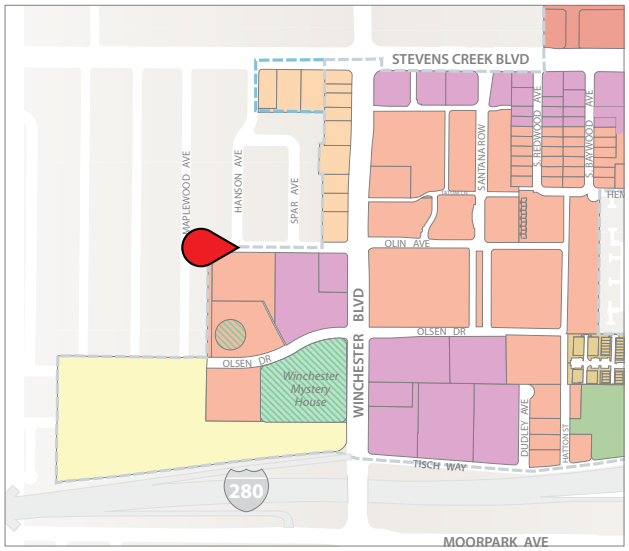
STEVENS CREEK BOULEVARD PHOTOSIMULATION



Before

After

OLIN AVENUE PHOTOSIMULATION



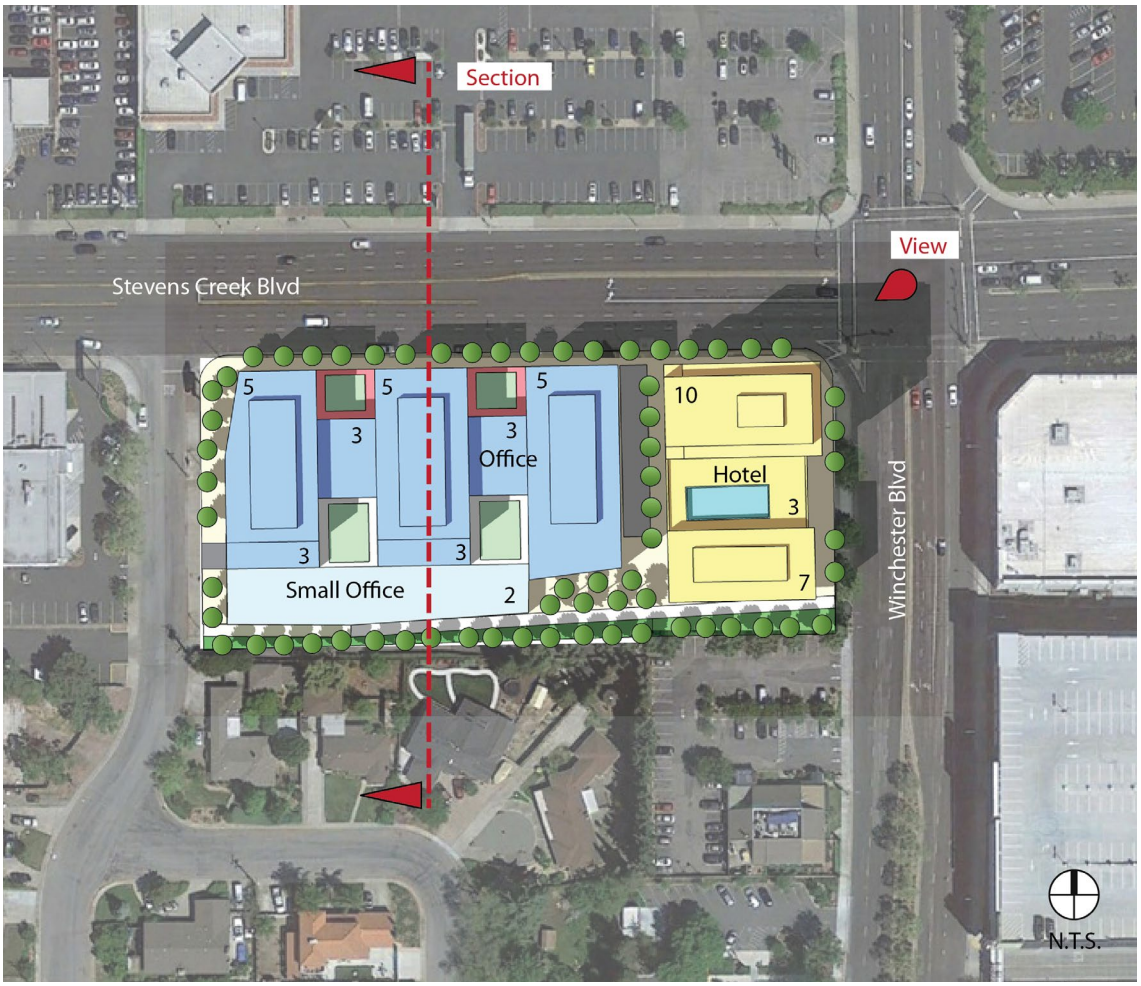
Before

After

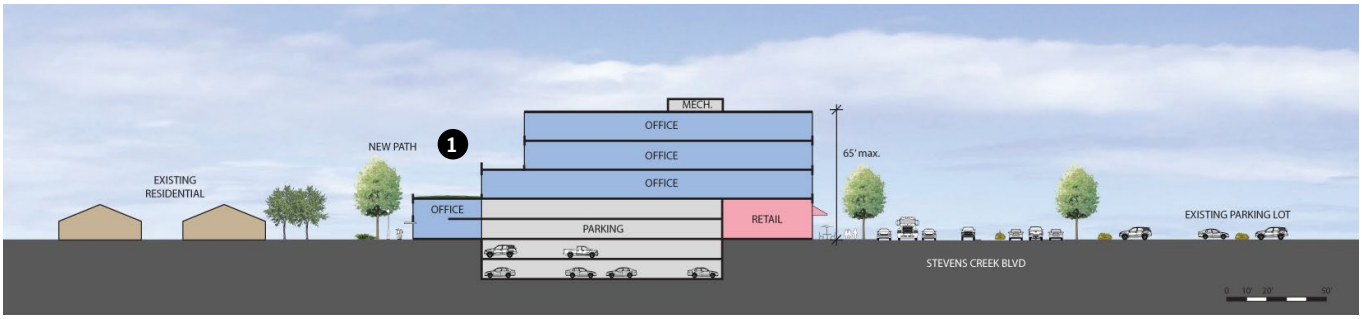
CASE STUDY A

Site A occupies six parcels at the corner of Winchester Boulevard and Stevens Creek Boulevard. The case study assumes assembly of these six parcels into one 2.7-acre site with a land use designation of Mixed Use Commercial across the entire site. The study envisions a 120-foot hotel on Winchester Boulevard with active retail at the ground level and parking underground. On the west half of the site are 65-foot office buildings with ground floor retail along Stevens Creek. Four levels of parking serve the office uses—two podium levels and two levels underground.

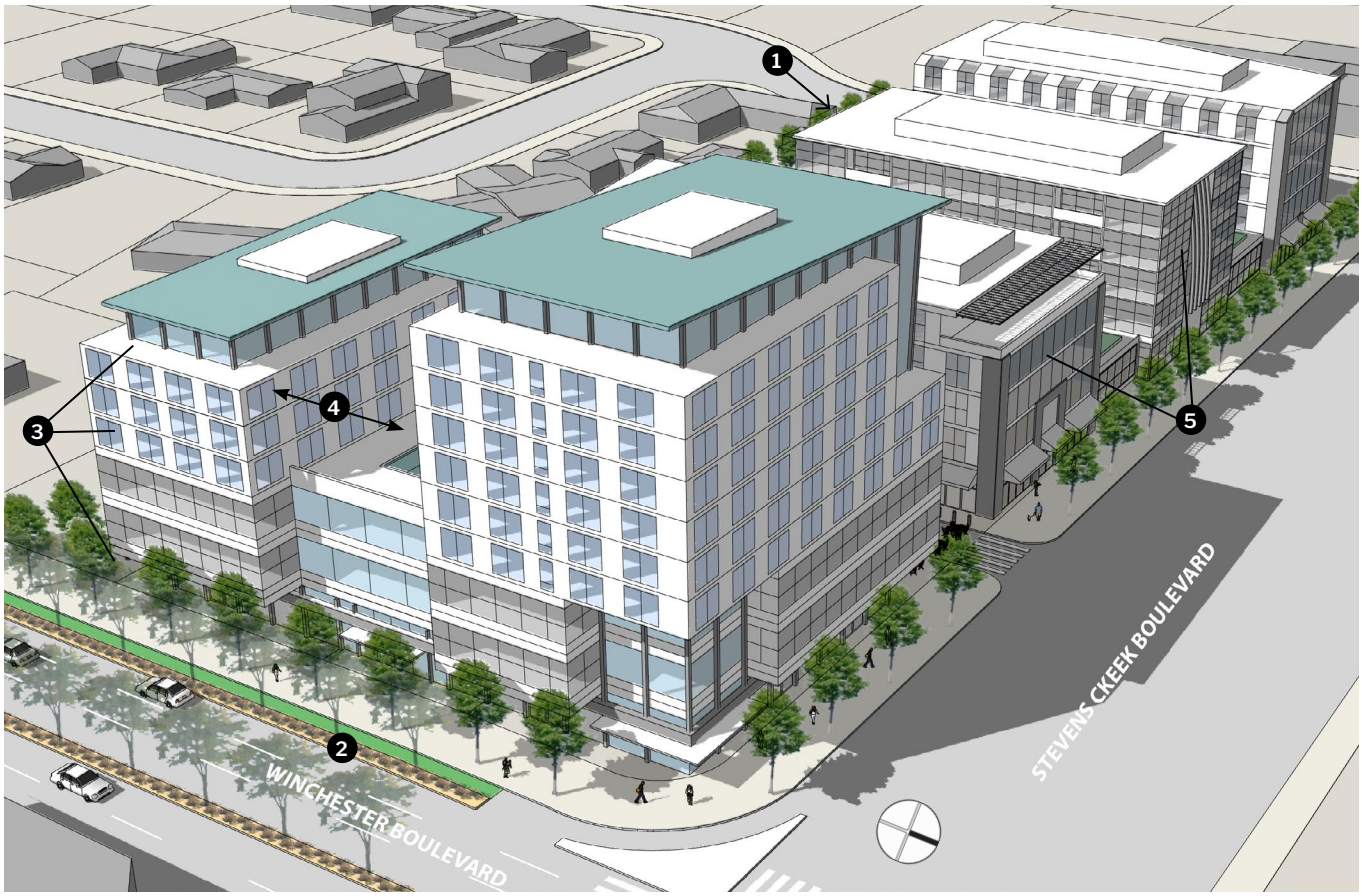
As shown in the Urban Framework Diagram, a pedestrian and bike-only Green Connector spans the south side of the site between Winchester Boulevard and Hanson Avenue. Small two-story office spaces along the south side of the development overlook the Green Connector. Transitions to existing residential uses to the south are achieved through courtyards and stepping-down of building massing.



Plan



Section



View

KEY URBAN DESIGN FEATURES

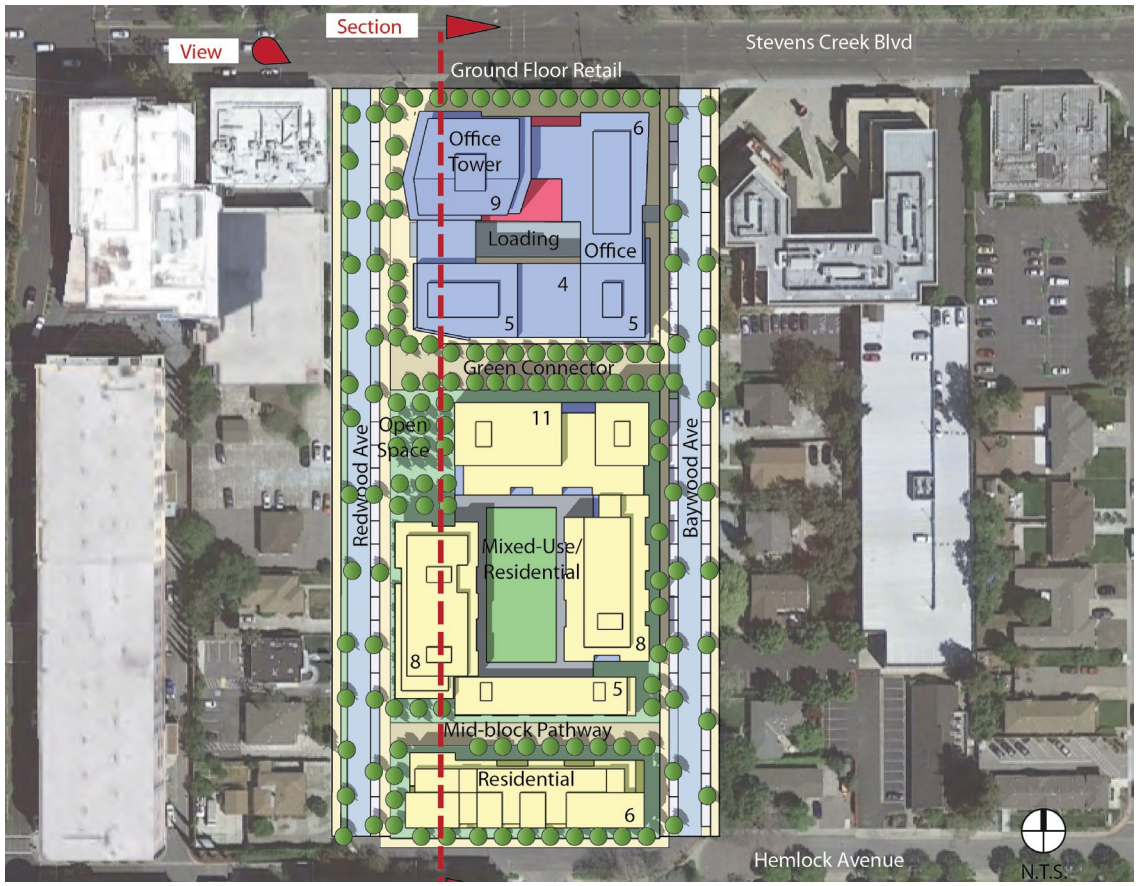
1. Building heights step down toward the existing single family residential neighborhood.
2. A prominent entrance is located at the Stevens Creek Boulevard/Winchester Boulevard gateway.
3. Buildings exhibit traditional “bottom, middle, top” vertical articulation.
4. Separation of towers permits adequate privacy and access to sunlight.
5. The mid-rise building is separated into portions that read as distinct volumes, each with facade articulation and pedestrian-oriented ground-level design.

CASE STUDY B

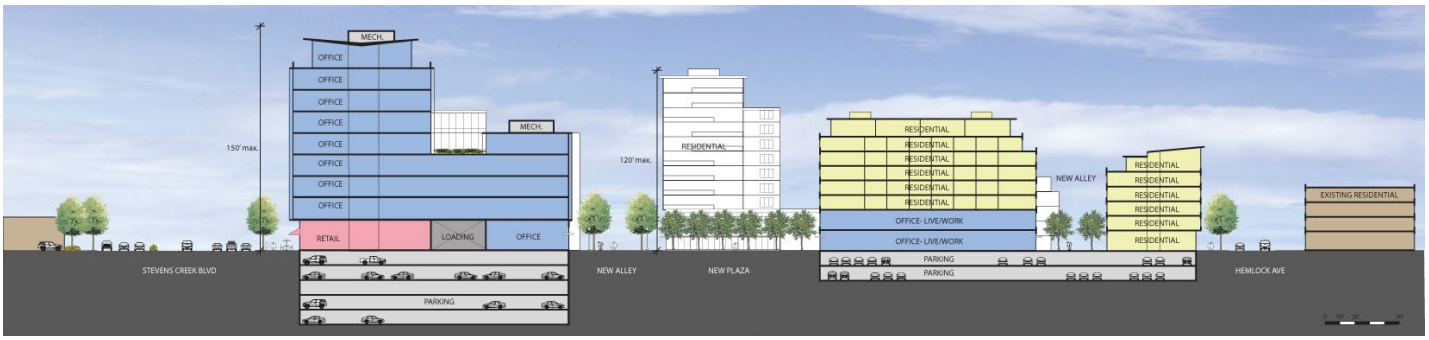
Site B is the block bound by Stevens Creek Boulevard and Hemlock, Baywood, and Redwood avenues. The case study is on a 3.5-acre site. Bisecting the site is a Green Connector(paseo) along the Alyssum Lane alignment. The site is designated Urban Village Commercial to the north of the Green Connector, and Urban Village to the south.

North of the Green Connector, the case study envisions office uses with ground level retail. An office tower along Stevens Creek Boulevard reaches 120 feet and a deep ground floor retail space also facing Stevens Creek Boulevard accommodates a large retailer such as a grocery store. Five levels of underground parking serve these office and retail uses.

South of the Green Connector is a mix of residential and office/live-work uses. This part of the case study site includes two blocks of development: one block overlooks a central shared open space over three levels of podium parking, and one block lies along Hemlock Avenue and a new east-west pedestrian/bicycle pathway. Under both blocks are two levels of underground parking accessed off the new pedestrian/bicycle pathway, Redwood Avenue, and Baywood Avenue.



Plan



Section

View

KEY URBAN DESIGN FEATURES

1. Active and pedestrian-oriented facades face the paseo.
2. The tallest building is located along Stevens Creek Boulevard.
3. Balconies and windows overlook public streets.
4. Open spaces are located along the paseo.

This page was intentionally left blank.