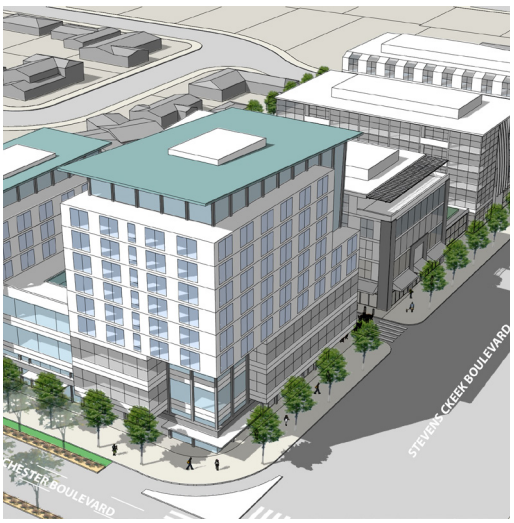
SANTANA ROW/VALLEY FAIR

URBAN VILLAGE PLAN

Adopted by City Council on August 8, 2017
Amended by City Council on January 14, 2020
Amended by GPT21-005 on November 7, 2021
Amended by GPT22-003 on December 12, 2022
Amended by GPT23-001 on December 12, 2023



ACKNOWLEDGEMENTS

PLANNING DIVISION

Leila Hakimizadeh, Lead Project Manager
Lesley Xavier, Supervising Planner
Michael Brilliot, Division Manager

DEPARTMENT OF TRANSPORTATION

Doug Moody, Associate Engineer
Ramses Madou, Transportation Manager
Jessica Zenk, Division Manager

DEPARTMENT OF PUBLIC WORKS

Karen Mack, Traffic Manager
Brian Lee, Associate Engineer

CITY COUNCIL MEMBERS

Chappie Jones, District 1
Pierluigi Olivero (former council member), District 6
Dev Davis, District 6

CITY COUNCIL STAFF

Jerad Ferguson, Chief of Staff
Christina Pressman, Policy & Legislative Director
Mary Anne Groen, Chief of Staff

OTHER CITY STAFF

Mary Rubin
David McCormick
Kathy LeVeque
Adam Marcus

CONSULTANTS

Dyett & Bhatia Urban and Regional Planners (Lead Consultant)
Bottomley Design & Planning
Urban Field Studio
Fehr & Peers
Sollod Studio LLC

WINCHESTER CORRIDOR ADVISORY GROUP

Steve Landau, Mark Tiernan , Daphna Woolfe, Seth Bland, Pat Hall,
Scot Vallee, Dave Johnsen, Erik Schoennauer, Sarah Moffat,
Ric Orlandi, Paul Lipari , Andrea Chelemengos, Ken Kelly,
Scott Bishop, Art Maurice, Angel Milano

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AMENDMENT HISTORY

- GP18-014 (Resolution No. 79376 – Approved January 14, 2020)
- GPT19-004 (Resolution No. 79377 – Approved January 14, 2020)
- GPT21-005 (Approved November 7, 2021)
- GPT22-003 (Approved December 13, 2022)
- GPT23-001 (Approved December 12, 2023)

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Santana Row/Valley Fair (SRVF) 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.

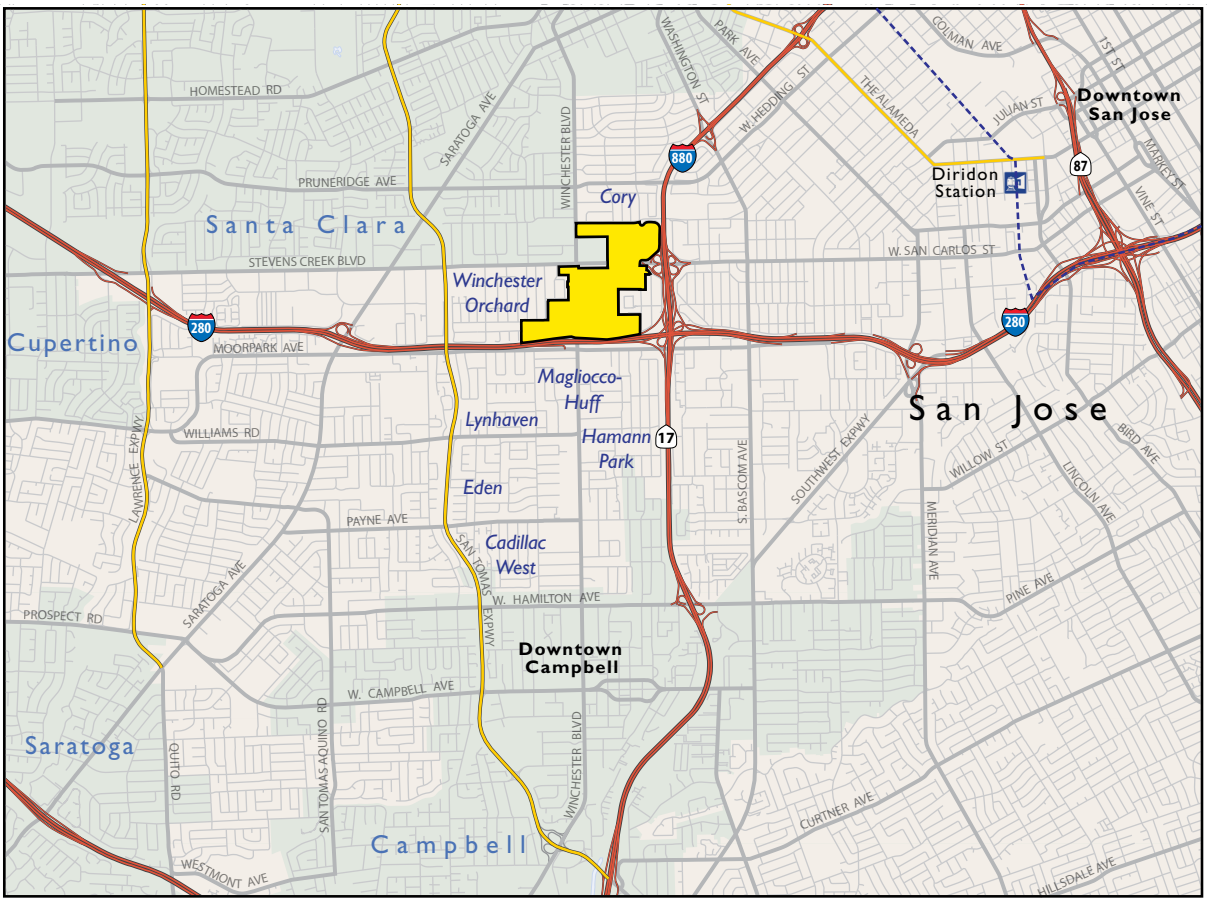
IN THIS CHAPTER

1.2 PLANNING AREA

The Santana Row/Valley Fair Urban Village is located in western San José generally at the 280/880 Highway interchange. It is bounded by Forest Avenue to the north, South Monroe Street to the east, Tisch Way to the south, and one block west of South Winchester Boulevard to the west.

The Santana Row/Valley Fair Urban Village is currently a commercial hub that enjoys a wide range of commercial, residential, retail, and restaurant uses with convenient access to two major freeways, and future express bus service along Stevens Creek. This commercial hub is home to two large retail commercial centers, Westfield Valley Fair Mall and Santana Row. There are a number of smaller existing commercial and retail oriented uses in this area, as well as the Winchester Mystery House, a State and City historic landmark site/structure.

FIGURE 1-1: REGIONAL AND NEIGHBORHOOD MAP



This Urban Village is surrounded predominantly by single-family detached residences, while residential uses within the Urban Village are predominantly multi-family units. The planning area provides a solid foundation for new urban scale residential and commercial development that is vibrant, walkable, bikeable, and well-integrated with existing uses. These characteristics make this Urban Village an ideal location for a mixture of new and intensified commercial and residential uses.

1.3 PLAN OVERVIEW

Santana Row/Valley Fair Urban Village Plan (Plan) is prepared by the City of San José and the 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 SRVF Urban Village, this Plan establishes a framework to further the transition of the Winchester 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. SRVF 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.

1.4 PLANNING PURPOSE

This Plan includes goals, policies, standards, 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.

SRVF Urban Village 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 SRVF 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.

1.5 PLANNING PROCESS

he planning process for the SRVF Urban Village was supported by a Priority Development Area Planning Grant awarded to the City of San José by the Metropolitan Transportation Commission (MTC) in November 2014. The Village planning process was conducted by the City's Urban Village staff and included close coordination with the Winchester Boulevard Urban Village planning process. The planning process for Winchester and SRVF Urban Villages was combined because of a desire from the community and the funding source.

Planning staff were committed to engaging the broadest possible spectrum of community stakeholders to most effectively identify the community issues, challenges, and opportunities that guide and inform the development of the Urban Village plan. The community outreach portion of the SRVF Urban Village consisted of three community workshops and other type of engagements that are mentioned below. All neighborhood residents, property owners, business owners, and other interested individuals are invited to attend, participate, and provide input on the formulation of the Urban Village plan.

1.5-1 PUBLIC OUTREACH

1.5-1.1 Winchester Corridor Advisory Group (WAG)

The Winchester Corridor Advisory Group was 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 and 6 offices. The primary purpose for the WAG was to provide input and help guide the process of developing the Winchester and Santana Row/Valley Fair Urban Village Plans and make recommendations to the City Council prior to the adoption of the plan. This group met for 24 times before the adoption of this Plan by the City Council.

1.5-1.2 Joint Stevens Creek Advisory Group (SCAG) and Winchester Corridor Advisory Group (WAG) Meeting

A joint meeting of these two advisory groups took place on October 13, 2016. The purpose of the meeting was to provide a forum for SCAG and

WAG members to exchange information. There were 15 community members in attendance along with staff the City of San José 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/big ideas for each Urban Village area, and the goals for each Urban Village.

1.5-1.3 Interactive On-line Engagement

The City conducted an on-line engagement survey that was open for public feedback from August 31, 2016 to October 2, 2016. The survey had 372 participants. The survey was part of the public outreach process, to gather opinions and feedback on draft proposals related to various urban design topics, including building heights, streetscapes, public art, and land use. Respondents were able to answer survey questions on a map-based platform while referring to and interacting with a map of the area. Respondents were able to "mark-up" the map by placing pins, drawing lines, and locating and identifying places of interest. At the close of the survey period, Staff prepared a report summarizing the key themes, including most and least favorite places, street improvements, open space and public realm, public art and activities, and land use, building design, and heights. These results further informed the contents of the Plan.

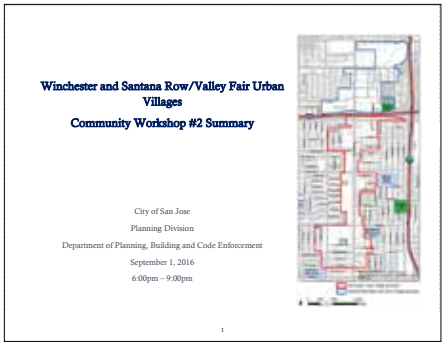
1.5-1.4 City Council Sponsored Outreach

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 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 José Mercury News, San José Transportation Department, San José 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.

1.5-1.5 Community Workshops

Workshop 1

The first SRVF Village workshop was held on March 11, 2013 at the Cypress Senior and Community Center and was attended by approximately 100 participants who were asked their perceptions of existing assets and


Winchester and Santana Row/Valley Fair Urban Villages
Community Workshop #2 Summary

City of San Jose
Planning Division
Department of Planning, Building and Code Enforcement
September 1, 2016
6:00pm – 9:00pm

opportunities within the neighborhood. They discussed the future vision for the neighborhood and the preferred height of development along the corridor. The participants engaged in a Lego exercise in which they placed Legos where they thought new development should be planned in the study area. Each of the groups was given a number of Lego pieces that represented the projected development in relation to population growth as outlined in the Envision San José 2040 General Plan. The Legos were placed by participants where they thought new development should be planned on a large aerial map of the study area.

Workshop 2-(Combined Winchester and Santana Row/Valley Fair Urban Villages)

On September 1, 2016, a combined second workshop for both the Winchester Boulevard and SRVF Villages was held at the International Christian Center and was attended by 160 community members. With the information gathered from the first community workshops for each Urban Village and at the regular Winchester Corridor Advisory Group meetings, staff developed and presented land use maps, urban design principles and conceptual streetscape designs.

Participants of the workshop sat at tables of six to eight. At each table were printouts of the following materials: Streetscape, Open Space, and Connectivity Diagram, Map of Region, Aerial of Planning Area with Photos, Grand Boulevard, Main Street, both Pedestrian Network Improvement Boards, Santana Row-Valley Fair Case Study, Winchester Boulevard Case Study, and Draft Land Use Diagrams. Following a presentation, participants had the opportunity to explain their preferences and priorities for the future o the Village during a series of group discussions and activities about the design options presented. Feedback gathered at this workshop was used to inform the Plan's goals, policies, and guidelines

Workshop 3: Open House-(Combined Winchester and Santana Row/Valley Fair Urban Villages)

The workshop was held on March 30, 2017. The third workshop for Winchester and Santana Row/Valley Fair Urban Villages was held on March 30, 2017 at International Christian Center at 3275 Williams Road, San Jose. There were at least 130 participants, including residents, property owners, and local business owners from the surrounding neighborhoods. With the information gathered from the previous community workshops for each Urban Village, on-line engagement, and the Winchester Corridor Advisory Group meetings, staff had developed final draft plan documents for the community to review. This was the final community meeting before presenting these draft documents before the Planning Commission and City Council public hearings.

Participants were given "dot" stickers and were asked to place them in the box next to their top 4 urban village amenities program. They were also asked to review and discuss each of the chapters of the Urban Village

plans, of which there was a dedicated table for each that included boards with high level overview information.

1.5-2 INTERGOVERNMENTAL COORDINATION MEETINGS

West San José Intergovernmental Planning Coordination Meetings

The first West San José 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 José 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 José Coordination Meetings

The West San José Coordination Meetings between the City of San José and VTA have been ongoing. To date there have been three meetings–one in June 2016 and two in May 2016. These meetings helped align and coordinate programs and projects to advance mutual goals of the City of San José 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.

Other Intergovernmental Meetings

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.

Technical Advisory Committee Meetings (TAC)

This committee included representatives from various city departments, Santa Clara Valley Transportation Authority (VTA) and Association of Bay Area Governments (ABAG) met every two months to have interdepartmental coordination regarding various Urban Village planning matters and to make decisions as a group.

1.6 ADOPTION OF THE URBAN VILLAGE PLAN

The adoption of this Plan will allow development projects to move forward with entitlements that are consistent with the goals, policies, standards, guidelines, action items and implementation strategies identified in this Urban Village Plan.

Signature Projects

This Plan include a pipeline policy for Signature Projects (as defined in the General Plan) for such projects that have applied for land use permits before the adoption of these Plans. Such Signature Projects may continue to move forward and will not be required to be in conformance with the Urban Village Plans.

Implementation Chapters:

At this time, this Plan includes an Implementation Chapter that outlines the existing mechanisms for funding public improvements and the community priorities for Urban Village amenities for implementation of these two Urban Villages. This chapter includes an action items to study additional mechanisms for implementation of Urban Village amenities.

West San José Area Development Policy (WSJ ADP)

Currently, new developments within the SRVF Urban Village area is required to prepare traffic analysis on a project by project basis to comply with the City Council Transportation Impact Policy (Policy 5-3) and the I-280/Winchester Boulevard Transportation Development Policy (280/Winchester Transportation Development Policy (TDP)) in conformance with California Environmental Quality Act (CEQA). The I-280/Winchester TDP requires the payment of a Traffic Impact Fee (TIF) by new development to pay for construction of a northbound off-ramp from I-280 to Winchester Boulevard.

New developments that are required to prepare a traffic impact analysis and identify traffic impacts in conformance with Council Policy 5-3 and the I-280/Winchester TDP are required to mitigate traffic impacts in accordance with Council Policy 5-3 and the I-280/Winchester TDP.

The City is currently developing a West San José Area Development Policy (WSJ ADP) that would provide project-level environmental clearance within the SRVF, Winchester, Stevens Creek, West San Carlos, and South Bascom Urban Villages. The WSJ ADP that is currently being drafted would provide CEQA clearance for individual projects that are consistent with the land uses identified in the West San José Urban Village Environmental Impact Report (EIR) for traffic, noise, and air quality. The WSJ ADP is intended to streamline and expedite development environmental clearance and

planning approval, and is anticipated to be considered by the City Council by June 2018.

1.7 Relationship to other Plans and Policies

Greenprint

The Greenprint is a long-term strategic plan that guides the future expansion of San José'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.

General Plan

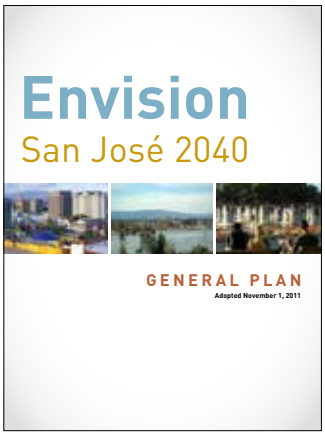
A major strategy of the Envision San José 2040 General Plan is to transform strategically identified Growth Areas into higher-density, mixed-use, urban districts or "Urban Villages", which can accommodate employment and housing growth and reduce the environmental impacts of that growth by promoting transit use, bicycle facilities and walkability.

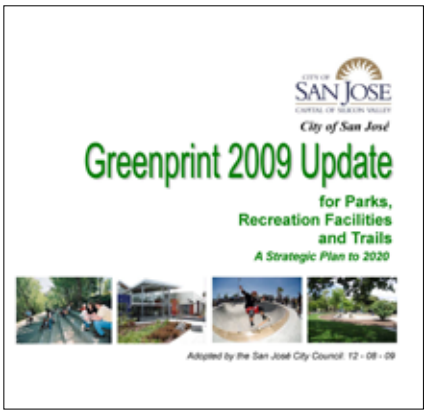
Winchester Corridor Enhancement Strategy

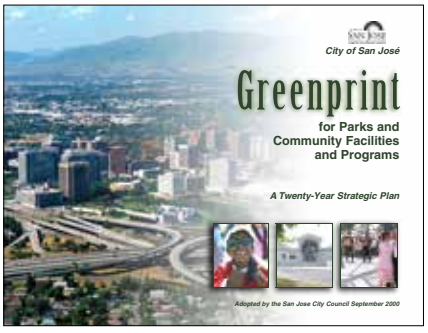
In March 2010, the San José Redevelopment Agency published the Winchester Boulevard Enhancement Strategy. This study was used as a baseline reference for the community's desire for the Winchester Boulevard in preparing this Urban Village Plan.

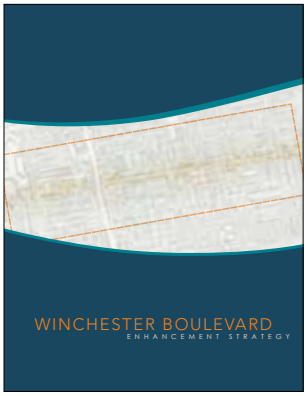
Housing Policies

The City of San José is currently working on various displacement and affordable housing policies at the Citywide level and for this reason these policies are not mentioned in this document.









1.8 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 SRVF Urban Village boundary 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. An area west of Winchester Boulevard on the southern side of Stevens Creek Boulevard was added to the Urban Village Boundary.

The proposal change, which adds a total of 1.95 acres, is shown on the following page in Figure 1-2.

1.9 Document Organization

The chapters in this Plan variously include goals, development standards, policies, guidelines, and action items that are designed to achieve the shared community vision for the Santana Row/Valley Fair Urban Village. As the land use, transportation planning, and urban design efforts were coordinated, the Plan's urban design standards and guidelines are coordinated with the land use, circulation, and streetscape guidelines to guide all 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 shared community vision for Santana Row/Valley Fair Urban Village.

Chapter 3: Land Use

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

Chapter 4: Parks, Plazas and Placemaking

Identifies goals, policies, guidelines, action items, and potential locations for new publicly accessible open space. This chapter also outlines strategies

FIGURE 1-2: PROPOSED MODIFICATIONS TO URBAN VILLAGE BOUNDARIES

for incorporating plazas, pocket parks, paseos, parklets, and public art into the Urban Village.

Chapter 5: Urban Design

Describes the Village's overall Urban Design Framework, and identifies goals, development standards, and design guidelines that will help public and private development realize this framework.

Chapter 6: Circulation and Streetscape

Addresses the top transportation issues in the community identified during the planning process by creating a framework that further develops a transportation network comprised of safe, comfortable, convenient, and attractive routes for people of all ages, abilities, and walks of life—including those who walk, bike, take transit, and drive. It has goals, policies, guidelines, and action items to improve pedestrian, bike, and transit facilities.

Chapter 7: Implementation and Financing

Outlines implementation and financing strategies to fund the development of identified amenities, infrastructure, and public needs.

Appendices A, B and C

References for bikeway classifications, roadway classifications, recommended trees and additional images for land use and height diagrams.

Glossary

Defines the terms and abbreviations used in this Plan.

CHAPTER 2

VISION

2.1 Introduction

This Plan is the result of extensive community engagement and participation, yielding several guiding principles about the future of the Santana Row/Valley Fair Urban Village. These principles emerged from the community at several public advisory group meetings, two community workshops, and two online surveys. Summarized in this chapter are the "Vision Statement" and "Guiding Principles," which inform the Plans' goals, policies, and implementation actions.

IN THIS CHAPTER

2.2 Vision Statement

Establish the Santana Row/Valley Fair Urban Village as a model demonstrating innovations in community development, transportation, housing, jobs, businesses, environmental, social, and economic sustainability. Emphasize the areas existing mixed-use development nature and provide an interconnected network of open spaces integrated with public art, respect the existing single-family neighborhoods, and improve bike and pedestrian connection within the Village and to adjacent neighborhoods.

2.3 Guiding Principles

Guiding Principle 1

A Vibrant Regional Entertainment, Retail and Employment Destination

The Santana Row/Valley Fair Urban Village has a robust mix of employment, housing, retail, entertainment, and public spaces, and is one of San José's primary regional centers. It is the Urban Village's two distinct commercial destinations—Santana Row and the Westfield Valley Fair shopping centers—that currently lend the Urban Village its identity. Building upon the area's existing identity by creating opportunities for additional retail and restaurant space, entertainment venues, employment centers, and residences is essential to transforming the larger Urban Village area into one cohesive mixed-use Village specially along Winchester and Stevens Creek Boulevard.

Guiding Principle 2

A Center for Innovation, Creativity and Productivity

The Santana Row/Valley Fair Urban Village Plan conceives of a place that inspires creativity and attracts people, businesses and investment. With innovative architecture, urban design, public spaces and transportation systems that reflect the innovation of Silicon Valley. Building upon the positive attributes of the area, this Plan aspires to create a dynamic urban environment that embraces a creative workforce and encourages new companies and businesses to call the Village their home.

This Plan encourages iconic gateways at entrances to the Urban Village and emphasizes their importance as having iconic architecture, public art, other enhancements to the placemaking and Village identity.

Guiding Principle 3

Stevens Creek Boulevard as an Innovation Corridor

Establish the Stevens Creek Innovation Corridor by encouraging the integration and testing of technologies within the Urban Village boundaries. Developers can support the Stevens Creek Innovation Corridor by testing and integrating new technologies that provide both innovative place-based experiences and improvements to the public and private realm within the Urban Village. Including, but not limited to, technologies that improve traffic flow and provide on-demand traffic counting, improved access to Wi-Fi and increased data speeds, innovative placemaking artwork, use of visualization technology within the public or private realm to show how both planned developments and public realm improvements will look in 3-D from multiple perspectives.

Guiding Principles 4

Preserve and Respect the Area's Distinct Assets

A priority of the Santana Row/Valley Fair Urban Village is to preserve the area's many existing assets, including the Fire Station #10 on South Monroe Street, Frank M. Santana Park, and the Winchester Mystery House and Century 21 Theater Historic City Landmarks. This Plan also tends to preserve and enhance the walking and biking condition within the Village-specifically, the convenient access to nearby shopping, entertainment, and restaurant uses. This Plan provides a framework that allows for new high-density development while at the same time respecting the character of existing residential neighborhoods.

Guiding Principle 5

An Interconnected Neighborhood with Great Urban Parks and Plazas

The Santana Row/Valley Fair Urban Village encourages a network of open spaces that is accessible to the entire Village and beyond. The network will include a new park near South Henry Avenue and expand upon the existing urban plazas of Santana Row and the larger open space of Frank M. Santana Park by creating new public parks and plazas, and by providing clear and convenient pedestrian connections between new and existing spaces. This Plan envisions that new development on constrained sites will either provide small publicly-accessible, privately-maintained plazas and paseos or otherwise contribute to the creation of similar spaces nearby; however, larger sites, such as the Century 21 Theater site, provide the opportunity for larger parks and open spaces for the enjoyment of the entire community.

Guiding Principle 6

Major Roadways as Functional and Attractive Places

Winchester and Stevens Creek Boulevards are, and will remain, major roadways within the Urban Village. However, this Plan envisions a transformation of these auto-oriented thoroughfares into exciting and comfortable places of interest that will frame the Urban Village's evolving street life. The Santana Row/Valley Fair Urban Village Plan maintains the existing automobile travel lanes on Winchester and Stevens Creek Boulevards, while integrating enhanced pedestrian amenities, such as wider sidewalks and improved crosswalks, and providing bicycle connectivity along Winchester Boulevard. Plazas and paseos connecting to these roadways will further enhance the public realm and overall connectivity of the Village. This Plan also envisions Forest Avenue streetscape improvements that will create an appealing visual separation between Valley Fair Mall and the neighborhoods to its north, and improve pedestrian crossing experiences and options for people who bike.

This Plan encourages iconic gateways at entrances to the Urban Village and emphasizes their importance as having iconic architecture, public art, other enhancements to the placemaking and Village identity.

CHAPTER 3

LAND USE

3.1 Introduction

This Land Use Chapter describes how the SRVF Urban Village will accommodate the growth that is planned 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 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 transform the area into the thriving, mixed-use, walkable and livable place envisioned by the community.

IN THIS CHAPTER

3.2 Planned Growth and Objectives

This Urban Village Plan provides for a commercial/employment square footage and a residential unit capacity based on the planned jobs and housing capacities established for the SRVF Urban Village by the Envision San José 2040 General Plan, and updated by 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.

3.2-1 EMPLOYMENT GROWTH

The SRVF Urban Village currently has 2,939,300 square feet of commercial space, including retail shops, professional office, restaurants, and hotels. The planned job capacity for the Santana Row/Valley Fair Urban Village is 8,500 jobs. This establishes the total amount of commercial and employment growth that is planned to be accommodated in the Santana Row/Valley Fair Urban Village over the planning horizon (2040). In order to achieve this objective, roughly 2,550,000 square feet of net new commercial space is required.

3.2-2 HOUSING GROWTH

As of Plan adoption, there are approximately 862 existing dwelling units within the Village. In addition to those existing units, the planned housing capacity for the residential portion of the Urban Village is 2,635 new units.

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

3.3 Land Use Plan Overview

The primary objectives of the SRVF Urban Village Plan are to retain the existing amount of commercial space within the Urban Village area and to increase job generating commercial uses. This will allow the Urban Village to grow the existing employment base and become a job center for west San José. The Plan also seeks to accommodate new residential growth in a compact, walkable and generally mixed-use format to create a dynamic urban environment that embraces a creative workforce, attracts new companies and businesses, creates great places, supports transit, and minimizes greenhouse gas emissions.

There are two areas that have been designated for higher intensity commercial uses, along with the tallest building heights within this Village. The first area is located along the south side of Stevens Creek Boulevard between Winchester Boulevard and the I-880 freeway. The second area is located north of the I-280 freeway and Tisch Way on both sides of Winchester Boulevard where there are existing higher intensity commercial office uses. The addition of new urban scale residential development that is integrated with existing and planned commercial uses will further the creation of an even more vibrant and active place.

The existing 323 bus line located along Stevens Creek Boulevard, the planned 523 express bus and potential future Bus Rapid Transit(BRT) will further support more intense development within this Urban Village and provide easy access to public transit for employees, residents, and visitors utilizing this corridor.

REGIONAL COMMERCIAL

FAR Up to 12.0

These commercial areas attract customers from a regional area and play an important fiscal and economic role for the City. This designation is applied to the Westfield Valley Fair regional shopping center located at the northern boundary of the Urban Village. This designation supports a very wide range of commercial uses, which may develop at a wide range of densities. Large shopping malls, and large or specialty commercial centers that draw customers from the greater regional area are appropriate in this designation along with office uses ranging in intensity up to a 12.0 FAR. Hospitals and private community gathering facilities can also be considered in this designation. This designation supports intensification and urbanization of Regional Commercial areas in order to promote increased commercial activity and more walkable, urban environments in Regional Commercial districts.

URBAN VILLAGE COMMERCIAL

FAR Up to 8.0

The Urban Village Commercial land use designation is applied to properties along Stevens Creek Boulevard, the Century Theater property along Winchester Boulevard, and the properties adjacent to Interstate 280. These areas were identified as being an opportunity for new commercial development that could build off the success and vibrancy of the commercial development in Santana Row, as well as the existing higher intensity office buildings located along Tisch Way. This designation supports commercial activity that is more intensive than that of the Neighborhood/Community Commercial land use designation. a variety of commercial uses, mid-rise office buildings and hotels, along with ground floor neighborhood serving commercial and retail uses.

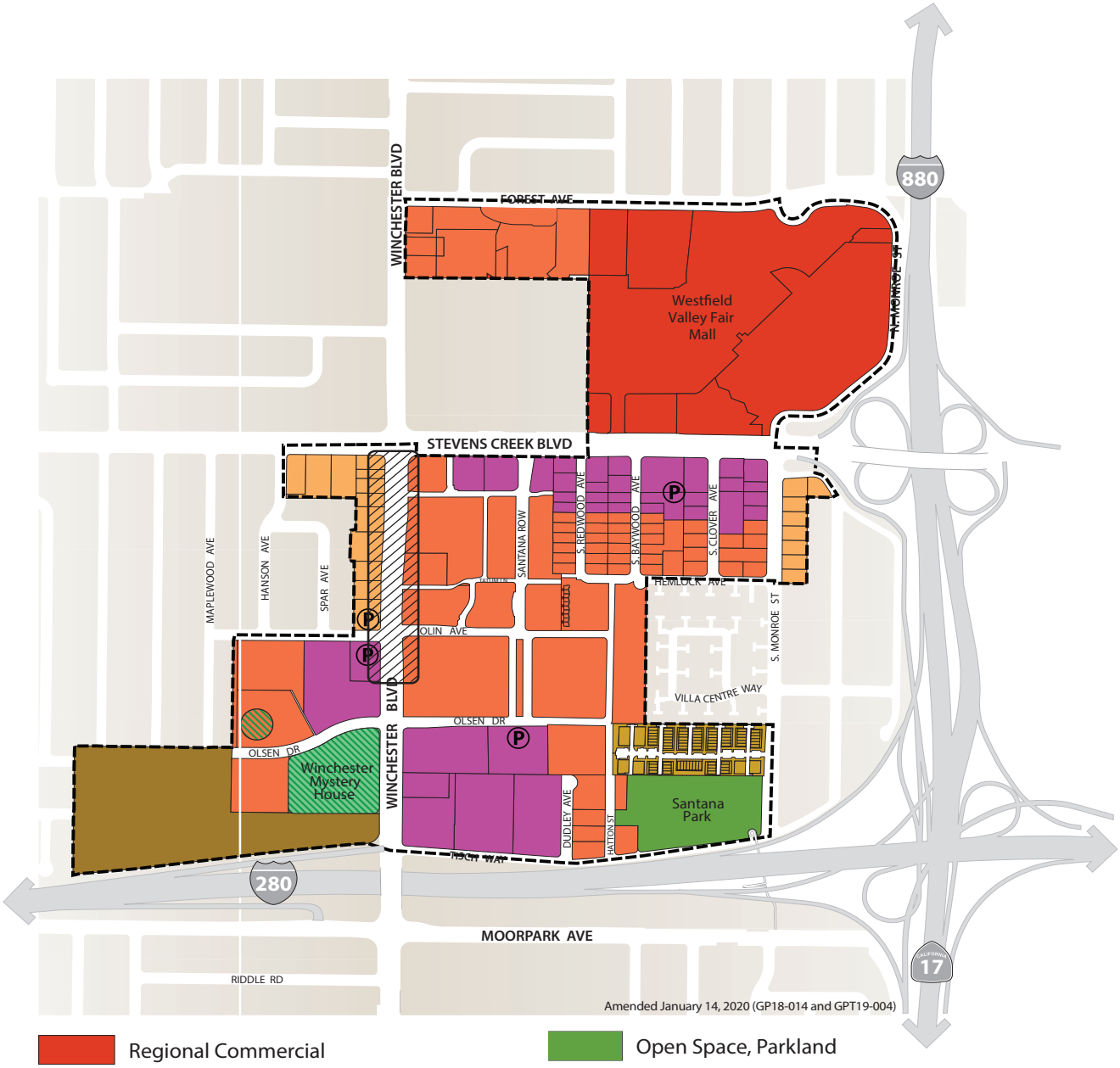
Lower intensity commercial land uses could be supported, but these uses are intended to be interim until there is a market that supports higher intensity uses. This Plan supports the aggregation of smaller parcels with this designation in order to form parcels ideal for larger, mid-rise development. 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 use, stand-alone self-storage and big-box retail (except in a vertical mixed-use format).

URBAN VILLAGE

65 DU/AC TO 250 DU/AC

The Urban Village designation supports a wide range of commercial uses, including retail sales and services, professional and general offices, and institutional uses as stand-alone uses or in a mixed use format. 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 must include ground floor commercial uses along Winchester Boulevard. The ground floor commercial requirement does not apply to certain 100% affordable housing developments. This Plan does not establish a maximum FAR for commercial or mixed residential/commercial development for properties designated Urban Village, but should provide a commercial FAR based on the average commercial FAR of the entire Village at the time of a development proposal. This requirement is to meet the overall goal of the Urban Village job capacity.

FIGURE 3-1: LAND USE MAP



- Regional Commercial
- Urban Village Commercial
- Urban Village*
- Mixed Use Commercial*
- Urban Residential
- Mixed Use Neighborhood
- Private Recreation and Open Space
- Open Space, Parkland
- Preservation Site
- Floating Park/Plaza
- Urban Village Boundary
- Ground Floor Commercial Required**

0 500 1,000 2,000
FEET

*Note: Where an existing commercial use redevelops to a Mixed Use Commercial, Mixed Use Neighborhood, or Urban Village use, the existing commercial square footage must be replaced with an equivalent commercial square footage in the new development, at a minuimum. The replacement of commercial requirement does not apply to certain 100% affordable housing developments.

** The entire Winchester corridor requires active ground floor space, while hatched areas require commercial space at the ground floor. The ground floor commercial requirement does not apply to certain 100% affordable housing developments.

This requirement is to meet the overall goal of the Urban Village job capacity.. The intensity of new commercial development will effectively be limited by the maximum height limits established in this Plan and shown on the Height Diagram by transitional height and parking requirements established in the Zoning Ordinance.

MIXED USE COMMERCIAL

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. The 0.50 FAR commercial requirement does not apply to certain 100% affordable housing developments. 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. Projects that aggregate parcels and have a of minimum 0.7 acre site, can increase their residential density to 75 dwelling units per acre to take advantage of larger developments.

This land use designation is used on the west side of Winchester Boulevard between Olin Avenue and Stevens Creek Boulevard and on the east side of south Monroe Street between Hemlock Avenue and Stevens Creek Boulevard.

URBAN RESIDENTIAL

30 to 95 DU/AC, FAR 1.0 to 4.0

This designation allows for medium density residential development and a broad range of commercial uses, including retail, offices, and private community gathering facilities. This designation is used to identify portions of Urban Village areas where the density of new development should be limited to a medium intensity in order to provide for a gradual transition between surrounding low-density neighborhoods. Development in this designation would typically be residential; however, commercial or mixed uses over a parking garage can also be supported.

MIXED USE NEIGHBORHOOD

Overall FAR 0.25 to 2.0 (1 to 3.5 stories); Up to 30 DU/AC

This designation is applied to areas intended for development primarily with either townhouse or small lot single-family residences and also to existing neighborhoods that were historically developed with a wide variety of housing types, including a mix of residential densities and forms. This designation supports commercial or mixed-use development integrated within the Mixed Use Neighborhood area. This designation is used to establish new neighborhoods with a cohesive urban form, to provide transition between higher-density and lower-density neighborhoods, or to facilitate new infill development within an existing area that does not have an established cohesive urban character.

It is appropriate to allow for infill development in Mixed Use Neighborhood areas that includes medium density residential uses such as townhouses or stacked flats and some opportunity for live/work, residential/commercial, or small stand-alone commercial uses. Hospitals and other health care facilities may potentially be located within Mixed Use Neighborhood areas provided that any potential land use impacts can be mitigated. The allowable density/intensity for mixed-use development will be determined using an allowable Floor Area Ratio (FAR) (0.25 to 2.0) rather than Dwelling Units per Acre (DU/ AC) to better address the urban form and to potentially allow fewer units per acre if in combination with other non-residential uses such as commercial or office.

OPEN SPACE/PARKLAND

This designation is applied to the existing Frank M. Santana Park within the Urban Village. Properties with an Open Space/Parkland land use designation can be publicly- or privately-owned and are intended for low intensity uses. Lands within this designation are typically devoted to open space, parks, recreation areas, trails, habitat buffers, nature preserves and other permanent open space areas. This designation is applied within the Urban Growth Boundary to lands that are owned by non-profits or public agencies that intend their permanent use as open space, including lands adjacent to various creeks throughout the City.

Development of public facilities such as restrooms, playgrounds, educational/visitors' centers, or parking areas can be an inherent part of City or County park properties and are appropriate for Open Space/ Parkland properties. Within the Greenline/Urban Growth Boundary, community centers, public golf courses, and other amenities open to the public would also be allowed within publicly-owned properties in this designation.

PRIVATE RECREATION AND OPEN SPACE

The Private Recreation and Open Space land use designation is only applied to the property which contains the Winchester Mystery House, a Historic City Landmark. This designation allows a broad range of recreation or open space uses, and typically at a higher intensity than those found on lands with the Open Space/Parklands designation. Possible recreation uses include amusement parks, country clubs, golf courses, tennis clubs, driving ranges, recreational vehicle parks, private campgrounds and cemeteries. Ancillary commercial uses, such as bars and restaurants, are allowed in conjunction with private recreation uses. The intensity of any combination of buildings or structures developed under this category is expected to be limited with the majority of the land area maintained as open space, so that the Private Recreation and Open Space lands generally maintain an open space character.

LAND USE DESIGNATION OVERLAYS

FLOATING "P" – URBAN PARKS AND PLAZAS

The Floating Urban 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 and are publicly accesible. Urban Parks and Plazas represent a creative solution to provide more public space in the Santana Row/Valley Fair Urban Village. Given the space constraints of the Plan Area, plazas and pocket parks 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 in the Urban Village redevelop with higher intensity uses.

No specific sites have yet been identified; therefore, the designation for the urban park or plaza will be indicated on the land use diagram with a circle border and the letter "P." This symbol represents a "floating" designation and is only intended to indicate a general area within which a park or plaza site should be located. Nevertheless, there are two general locations shown on the Land Use Diagram that are proposed for a new urban park or plaza. The specific size, exact location and configuration of such urban park or plaza site 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.

PRESERVATION SITE

Winchester Mystery House and Century 21 buildings are identified on the map as preservation structures because of their historic value to the community. The preservation of these historic land marks will promote

The Winchester Mystery House historic landmark is a mansion in San José which was once the personal residence of Sarah Winchester, located at 525 South Winchester Blvd.
Image Source: GroupOn

Century 21 historic landmark is one of the best surviving examples of the freestanding dome type theater remaining in California, located at 3161 Olsen Drive in San José.
Image Source: California Office of Historic Preservation

the existing sense of place and community identity, and be instrumental in telling the story of the community's past, which if lost, cannot be recovered.

3.4 Land Use Policy Overview

The primary objectives of the Santana Row/Valley Fair Urban Village Plan are to retain the existing amount of commercial space within the Urban Village area and to increase the 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 retail uses including: 1) small or mid–sized retail that serves the immediately surrounding neighborhoods; 2) larger-format retail uses serving the broader community, such as a grocery; and 3) large-format retail uses that serve the greater region.

Additionally, since the Santana Row/Valley Fair Urban Village focuses on creating a rich and inviting pedestrian environment, new drive-through uses are not supported. While auto-oriented uses are not prohibited (such as auto repair, automobile sales with on-site inventory storage, and rentals, or sales of auto parts), these are considered interim uses to be replaced over time by more pedestrian- and transit-supportive uses.

New residential uses will also be instrumental in creating a vibrant and walkable place. This Plan supports medium to high density residential uses in areas identified in the Land Use Diagram as Urban Residential, Mixed Use Neighborhood, Urban Village, and, to a lesser extent, Mixed-Use Commercial. The Santana Row/ Valley Fair Urban Village will be enlivened as more people live 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 single-family neighborhoods.

Additional development specifications can be found in the following Land Use Goals and Policies as well as in the Urban Design Chapter.

3.4-1 VIBRANT COMMERCIAL CORRIDOR

GOAL LU-1 Support new job-generating and area-regional serving commercial development in the Santana Row/Valley Fair Urban Village by increasing the Village's commercial building square footage by at least 85 percent, or about 2,550,000 square feet.

GOAL LU-2 The combined commercial FAR of all the parcels within the Urban Village boundary should not drop below 1 to meet the job capacity identified in this Urban Village.

Policies

Policy 3-1: New commercial development built at an FAR of less than 0.5 is considered interim until a market exists for higher intensity development.

Policy 3-2: 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 FAR of 0.7 or greater.

Policy 3-3: Within the Mixed Use Commercial, Mixed Use Neighborhood, 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. The replacement of existing commercial square footage requirement does not apply to certain 100% affordable housing developments.

Policy 3-4: Accommodate a variety of commercial space to meet the needs of small, medium, and large companies.

Policy 3-5: The City should work with local organizations including area corporations to support and retain small businesses in Urban Village.

Policy 3-6: Encourage the integration of commercial tenant spaces within new development that is designed to accommodate small businesses.

Policy 3-7: The City should continue to support and attract innovative leading-edge industries within this Urban Village.

Policy 3-8: When a new development replace an existing development that includes small businesses, it is encouraged to dedicate new/flexible space for small businesses within the new development.

Policy 3-9: Ensure that proposals for redevelopment or significant intensification of existing land uses on a property conform

to the Land Use Plan. Because the Land Use Plan identifies the City's long-term planned land use for a property, non-conforming uses should transition to the planned use over the time. Allow improvements or minor expansion of existing, non-conforming land uses provided that such development will contribute to San José's and this Plan's employment growth goals or advance a significant number of other goals of this Plan.

Policy 3-10: For a period of up to 12 months following the adoption date of this Urban Village Plan, Planned Development Zoning and discretionary development permits that are applying under the "Signature Project" policy, as defined in the Envision San José 2040 General Plan may continue to move forward as such, and will not be required to be in conformance with this Urban Village Plan. All of the "Pipeline" applications benefiting from this policy must have been submitted to the City, including full payment of initial application fees, prior to adoption of this Urban Village Plan and their review must be completed within this same 12-month period.

Policy 3-11: Residential mixed-use projects utilizing the residential pool must build the commercial and residential portions of the development concurrently.

Policy 3-12: Residential projects utilizing the Envision San Jose 2040 General Plan "Residential Pool" policy (Policy IP-2.11), which can allow residential mixed use projects prior to the opening of an urban village's designated horizon, shall replace any existing commercial square footage on the development site or provide a minimum commercial FAR of 0.9, whichever is greater.

3.4-2 MIXED-USE URBAN VILLAGE

GOAL LU-3 Create a mixed-use Urban Village that focuses commercial activity along Stevens Creek Boulevard and Winchester Boulevard, is pedestrian focused, enhances the quality of life for residents in surrounding communities and supports the existing and planned public transit.

Policies

Policy 3-13: Mixed-use and high intensity uses that support transit ridership, walking, and biking are strongly encouraged.

Policy 3-14: Ensure new development along Stevens Creek and

Winchester Boulevard includes ground floor commercial and/or active spaces such as lobbies fronting the street and wrapping the corner when located on a corner lot.

Action Item

» When the entire commercial allocation for the Village is met, explore an Urban Village Plan update during the nearest Four-year review, and during the update, consider allowing residential in a mixed-use format on commercial-only land use designations within the Urban Village boundaries.

3.4-3 PEDESTRIAN- AND BICYCLE-FRIENDLY ENVIRONMENT

GOAL LU-4 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.

Policies

Policy 3-15: Prohibit drive-through and self-storage uses in the SRVF Urban Village.

Policy 3-16: Prohibit self-storage and "big box" building formats in the SRVF 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 3-17: Where ground floor active uses are required on corner lots on Winchester and Stevens Creek Boulevard, the active uses should wrap the corner.

Policy 3-18: Motor vehicle uses, including auto repair, automobile sales with on-site inventory storage, and rental lots, and auto parts sales are allowed as interim uses. Ultimately this Plan intends that they be redeveloped with pedestrian and transit supportive uses over time.

Policy 3-19: Locate buildings that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

Policy 3-20: New development should support and enhance the pedestrian and bicycle environment and provide greater connectivity to the overall network.

3.4-4 DIVERSITY OF HOUSING

GOAL LU-5 Support a range of housing types within the SRVF 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.

GOAL LU-6 Integrate affordable housing within the SRVF Urban Village by allocating 25% of the total new residential units to be affordable.

Policies

Policy 3-21: Encourage the integration of deed restricted affordable units within housing development. A goal, and not a requirement of individual projects, is to deed restrict 25% or more of the new units as affordable housing, with 15% of the units targeting households with income below 30% of Area Median Income.

Policy 3-22: Facilitate opportunities to incorporate innovative design and program features into affordable housing development, such as neighborhood hubs, community gardens, car-sharing, and bike facilities to increase access to health and transportation resources.

Policy 3-23: Encourage a mix of for sale and rental housing units within the Urban Village area.

Policy 3-24: Encourage the development of micro-units or affordable by design units for new residential or mixed-use development within the Urban Village.

Policy 3-25: Facilitate housing that is affordable to those employed in population-serving business in the Urban Village area.

Action Item

» The City should aggressively pursue incentives for developers to include onsite affordable housing for new projects.

3.4-5 PLACEMAKING AND OPEN SPACE

GOAL LU-7 New development should increase public spaces that serve existing and new residents.

Policies

Policy 3-26: Larger developments, especially mixed-use residential projects, should incorporate publicly accessible space such as plazas and pocket parks. Such spaces should be privately owned and maintained.

Policy 3-27: The aggregation of parcels between Stevens Creek Boulevard, Santana Row, Hemlock Avenue, and

South Monroe Street is encouraged to facilitate new development, especially commercial mixed-uses at higher intensities, and to provide for the inclusion of publicly-accessible plazas and/or paseos into new development.

Policy 3-28: Consider allowing the reduction of required private open space in residential development when publicly accessible open space is significantly increased, well designed, and usable.

Policy 3-29: Ensure that new development provides convenient, walkable pedestrian connections through the site and to existing and planned open spaces.

CHAPTER 4

PARKS, PLAZAS & PLACEMAKING

4.1 Introduction

The Parks, Plazas, and Placemaking chapter offers a menu of strategies for the creation of new publicly accessible open spaces within the existing and planned context of this area of San José. It is vital to the health of existing communities and the success of new residential and commercial development that the neighborhood has well-designed and accessible public spaces. The Santa Row/Valley Fair (SRVF) Urban Village Plan Area is currently underserved by these facilities and current land use patterns present significant challenges that must be overcome to create more recreational open space. Strengthening the sense of place within the SRVF Urban Village is also an essential expression of the community's unique character and can help in building a safe walkable and bikeable public realm. The integration of public art into public spaces should play a central role in building that sense of place through reinforcing landmarks and community identity.

This Plan is intended to meet the open space needs of existing residents, new residents and visitors to the area. This Plan envisions the creation of a system of various types and sizes of open spaces, which may include: traditional community parks, multi-purpose plazas, pocket parks, and active or passive paseos. Together with high-quality, native landscaping and public art, each of these types of spaces can provide much needed opportunities for recreation and social interaction, and contribute to the positive identity and visual character of the SRVF Urban Village.

IN THIS CHAPTER

Traditionally, parks in San José have been developed as large spaces of at least one acre that provide recreational opportunities such as ball fields, playgrounds and trails. The SRVF Village includes Frank M. Santana Park, on the corner of Tisch Way and South Monroe Street, as well as a few other privately owned and publicly accessible pocket parks and plazas throughout the Village.

Today, as San José seeks to transform many of its suburban auto-oriented areas into more walkable urban villages there is a need to add open spaces, even small urban spaces. As such, this Plan envisions the development of a Green Web throughout the SRVF Village that also connects to the adjacent Stevens Creek and Winchester Urban Villages. The Green Web will consist of a network of various types and sizes of public and publicly accessible, but privately maintained, open spaces. As new development occurs, space on each site will be dedicated to open space. The open space can have a variety of forms, including an Emergency Vehicle Access (EVA) that doubles as an active paseo, a large multi-purpose plaza, a small corner plaza, a passive paseo that separates a new development from existing single-family houses, or a recreation path in the public right-of-way. These spaces will be located so as to easily and logically connect together to create a web of connected open spaces throughout the Village.

4.2 Parks and Plazas

Open spaces within this Plan are envisioned on both publicly owned (City) sites and privately owned publicly accessible spaces. Whether publicly or privately owned, open spaces must collectively create an interconnected system that meet the needs of the Urban Village. Below is a description of each type of open space envisioned for this urban environment, followed by goals, policies and guidelines.

Traditional Parks

Traditional parks tend to be larger parks (over 1 acre in area) that are owned and maintained by the City. In order, for a parcel to be officially designated as parkland, the City must first own the property.

The City mainly finances park land acquisition and park development through four sources of funding: 1) Construction & Conveyance Tax revenue; 2) Parkland Dedication Ordinance/ Park Impact Obligation (PDO/ PIO) fees; 3) revenue from the previous sale of General Obligation Bonds (Parks and Recreation Bond Projects Fund); 4) private donations; and 5) Federal, State, and local grants.

The City's Park Impact Ordinance (PIO - SJMC 14.25) and Parkland Dedication Ordinance (PDO – SJMC 19.38) is the primary source of funding for land acquisition and park development. Housing developers are required to dedicate land, improve parkland, and/or pay a parkland fee for

neighborhood and community parks and recreational facilities under the PIO and PDO. Pursuant to these ordinances a residential project's parkland obligation under the PIO and PDO is equivalent in value or property to three acres for every 1,000 new residents added by the housing development. The PDO requires that new residential or mixed-use development that includes residential units dedicate land for public parks, or pay a fee in lieu of parkland dedication, or construct new recreational facilities, or provide improvements to existing facilities or provide a combination of these.

Multi-Purpose Plaza (Plaza)

Plazas represent a creative way to provide publicly accessible open space in The SRVF Urban Village. Plazas are generally spaces that are open to the public, but that are privately or publicly developed, owned, and maintained. This Plan requires that residential developers dedicate land or construct a privately owned and publicly accessible plaza(s). The developer must however, coordinate with the Department of Parks, Recreation and Neighborhood Services (PRNS) and comply with the PDO/PIO in order to receive parkland credit toward their obligation under the City's Park Dedication and Park Impact Ordinances (PDO/PIO).

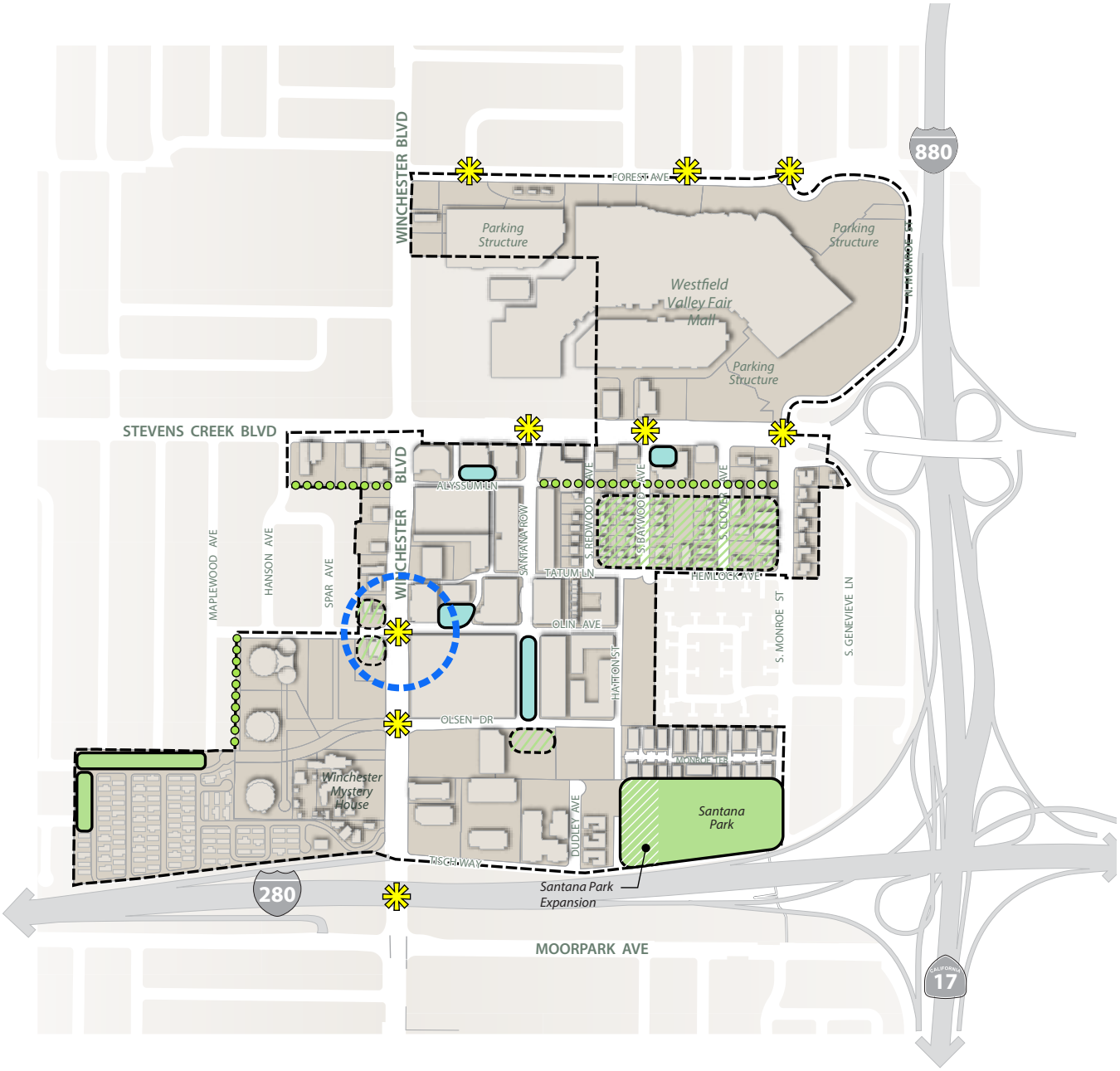
Neighborhood parks often have active facilities with a community center or clubhouse.

Plazas should be visually engaging gathering spaces for community members to socialize and to hold neighborhood events. Features such as art installations, fountains, and unique landscaping draw the eye to these lively, urban focal points. These spaces could also be used for commercial

Pocket parks or parklets may create additional green space, non-traditional open space for social interaction, and utilize small, irregularly shaped land.

Multi-purpose plazas may be entirely or partially hardscape and surrounded by active uses, creating opportunities for food trucks or farmers' markets.

FIGURE 4-1: PARKS AND OPEN SPACE FRAMEWORK



Amended January 14, 2020 (GPT19-004)

activity including outdoor seating for restaurants and cafes, or active spaces for food carts and farmers' markets.

Pocket Parks

Pocket parks contain landscaped areas and neighborhood-serving amenities. Pocket parks are typically built on single lots or irregularly shaped pieces of land and would ideally be owned and maintained by private developments. Pocket parks, may be constructed by residential developers on private property that is made publicly accessible and may be eligible for "private recreation" credit as part of their obligation under the City's Parkland Dedication and Park Impact Ordinances provided, that the park remains publicly accessible and are privately maintained. Pocket parks are intended to have areas to socialize, sit, relax, and play. Pocket parks might include a variety of features such as fenced children's play areas (i.e. tot lots), sports courts, or seating and picnic areas.

Potential Location of a Park or Plaza

In addition to Frank M. Santana Park, a park located south of Maplewood Avenue would serve the existing residential neighborhood and future residents. The potential location of parks and plazas are envisioned in the hatched area on Figure 4-1 between Olsen Drive (east) and Olsen Drive (west)/Kirkwood Drive and between South Monroe Street to the east, Redwood Street to the west, Hemlock Avenue to the south and the paseo identified on the map to the north.

4.2-1 PARKS AND PLAZAS

GOAL P-1 Create public parks and plazas that are attractive, vibrant, and provide places for community activities and interaction that will contribute to the livability of the SRVF Urban Village.

Policies

Policy 4-1: Provide a system of parks that serves the needs of both the existing and future residents as well as workers in the surrounding community.

Policy 4-2: Neighborhood parks should be designed and configured in a manner that provides secure and usable open space and maximizes accessibility to the surrounding community.

Policy 4-3: Promote the use of native and/or drought tolerant vegetation in new parkland development which gives identity to the Plan Area while also advancing more sustainable water conservation practices.

Policy 4-4: Promote the use of native vegetation in new parks.

Policy 4-5: New development should be designed to address and be

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

Policy: *A course or principle of action adopted or proposed by the Plan.*

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

Action item: *A Recommended action that the City or Community should take after the Plan is adopted by the City Council.*

Privately owned, publicly accessible spaces create opportunities for local businesses to host events and engage with the community.

integrated with adjacent open spaces.

Policy 4-6: Parks and plazas shall be appropriately programmed and properly maintained *for their setting and level of use.*

Policy 4-7: Support the redevelopment of excess land (reclaimed space, e.g. large landscaped buffers, setback areas, extra right-of-way, etc.) into useable active or passive pocket parks through a joint use agreement with the property owner and the City of San Jose or other appropriate mechanism.

Policy 4-8: Support and encourage the redevelopment of surface parking lots into public parks by consolidating the surface parking into parking garages.

Action Item

» Explore opportunities for the City to acquire property specifically for park development, especially properties highlighted in the Plan's Land Use Map as ideal park locations.

4.2-2 PUBLICLY ACCESSIBLE AND PRIVATELY MAINTAINED URBAN PLAZAS

GOAL P-2 Create publicly accessible, but privately owned and maintained urban plazas.

Policies

Policy 4-9: As new development occurs, space on each site should be dedicated to some form of open space. These spaces should be located so as to easily and logically connect with other open spaces in the surrounding area to create a connected Green Web of open space throughout the Urban Village.

Policy 4-10: Integrate publicly accessible, but privately owned and maintained urban plazas into new development that are attractive, vibrant and that provide for community activities and space for *for community members to casually interact with each other.*

Policy 4-11: Encourage new plazas to be business supportive allowing for flexible expansion of business into private park space on a seasonal basis. This approach will encourage economic development, through the provision of additional amenities serving businesses that wish to locate in the area.

Action Items

- As apart of the planned nexus study for San Jose's PDO/PIO program, which is expected to follow the City's 2018 Greenprint update, the City should reconsider its policies on private recreation areas; specifically, those which give credits for entirely private recreation space. Instead, the City should explore approaches that encourage privately maintained open space, which is also fully accessible to the public.
- Explore policy or ordinance changes that would facilitate the development and maintenance of privately-owned plazas within the SRVF Urban Village.
- Explore modifying PDO/PIO requirements to allow commercial activities like farmer's markets and café seating to occur within privately owned but publicly accessible multi-use spaces, which are credited towards meeting the PDO/PIO requirements.

4.3 Paseos and Pedestrian Pathway System

A paseo can function as a passive green buffer that visually screens more intensive development from an abutting single-family neighborhood while providing passive circulation paths for bicycles, pedestrians and automobile.

A paseo can also function as an active linear public space that creates connectivity to adjacent sites and provides an opportunity for more intensive uses such as sitting, gathering, public art, and social interaction. This concept is 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

Paseo design shall include pedestrian/bike only paths, signature landscape schemes and simple amenities, such as seating and water fountains.

GUIDELINES

Parks and Plazas

Location and Scale

- Public plazas should be completely visible from at least one street frontage and as feasible, be at least 50% visible from a secondary street frontage.
- Locate and orient plazas to maximize sunlight access throughout the day and provide uses that take advantage of the sunny location (e.g. cafés and patios). Encourage south-facing parks, as they maximize the space's exposure to direct sunlight.
- The recommended size of a public plaza is 15,000 to 20,000 minimum square feet to allow flexibility in use. Larger plazas can be considered if they are deemed appropriate within a central location in the Urban Village and type of development (i.e. mixed use) supports a viable plaza.
- Plazas and pocket parks should be of a minimum size of 2,000 square feet. This type of smaller plaza should have an appropriate width and length dimensions to provide sufficient pedestrian circulation, street furniture, trees and landscaping, other recreational amenities, and public art. A pocket park may be a smaller size only if it provides high quality design, materials and urban amenities.
- Avoid fragmentation of open spaces where possible. Larger areas provide more flexibility to accommodate a range of social functions as well as more usable space and easier irrigation.
- Parks and plazas should connect to bike and pedestrian facilities and be a part of an interconnected pathway or parkway system where feasible.
- Parks and plazas should reflect the design and placemaking elements of the surrounding area through the use of architectural styles, signage, colors, textures, materials and other elements.

Uses & Programming

- Provide a variety of seating opportunities such as traditional benches as well as mobile chairs. Mobile chairs will give the users the ability to rotate the chairs for sunlight or shade and to allow the public to create seating arrangements that meet their needs at the moment they are being used.
- At the time of design and construction, plazas should be designed to accommodate pop-up retail; include removable bollards, power outlets, clips on the ground, and plug and play for music



Parks and plazas may create a sense of community engagement, discovery, and connection in the Santana Row/Valley Fair Urban Village.

performance.

- Parks and plazas should consider water features, canopies, trees, planting, public art installations, children's play facilities, concession stands or washrooms where appropriate.
- Publicly accessible open space should be accessible to the public from 6 a.m. to 10 p.m. seven days per week.
- Encourage edible gardens to improve access to fresh food.
- Consider a dog park as a part of pocket parks where appropriate and if it is privately maintained.

Edges and Access

- Parks and plazas should be primarily defined by adjacent buildings, which will contribute to the unity and environmental quality of the space.
- Plazas should generally be located at the same grade level as the public sidewalk. Where changes in grade are an important element of the overall design and programming, clear and direct access from the public sidewalk should be accommodated, and universal accessibility provided.
- The edges of plazas should be lined with active uses at-grade, including building entrances, to animate and support the open space.
- Ensure the edges of open spaces that abut public sidewalks are unobstructed.
- Consider pedestrian movement through the site. Adjacent or nearby public uses such as open spaces, schools or community centers might inform where and how pedestrian circulation networks should be provided. Consider existing and potential pedestrian desire lines in the design and placement of walkways.
- Locate active uses along the edges of open spaces to create eyes on the street. Spill-out spaces, such as patios are encouraged.
- Pocket parks should be located near building entrances, windows, outdoor seating, patios, or balconies that overlook park spaces, and other areas with strong pedestrian activity.

Landscape & Amenities:

- Small scale elements should be used to create a human scale, and to define smaller sub-areas within the parks and plaza for ample seating and gathering in the sun and shade.
- Plant materials should be tolerant of urban conditions.
- Ensure all elements, including adjacent building façades, paving and planters are of a high-quality design, materials and construction.
- Provide pedestrian scale lighting at appropriate locations.



Appropriate seating, pedestrian scale lighting, and weather protection elements should be provided when possible.

Public art incorporation shall be designed to provide a sense of place and respond to both daytime and nightime activities.

"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

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

Under certain criteria, including public access, active paseos constructed by residential developers on their 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).

For guidelines and standards, refer to Chapter 5, Urban Design.

4.4 Placemaking

To create a sense of place in the SVRF Village, incorporate public art into new commercial and residential development, bus stops, plazas, and the public right-of-away, including the sidewalk and the median island within Winchester Boulevard. Public art can be traditional sculpture or murals, and can also be incorporated into the infrastructure and amenities of an area such as sidewalks, street furniture, wayfinding elements, transit systems, and lighting. It may be temporary or long term in nature. Depending on the funding sources, public art can also include "plug and play" events and performances within parks and plazas. Public artists can be involved in the design development of projects in collaboration with architects and/or landscape architects. The public art process also provides opportunity for the community to provide information and inspiration to commissioned artist as part of the design process, and gives them a greater sense of involvement.

At present, the community has identified the Winchester Mystery House, Santana Row and Century Theaters as memorable places within the Urban Village. When asked about additional placemaking elements that will be appropriate for the SRVF Urban Village, residents at public meetings have recommended the following:

- Public art + parks and green spaces
- Enhanced Landscaping
- Street/tree lighting
- Student/resident artwork on mural or utility boxes
- Community events such as farmers' markets

As the SRVF Village evolves, public art and public space activation will play a significant role in engaging the community, creating an identity for the neighborhood, and enhancing the quality of experience in the area. Business and property owners, and resident groups may initiate public art projects or event programming, obtaining guidance from the City where

needed. Artists, integrated early into the design of public infrastructure and private development, can identify new ways of project delivery that enhances the public space as well as private development. Successful public art implementation would contribute greatly to placemaking in Santana Row/Valley Fair Urban Village, giving it a memorable identity.

GOAL P-3 Include a diverse and stimulating public art and public space activation to enhance the pedestrian experience, improve the economic vitality and build on existing public art presence within this Urban Village.

Policies

Policy 4-12: Public art should be considered in the development of open spaces and public facilities, including sidewalks, streets, parks, plazas, transit stops, wayfinding systems, trail network, and community facilities.

Policy 4-13: Engage the surrounding community in the development of public art to distinguish and increase the relevancy of the artwork to the community aspirations. Cultivate community-based art projects.

Policy 4-14: Integrate artists early into the design of public infrastructure and private development to provide a sense of place, and enhance the quality of experience in the area. Including artists early increase opportunity to integrate artwork and artistic treatment and leverage funds for more impact.

Policy 4-15: Locate plazas in the areas that will support community events such as farmer's markets, art fairs, live music and other periodic special programming.

Policy 4-16: Work with the community to integrate adaptive reuse and public art with the Century 21 Theatre site.

Policy 4-17: Public art should be designed to contribute to both day and night identity of place.

Policy 4-18: Incorporate art into streetscape elements such as crosswalks, bus stops, light poles, bicycle racks.

Policy 4-19: Engage the surrounding community to ensure that public art is authentic and reflects the cultural values of the SVRF Urban Village and surrounding community.

Policy 4-20: Encourage local business owners and resident groups to initiate cultural events that help foster a strong art community in the Urban Village.

Public art may be thought provoking and reflect cultural values of the Santana Row/Valley Fair Urban Village.

Policy 4-21: Activate public spaces with events and other activities that enhance the character, identity and attractiveness of the Urban Village.

Action Items

- Explore strategies to allow for the continued funding of public art.
- Work with the residents, businesses, artists, and property owners to identify potential locations for art installations.

GUIDELINES

A toolkit for Art and Placemaking: elements that frame and define a place

The following are intended to provide guidelines for community, and public and private development to integrate public art with places and in placemaking.

- **Elements of Distinction** are unique, memorable features.
  - Add meaning and metaphor to spaces to communicate and reflect the lives, values, and priorities of the community that lives within or adjacent to the Urban Village.
  - Consider art as a large scale and character defining element.
  - Incorporate iconic, destination-quality artwork, particularly in commercial development and open space where the scale of the location may support larger scale artwork.
  - Consider art to be iconic or functional.
  - Integrate art with linear parks. For example, incorporate art in unique small park gathering spaces that can provide comfort.
  - Merge art and play areas.
  - Incorporate art into pedestrian bridges and passageways to create a unique experience and welcoming place.
  - Consider small-grain details in placemaking. For example, provide special paving in design of new landscapes.
  - Consider interactive public art installations
  - This Plan supports an element of distinction on Winchester Boulevard north of I-280 to highlight the entrance to the SRVF Urban Village.



Art installations are encouraged to be iconic, functional, and interactive.

GUIDELINES

- **Elements of Continuity** are repeated elements that create a sense of character.
  - Unify major streets by incorporating design elements into the streetscape such as surface treatment and crosswalks, special lighting, unique seating, specially treated bike racks and utility covers with fine-grained covers, and utility boxes with public art.
  - Incorporate interactive art projects and designate locations to accommodate a program of changing temporarily-placed artwork.
  - This Plan encourages public art and placemaking as elements of continuity along Winchester Boulevard which can create rhythm, harmony and visual sequence for this Urban Village.
- **Elements of Change** are temporary features such as, performances, events, festivals, and fairs.
  - Employ temporary and interactive placemaking that varies users' experience of a space at different times of the year.
  - Use public art as social engagement, such as pop-up eateries serving a range of food from different cultures.
  - Use public art to celebrate community rituals, such as special events to celebrate cultural, religious and spiritual activities.






Elements of continuity and change celebrate the character of the Urban Village area.

CHAPTER 5

URBAN DESIGN

5.1 Introduction

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

*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.*

5.2 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.

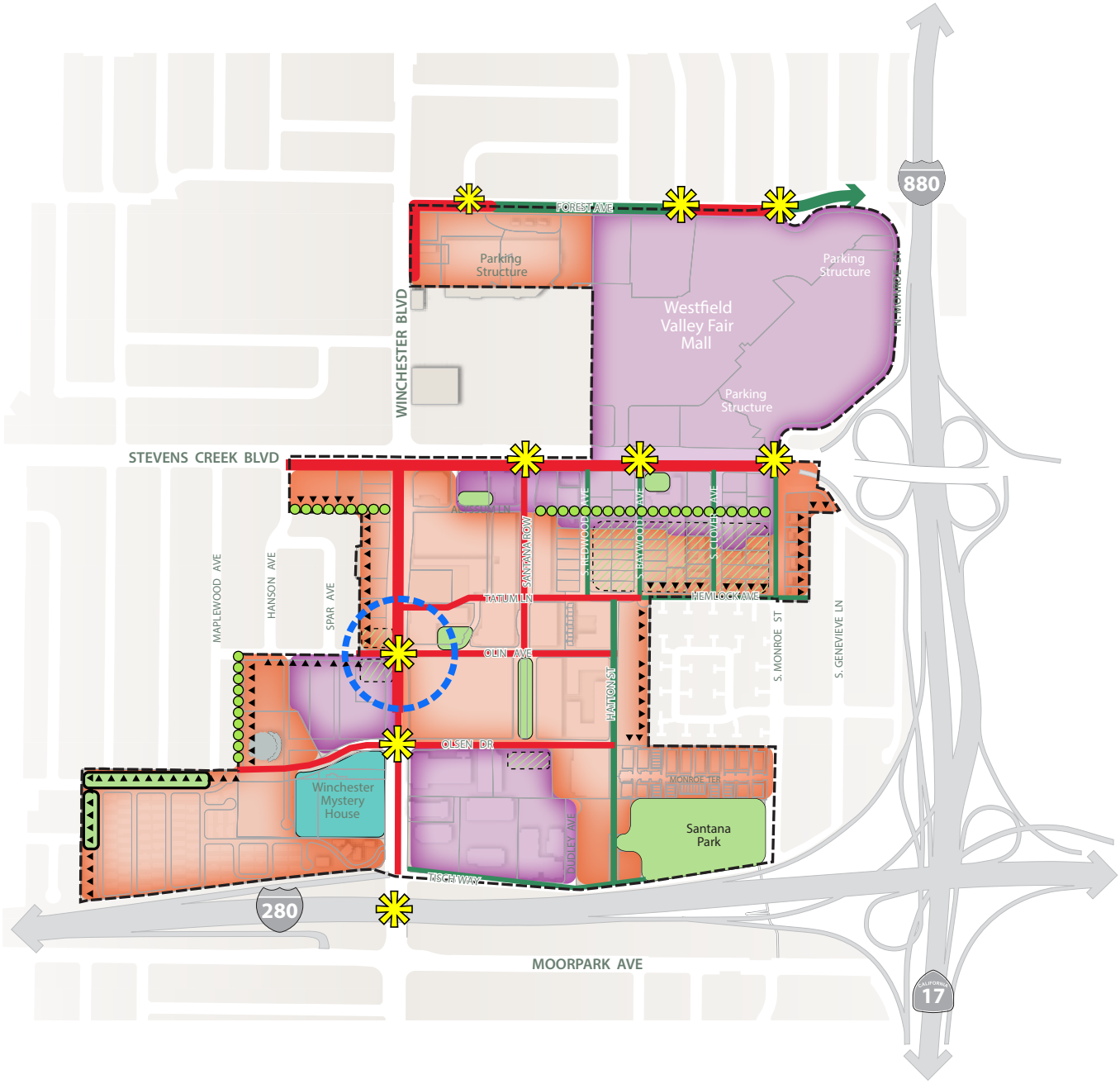
5.3 Urban Design Framework

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



- Commercial-only
- Mixed Use
- Existing Park and Open Space
- General Location/Area for Future Small Park/Plaza
- Private Recreation
- Height Transition Standards Apply
- Potential Paseo (Pedestrian- and bike-only)
- Potential New or Enhanced Intersection/Crossing
- Ground Floor Commercial/ Active Use Frontage
- Pedestrian-Oriented Frontage
- Urban Village Boundary
- Active Node (Emphasize on Public Art and Placemaking)

0 500 1,000 2,000
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Amended January 14, 2020 (GPT19-004)

5.3-1 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.

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.

5.3-1.1 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..

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.

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.

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.

5.3-2 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.

5.3-2.1 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.

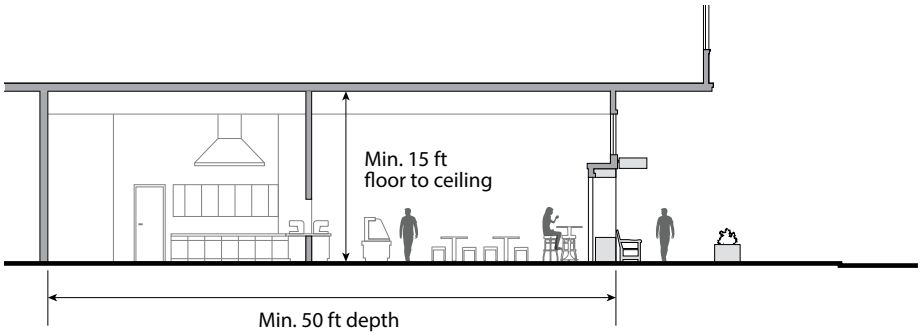
GOAL UD-3 New development should support a continuously engaging public space.

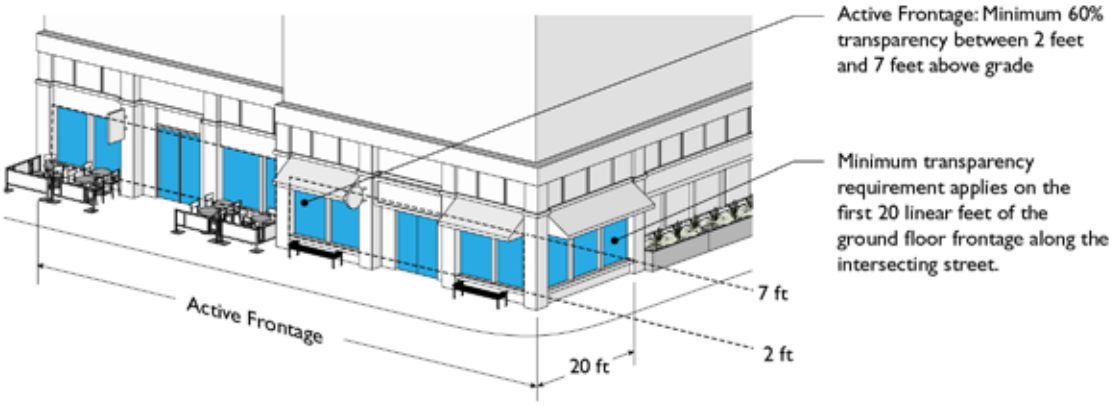
Standards

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.*

5.3-2.2 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.*

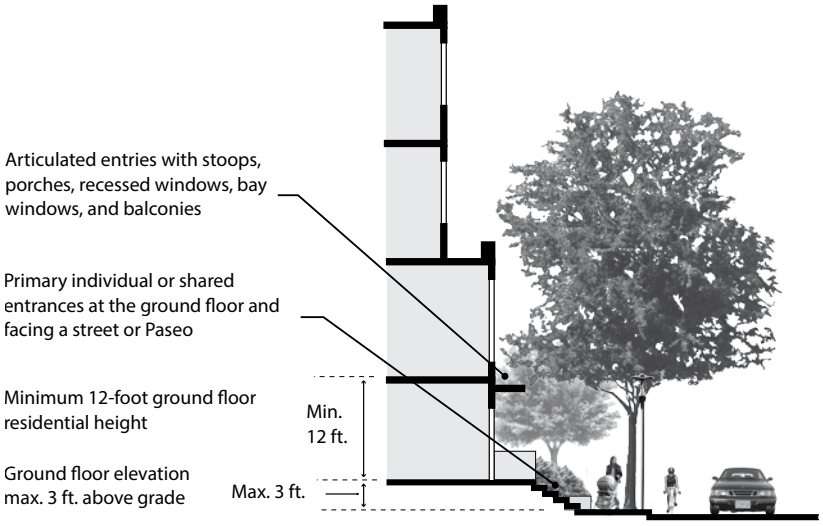
DG-19 *Generally, a minimum of one pedestrian building entry should be provided for each 50 feet of residential street frontage.*

5.3-2.3 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.

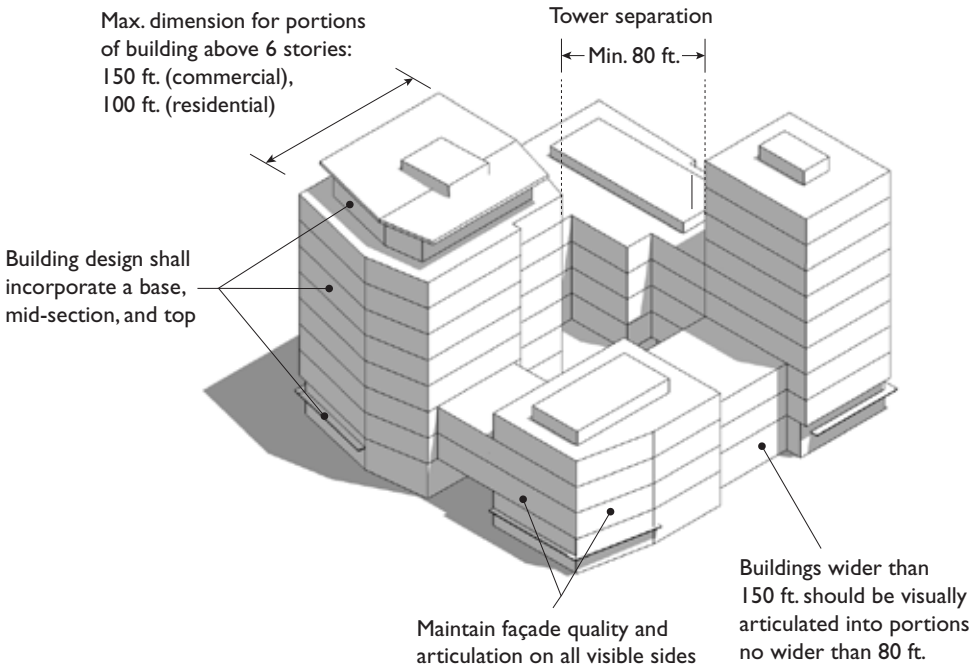
DS-7 Buildings shall maintain facade quality of architectural articulation and finishes on all sides of a building that is visible to the public. Some of the architectural features of the main facade shall be incorporated into the rear and side elevations.

Guidelines

DG-20 *Buildings, not including large format retail buildings, that are 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 frontages, 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.*

5.3-3 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.

5.3-3.1 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 South Baywood and Monroe Street, where parcels are typically small in size, a reduced height of 65 feet is applied on project sites less than one 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.

DS-9 New projects proposed within the Urban Village Plan over 55 feet

in height must provide detailed visualizations of their proposed project that show what the project would look like from the streetlevel, from different perspectives and distances, within the context of the neighborhood including both current and proposed projects.

Guidelines

DG-35 Non-occupiable architectural features such as roof forms, chimneys, stairwells and towers may project above the maximum height as allowed per San José Municipal Code Section 20.85.040, as may be amended in the future.

5.3-3.2 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-10 See Table 5-3 for the Building Placement standards.

DS-11 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 12-15 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-12 See figures 5-3 for transitional height standards. For buildings on Hemlock Avenue (between South Baywood Avenue and South Monroe 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.

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

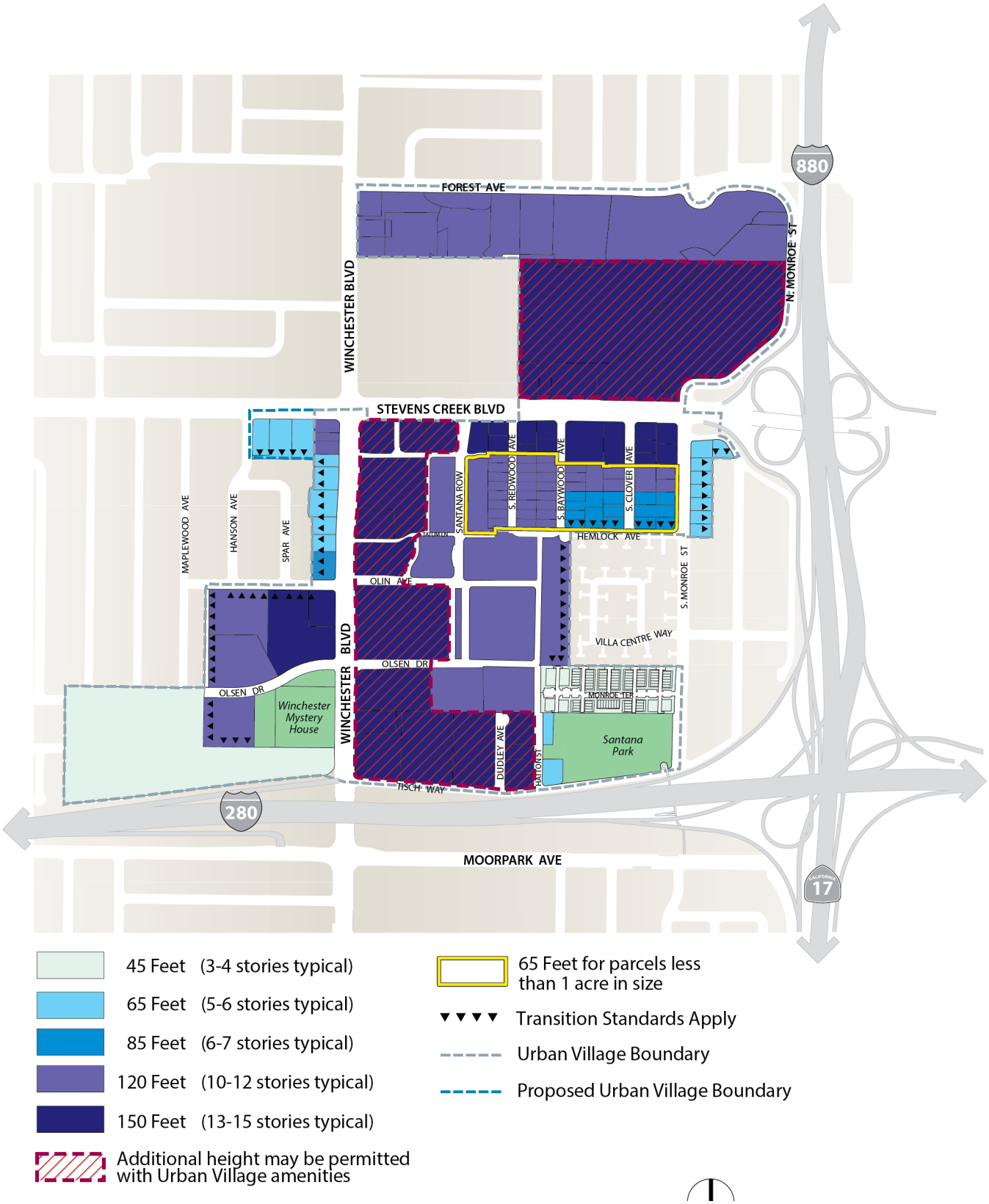
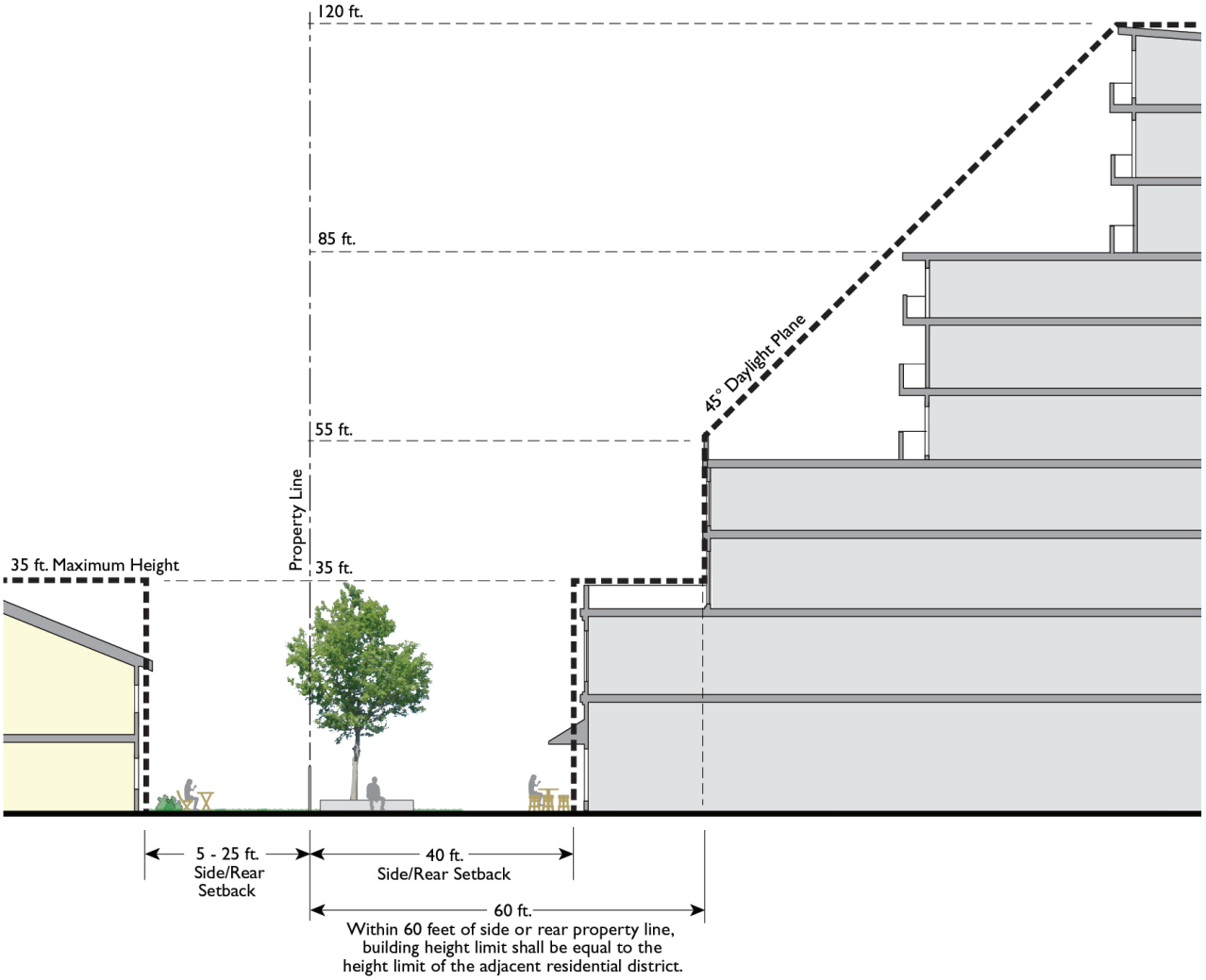


FIGURE 5-3: NEW DEVELOPMENT ADJACENT TO RESIDENTIAL NEIGHBORHOOD LAND USE DESIGNATION



- 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 Avenue (between South Baywood Avenue and South Monroe Street), buildings above 4 stories or 45 feet must stepback so as not to intercept a 45-degree daylight plane inclined inward from the building edge. The rule for buildings within 60 feet of property line does not apply to the buildings equal or less than 65 feet (the 45-degree daylight rule applies).
- For the site 425 South Winchester Boulevard, any new development adjacent to the 390 Spar Avenue is not required to have a setback or stepback (daylight) plane; any new development adjacent to 374 and 382 Spar Avenue shall provide a 20-foot rear/side setback and a 55 degree daylight plane, starting at a point 35 feet above grade and set back 20 feet from the adjacent property line.

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

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.

Paseo in Santa Barbara, California

Highline, New York

Guidelines

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

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.*

5.3-4 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.

5.3-4.1 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 Kirkwood Drive ad Olsen Drive.** Connecting Kirkwood Drive and Olsen Drive on the east side to Olsen Drive on the west site. This paseo would provide pedestrian and bike connections to Henry

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

Avenue, Rosewood Avenue and Maplewood Avenue and connect the western residential neighborhood to each other and to Winchester Boulevard. The bike connection will also provide a pedestrian and bike connection from the existing 280 overcrossings at Cypress Avenue, to the SRVF Village Plan area.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-13 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 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.*

5.3-4.2 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-14 For blocks longer than 500 feet, mid-block connections shall be provided every 300 feet, at minimum.

DS-15 Mid-block pathways shall be no less than 16 feet wide.

DS-16 Buildings shall be oriented such that frontages and entrances are visible and accessible from the public right-of-way, pedestrian connections, parks, or plazas.

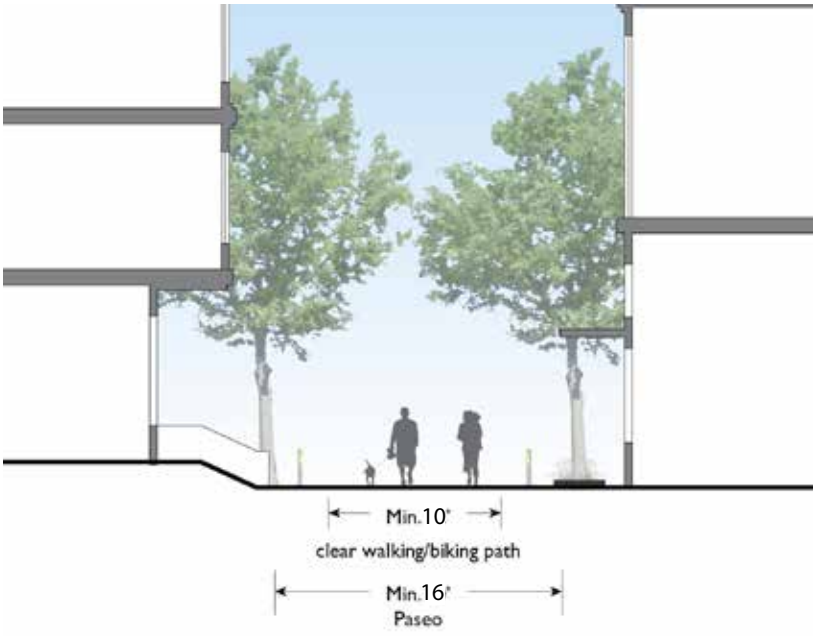
Guidelines

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.*

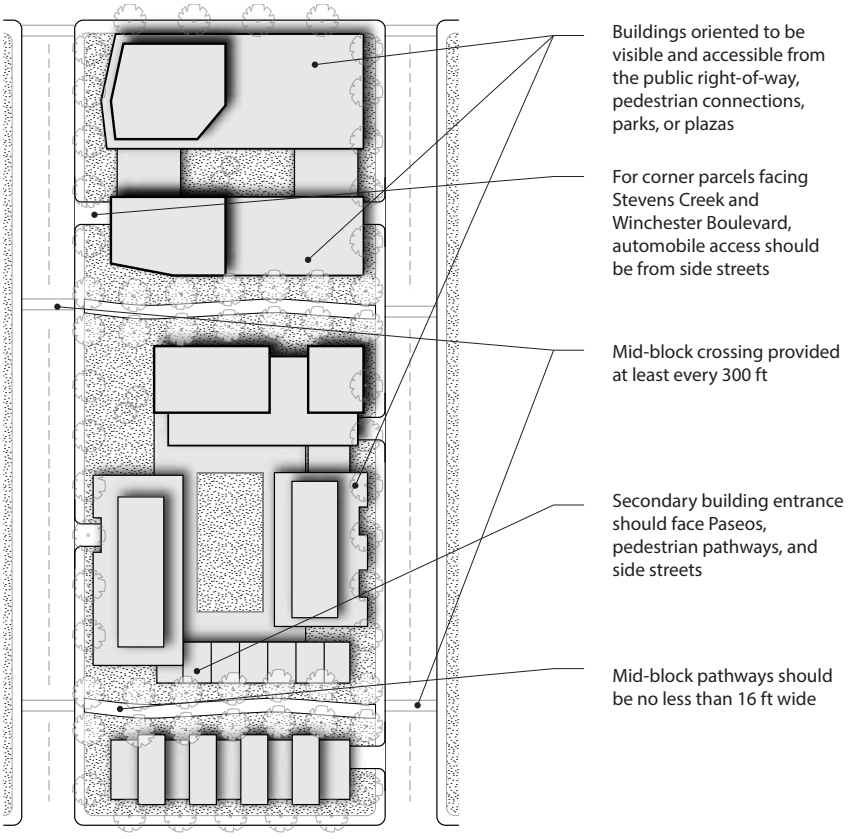
DG-52 *When redevelopment occurs, explore limiting the number of driveways along Winchester and Stevens Creek boulevards.*

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*



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.

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.*

5.3-4.3 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.

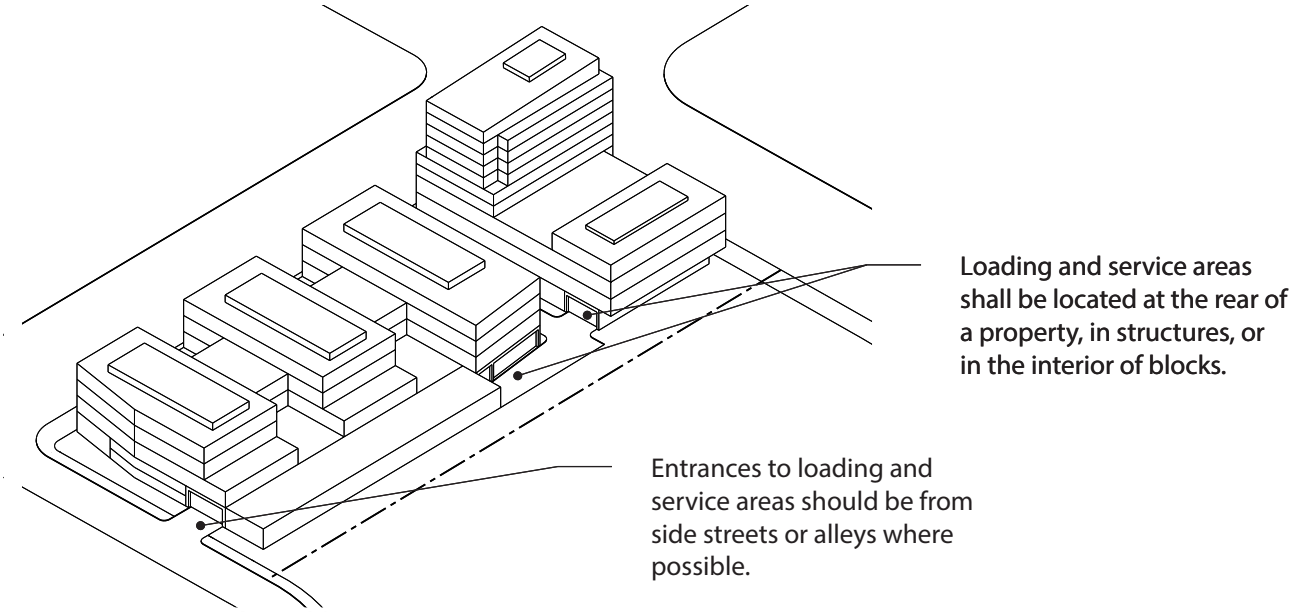
GOAL UD-13 Provide ample bicycle and pedestrian amenities to increase the comfort of non-motorized travelers.

Standards

DS-17 Surface parking are not permitted between the sidewalk and building façade.

DS-18 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-19 Loading and service areas shall not be visible from the Winchester and Stevens Creek Boulevards 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.

5.3-5 A VISUALLY APPEALING AND ENVIRONMENTALLY SUSTAINABLE VILLAGE

5.3-5.1 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

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

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

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-20 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.

DS-21 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.*

5.3-5.2 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.*

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

Landscape design can be sustainable and attractive

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

5.4 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.

5.4-1 PHOTOSIMULATIONS

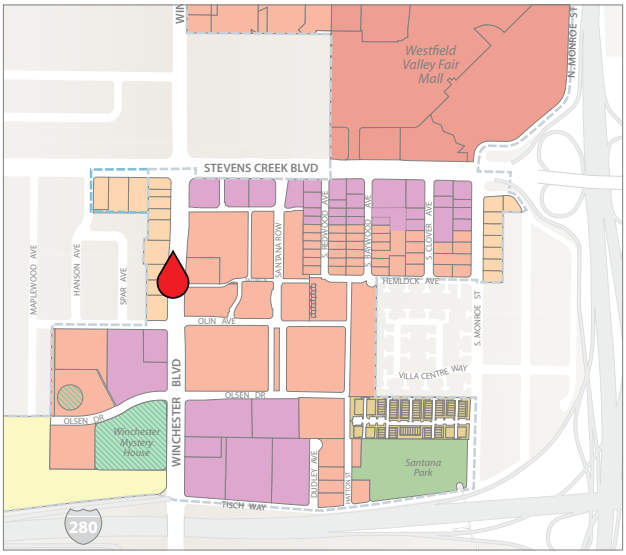
The photosimulations on the following two pages reflect a potential build-out scenario of the land uses, heights, building massing, and building placement standards described in this Plan. The intention is to show how the fully implemented plan would "feel" from an eye-level point of view at key locations 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.

5.4-2 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.

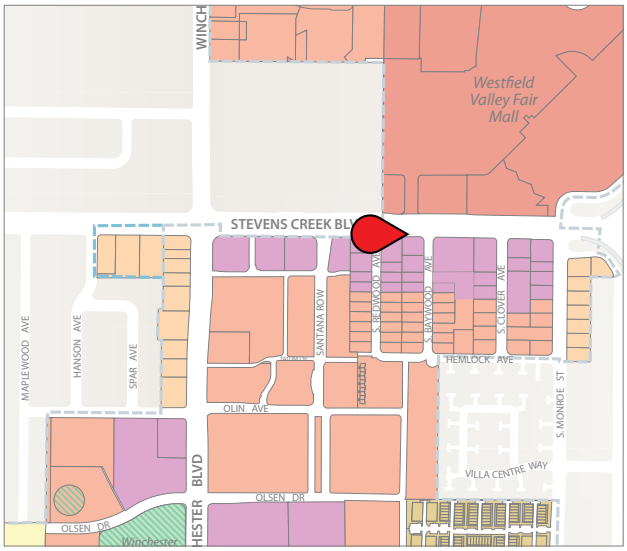
WINCHESTER BOULEVARD PHOTOSIMULATION



Before

After

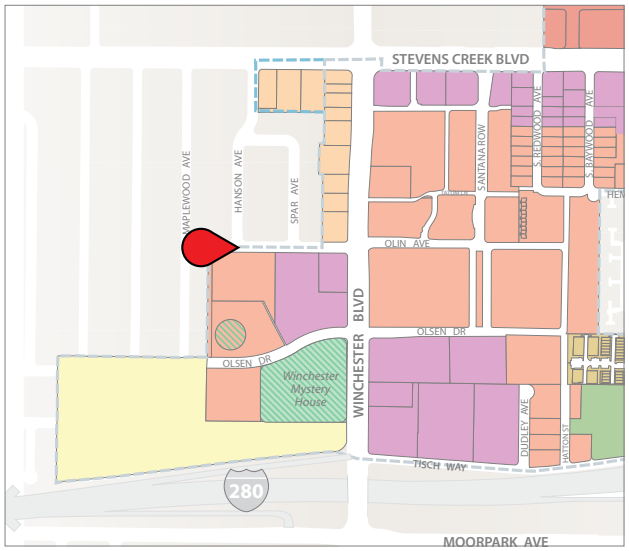
STEVENS CREEK BOULEVARD PHOTOSIMULATION



Before

After

OLIN AVENUE *PHOTOSIMULATION*



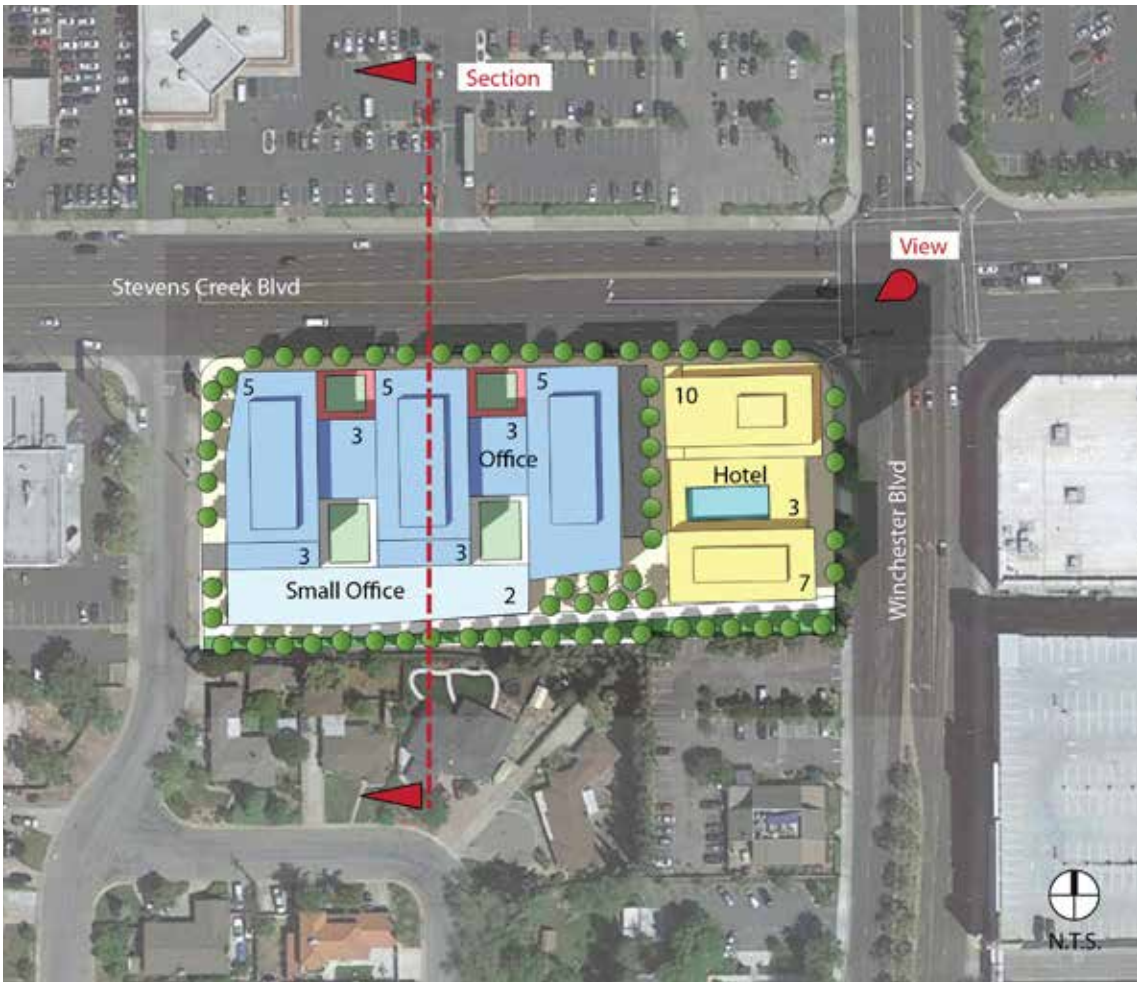
Before

After

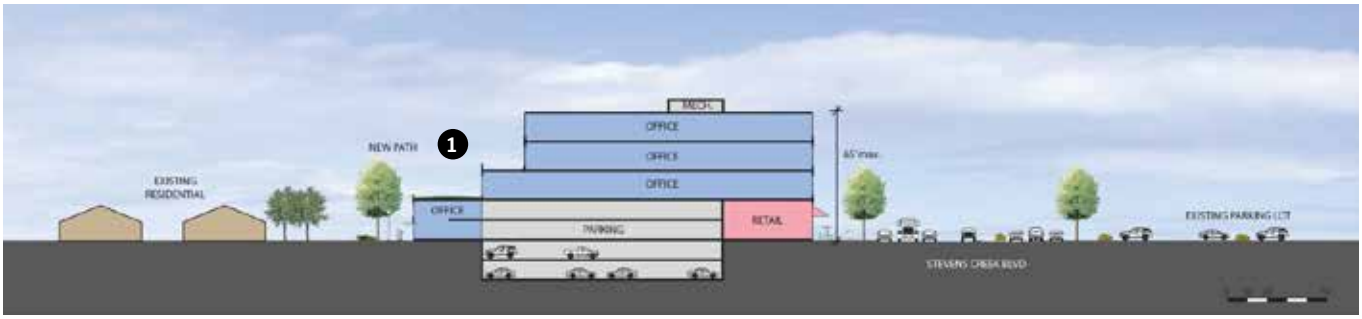
CASE STUDY A

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.

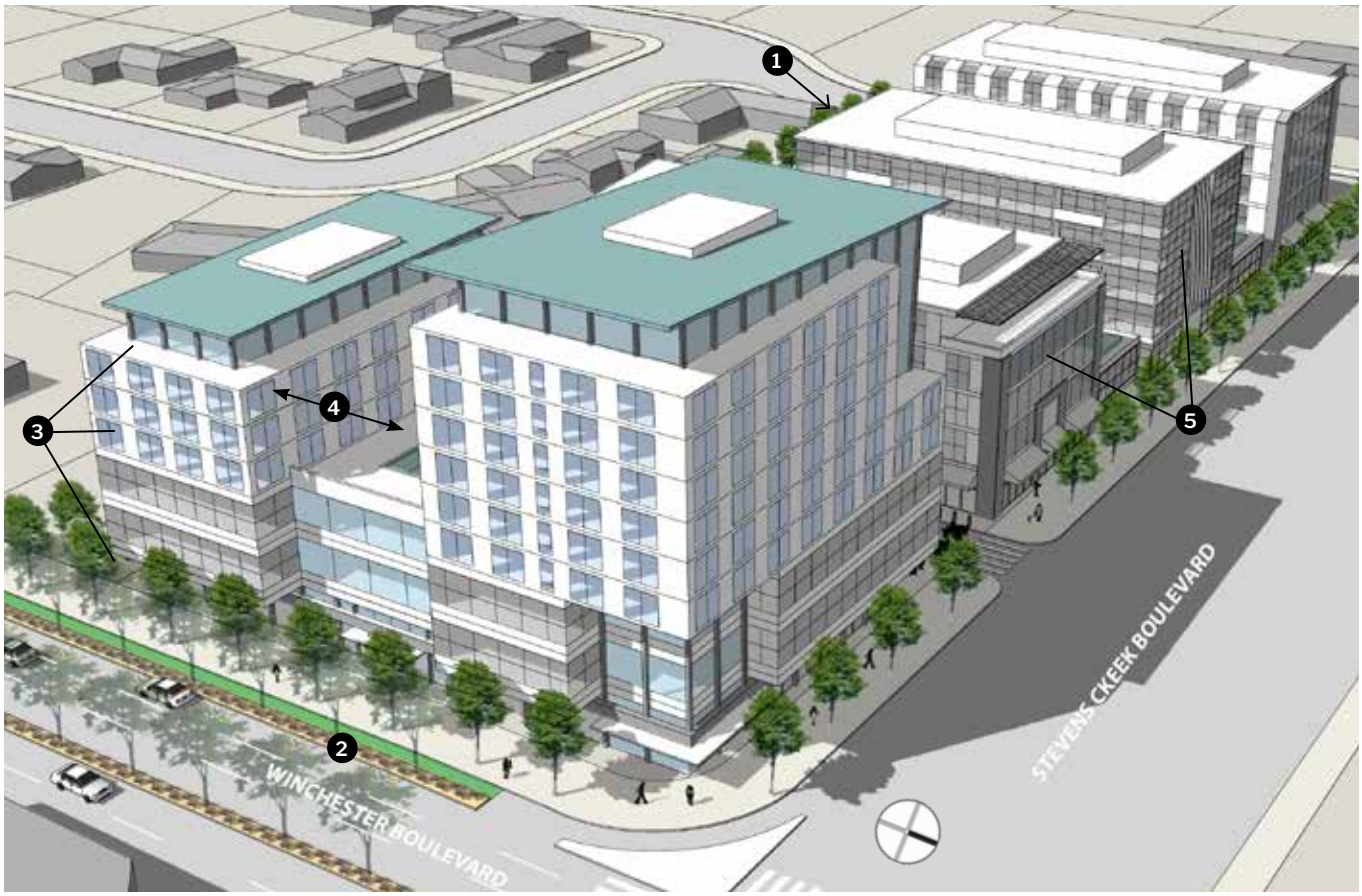
As shown in the Urban Framework Diagram, a pedestrian and bike-only Green Connector spans the south side of the site between Winchester Boulevard and Hanson Avenue. Small two-story office spaces along the south side of the development overlook the Green Connector. Transitions to existing residential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



Plan



Section



View

KEY URBAN DESIGN FEATURES

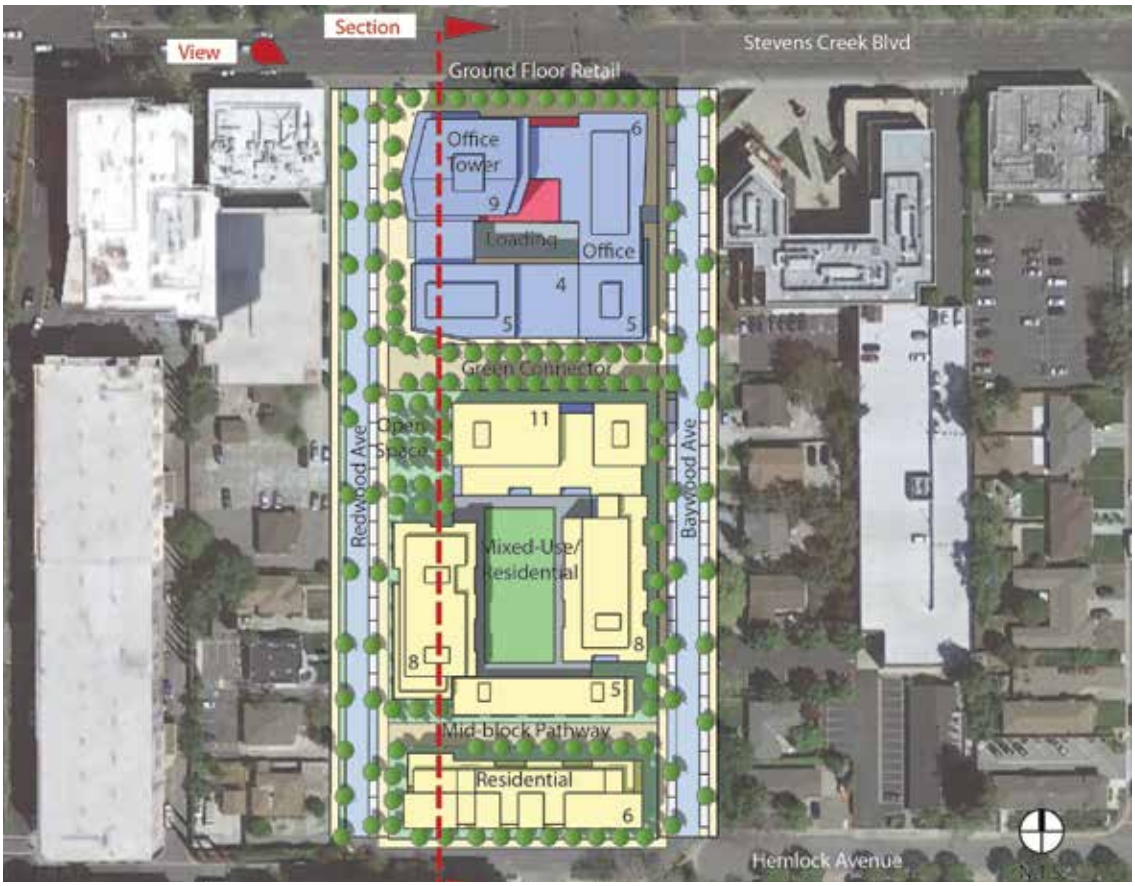
1. Building heights step down toward the existing single family residential neighborhood.
2. A prominent entrance is located at the Stevens Creek Boulevard/Winchester Boulevard gateway.
3. Buildings exhibit traditional “bottom, middle, top” vertical articulation.
4. Separation of towers permits adequate 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.

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CHAPTER 6

CIRCULATION & STREETSCAPE

6.1 Introduction

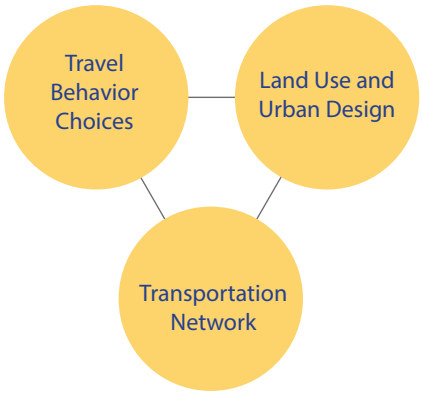
The City of San José's Envision 2040 General Plan supports creating a transportation network of safe, comfortable, convenient, and attractive routes for people who walk, bike, take transit, and drive. This Circulation and Streetscape Chapter develops transportation-focused goals, policies, and action items that address transportation challenges within the Urban Village area to preserve and enhance residential neighborhood character and foster economic growth. Specifically, this chapter seeks to achieve the community-supported goals of improving traffic flow and alternative transportation options, and reducing neighborhood cut-through traffic. The following is a summary of the Plan's strategies to achieve the community-supported goals:

- Improve traffic flow through multimodal data collection and application and signal coordination and timing improvements.
- Reduce congestion from the road by encouraging off-peak travel as well as more travel through sustainable modes, including walking, biking, transit and ridesharing.
- Support robust technology improvements, and appropriately accommodate new technologies, such as autonomous vehicles, in ways that provide net benefit.
- Improve transit options and connections to regional transit facilities by prioritizing transit and by upgrading existing bus stop facilities.

IN THIS CHAPTER

- Improve walkability and bikeability with better connections, wider walkways, improved over/under-crossings, shared bikeway in residential neighborhoods, protected or buffered bike lanes on major streets, and better bike parking.
- Limit cut-through traffic, speeding, and parking overflow in residential neighborhoods by slowing speeds and increasing cut-through travel-times in residential neighborhoods, and by providing enough parking to meet the needs of businesses and residents.
- Transform Forest Avenue into a Complete Street.
- Improve wayfinding in ways that reinforce and enhance the identity of the Urban Village and its surrounding neighborhood.
- Remain consistent with the community's top priorities for future designs of Winchester Boulevard, which are sufficient vehicular travel lanes and protected bike lanes.

FIGURE 6-1:
TRANSPORTATION SOLUTION — THREE-LEGGED STOOL



A well-connected environment and a quality sense of place is shaped by land use configurations, urban design, a robust and complementary transportation network, and changes in travel behavior choices.

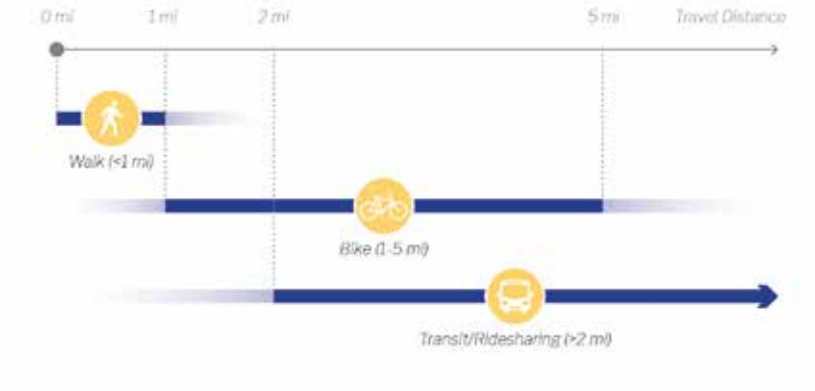
6.2 A Complete Transportation Network

Transportation-based solutions involve decisions in land use planning, choices/changes in behavior, and the transportation network. In the past, the traditional approach to encouraging alternative forms of travel has been to simply improve infrastructure for bicycles, pedestrians, and transit riders.

This Urban Village Plan, however, follows a more comprehensive approach, as represented in Figure 6-1, by considering how changes in land use planning, the transportation network, and travel behavior choices influence the entire travel system. Called the "three-legged stool" concept, this approach is premised in *placemaking*, the overall purpose of Urban Village planning efforts. The concept focuses on creating a well-connected environment and a quality sense of place that is safe, usable, and accessible for all ages and abilities. The concept is referenced visually in each section to help frame the approaches described. In addition, an alternative transportation hierarchy diagram (Figure 6-2) illustrates the commitment this Urban Village Plan makes to encourage more travel through alternative forms of transportation and are developed according to typical trip distances for each travel mode. For example, many short trips should be made by foot, many medium-distance trips should be made by bike, and many longer trips should be accomplished through transit or ridesharing. This diagram is also visually referenced throughout the document to identify the alternative modes that are the focus of each section.

This chapter is organized into the following sections:

FIGURE 6-2:
ALTERNATIVE TRANSPORTATION HIERARCHY



Alternative Transportation

This Plan encourages alternative transportation by accommodating typical trip distances for each travel mode

- **6.2: Existing Transportation Conditions** reviews the existing regional transportation context and streetscape and circulation conditions within the Urban Village.
- **6.3: Circulation** describes the vehicle, bicycle, pedestrian and transit networks throughout the Urban Village, and identifies goals, policies, and action items for each topic discussed.
- **6.4: Streetscape** describes the broad range of streetscape amenities and facilities that will help achieve the Plan's goals. This section also illustrates improvements to specific rights-of-way. Goals, policies, and action items are provided for each topic discussed.
- **6.5: Implementation** discusses related planning and implementation efforts that will aid in the realization of this Plan, including strategies for phasing.

6.3 Existing Transportation Conditions

This section discusses the existing roadways, transit networks, and bicycle and pedestrian facilities in the SRVF Urban Village. The purpose of this section is to identify the Village's existing assets as well as the infrastructure on which Plan recommendations are based. The section also discusses existing plans and policies that help shape the goals and policies of the Urban Village.

6.3-1 REGIONAL TRANSPORTATION CONTEXT

The SRVF Urban Village occupies a total of 184 acres in west San José, northwest of the intersection of I-280 and I-880/SR-17. The Village borders the City of Santa Clara to the west, and the Winchester Urban Village to the south. Downtown San José is about three miles to the east of the Village, and Downtown Santa Clara 2.5 miles to the north.

The SRVF Urban Village vicinity is currently an existing commercial hub with two large retail commercial centers — Westfield Valley Fair Mall and Santana Row — as well as a number of smaller existing commercial and retail oriented uses. Vehicular access to Westfield Valley Fair Mall exists at several locations along Stevens Creek Boulevard, Winchester Boulevard, Forest Avenue and Monroe Street, providing motorists with access to surface parking lots and parking structures surrounding the mall.

Table 6-1 summarizes the modal split of commuter trips for residents living in the Census Tracts where the SRVF Urban Village is located. People living in this area rely heavily on the automobile as their primary mode of transportation for commute trips. Active travel modes (walking and biking) make up approximately five percent of all commute trips, and approximately three percent of commute trips are made using transit.

TABLE 6-1: MODAL SPLIT FOR COMMUTING TRIPS

MEANS OF TRANSPORTATION TO WORK	URBAN VILLAGE CENSUS TRACT (%)
Drove alone	79%
Carpooled	8%
Public transportation (excluding taxicab)	3%
Walked	4%
Bicycle	1%
Taxicab, motorcycle, or other means	2%
Worked at home	3%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Several nearby commuter rail, intercity rail, and light rail transit services are all provided at Diridon Station in Downtown San José, located about three miles east of the Urban Village. Bus service at Diridon Station includes local, express, and shuttle routes. Diridon Station serves Santa Clara Valley Transportation Authority (VTA) bus routes, the Highway 17 Express route, Downtown Area Shuttle (DASH), and the Monterey-San José Express Bus Route. Commuter and intercity rail at Diridon Station is provided by Caltrain, the Altamont Corridor Express (ACE) and Amtrak's Coast Starlight and Capitol Corridor routes. Light rail transit is provided by VTA on the Mountain View-Winchester line.

Future transit services within the Diridon Station area include Bay Area Rapid Transit (BART), which is expected to extended from Fremont, and the proposed California High Speed Rail linking the northern and southern portions of the state.

The Downtown Santa Clara Caltrain Transit Center, located about 2.5 miles north of the Village, provides access to local and limited-stop Caltrain service, several VTA bus lines, the Altamont Corridor Express (ACE), and

Amtrak's Capital Corridor route.

The Norman Y. Mineta International Airport is located approximately three miles northeast of the Plan area.

6.3-1.1 Transit

The Santa Clara Valley Transportation Authority (VTA) provides fixed bus routes and light rail services in communities throughout Santa Clara County, including San Jose.

Existing Transit Network

The SRVF Urban Village is relatively well-served by public transit with three Santa Clara Valley Transportation Authority (VTA) bus routes along Winchester and Stevens Creek Boulevards: routes 23, 60, and 323, with Route 23 claiming the second most boardings over its entire route. VTA's Route 23 and Limited Route 323 provide access to De Anza College to the west and the Alum Rock Transit Center to the east. Route 23 carries about 8,600 daily riders, representing approximately 10% of VTA's countrywide ridership. Route 323, introduced in 2012, is a limited-stop route intended to relieve the over-capacity of Route 23 buses and meet the demand for faster, more direct travel between Downtown San José and De Anza Community College in the City of Cupertino. VTA Route 60 provides access along Winchester Boulevard to Downtown Campbell (south) and Tasman Drive, Santa Clara (north). The three VTA bus routes provide transit connections to Caltrain, VTA Light Rail, Altamont Corridor Express (ACE), Amtrack, and VTA Light Rail in San José. This village is not currently served by BRT, BART, or light rail. Figure 6-3 shows existing and planned regional transit networks.

Planned Transit Improvements

VTA is planning to comprehensively redesign its transit operating plan in late 2017 to coincide with the start of BART service to Santa Clara County. The VTA Board of Directors will not finalize the plan until mid-2017, but if passed, the Santa Row-Valley Fair area will see modifications in the level of bus service. VTA plans to adjust Route 23 weekday frequencies to provide 15-minute daytime service and Sunday 20-minute daytime frequencies. Route 323 would be updgraded to Route 523 and would provide connections to Lockheed Martin Transit Center, Downtown Sunnyvale, De Anza College, Vallco, Downtown San José, Mexican Heritage Plaza, and Berryessa BART station. Route 523 would have a 15-minute frequency seven days a week, and provide upgraded passenger amenities at the Valley Fair bus stop on Stevens Creek Boulevard. Route 60 would be expanded to connect to Mineta San Jose Airport and Milpitas BART station (north) and maintain connection to Downtown Campbell (south). Route 60 frequencies would provide 15-minute daytime weekday service, and 20-minute daytime weekend service. Figure 6-4 shows the VTA's proposed Draft Next Network Plan, scheduled to be implemented in the fall of 2017.

FIGURE 6-3: EXISTING AND PLANNED REGIONAL TRANSIT CONNECTIONS

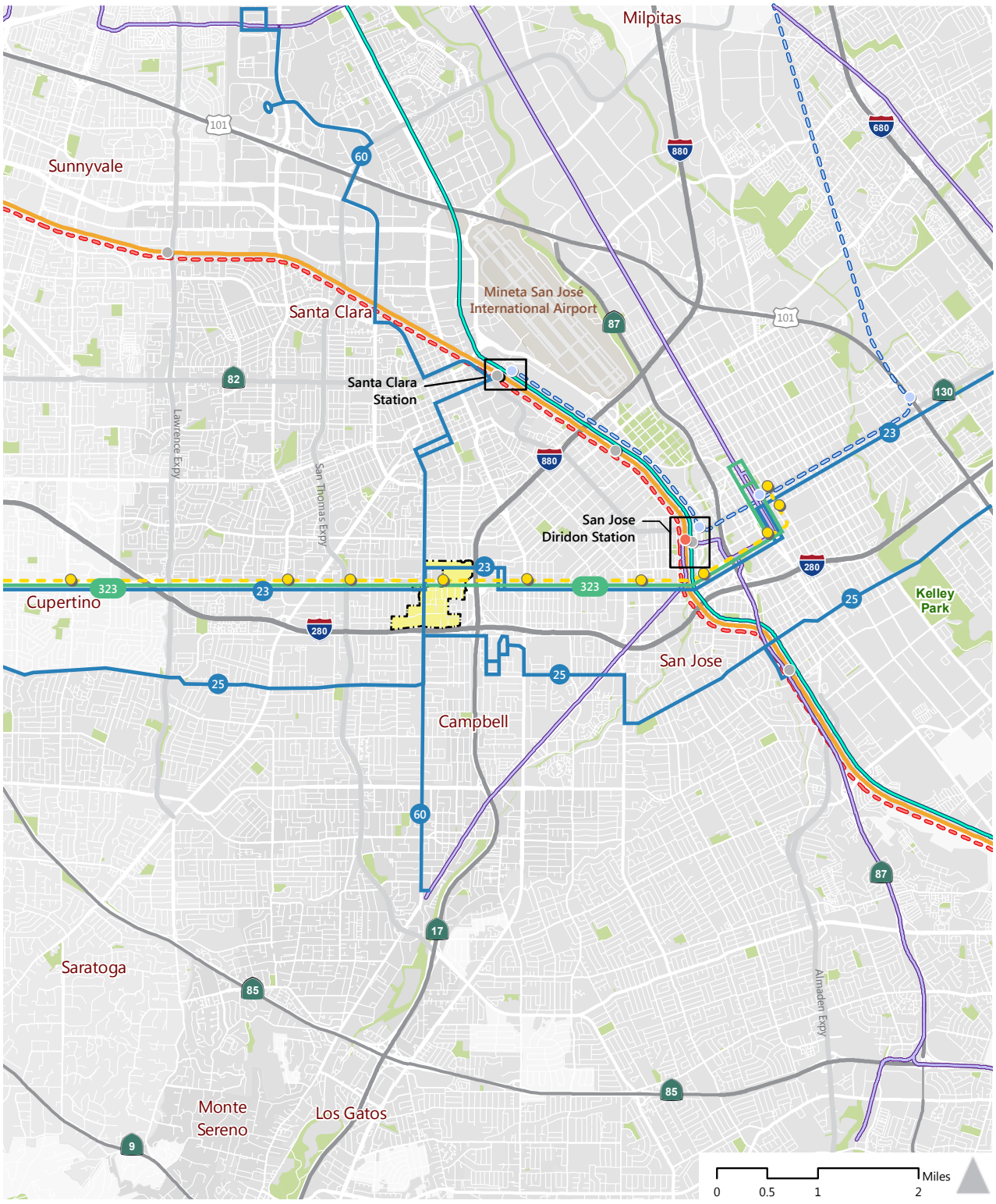
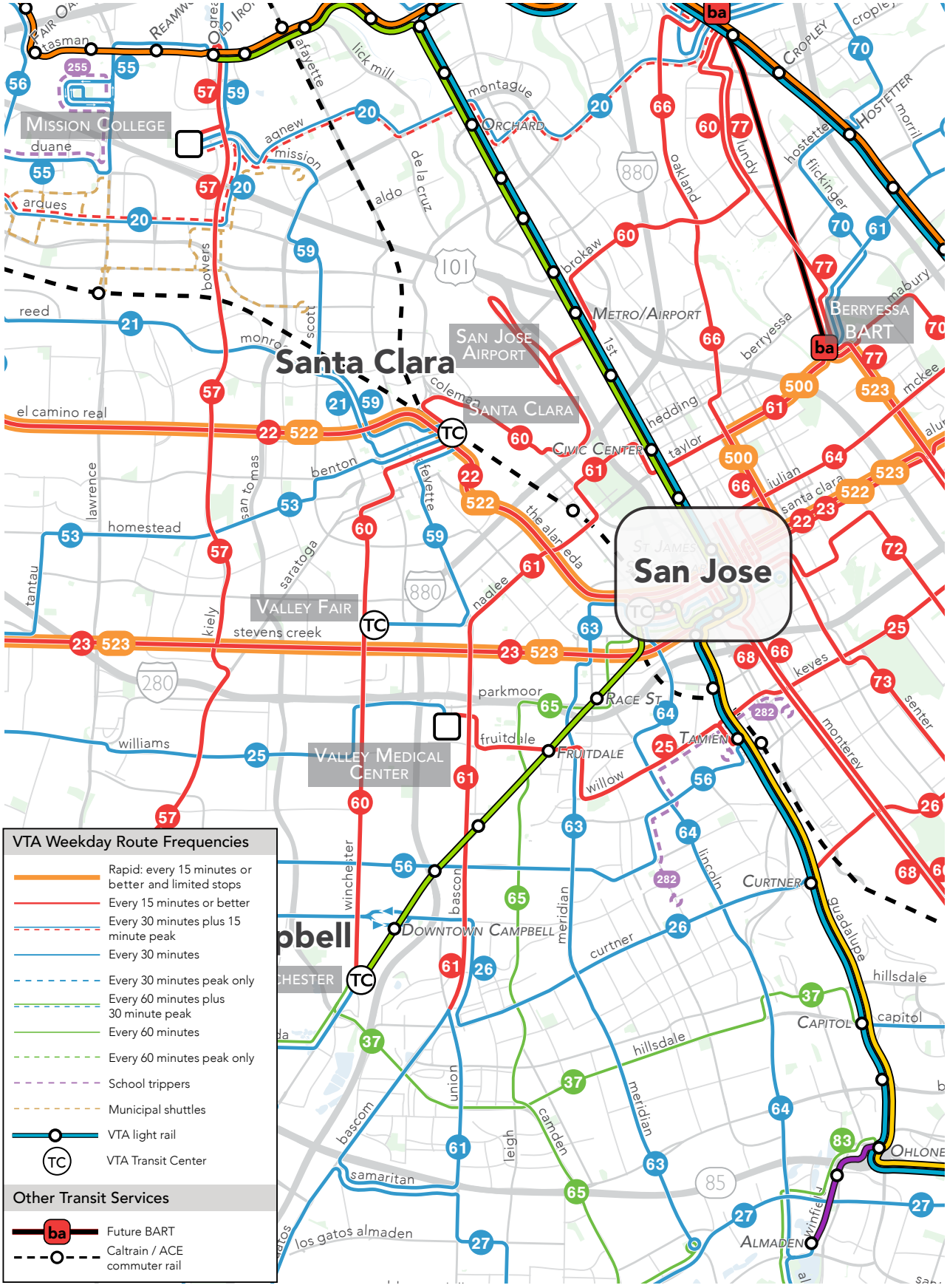


FIGURE 6-4: VTA NEXT NETWORK — REGIONAL TRANSIT CONNECTIONS PLAN (EXPECTED TO BE IMPLEMENTED IN LATE 2017)



6.3-1.2 Regional Streets and Roads (Freeways, Highways, and Expressways)

Regional roadways serving the SRVF Urban Village include Interstate 280 (I-280) and State Route 17 (SR 17)/Interstate 880 (I-880), operated and maintained by Caltrans. I-280 runs north-south, generally just to the west of the larger cities of the San Francisco Peninsula for most of its route and connecting the cities of San José and San Francisco. SR 17 is a highway that runs in the north-south direction between the cities of San José and Santa Cruz. SR 17 ends at I-280 and becomes I-880, continuing north. I-880 connects the cities of San José and Oakland, running parallel to the southeastern shore of the San Francisco Bay.

6.3-2 EXISTING PHYSICAL CONDITIONS

This section is a discussion of the existing physical conditions of the transportation network as it relates to the SRVF Urban Village. Appendix A includes a diagram of the existing roadways and streetscape conditions that are relevant to the proposals that follow in sections 6.3 through 6.5.

6.3-2.1 Local Streets and Roads

The major roadways serving the SRVF Urban Village are Winchester Boulevard and Stevens Creek Boulevard, both of which are characterized by the San José General Plan as Grand Boulevards. Winchester Boulevard runs north-south from the Town of Los Gatos to the City of Santa Clara, and is the only roadway within the Village that provides access across I-280. Stevens Creek Boulevard runs east-west from the City of Cupertino to Bascom Avenue in the City of San José, emphasizing transit connections and connecting multiple neighborhoods throughout the City.

A few key local streets provide access from surrounding neighborhoods to the Winchester Boulevard and Stevens Creek Boulevard corridors. Key east-west local streets include Forest Avenue on the northern-most border of the SRVF Urban Village and Tisch Way on the southern-most border. In the north-south direction, Monroe Street connects Tisch Way to Stevens Creek Boulevard to Forest Avenue.

6.3-2.2 Walking Conditions

It is feasible to walk to destinations within the Urban Village; however, many of the existing amenities are not well designed for people on foot and thereby discourage pedestrian activity. People who walk frequently encounter major barriers, including streets that don't connect, fences, freeways, and sidewalk gaps. Further, such factors can also affect it someone chooses to use transit because transit trips often start and end with walking.

Existing sidewalks facilitate pedestrian travel throughout the SRVF Urban Village area, connecting people to on-site parking lots, retail and commercial amenities, and nearby residences. Periodic pedestrian crossings are available along Stevens Creek and Winchester boulevards and Forest Avenue within the SRVF Urban Village, facilitating pedestrian travel within the Urban Village and between the planning area and surrounding destinations. Crosswalks are located at signalized intersections along Stevens Creek and Winchester boulevards and Forest Avenue. Forest Avenue also has a signalized mid-block crossing that connects to VTA's Valley Fair Mall transit center.

6.3-2.3 Bicycling Conditions

There are bike lanes along Winchester Boulevard and Monroe Street north of Stevens Creek Boulevard in the SRVF Urban Village. These facilities accommodate bicycle travel to, through, and from the Urban Village, connecting people to the retail and commercial amenities, and nearby residencies. Winchester Boulevard features a buffered (Class II) bike lane with green paint markings in potential conflict areas on both sides of the roadway between Stevens Creek Boulevard and Tisch Way. Monroe Street features standard (Class II) bike lanes between Forest Avenue and Stevens Creek Boulevard. Both Stevens Creek Boulevard and I-280; however, present barriers to cyclists choosing to travel along Winchester Boulevard and Monroe Street, impeding connectivity throughout the Urban Village area. Limited bicycle parking is available in the SRVF Urban Village.

6.3-3 RELEVANT PLANS AND POLICIES

Envision 2040 General Plan

San José's Envision 2040 General Plan contains several transportation focused goals and policies relevant to the Urban Villages. In addition to establishing varying street "typologies" such as Grand Boulevards, Main Streets and others, the General Plan includes policies supporting substantial increases in walking, bicycling, transit trips, and ridesharing. It envisions San José becoming more walkable, bikeable, and transit friendly.

San José Complete Streets Design Guidelines (Draft)

San José recently developed Complete Streets Design Guidelines in an effort to provide additional street design guidance and to further articulate the General Plan street typology goals. The Complete Streets Design Guidelines support the creation of streets that are people-oriented, connected and resilient. The Design Guidelines are currently in draft form and are expected to be finalized in mid-to-late 2017.

Vision Zero San José

Vision Zero San José is the City's commitment to prioritize street safety for all people. It was established in 2015 with the goal of reducing and eventually eliminating all traffic fatalities in the City.

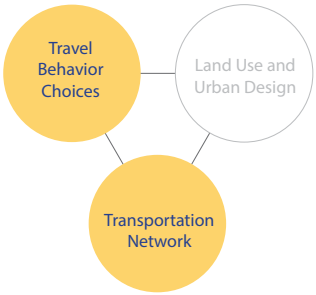
VTP 2040

The Valley Transportation Plan (VTP) is the long-range transportation plan for Santa Clara County. VTA periodically updates this 25-year plan, and the most recent plan, VTP 2040, was adopted by the VTA Board in October 2014. This plan highlights the projects and programs that will be pursued in partnership with Member Agencies in the next 25 years, including Complete Streets, Express Lanes, Bus Rapid Transit including Stevens Creek, and Bicycle/Pedestrian Improvements. VTP 2040 also includes a detailed discussion on planning activities that will take place during the life of the plan.

6.3-4 COMMUNITY RECOMMENDATIONS

Community outreach efforts during the SRVF Urban Village planning process have included several public advisory group meetings, two community workshops, and two on-line surveys. Key recommendations identified throughout these efforts include:

- Improve traffic flow through signal coordination and timing improvements.
- Support robust technology improvements and appropriately accommodate new technologies.
- Improve transit options and connections to regional transit.
- Improve walkability and bikeability with better connections.



Circulation strategies shape the transportation network and inform travel behavior choices.

Alternative Transportation

6.4 Circulation

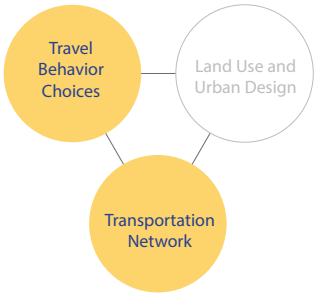
This section discusses the range of circulation improvements that seek to complete and enhance the multimodal network, improve traffic flow, and limit neighborhood impacting, cut-through traffic, speeding, and parking overflow. Figure 6-5 shows the general travel time hierarchy for the Urban Village. With the use of technology, traffic management strategies, and improvements to bicycle, pedestrian, and transit networks, traffic delays within the Village can be reduced.

GOAL CS-1 Make improvements to the transportation network that improve traffic flow, enhance multimodal connectivity, and reduce neighborhood cut-through traffic.

GOAL CS-2 Work with the City of Santa Clara and VTA to create a cohesive area-wide transportation network.

6.4-1 VEHICULAR CIRCULATION, TRAFFIC MANAGEMENT AND TECHNOLOGY

This section provides strategies to manage vehicular travel and parking, including Transportation Demand Management (TDM), communication technology improvements, and shared mobility services. Figure 6-6 maps potential multimodal and communication technology networks in the Urban Village.



Circulation strategies shape the transportation network and inform travel behavior choices.

Alternative Transportation

6.4-1.1 Corridor Traffic Management

There are several traffic issues along corridors within and near the SRVF Urban Village ranging from peak time traffic congestion to high vehicle travel speeds. The biggest issues tend to be located along Winchester and Stevens Creek boulevards and at the I-280/Winchester interchange, including at Moorpark Avenue and Tisch Way. Regional traffic currently has several potential alternate routes to Winchester Boulevard, including SR 17/SR 880, Bascom Avenue and San Tomas Expressway. These regional roadways experience high levels of congestion during morning and afternoon peak commute times, as well as on the weekends, as travelers make their way to Santana Row and Westfield Valley Fair Mall. Some travelers use alternate routes to avoid congestion in the area, which results in increases in traffic along some residential neighborhood streets.

GOAL CS-3 Effectively manage traffic to improve traffic flow along regional corridors and major streets.

GOAL CS-4 Use technology to improve transportation system operations.

Policies

Policy 6-1: Incorporate corridor-level traffic management strategies that help improve traffic flow and safety along major corridors in the Urban Village area.

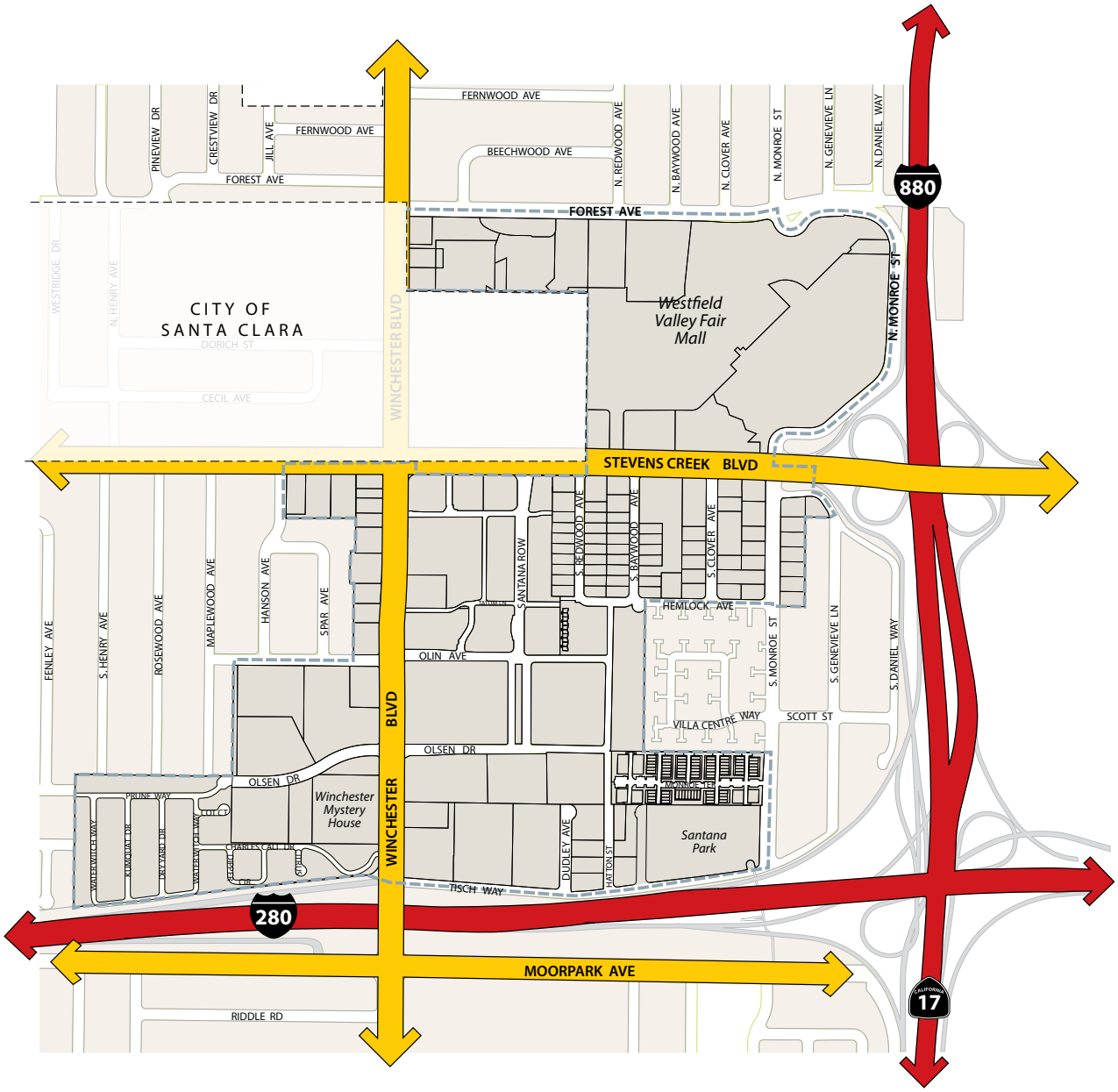
Policy 6-2: Complete the fiber-optic communication network that will serve as the backbone for transportation and parking system communication and operations.

Policy 6-3: Implement traffic signal coordination, transit signal priority along transit priority corridors, and real-time adaptation to contribute to safe and efficient traffic flow.

Policy 6-4: Incorporate pedestrian and bike sensors into the signal system to support reliable signal priority for active travel modes.

Policy 6-5: Upgrade traffic detection systems from traditional in-pavement loops to video detection technologies that are more immune to poor pavement conditions and more readily support bike detection.

FIGURE 6-5: SRVF URBAN VILLAGE TRAVEL-TIME HIERARCHY



Regional facilities for through traffic

Major city streets prioritizing local traffic

Neighborhood streets for all users

Urban Village Boundary

City Boundary

0 500 1,000 2,000
FEET

FIGURE 6-6: SRVF URBAN VILLAGE CIRCULATION AND TECHNOLOGY NETWORKS

- Potential Paseo (Pedestrian and Bike only)
- Primary Pedestrian Route
- Potential New or Enhanced Intersection/Crossing
- Bike Facilities
- Potential New Multimodal Connection
- Fiber Communication Backbone
- Community Park (Existing)
- Urban Village Boundary
- City Boundary

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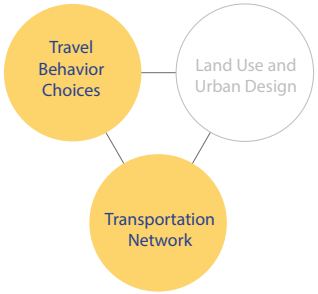
FEET

Amended January 14, 2020 (GPT19-004)



Circulation strategies shape the transportation network and inform travel behavior choices.

Alternative Transportation

Action Items

- » Expand the fiber-optic communication backbone network.
- » To contribute to safe and efficient traffic flow, implement traffic signal coordination, transit signal priority, and real-time adaptation along Stevens Creek and Winchester boulevards.

6.4-1.2 Neighborhood Traffic Management

The local roadways within the SRVF Urban Village neighborhoods provide direct access Stevens Creek and Winchester boulevards, the Urban Village's major roadways. As travel times along these major roadways increase, especially during peak times, drivers may use alternate routes through surrounding residential neighborhoods to access the area's major roadways in an effort to reduce their overall travel time. Additional vehicles traveling through these neighborhoods can cause issues related to congestion, safety, speeding and noise within residential areas.

Neighborhood traffic calming design features, such as treed and landscaped medians and bulb-outs, chicanes, speed tables, curb extensions, traffic circles, raised or enhanced crosswalks and flashing beacons, and additional signage can be effective in calming vehicular travel speeds and improving safety for all people. All of these methods can be effective in reducing cut-through traffic by increasing cut-through route travel times.

Chicanes can be effective in calming vehicular travel speeds and improving safety for all people of the road.

Policies

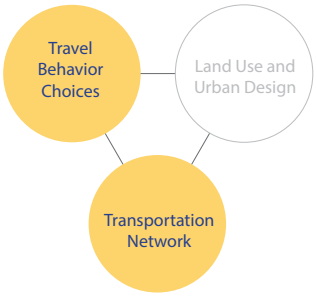
Policy 6-6: Utilize traffic calming and re-routing design features to reduce vehicle speeds and increase travel-times in order to discourage neighborhood cut-through traffic and create a safer and more comfortable residential neighborhood environment.

Action Items

- » Assess how new potential vehicular connections will impact travel patterns in neighborhoods.
- » Where appropriate, identify and implement traffic rerouting and calming treatments that lower automobile speeds, increase travel times, and have been shown to noticeably reduce neighborhood cut-through traffic.

6.4-1.3 Transportation Demand Management and Parking Management

Transportation Demand Management (TDM) that include parking management will make the most efficient use of transportation networks and parking facilities, and help to address city-wide traffic issues. Transit and active transportation networks in the Village have unused capacity, while roadways are congested during peak times but under used at other times. Incentives and pricing should induce some travelers to change their travel choices, resulting in more efficient use of the transportation system.



TDM strategies shape the transportation network and inform travel behavior choices.

Alternative Transportation

Developments in the Urban Village should create, implement, and maintain transportation demand management programs for their sites. These programs should incentivize tenants and visitors to use non-single occupant vehicle travel modes and travel during non-peak times. Programs should be tailored to each developments' setting and user contexts to most cost effectively motivate needed changes in travel choices.

The strategies listed below are not comprehensive; rather, they are an introduction to some of the more common transportation demand and parking management strategies. Developers should consider and deploy the most up-to-date and effective TDM measures, as new strategies are continually being developed and implemented worldwide.

GOAL CS-5 Develop and implement effective Transportation Demand Management (TDM) strategies that improve traffic flow by minimizing vehicular trips and vehicles miles traveled (especially during peak times) and increasing use of alternatives modes like walking, biking, transit, and ridesharing.

GOAL CS-6 Effectively manage the supply, demand, and pricing for parking to ensure that sufficient parking exists to meet the needs of residents, business and visitors.

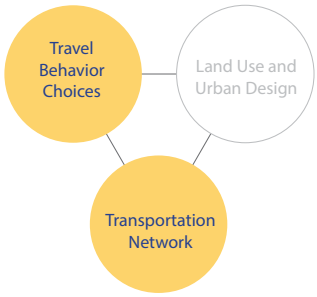
Policies

All Sites

Policy 6-7: Development projects should create, implement, and maintain transportation demand management programs for their sites that reduce automobile traffic and parking demand, improve traffic flow, and increase use of alternatives modes like walking, biking, transit, and ridesharing.

Policy 6-8: Encourage carsharing and/or bikeshare programs.

Policy 6-9: Support shuttles that serve the Urban Village and connect to local destinations and regional transportation hubs like Diridon Station and San José International Airport, while ensuring that transit operations and passenger environments remain safe and convenient.



TDM strategies shape the transportation network and inform travel behavior choices.

Alternative Transportation

Policy 6-10: Encourage the implementation of parking management strategies in new development that are designed to manage parking demand and reduce parking needs. These strategies can include unbundled and/or pricing and/or curbside management strategies.

Policy 6-11: Encourage the use of parking guidance technology and information systems in new development to improve parking access, help drivers use parking more efficiently, and reduce congestion.

Policy 6-12: Real time transit information display systems should be incorporated into new development.

Policy 6-13: Large scale office employers should consider programing on-site childcare services within new development.

Policy 6-14: Larger residential and employer sites should consider creating TDM manager positions as part of site operations to coordinate TDM programs.

Employer Sites

Policy 6-15: Developments should incentivize their employees to use transit and active transportation modes (e.g., Subsidized transit passes for employees).

Policy 6-16: Developments should incentivize their employees to drive during off-peak times.

Policy 6-17: Developments should provide alternative mode-choice supports such as commuter choice tax provisions, guaranteed ride home programs, trip planning assistance, car pool formation forums, and vanpool startup and/or on-going costs.

Policy 6-18: Employers should consider offering a parking cash-out program to employees, which would provide the employee the option of receiving cash for their parking space and encourage taking transit, biking, walking or carpooling to work.

Residential Sites

Policy 6-19: New developments should include carsharing services on-site and include membership fees in their HOAs.

Retail Sites

Policy 6-20: Encourage use of delivery services that provide easy delivery of goods to consumers' homes.

Action Items

- » Study the feasibility of City-operated public parking structures near freeway off-ramps.
- » Explore the feasibility of creating a Parking Benefit District.

6.4-1.4 Developing Transportation Technologies

Appropriately incorporating developing technologies into the Village area will improve safety, mobility, and environmental sustainability. The technologies this Plan intends to take advantage of include fiber optics, shared mobility services, autonomous vehicles, and Transportation Network Companies (TNCs) in ways that provide a net benefit.

Shared Mobility Services

Shared mobility services provided by Transportation Network Companies (TNCs) are increasingly used in the San Francisco Bay Area for a variety of trip purposes, and app-based carsharing is encouraging expanded use of carpooling. In addition, transit stations are popular beginning or end points for shared mobility trips, which suggests that these activities will be a well-used travel mode between regional transportation services and the SRVF Urban Village. The proposed street network considers the need to accommodate all types of vehicle trips, including shared mobility trips.

Policies

Policy 6-21: Support convenient Transportation Network Company (TNC) passenger pick-up and drop-off in the Urban Village area, especially near activity centers while ensuring that walking, biking, and transit remain safe and convenient.

Policy 6-22: New developments should include pickup/drop-off locations in their site plans, while ensuring that walking, biking, and transit remain safe and convenient.

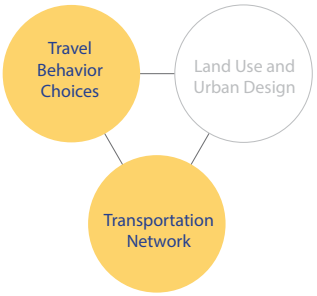
Policy 6-23: Ensure that pick-up/drop-off areas do not conflict with bicycle lanes.

Action Items

- » Identify potential TNC drop-off and pick-up locations.

Autonomous Vehicles

Autonomous vehicles, also termed automated, driverless, self-driving and robotic vehicles, are those which are capable of sensing their own environments in order to perform at least some aspects of the safety-critical control without direct human input. In the future, autonomous vehicles may become increasingly common.



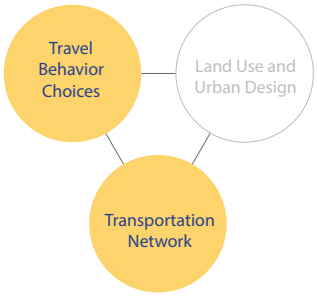
Circulation strategies shape the transportation network and inform travel behavior choices.

Alternative Transportation

Transportation Network Company (TNC) passenger pick-up and drop-off areas can easily connect travelers with regional transportation services.

To accommodate for future travel needs, the Urban Village Plan aims to provide a general framework for autonomous vehicles.

Alternative Transportation



Bicycle and pedestrian networks shape the transportation network and inform travel behavior choices.

A connected bicycle network that links residential, businesses, recreation and transit stations encourages walking and bicycling.

Protected bike lanes (Class IV bikeway) includes vertical separation such as delineations (pictured above).

Policies

Policy 6-24: Appropriately accommodate future forms of vehicle travel, such as autonomous vehicles, in ways that provide net benefit.

Action Items

» Assess current readiness for, and potential impacts of, autonomous vehicles on the transportation network.

6.4-2 BICYCLE AND PEDESTRIAN NETWORK

Walking and biking can be convenient, enjoyable, and healthy alternatives to automobile travel, particularly for shorter trips. To encourage walking and bicycling, the street network must include connected bicycle networks that link residences, businesses, recreation and transit stations, and that remove barriers for people who walk and bike. The SRVF Urban Village bicycle and pedestrian network is diagrammed in Figure 6-6.

All users of streets, including automobile drivers and people who use transit, are people who walk at some point in their journey, and origin points and final destinations are commonly accessed via sidewalks. Sidewalks help establish a continuous pedestrian network that minimizes barriers and interruptions along the path of travel, is intuitive and easy to navigate, and feels safe and comfortable to walk along.

Policies

Policy 6-25: Complete, expand, and enhance bicycle and pedestrian networks.

Policy 6-26: Implement shared lane markings (Class III) in residential neighborhoods where appropriate.

Policy 6-27: Implement standard and enhanced bicycle lanes (Class II or Class IV) on major streets where appropriate.

Policy 6-28: Implement safety enhancements on existing bicycle routes in the Urban Village.

Policy 6-29: Complete the sidewalk network and maximize connectivity by removing barriers and interruptions along the path of travel.

Action Items

» Improve bicycle and pedestrian routes throughout and connecting to the Urban Village.

» Ensure that the current VTA-led I-280/Winchester Boulevard

planning process provides bicycle and pedestrian solutions that are in conformance with this Plan.

Paseos

"Paseos" are areas reserved for pedestrian and human-powered vehicles, such as bicycles, skateboards and kick scooters, in which most or all automobile traffic may be prohibited. These paths are designed to better accommodate accessibility and mobility, while also improving the attractiveness of the local environment and reducing air pollution, noise and collisions involving pedestrians. Paseos also provide shortcuts that encourage walking and biking by increasing visibility and accessibility between different destinations within the Urban Village.

Paseos provide shortcuts that encourage people to walk and bike.

Policies

Policy 6-30: Encourage the installation of paseos that enhance the pedestrian environment and improve connectivity throughout the Urban Village area.

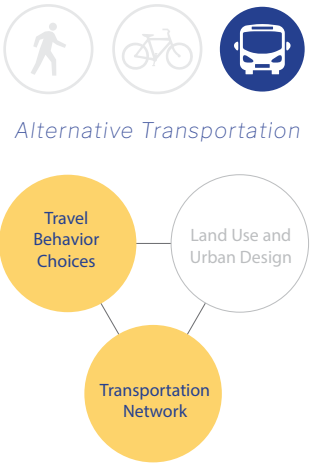
For more information on bicycle and pedestrian facilities refer to Section 6.4-1.2: Bike and Pedestrian Facilities and Amenities. For more information on paseos refer to Chapter 5: Urban Design, Section 5.2-4.1.

6.4-3 TRANSIT NETWORK AND SERVICE

Public transit service in Santa Clara County is provided by Santa Clara Valley Transportation Authority (VTA). The City works closely with VTA to increase transit ridership through land use, density, roadway design, transit service, and other strategies.

As shown in Figure 6-7, the SRVF Urban Village is generally well-served by local bus service, with three VTA bus routes: Routes 23 and 323, which generally run along Stevens Creek Boulevard, and Route 60, which runs generally along Winchester Boulevard. In addition, the future Rapid 523 will connect the Stevens Creek Boulevard corridor to Downtown San José, De Anza College, and the future Berryessa BART Station.

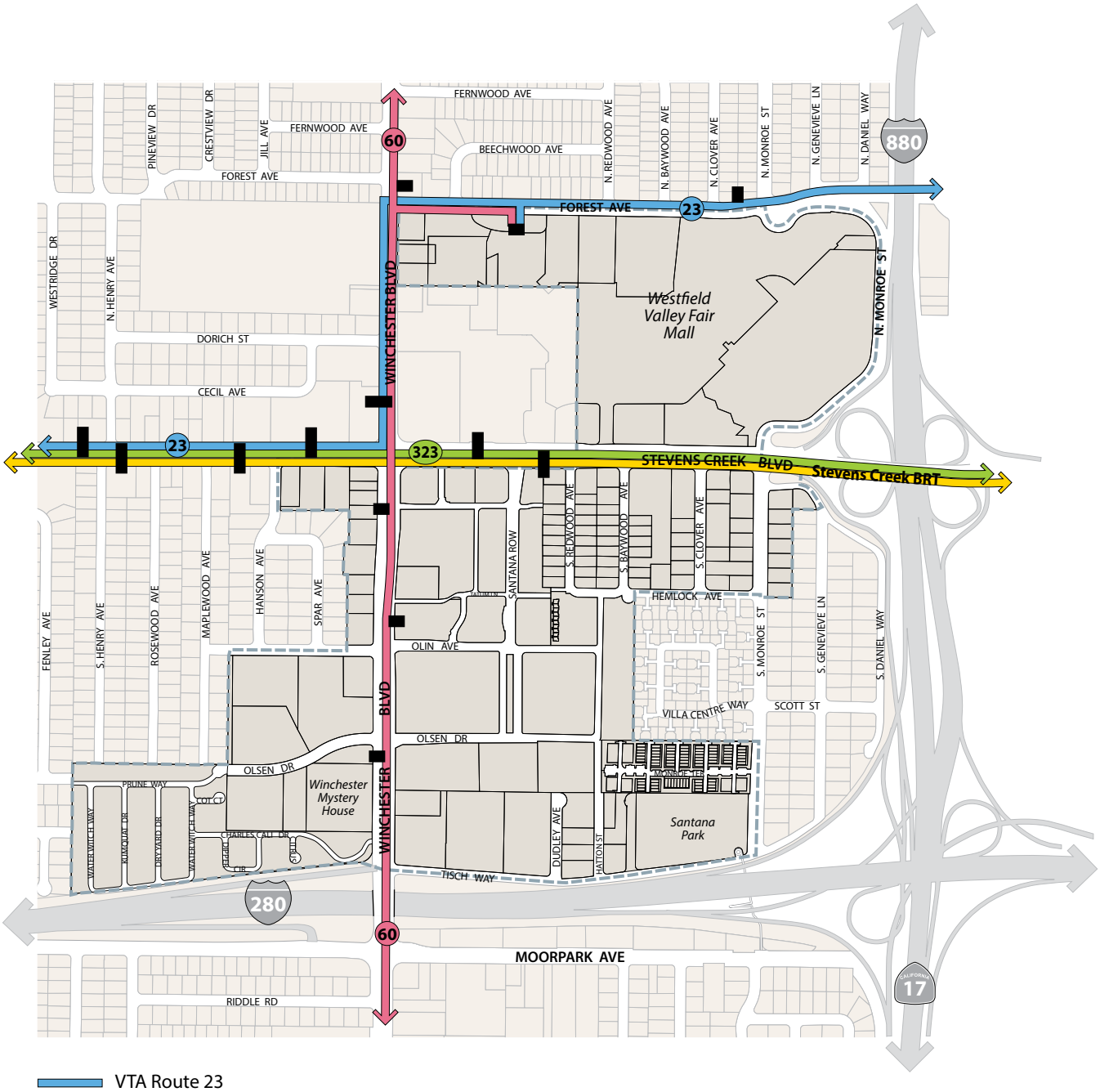
However, a 2015 study conducted by Federal Realty, which owns Santana Row, found that only three percent of employees traveled by bus, while almost half of all respondents said that they would use public transit if it were readily available.[1] This indicates that transit service in the area should be improved and that there is a disconnect between actual and perceived transit service in the SRVF Urban Village. Regional connectivity to existing



Transit networks and services shape the transportation network and inform travel behavior choices.

1 "Improving Access To, Through and From the Santana Row/Valley Fair Urban Village Area," SPUR, Leah Toeniskoetter, October 14, 2015, p. 16.

FIGURE 6-7: SRVF URBAN VILLAGE BUS ROUTES



and planned regional transit services should be improved for the SRVF Village, and VTA released a Next Network Plan that proposed transit service improvements, as shown in Figure 6-4.

In addition, private "microtransit" services like Chariot, which now operates in the Willow Glen neighborhood and elsewhere in the Bay Area, have recently become available.

GOAL CS-7 In partnership with VTA, make transit a more desirable option and encourage more use of transit through supportive land use and street design and transit operations.

Policies

Policy 6-31: Accommodate all forms of public and private transit services.

Policy 6-32: Encourage public and private transit services that improve connectivity between the Urban Village and surrounding regional transit services.

Policy 6-33: Support convenient transit stops in the Urban Village area, especially near activity centers.

Policy 6-34: Support increasing the frequency, reliability and overall quality of transit services operating in the Urban Village area.

Policy 6-35: Support partnerships with on-demand transit services to provide more travel options for people who use transit.

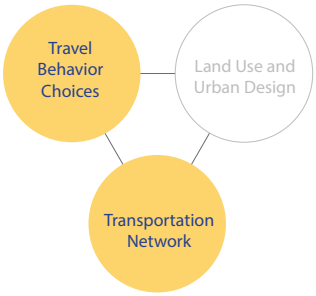
Policy 6-36: Improve transit convenience by ensuring that access (e.g. sidewalks, pathways, bikeways) are direct, safe, and convenient.

Policy 6-37: Improve transit convenience by placing future transit stops closer to key intersections (e.g., Winchester & Stevens Creek boulevards), where feasible.

Action Items

- Coordinate with VTA to locate and design transit stops and bring more frequent, direct, and higher quality transit service to the Urban Village area. (Figure 6-4)
- Implement transit signal priority along Winchester Boulevard.

Transportation Network Company (TNC) passenger pick-up and drop-off areas can help connect travelers with regional transportation services easily and safely.



Transit networks and services shape the transportation network and inform travel behavior choices.

Alternative Transportation

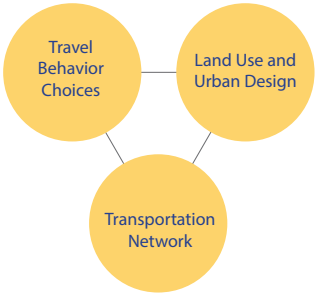
6.4-4 STREET TYPOLOGIES AND FUNCTION

To ensure a balanced, multimodal transportation network, the San José General Plan organizes street facilities according to "typologies." Street typologies are an expansion of functional classifications that consider the roadway's adjacent land use, appropriate travel speeds, and the need to accommodate multiple travel modes. These street typologies also serve as the link between roadway circulation and streetscape design, as recommended streetscape improvements are based on typology. The street typologies within the Urban Villages are shown in Figure 6-8 and described in Table 6-2.

TABLE 6-2: EXISTING GENERAL PLAN ROADWAY TYPOLOGIES

ROADWAY TYPOLOGY	ALL MODES ACCOMMODATED?	PRIORITY MODE	DESCRIPTION
Grand Boulevards	Yes	Transit	• High standards of design, cleanliness, landscaping, gateways, and wayfinding • If there are conflicts, transit has priority
On-Street Primary Bicycle Facilities	Yes	Bicycles	• If there are conflicts, bicycles have priority
(City & Local) Connector Streets	Yes	All modes accommodated equally	• Pedestrians accommodated with sidewalks
Residential Streets	Yes	All modes accommodated equally	• Pedestrians accommodated with sidewalks or paths • Through traffic discouraged

6.5 Streetscape



Streetscape designs shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.

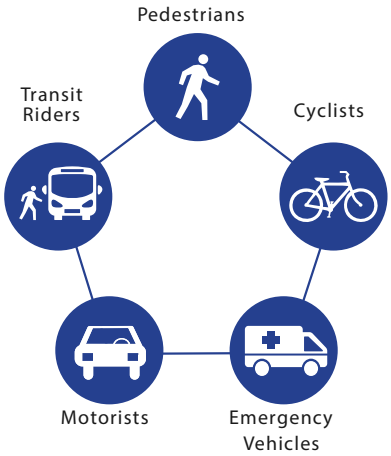
Alternative Transportation

The proposed streetscape plan incorporates a comprehensive approach to the practice of mobility planning by coupling the concepts and objectives of "complete streets" with the street typologies and functions defined in the *Envision San José 2040 General Plan* and the *San José Complete Streets Design Guidelines*.

Complete streets are roadways designed to safely accommodate many different users, including people who bike, people who walk, transit riders, motorists, and emergency vehicles. They're also designed to accommodate people with a diverse set of needs, such as the needs of children, people with disabilities and seniors. Complete streets help make a more walkable, healthy, and sustainable community by encouraging people to walk and bike and by creating an environment where all people feel safe and welcome on the roadways. In addition, elements of complete streets are often selected based on adjacent land uses, with the aim of providing amenities that will best serve the users of these important public spaces. This section details streetscapes of major corridors including, placemaking, green infrastructure, and activation of public spaces.

FIGURE 6-8: SRVF URBAN VILLAGE STREET TYPOLOGIES

This Plan aims to provide a transportation network that successfully integrates automobiles and people who bike, walk, and take transit.



For more information on elements of complete streets refer to the Urban Design Chapter.

GOAL CS-8 Strengthen the quality-of-place and improve economic vitality and quality of the Urban Village with supportive streetscape improvements.

Policy 6-38: Improve streetscapes to effectively improve multi-modal safety, reduce cut-through traffic, improve traffic flow, and create more walkable, bikeable and transit friendly environments.

6.5-1 ELEMENTS OF COMPLETE STREETS

Complete streets are integral parts of the Urban Village and a transportation network that successfully accommodates people who bike, walk, take transit, and drive. Complete street improvements are recommended throughout the Urban Village. In the areas designated as Ground Floor Commercial Required, a more amenity-oriented approach, with special landscape, lighting, bicycle parking, and/or paving materials, will be provided to complement the higher levels of activity.

GOAL CS-9 Support recommended streetscape improvements with treatments from the San José Complete Streets Design Guidelines.

Policies

Policy 6-39: All streets in the Urban Village area shall be designed as complete, well-integrated streets consistent with the Envision 2040 General Plan and San José Complete Streets Design Guidelines, as opportunities arise.

6.5-1.1 Accessibility, Usability, and Safety

Complete streets are accessible, usable, and safe for all users.

Policies

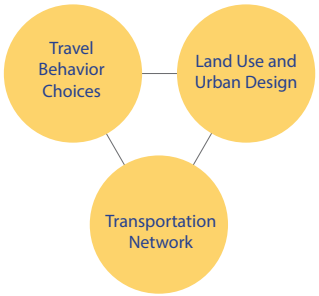
Policy 6-40: To increase the usability of streets for all users, including people with disabilities, seniors, and parents with strollers or young children, routes in the SRVF Urban Village should provide a clear and accessible paths of travel free of barriers and obstructions.

Policy 6-41: At a minimum, follow the Americans with Disabilities Act (ADA) guidelines for accessibility of elements such as, but not limited to, sidewalks and curb ramps.

6.5-1.2 Bike and Pedestrian Facilities and Amenities

Complete streets are designed to meet the needs of both people who walk and people who bike. This section provides a discussion of strategies to implement bicycle and pedestrian facility improvements. Strategies include improving bicyclist and pedestrian environments and connections by incorporating public space and waiting areas, installing additional bicycle facilities, and reducing barriers to walking and bicycling.

Alternative Transportation



Bicycle and pedestrian facilities shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.

SIDEWALKS

Sidewalks throughout the Village must support a comfortable walking environment. The following policies apply to all rights-of-way within the Village.

GOAL CS-10 Create an Urban Village that is safe, comfortable, and convenient place for people to walk.

GOAL CS-11 Enhance pedestrian environments and improve connectivity throughout the Urban Village, especially to and from parks, plazas, Santana Row, and the Westfield Valley Fair Mall.

GOAL CS-12 Reduce barriers to walking.

GOAL CS-13 Support landscaped buffers that separate pedestrians from vehicle traffic.

Policies

Policy 6-42: Physical treatments should not obstruct a clear path of travel.

Policy 6-43: All future development projects shall provide 20-foot minimum sidewalk width along Winchester and Stevens Creek boulevards. Where the sidewalk in front of a development project falls short, the project must make up the difference so that the entire 20 feet is publicly accessible and functions as a sidewalk.

Policy 6-44: All Primary Pedestrian Routes shown in Figure 6-6 should have sidewalks that are at least 12-15 feet wide.

Policy 6-45: A curbside planting strip and/or rain garden a minimum of 4 feet wide shall be considered for frontages along Winchester Boulevard that do not have curbside parking.

Policy 6-46: Encourage pedestrian-oriented features that enhance the pedestrian environment.

Policy 6-47: New projects should accommodate pedestrian oriented activities and elements such as street furniture, trees and landscaping, awnings, café and restaurant seating, and outdoor retail displays.

Alternative Transportation

A priority of this Plan is to enhance sidewalk design features such as planting strips, as shown above.

Action Items

- » Complete, expand, and enhance the sidewalk network.
- » Identify pedestrian-oriented design elements that can be applied throughout the Urban Village.

Alternative Transportation

This Plan aims to strengthen bicycle and pedestrian conditions and connections throughout the Urban Village area.

A Dutch-style intersection delineates uses and creates safer crossings for people who walk and people who bike.

BICYCLE FACILITIES

Bikeways

Bicycle lanes (Class II & IV) allow cyclists to ride in a space that is separate from automobile traffic. Colored pavement treatments increase the visibility of the facility, identify potential conflict areas and clarify priority for people who bike. Bicycle lanes (Class II) are lanes adjacent to the outer vehicle travel lanes that provide a designated space for people who bike through the use of pavement markings and signage. Where bicycle lanes are separated and protected from automobile traffic, they are known as protected bike lanes (Class IV). Shared lane markings (Class III) are used to indicate a shared lane environment for people who bike and automobiles.

Dutch-Style Intersections

Proper Dutch-style intersection designs strive to slow turning vehicles, provide good sight lines, and shorten pedestrian crossings. Dutch-style intersection design elements can increase bicyclist safety and comfort and help manage vehicular traffic speeds. These intersections are particularly useful on streets with protected bike lanes. Specific elements include high quality bicycle waiting areas at corners, colored pavement delineators to guide bicycle travel paths, and narrowed intersections with smaller curb radii to reduce vehicle turning speeds.

GOAL CS-14 Create a complete network of low-stress bikeways throughout the Urban Village.

Policies

Policy 6-48: Create a safe and comfortable network of bicycle facilities.

Policy 6-49: Colored bicycle facilities shall be utilized at conflict areas.

Policy 6-50: Implement dutch-style intersections in the bicycle network where appropriate as opportunities arise.

Bicycle Parking/Storage

Safe and convenient places for cyclists to park or store their bicycles along or at the end of a trip are important elements of complete streets. Many bicycle owners may be encouraged to make bicycle trips if there is sufficient bicycle parking and storage.

GOAL CS-15 Ensure bicycle parking is included at common destinations, such as at local businesses, schools, transit areas, and other popular destinations.

Policies

Policy 6-51: New developments shall provide well-located, visible bicycle parking and/or storage facilities along sidewalks, in parking garages, and building entrances and public sites as defined in San José Municipal Code Title 20.

Policy 6-52: Encourage expansion of San José's bike share system to this Urban Village.

Providing safe and convenient bicycle storage/parking will encourage bicycle use to the Urban Village area.

For more information on bicycle parking and storage refer to the Urban Design Chapter Section 5.2-4.

Crossings

Crossings should be constructed to be universally accessible and designed for use of people of all abilities. Crossings should provide designated connections to and from major pedestrian generators, such as ground floor retail, public space, and/or bus stops, and along well traveled pedestrian routes. Crossings should be designed to increase visibility between drivers and other people, and minimize crossing times and distances. Overall, crossings should be designed as part of the entire roadway network to provide flexibility when considering traffic flow, signal timing, and signal operation.

Mid-block crossings can provide direct routes and can enhance safety for people who walk.

Policies

Policy 6-53: Consider new crossings to improve connectivity to parks, neighborhood services and transit amenities for people who walk and bike.

Policy 6-54: Improve crossings according to Complete Streets Design Guidelines Standards.

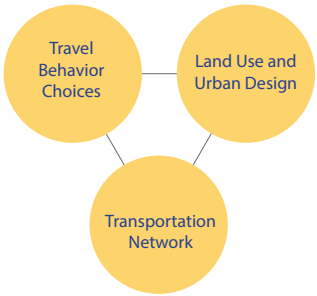
Policy 6-55: Safety standards that are consistent with the City of San José regulations shall be incorporated in all crossings.

Alternative Transportation

Action Items

- Assess the feasibility and appropriateness of implementing proposed new or enhanced crossings.
- Potential locations for enhanced crossings and new mid-block crossings are indicated in Figure 6-6.

The SRVF Urban Village Plan aims to improve crossings and connections to parks, neighborhood services and transit amenities.



Transit stops, facilities, and access route strategies shape the transportation network, complement adjacent land uses and urban designs, and inform travel behavior choices.

Alternative Transportation

6.5-1.3 Transit Stops, Facilities, and Access Routes

Transit stops should be attractive pedestrian-oriented landmarks. They should include benches, shelters, lighting, and other amenities.

Policies

Policy 6-56: Transit friendly complete street elements should include improved transit stops.

Policy 6-57: Enhance overall experience at transit stops for people who walk, bike, and take transit with safe, conveniently located, and operationally efficient transit stops.

Policy 6-58: Support transit friendly design elements like shading, shelter, lighting, and seating.

Policy 6-59: Enhance transit stops with distinct signage, lighting, landscaping, and well-designed bus shelters.

Policy 6-60: Improve access to transit.

Policy 6-61: Ensure that site designs complement and enhance transit operations.

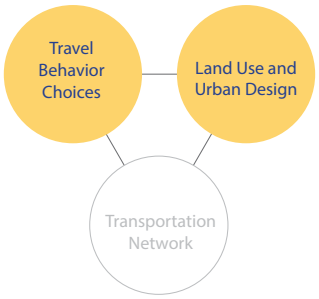
Action Items

» Coordinate with VTA to locate, design, and improve transit facilities and improve the transit waiting environment by upgrading bus stop amenities.

For more information on transit-friendly design refer to the Urban Design Chapter.

6.5-1.4 Street Trees & Landscaping

Street trees and landscaping are essential elements of a comfortable, accessible, and inviting streetscape, indicating publicly-accessible space while also serving as a source of shade and beauty. This section identifies the requirements for street trees and landscaping throughout the Urban Village, including tree species, frequency, location, and size.



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.

GOAL CS-16 Use street tree and landscaping to help create a comfortable, accessible, and inviting streetscape throughout the Village.

GOAL CS-17 Provide shade in the summer, color in the fall, and sun in the winter

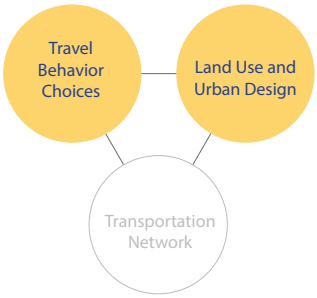
Alternative Transportation

Policies

Policy 6-62: Trees and landscaping should be provided along all publicly accessible streets and routes in all feasible locations (e.g., in medians and along walkways and bikeways).

Policy 6-63: Planting strips should be provided adjacent to the curb, where appropriate.

Transit stops in throughout the Urban Village should have pedestrian-oriented features and amenities.



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.

Alternative Transportation

Policy 6-64: Plantings should be functional, aesthetically pleasing, and follow good species diversity practices.

Policy 6-65: For visibility and maintenance, planting areas should contain high-branching canopy trees and low-growing shrubs or groundcovers. Existing conifer trees and tall shrubs should be replaced to improve visibility and perception of the street as a unified public space.

Policy 6-66: Flowering shrubs and trees shall be used where they can be most appreciated, adjacent to walks and open space areas, or as a frame for building entrances, stairs, and walks.

Policy 6-67: Specimen trees, which are trees that have special characteristics yet require high levels of maintenance, may be considered for limited locations at key highly visible locations.

Policy 6-68: Flowers with annual or seasonal color are recommended to highlight special locations, such as courtyards, building entrances, or access drives.

Policy 6-69: Green infrastructure plantings should follow the approved planting list in the C.3 handbook.

Policy 6-70: Drip irrigation systems, including subterranean drip systems, should be provided for all planted areas, provided they are consistent with implementation requirements for use of recycled water.

Policy 6-71: Support selection of planting species that are drought tolerance, hardy, beautiful, and supportive of regional habitat, including pollinators and bird species. Drought tolerant species are those that receive a low or very low water usage rating from the Water Use Classification of Landscape Species (WUCOLS).

Street Trees

When selecting trees, characteristics to consider include: tree shape, growth speed to maturity, drought tolerance, shade provided, habitat value, attractiveness of foliage, and availability. Final planting choices may vary according to availability and site design.

Policy 6-72: Decisions regarding street trees are made by the City Arborist Office or designee after a thorough site assessment.

Policy 6-73: To maximize canopy coverage, large canopy trees should be planted where feasible. Where canopy space is limited, small to medium-size flowering trees can be utilized.

Policy 6-74: Street trees shall be planted in conformance with ADA requirements.

Policy 6-75: Trees should be planted at sidewalk grade to reduce trip hazards without requiring the use of tree gates, which require significant ongoing maintenance.

Policy 6-76: Unless they present a hazard, existing healthy street trees should typically remain, and additional infill trees should be planted to create a continuous canopy.

Policy 6-77: A double row of trees framing the sidewalk shall be considered where space allows as opportunities arise.

Policy 6-78: All trees shall be located away from parked-car door-swing areas and should be arranged in a formal manner with a regular spacing that maximizes tree canopy at maturity.

Policy 6-79: Tree species should have deep roots, provide fall color, and minimize maintenance problems.

Policy 6-80: Tree species with know surface root issues should not be selected.

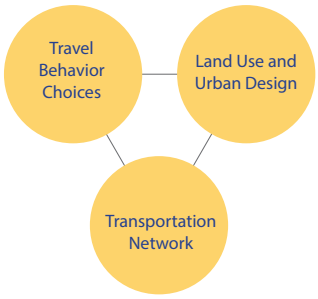
Policy 6-81: Deciduous trees shall be the predominant large plant material used adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter.

Policy 6-82: The following soil volume approximations are recommended to support trees: a minimum of 750 cubic feet of un-compacted soil for small-scale ornamentals (10-20 ft canopy spread), 1200 cubic feet of un-compacted soil for mid-sized shade canopies (20-35 ft spread), and a minimum of 1600 cubic feet of un-compacted soil for large canopy trees (greater than 35 ft canopy spread). Soil measured in cubic feet is based on a minimum of three foot depth.

Policy 6-83: Trees can be planted in curbside tree wells with a minimum horizontal dimension of 5 feet (as large as possible is preferred) and planting soil depth of 3 feet. Where possible, larger tree wells should be created to encourage root growth. Potential approaches to maximize the size of tree wells include trenches, structural soil, and suspended pavement systems.

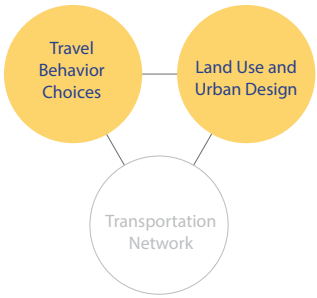
Policy 6-84: Trees should be distributed evenly throughout parking lots to provide shade and enhance appearance, particularly as seen from adjacent streets and buildings. Generally, there should be one tree for every four parking spaces.

A double row of street trees can help enhance the streetscape.



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.

Alternative Transportation



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.

Alternative Transportation

Landscaping

Policy 6-85: Landscaping in surface parking lots should be designed as an integral feature of the site development plan. Landscape and shading approaches may include trellises, columns, walls, and/or arbors with vines, wind rows, or other elements.

Policy 6-86: Trees should be distributed evenly throughout parking lots to provide shade and enhance appearance, particularly as seen from adjacent streets and buildings.

Policy 6-87: Hedges and other freestanding mass shrub plantings should be kept relatively low (i.e., 30 inches or less) to maintain visibility. Taller screen plantings should be employed for large blank walls, mechanical equipment enclosures, and similar conditions.

Policy 6-88: Mounding Earth (or berming) should be avoided. Terracing should be used as an alternative to or in combination with sloped earth areas.

Action Items

- Develop a tree and landscape plan for Stevens Creek Boulevard, Winchester Boulevard, and Forest Avenue within the Urban Village.
- Create tree a plan in conjunction with a plan for lighting, curbside parking, and furnishings such as bus shelters, benches, and kiosks, in order to establish a coordinated design scheme and minimize conflicts.
- Install deciduous canopy trees along Winchester.
- Install shade trees that maximize usage of existing canopy space on all other public streets and routes.

Green Infrastructure

Green infrastructure can mitigate stormwater runoff and filter out pollutants.

Green infrastructure refers to the use of green storm-water management systems to capture and manage rain directly from the street, which allows runoff to soak into the soil while filtering out pollutants like oil, trash, and other debris. This reduces pollutants in storm-water and the amount of storm-water that must be handled be storm-water infrastructure. Properly designed green infrastructure stores runoff, slows its movement to our rivers and creeks, slows erosion, removes pollution, and enhances safety. Cleaned storm-water can be stored and used for things like supplemental summer irrigation. Collecting and treating storm-water runoff has many benefits.

Rain gardens are a type of green infrastructure. Located between sidewalks and streets, in medians, or within other landscape features, rain gardens collect runoff in a planted area. The water supports plant life within the garden, and the excess is treated with a special soil mix that filters and captures pollutants. The linear rain garden proposed between the sidewalk and roadway along Winchester Boulevard is an example of green infrastructure.

Permeable pavers are another type of green infrastructure that can add attractive variety to typical paving and should be used in many areas of the SRVF Urban Village streetscape. Some permeable systems allow storm-water to flow between pavers; others provide a solid surface without gaps. Permeable paving can be used to help address storm water issues and contribute to streetscape aesthetics with unique textures and materials.

In proper soil volumes with suspended pavement, trees are green infrastructure: they dissipate rainfall in their canopies and on their limbs and trunks, and curb inlets to the soil under the suspended pavement allows for runoff capture. Trees also utilize storm-water runoff to grow.

GOAL CS-18 Remove pollution from storm-water before it enters the storm-sewer system.

GOAL CS-19 Store cleaned storm-water so that it may be used for beneficial purposes.

GOAL CS-20 Slow storm-water runoff speeds.

Policies

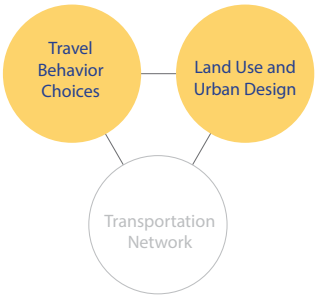
Policy 6-89: Where feasible and appropriate, install different types of green infrastructure elements such as rain gardens, vegetated swales, infiltration and flow-through planters and storm-water tree wells.

Policy 6-90: Rain gardens should be installed adjacent to protected bike lanes to take advantage of grades/drainage patterns within right-of-way and act as a buffer zone.

Policy 6-91: Where feasible, enhancements to streetscape and crossings shall incorporate permeable pavers.

6.5-1.5 Lighting

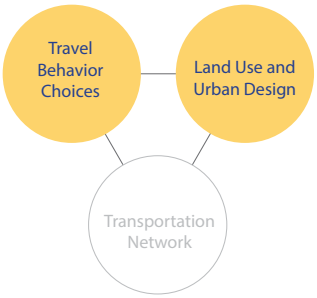
Basic street lighting is important for safety, and attractive street lighting helps create pleasant and enjoyable public places. In most of the Urban Village today, highway-type street lighting is the only type of lighting. It is focused on the roadway rather than sidewalk areas, and does not encourage pedestrian circulation, support investment in frontage properties, or promote the desired streetscape character.



Street trees and landscaping complement adjacent land uses and urban designs and inform travel behavior choices.

Alternative Transportation

Green infrastructure can mitigate stormwater runoff and filter out pollutants.



Lighting environments complement adjacent land uses and urban designs and inform travel behavior choices.

Alternative Transportation

Pedestrian-scaled lighting should be attractive in design and coordinated with the design of other frontage amenities.

Policies

Policy 6-92: Coordinate with the City of Santa Clara to install pedestrian-oriented street lighting at approximately 100 feet on center as part of implementation of the Winchester Boulevard Concept. Ornamental double-head or "high-low" pedestrian- and roadway-oriented lighting are recommended.

Policy 6-93: Install supplemental highway-type lighting at intersections where appropriate.

Policy 6-94: Encourage new ground floor commercial uses to include pedestrian-oriented lighting along the street frontage, where appropriate.

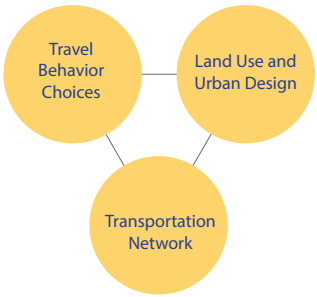
Policy 6-95: Pedestrian-oriented streetlights should be centered between trees to minimize light blocking, with heads mounted to provide illumination beneath the street tree canopy.

Policy 6-96: Luminaire heads shall contain "cutoff" fixtures with shielding to support "dark sky" objectives and minimize impacts on adjacent buildings.

Policy 6-97: Ensure that pedestrian-oriented lighting is pleasant, provides good illumination and color rendition, and is not overly bright.

Action Items

» Design lighting, light poles, and fixtures in conjunction with trees, curbside parking spaces, and furnishings such as bus shelters, behnces, and kiosks, in order to establish a coordinated design scheme and to minimize conflicts.



6.5-1.6 On-Street Parking

A permit parking program should be considered for residential neighborhoods adjacent to commercial areas to discourage spillover and long-term parking by employees of the commercial areas. Metered parking should also be installed in commercial areas to encourage turnover of parking spaces and help manage on-street parking supply, while also providing short-term parking for visitors to the commercial area.

Policies

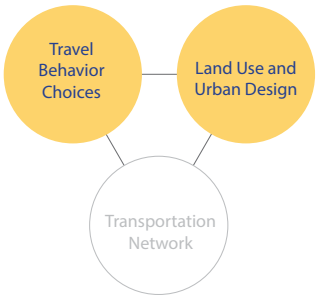
Policy 6-98: Consider the installation of metered parking in commercial areas and implementing a permit parking program in residential neighborhoods adjacent to commercial areas in accordance with the City's permit parking program.

6.5-1.7 Wayfinding, Gateways, and Neighborhood Identity Elements

Wayfinding signs are intended to convey directional information while also enhancing the identity of a community. Clear navigation conveys directions to a wide range of destinations, including the location of transit stops, landmarks and places of interest, and historic information. Architectural and natural features may be used in wayfinding maps to improve the ability to navigate an area and the overall pedestrian environment.

Special gateway design, lighting, landscaping, signs, and/or structures are recommended at high visibility locations near Urban Village entrances and exits. Any special paving should be maintained privately by the property owner. Gateway locations recommended by this Plan are:

1. The Winchester Boulevard/I-280 bridge
2. The Stevens Creek Boulevard/I-880 bridge/Monroe Street
3. The Monroe Street/I-280 overcrossing
4. The intersection of Forest Avenue and Winchester Boulevard
5. The intersection of I-880 and Forest Avenue
6. The intersection of Winchester Boulevard and Tisch Way.



Wayfinding, gateways, and neighborhood identity elements complement adjacent land uses, contribute to urban design, and inform travel behavior choices.

Alternative Transportation

For more information and policies on placemaking and public space activation, see Chapter 4: Open Space and Placemaking.

The SRVF Urban Village Plan aims to create gatherings spaces and pedestrian oriented amenities to enhance the pedestrian experience.

Wayfinding signs improve the ability to navigate an area while they also enhance community identity.

Policies

Policy 6-99: Wayfinding signs should be sized, designed and placed appropriately for all modes of travel.

Policy 6-100: Support wayfinding strategies that reinforce and enhance the identity of the neighborhood at points of transition and at other key nodes.

Policy 6-101: As appropriate, signage should include intuitive, widely understood symbology, and accommodations should be made for wheelchair users and the visually-impaired.

Policy 6-102: Wayfinding signs should have a cohesive design and feel, and incorporate a hierarchy of sizes for ease of interpretation.

Policy 6-103: At transit stops, wayfinding signs should communicate transit routes and schedules, popular local destinations, and connecting multimodal transportation networks.

Policy 6-104: Encourage improvements that support placemaking and public space activation.

Policy 6-105: Enrich the pedestrian experience with small gathering spaces and pedestrian oriented amenities, such as seating, improved lighting, landscape planters, shade and public art.

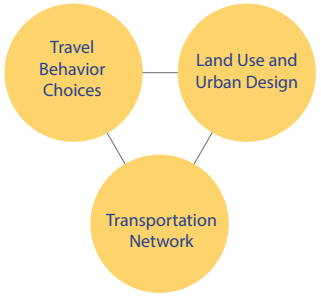
Policy 6-106: Provide public signage that increases awareness of introduced complete street and green infrastructure concepts and elements.

Policy 6-107: Encourage development of wayfinding design guidelines and strategies specifically for the Urban Village area.

Policy 6-108: Encourage development of gateway design guidelines and implementation strategies specifically for the Urban Village area.

6.6 Complete Streets in the Santana Row/Valley Fair Urban Village

This Plan includes complete street concepts for Forest Avenue and Winchester Boulevard and a complete intersection concept for the intersection of Stevens Creek and Monroe Street. A concept for Stevens Creek Boulevard is not included because the design of Stevens Creek Boulevard between Monroe Street and Winchester Boulevard is very constrained by requirements of already approved development, but the concepts presented in this Plan should be applied to Stevens Creek streetscape designs.



Complete streets compliment connecting land uses and urban designs, function as part of the transportation network, and inform travel choices.

Alternative Transportation

6.6-1 FOREST AVENUE AS A COMPLETE STREET

Figures 6-11 and 6-12 illustrate the typical existing condition and recommended complete street improvements along Forest Avenue. Today, the roadway has relatively low traffic volumes, and four lanes probably provides more capacity than needed. Over-capacity roadways typically encourage speeding, which is problematic for a street in or alongside a residential neighborhood. Long exposed pedestrian crossings across Forest Avenue at Baywood Avenue and near Beechwood Avenue are also a safety concern. The roadway also has minimal amenities in terms of landscape, lighting, and pedestrian and bicycle accommodation.

Improvements should include lane reduction from four through-lanes to two, and elimination of underused curbside parking. This would allow space for buffered bike lanes and a substantial median island, including canopy street trees and other landscaping that buffers and shields adjacent residences from Westfield Valley Fair Mall. Pedestrian-oriented lighting and additional frontage street trees are also recommended. Figure 6-16 shows the concept with proposed dimensions in section.

GOAL CS-21 Establish a roadway design for Forest Avenue that separates and screens the neighborhood to the north from Valley Fair mall and creates a comfortable environment for people who walk and bike.

Policies

Policy 6-109: Forest Avenue shall be designed as a complete street.

Policy 6-110: Provide median island(s) with canopy shade trees and landscaping that buffers and shields adjacent residences from Westfield Valley Fair Mall., and accommodate left turn lanes where needed.

FIGURE 6-9: FOREST AVENUE - EXISTING

1 Minimal street trees/landscape
2 Long exposed pedestrian crossing
3 Excess roadway
④ Surface parking frontages
⑤ Auto-oriented street lights

FIGURE 6-10: FOREST AVENUE CONCEPT - PROPOSED

1 Canopy street trees along sidewalk and median
2 Wide median with refuge
③ Bike lane with striped buffer
④ Pedestrian-oriented street lights

Policy 6-111: Emphasize high quality walking and bicycling connections along Forest Avenue.

Policy 6-112: Improve pedestrian crossings with refuges and high-visibility markings.

Policy 6-113: Design street elements, such as street trees, lighting, and planters, in a way, consistent with San José's attractive older neighborhoods.

Action Items

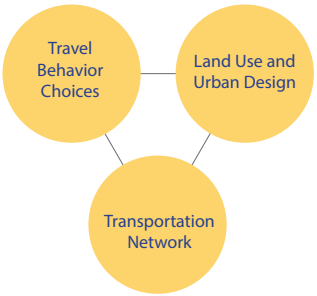
- Conduct traffic and parking analysis needed to complete Forest Avenue streetscape design.
- Develop and implement an engineered streetscape plan for Forest Avenue.

6.6-2 WINCHESTER BOULEVARD AS A COMPLETE STREET

Winchester Boulevard is one of the most-used streets in San José today. It has a major effect on local quality of life and on the character of local commercial and residential districts. Figure 6-9 illustrates existing typical sections along Winchester Boulevard within the SRVF Urban Village, and Figure 6-10 illustrates the long-range vision for the Boulevard.

A primary question asked during development of this plan was: should Winchester be a Grand Boulevard or a Main Street? Grand Boulevards serve as major transportation corridors and primary transit routes, while Main Streets help define the identity and character of the neighborhood by providing urban street space for social gathering, recreational, and community activities. This proposed design for Winchester Boulevard combines many features defined in the Grand Boulevard and Main Street typologies, as well as elements of complete streets. The Plan envisions Winchester Boulevard bridging these two typologies by continuing to accommodate high volumes of through traffic within and beyond the City, while also providing people who bike and walk with a safe and comfortable environment.

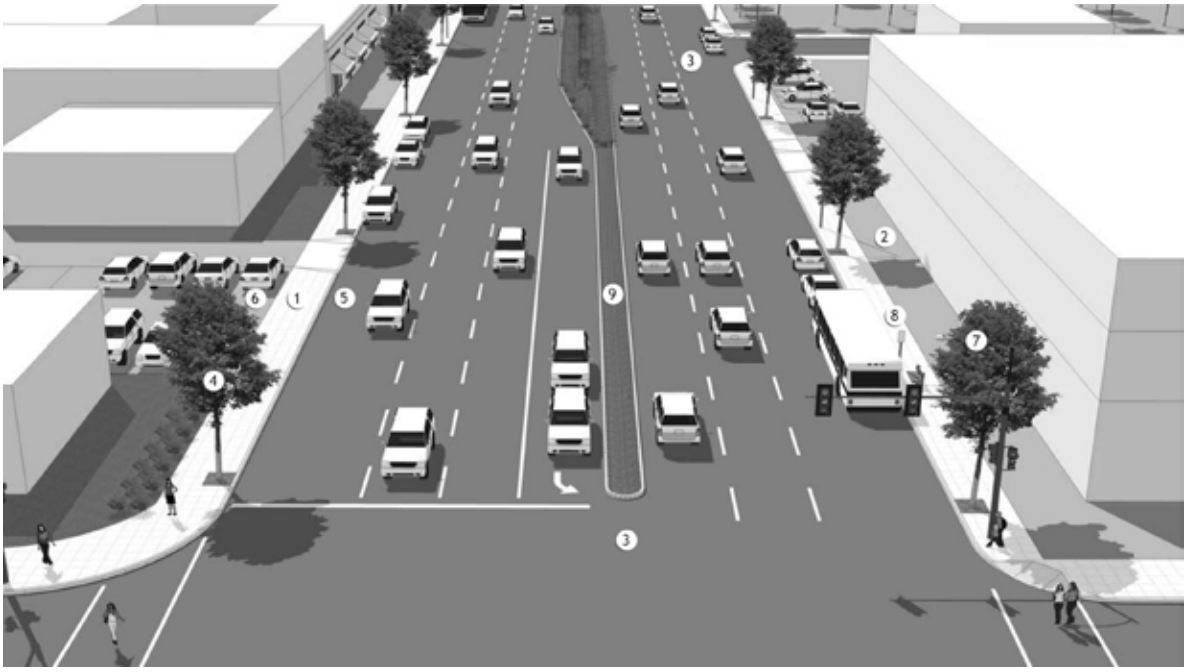
The design was driven largely by the community's priorities, as identified in the two community workshops, the on-line community survey, and public advisory committee meetings. The community consistently identified protected bike lanes and auto travel lanes as its top priorities for Winchester Boulevard. The design retains most of the existing curb locations, at least four vehicular travel lanes, and two flex lanes which may be used for either vehicle travel or parking, while incorporating protected bike lanes. The design emphasizes efficient traffic flow, high quality walking and bicycling environments, and incorporates other complete streets elements to create a balanced roadway for all modes of travel.



Complete streets compliment connecting land uses and urban designs, function as part of the transportation network, and inform travel choices.

Alternative Transportation

FIGURE 6-11: WINCHESTER BOULEVARD EXISTING - 100 FOOT CURB-TO-CURB WIDTH



① *Narrow sidewalk (8' ±)*
② *Building setbacks (10'-0' ±)*
③ *Missing/long pedestrian crossings (100' +)*
④ *Existing street trees, long spacing*
⑤ *Excess roadway*
⑥ *Surface parking frontages*
7 Auto-oriented street lights
8 Bus stop, no shelters
9 Extensive median with no planting

FIGURE 6-12: WINCHESTER BOULEVARD LONG RANGE CONCEPT - 100 FOOT CURB-TO-CURB WIDTH

①*Sidewalks widened in setback area to 20' min.*
②*Curb Radius (± 25')*
③*Corner bulbout and median refuge to shorter crossing distance*
④*Pedestrian-oriented street lights*
⑤*Rain garden buffer with intermittent walkway refuges*
⑥*Protected bike lanes*
⑦*Bus stops*
8 Flexible lane may be used for parking, HOV lane, and/or transit/taxi lanes

GOAL CS-22 Establish a roadway design for Winchester Boulevard that bridges the Grand Boulevard and Main Street typologies, accommodates high volumes of through-traffic, and creates a comfortable environment for people who walk and bike.

Policies

Policy 6-114: Winchester Boulevard shall be designed as a complete street.

Policy 6-115: Ensure that future streetscape designs of Winchester Boulevard prioritize protected bicycle lanes and automobile travel lanes.

Policy 6-116: Encourage the design of Winchester Boulevard to combine features of Grand Boulevards and Main Streets typologies defined in San José's General Plan and Complete Streets Design Guidelines.

Policy 6-117: Emphasize high quality walking and bicycling connections along, to, and from Winchester Boulevard.

Action Items

- Conduct traffic and parking analysis needed to advance Winchester Streetscape design.
- Develop and implement an engineered streetscape plan for Winchester Boulevard.

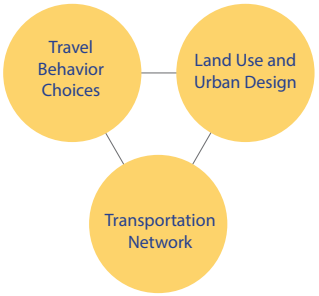
6.6-3 STEVENS CREEK & MONROE AS A COMPLETE INTERSECTION

Figures 6-13 and 6-14 illustrate the existing conditions and recommended pedestrian and bicycle access improvements to the intersection of Stevens Creek Boulevard and Monroe Avenue—an important gateway to the Urban Village Plan Area and to adjacent neighborhoods. Existing vehicle lanes on Monroe Avenue are relatively wide and pedestrian crossings are long, creating an undesirable environment for people who walk. Bike lane striping is underway along both North and South Monroe, however Stevens Creek Boulevard creates a large gap in the route's continuity.

GOAL CS-23 Establish a design for the intersection of Stevens Creek Boulevard and Monroe Avenue that and creates a comfortable environment for people who walk and bike.

Policies

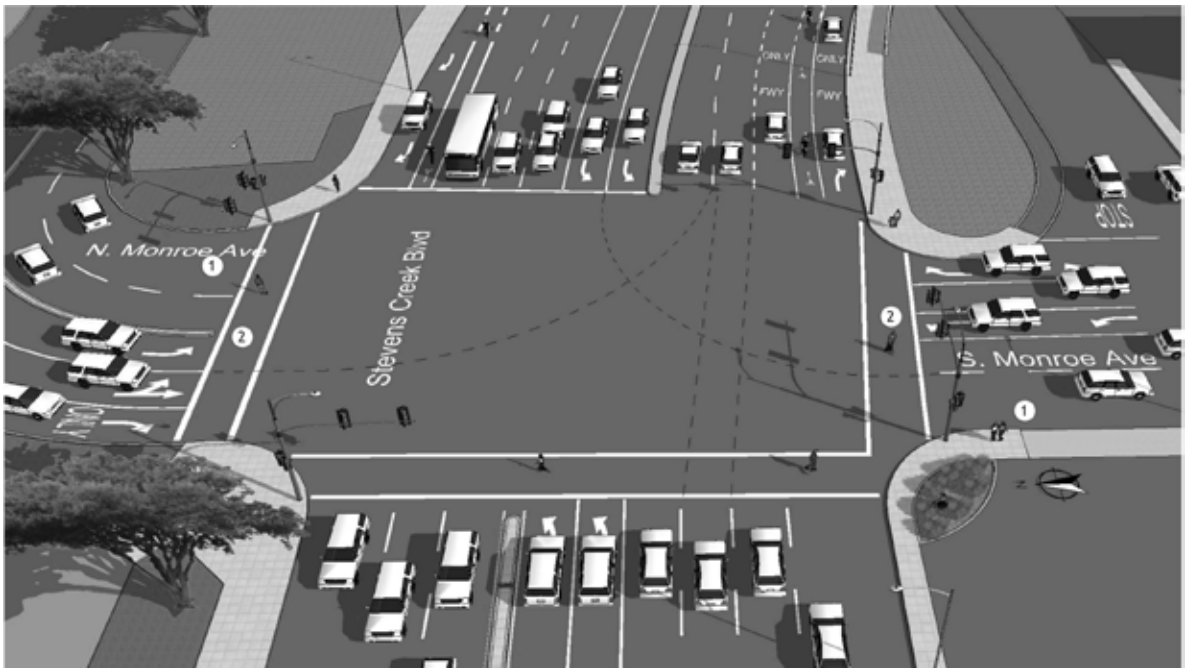
Policy 6-118: Install complete street improvements at the Monroe Avenue/Stevens Creek Boulevard intersection.



Complete streets compliment connecting land uses and urban designs, function as part of the transportation network, and inform travel choices.

Alternative Transportation

FIGURE 6-13: STEVENS CREEK BOULEVARD/MONROE STREET INTERSECTION - EXISTING



① *Excess Roadway*
② *Long exposed pedestrian crossing*

FIGURE 6-14: STEVENS CREEK BOULEVARD/MONROE STREET INTERSECTION CONCEPT - PROPOSED

① *Bike lane on Monroe*
② *Wide median with refuge*

Policy 6-119: Narrow northbound lanes on North Monroe Avenue to accommodate a pedestrian refuge at crossing on the north side of the intersection.

Policy 6-120: Provide bicycle route markings across Stevens Creek Boulevard to link bicycle lanes on North and South Monroe Avenue.

Action Items

- Explore the feasibility of incorporating pedestrian refuges on Stevens Creek Boulevard crossings.
- Develop and implement an engineered design concept for the intersection of Stevens Creek and Monroe Street.

6.7 Next Transportation Planning and Implementation Steps

As described below, during development of this plan, County Expressway planning and many related planning efforts led by VTA and the City of San Jose are also underway. Following this Plan, the City of San Jose intends to appropriately synthesize the results of these planning efforts and advance their implementation.

Several regional transportation planning efforts are being led by VTA that could affect future travel patterns and conditions within the Plan area. These include the VTA Next Network study, which is aimed at improving the overall efficiency and performance of VTA's transit network. Proposed network changes were released in 2017 and could affect some bus routes within the Plan area, generally with more frequent and connected service. Additional regional studies are the VTA I-280 Corridor Study and the I-280/ Winchester Boulevard Interchange Improvement study, both of which are looking at strategies to reduce traffic congestion on I-280 and local roadways and support multimodal travel options. The I-280/Winchester Boulevard Interchange Improvements study design alternatives are not anticipated to be completed until late 2017.

The County of Santa Clara's Expressway Plan 2040 Study is also underway and expected to be completed in Spring 2017. This plan takes a fresh look at the needs of the expressways based on city land use plans, projected 2040 traffic growth and Complete Streets planning. Expressway Plan 2040 will also identify new challenges and positive developments or opportunities, recommend any necessary policy changes, and revise funding requirements and implementation strategies.

Other future transportation planning efforts are envisioned in the Plan area subsequent to the Urban Villages plans, including a City of San José-led neighborhood traffic plan, multi-modal transportation improvement plan and traffic analysis. Additionally, the City is planning on completing an Area Development Policy and Environmental Impact Report for the Urban Village areas in West San José.

This Plan is intended to inform related and proximate planning efforts and projects.

Refer to Chapter 7: Implementation for additional information.

Action Items

» Work with VTA and the County of Santa Clara to ensure that their efforts are consistent with this plan.

6.7-1 MULTI-MODAL TRANSPORTATION IMPROVEMENT PLAN (MTIP) AND AREA DEVELOPMENT POLICY (ADP)

General strategies and key recommendations in this chapter are intentionally high-level and broad. Ultimately, these strategies will be incorporated into future, more detailed plans and accompanying implementation strategies, such as a multi-modal transportation improvement plan (MTIP) and an area development policy (ADP) for West San José. The *Envision San José 2040 General Plan* defines the City's desires "to provide a safe, efficient, and environmentally-sensitive transportation system that balances the needs of people who bike, people who walk, and public transit with those of automobiles and trucks." As a result, this Plan addresses all transportation modes in a manner that is representative of community values and provides guidance to achieve a balanced transportation network.

Action Item

» Develop and implement an MTIP and ADP.

6.7-2 PHASING

While the ultimate goal of the SRVF Urban Village Plan is to fully implement the circulation and streetscape designs, policies, and actions described in this plan, a number of actions may be taken in the interim to phase in the changes.

In addition to phased construction of roadway and streetscape design, the City may develop programs to temporarily implement changes in a way that demonstrates to the community their full impact without

incurring the cost of full construction. “Tactical urbanism” approaches may include: outlining or drawing in chalk or paint such design changes as bikeways, green infrastructure, parklets, or paseos, and incorporating movable fixtures such as potted plants, cones, or temporary signage, while at the same time encouraging community awareness and support through outreach programs and outdoor public events. The City may partner with local advocacy groups to employ these strategies for phased implementation.

FIGURE 6-15: WINCHESTER BOULEVARD CONCEPT - 100 FOOT CURB-TO-CURB - PROPOSED STREET SECTION

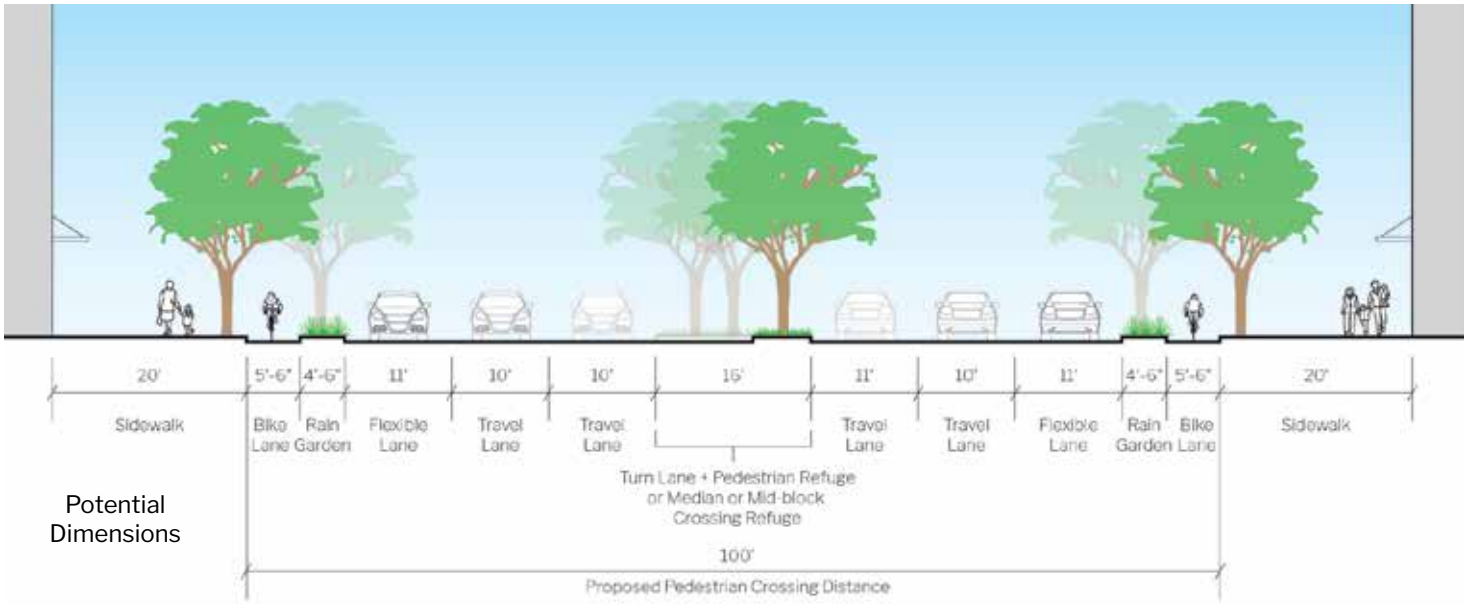
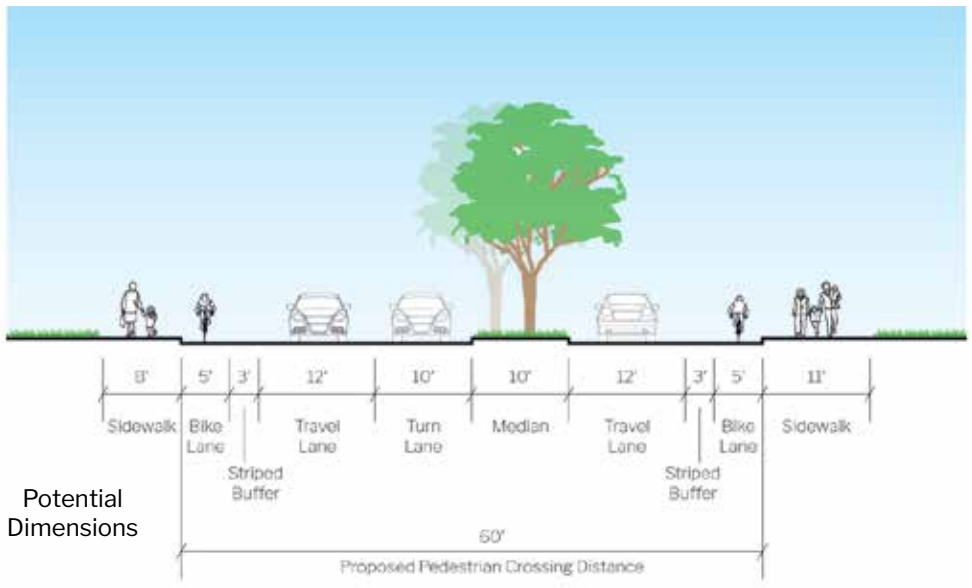


FIGURE 6-16: FOREST AVENUE CONCEPT - PROPOSED STREET SECTION



Santana Row/Valley Fair (SRVF) Urban Village

Implementation Chapter

INTRODUCTION

This Chapter provides the framework for the implementation of the Santana Row/Valley Fair Urban Village Plan ("Plan"). The private development community will play a key role in the implementation of this Plan as it relies on development investment within the Plan area to achieve the identified improvements and many of the Plan's goals. While some sites in the Plan may generate early development interest, others could take significantly longer and implementation of the entire Winchester Urban Village ("Urban Village") could take many years. Continued community interest and political will is needed for the Urban Village to become the engaging, mixed use, walkable, bikeable, and well-designed neighborhood that creates the sense of place that is envisioned in the Plan.

The City of San José ("City") does not have the level of resources needed to achieve the capital improvements identified in this Plan. Nevertheless, there are other steps the City can take to implement the Plan, including rezoning property within the Urban Village boundary to facilitate development consistent with the land use and urban design policies of this Plan.

Implementation topics covered in this chapter include:

- Consistency with the General Plan
- Land Use Regulation
- Zoning
- Public Improvement Implementation
- Implementation Actions

Consistency with the General Plan

The SRVF Urban Village Plan is consistent with the Envision San José 2040 General Plan, and furthers implementation of the General Plan's Urban Village Major Strategy. The Urban Village Major Strategy was established as the policy framework to focus new job and housing growth to create walkable and bike friendly Urban Villages with good access to transit, services, amenities, and other existing infrastructure and facilities.

Land Use Regulation

The SRVF Urban Village Plan is a long-term plan for new development within the Plan area and has the same implementation timeframe as the Envision San José 2040 General Plan. New development within the boundaries of the Urban Village must conform to the standards included in this Plan, the most important of these standards being land use. The City of San José has the following two primary land use controls (among others such as specific plans, area development plans, etc.) that guide future development: 1) General Plan Land Use Designations, and 2) Zoning Districts found in Chapter 20 the Municipal Code. With the adoption of this Plan, the land use designations identified on the Land Use Plan of this document are also incorporated into the Envision San José 2040 Land Use/Transportation Diagram. Any future changes to the land use designation in the Plan will require an amendment to the Envision San José Land Use/Transportation Diagram.

The General Plan land use designation identifies locations, types, and intensities of future development. New development is required to conform to the General Plan land use designation, which may require a rezoning of the property as part of the entitlement process for a proposed project; this Plan does not change the Zoning Districts to be consistent with the land use designations in the General Plan and this Plan.

Zoning

The City does not redevelop properties, but the City can and should take proactive steps to encourage development in the corridor. One key step will be to rezone the corridor with a zoning district that is consistent with the design guidelines and land uses policies of this Plan and will further the goals of this Plan. Rezoning the properties in the SRVF Urban Village would clear away a major entitlement hurdle for urban, pedestrian-oriented development. Presently, multiple commercial and residential zoning districts are applied to properties within the SRVF Urban Village boundary. Most of the zoning districts preclude the construction of a more urban, pedestrian-oriented development, as they require large front setbacks. For most properties to develop consistent with the policies of this Plan, a developer would need to rezone to the Main Street or similar urban zoning district before proceeding with other development permits.

PUBLIC IMPROVEMENT IMPLEMENTATION PROGRAM

This Plan proposes a number of improvements to the Urban Village for which the City has some existing funding and implementation mechanisms. The City's established mechanisms, however, are often not sufficient to implement all of the improvements identified in this Plan. The public projects/ improvements identified in the Plan are listed below with a discussion on existing funding and implementation mechanisms.

Parks and Plazas

The goal of maintaining, enhancing, and expanding parks and plazas within the Plan area is discussed in the Parks, Plazas, and Placemaking Chapter of this Plan. Public parks and plazas are overseen by the City's Department of Parks, Recreation, and Neighborhood Services (PRNS). PRNS has a number of approaches to the development and financing of new public parks and plazas, all of which contribute to the PRNS's Capital Improvement Program (CIP):

- The Parkland Dedication (PDO) and Park Impact (PIO) Ordinances

- Construction and Conveyance Taxes (C&C)
- Outside funding sources from grants, gifts, and other agencies like the County and State.
- Cooperative and Joint Use Agreements (most often with school districts or other public agencies)
- Bond Funding (when available)

The PRNS Capital Improvement Program implements the Parks and Community Facilities component of the City's Adopted Capital Budget, which is approved by Council each June for the following fiscal year. The CIP is comprised of park, trail, and recreation facility projects throughout the City and is planned over a 5 year forecast; the most recent 2016-2021 Adopted CIP includes approximately $309 million in open space and park projects. Projects within the CIP are financed through a variety of funding mechanisms, described below. The City is, however, constantly in search of new tools to improve the City's park, trail, and recreational facilities, as well as vital services offered through PRNS.

Parkland Dedication and Park Impact Ordinances (PDO/PIO)

As the Urban Village develops, the primary and most direct funding mechanism for parks and trails is through the implementation of the Parkland Dedication Ordinance (PDO) and Park Impact Ordinances (PIO). Through the PDO/PIO, PRNS will receive In-lieu fees, land dedication, or turn-key improvements or a combination thereof with each new residential development. PDO/PIO land dedication and fees will help fund the development of public parks, and where appropriate, urban plazas, serving the Plan area. However, the PDO/PIO is wholly based on the development of new housing, and therefore it is both a limited and inconsistent funding source. Further, the PDO/PIO are subject to state and federal law limitations on the amount of fee that may be required on each residential project (the "nexus" requirement, which means that that the fees are required to stay within close proximity to the project).

Even if all of the planned housing units in this Plan are built, a significant funding gap will remain for park and plaza development within this Urban Village. Therefore, additional funding sources and community benefit tools will likely be needed in order to finance parks and urban plaza projects in the Urban Village.

Construction and Conveyance Taxes

The City collects taxes on construction of certain buildings and the conveyance of certain real property located within the City. A limited amount of these Construction and Conveyance Taxes (C&C) are allocated towards the development and rehabilitation of park and recreational facilities on an annual basis. Similar to the PDO/PIO, C&C taxes are somewhat market driven and an unreliable source of funding. While these revenues do not have a nexus requirement providing more flexibility than the PDO/PIO, but C&C taxes that must be allocated for various City facilities and services in accordance to a strict formula in the San José Municipal Code. Because they can be spent more flexibly, C&C taxes are often used to support parks projects in areas not experiencing significant new residential development and where PDO/PIO funds are extremely limited.

Grants, Gifts, and Partnership Funding

Beyond the application of the PDO/PIO and C&C taxes as described above, PRNS frequently seeks grants from outside agencies and is occasionally the beneficiary of charitable donations or resources bequeathed to the City by private will. Both of these potential resources enable the City to achieve more within its own limited capacities, but are infrequent, often difficult to anticipate, apply to specific projects, and/or require re-allocation of staff resources away from scheduled projects. In addition, grant funding is most frequently awarded on a reimbursement basis and as such, encumbers City funds to front the grant until reimbursement becomes available.

PRNS is also able to enter into partnerships with developers to create privately owned publically accessible open spaces (POPOS). This mechanism leverages private funds to create publically accessible spaces and provides for their long term care. An example of a POPO could be an urban plaza that is developed as part of a private development and then maintained by the property owner, but publicly accessible.

Joint Use, Cooperative, and Partnership Agreements

Throughout the City, PRNS has a number of Joint Use, Cooperative, and Partnership Agreements, which typically allow for public recreational use of non-City property or in some cases, the provision of recreational services by non-City agencies/organizations on City property. Where opportunities are present within or serving the Urban Village, City staff may work with other agencies to develop mutually beneficial arrangements for the expansion of public parks and recreational facilities.

Bond Funding

San José has a strong track record of community investment in parks and recreational facilities through voter approved bond measures. Most recently, voters in 2000 approved Measure P for the issuance of $228 million in general obligation bonds for the improvements of parks and recreation facilities. This bond fund has contributed to major advancements in PRNS facilities, including upgrades to Happy Hollow Zoo, construction or rehabilitation of nine (9) community centers, trail expansion, and improvements to more than 69 neighborhood parks. At the time of adoption of this Plan, the Measure P Bond Fund is engaged with completion of its final two funded projects, both City-wide sports field projects. There are currently no plans for additional parks and recreation bond measures, but it is likely that over the duration of this Plan such options may be presented for voter consideration.

Streetscape Amenities and Circulation Improvements

Many streetscape and circulation improvements are identified in the Circulation and Streetscape chapter of this Plan. The proposed streetscape amenities and improvements presented exceed the standard transportation requirements of the City of San Jose's Department of Transportation (DOT), and are not included in the DOT's Capital Improvement Plans (CIPs) that fund street improvements and maintenance.

Street and public infrastructure projects will need to be financed and implemented through a combination of public and private funding mechanisms. Through the entitlement process for new construction, a developer will be required to plant street trees where they do not exist in front of their development, as well as dedicate right-of-way as necessary for the widening of the sidewalk. In some instances, private developers could propose funding identified improvements because these improvements would add substantial appeal to their projects. For example, such improvements could include special pedestrian scale streetlights, sidewalk furniture, corner curb bulb-outs, enhanced landscaping, public art, etc. Street improvements could also include Green Infrastructure. Green Infrastructure incorporates stormwater management techniques into the built environment through enhanced landscaping and pervious surfaces rather than channeling water directly to the storm system.

Regional, State and Federal funds are other potential funding source for the implementation of streetscape and circulation improvements. These sources do not, however, typically fund all on-going maintenance costs. To fund maintenance costs, as well as the capital improvement costs for additional services required by new development, a Special Financing District could be formed for the SRVF Urban Village.

Special Financing Districts

As many of the streetscape and circulation improvements identified in this Plan are outside the Department of Transportation's (DOT) core services, and are typically not included in DOT's Capital Improvement Plans (CIPs), an additional funding mechanism will need to be established. The establishment of a Special Financing District could help finance the construction and/or maintenance of public infrastructure improvements within the SRVF Urban Village. A Special District Financing Strategy could take many forms, including a Property & Business Improvement District (PBID), a Community Business Improvement District (CBID), or a Business Improvement District (BID).

PBID's, CBID's, and BID's are Special Financing Districts established by local businesses and/or property owners as a "special benefit assessment" to fund maintenance and capital enhancements in a defined area ("District"). Special Financing District funds can not only be used for these purposes, but also for marketing, small business assistance, maintenance, supplemental security services, public art and special events. The assessments must be based on the benefit received and only special benefit can be assessed that are above and beyond the services already provided by the City. The funds are collected annually through the tax collector and distributed to an operating entity, typically a nonprofit organization or public/private enterprise established for this special purpose. The funds can be used on a "pay-as-you-go" basis, or can be used as the basis for a larger bond to be used over time.

Special Financing District assessments may be placed upon businesses or on property owners or both depending on the type of district. In either case, the formation of the District must be approved by a simple majority of affected parties. Establishing a Special District is a two-step process. The first step is an affirmative petition to the City of over 50 percent of affected property and/or business owners in the District, with the votes weighted according to what each property and/or business owner would pay. The City would then prepare a ballot initiative to enact the special district, which will pass if more than 50 percent of returned ballots indicate support, again weighted by each assessment.

The City of San José supports the formation of Special Districts when the work within the District will contribute to the City's economic, social, environmental or aesthetic enhancement, the amount of the assessment is supported by the benefit derived, and the operating entity is financially responsible and accounts for funds received and expended in the manner required by law. The City's special districts group in the Department of Public Works facilitates the formation and ongoing administration of these districts. The cost to form these Special Districts must be covered by the applicant and is typically around $30,000.

In addition, there are other similar funding mechanisms under State law that could also be explored to assist in the funding of City facilities and services.

Public Art

The integration of public art within this Urban Village is a placemaking strategy of the Plan. Public art can play a key role in reinforcing the visual identity of the area and add significant value to both public infrastructure and private development.

The City's public art program allocates one percent of all eligible City of San José capital project costs towards the design, fabrication and installation of public artwork to enhance the design and add to the character of the community served by its capital improvements. Public art funds within the City are managed by the Public Art Program/Office of Cultural Affairs, and specific projects are implemented in collaboration with stakeholders and capital project managers. Public art projects that are developed by outside agencies could also contribute to public art; however, a public arts contribution would have to

be negotiated on a case-by case basis. For example, VTA funded the public art enhancement program as part of the Bus Rapid Transit project along the East Santa Clara and Alum Rock Avenue corridor.

A Special Financing District, such as a Business Improvement District, which has been established in Downtown San Jose and the Willow Glen neighborhoods, could be a resource for the creation and maintenance of public art and other amenities.

While there is currently no private development funding requirement for public art, the inclusion of public art and public art maintenance into private development projects is highly encouraged, and is a demonstrated benefit for developers. For this Urban Village to meet its public art goals, additional funding sources or strategies need to be identified.

Affordable Housing

Providing more affordable housing is one of the greatest challenges facing San José and providing affordable housing within the Urban Villages is a major goal of the Envision San José 2040 General Plan. In addition, the Plan also contains a policy to integrate affordable housing within the Urban Village. While sources of funding now exist for creating more affordable housing, additional measures are needed to incent its production.

There are both financing and programmatic tools available to increase the amount of affordable housing in San José. The financing tools include Tax Exempt Bond Financing, where developers of mixed-income or 100% affordable rental properties can work with the City to issue tax-exempt bonds, the proceeds of which are administered as loans by conventional lenders. Developers that build 100% income-restricted housing can assemble a variety of funding sources to finance their project, including federal and state low-income housing tax credits, tax-exempt bond financing, federal project-based rental vouchers, and low-cost "soft" financing subsidies from the City, County, State, and the Federal Home Loan Bank. The availability of some tax credits and most subsidy sources is typically very limited and not predictably available in all locations or at a large scale.

The two programmatic tools to support the development of affordable housing are the City's Inclusionary Housing Ordinance and its Affordable Housing Impact Fee. On January 12, 2010, the City Council approved an Inclusionary Housing Ordinance which requires that new for-sale residential developments of 20 or more units include housing affordable and price-restricted for moderate-income purchasers. Developers may satisfy their Inclusionary Housing requirement by providing 15% affordable homes on-site within their projects, or through a variety of developer options including off-site construction of 20% affordable units, payment of the in-lieu fee, dedication of qualifying land in lieu of construction, purchasing surplus inclusionary housing credits from another developer, the acquisition and rehabilitation of existing units, providing deed-restricted units that are available to lower-income households through agreement between the developer and the U.S. Department of Housing and Urban Development, or any combination of these methods that will achieve the requisite amount of affordable housing. Because of litigation over the validity of this ordinance, the City was only able to implement this requirement in 2016 after it prevailed in the lawsuit.

With regard to market-rate rental housing, the City Council adopted the Affordable Housing Impact Fee (AHIF) Program on November 18, 2014, and which took effect on July 1, 2016. AHIF requires new market-rate rental housing developments with three or more apartments to currently pay a one-time Affordable Housing Impact Fee of $17 per finished livable square foot. The City will use collected fees to subsidize the development of restricted affordable housing in San José for units serving prescribed income levels.

IMPLEMENTATION ACTIONS

As it is anticipated that there will continue to be strong interest in building new housing in San Jose and in the SRVF Urban Village area, this Plan recommends the establishment of additional funding mechanisms that would require new housing development to contribute towards the implementation of the Urban Village Plan and the improvements and amenities identified by the community, which may be beyond the City's normal requirements. The following is the list of public improvements and amenities that are desired by the community:

- Affordable Housing
  Affordable Housing is one of the highest priority amenities for the Urban Village. The City's goal, as supported by the General Plan and the Housing Element, is to integrate well-managed restricted affordable housing in neighborhoods throughout the City, particularly in Urban Villages with their walking access to transit, and community, and commercial amenities. This Plan therefore strongly encourages residential mixed-use developments to include deed restricted housing units on-site as an amenity.

  Individual developments that offer 100% restricted affordable housing are considered a benefit to the community in and of themselves; therefore, development of this housing is encouraged wherever possible in locations close to transit, commercial, and other community amenities.

  Further, as development in Urban Villages will often focus on sites with existing uses and occupants, developers should seek to minimize or mitigate permanent displacement of residential occupants, particularly those with lower- and moderate-incomes. When permanent displacement is part of a project's plan, the baseline requirement is for developers to provide relocation assistance including moving costs, security deposits, and a minimum of three months' housing costs at then-current market rents for locations and amenities comparable to their existing homes, or as required by any applicable City ordinances, policies or guidelines, whichever provides more benefits to the displaced occupants. Additionally, if residents are elderly or disabled, the baseline package adds nine more months of rent payment for a total of 12 months plus moving and security deposit costs. Other commensurate anti-displacement strategies could be negotiated.

- Urban Plazas
  Fully publicly accessible urban plazas are desired in the Plan for which there is limited funding. New development could pay additional fees to the City, provide or finance maintenance on City facilities, or improve and/or dedicate land for public plazas. Development could also incorporate plazas into their development consistent with the plaza design guidelines of this Plan, and that are publicly accessible, but privately maintained. These spaces are often called Privately Owned Public Open Space (POPOS).

- Parkland
  Contribute more than what is required of the project through the Parkland Dedication Ordinance (PDO) and Park Impact Ordinances, whether it be additional In-lieu fees, land dedication, or turn-key improvements or a combination thereof.
- Transportation Improvements
  Specific transportation improvements are identified in the Circulation & Streetscape chapter; they include:

- Communication network and other technology improvements
- Major corridor improvements
- Neighborhood traffic management improvements
- Bike and pedestrian network, facility, and amenity improvements
- Transit network, service, and facility improvements
- Implementation of transportation and parking management strategies 10
- Installation of complete street elements like street trees, landscaping, green infrastructure, street furniture, lighting, wayfinding, and gateways.

- Streetscape Amenities
  Contributions for identified streetscape amenities that go above and beyond standard City requirements could be considered amenities. These include street furniture, pedestrian scale lighting, drinking fountains, historic placards, integrated public art, street banners, and attractive trash and recycling receptacles. Streetscape amenities can also include landscaping within the park strip and at corners that will beautify the corridor. The preference is that development projects construct these amenities, but monitory contributions could be considered if construction is not feasible or appropriate. Landscaping Improvements should only be provided if there is a written agreement that these improvements are to be maintained by the property owner or there is an established Special Financing District to provide on-going maintenance.

- Public Art
  To encourage the integration of Public Art within the SRVF Urban Village, development could incorporate public art within the given project, or contribute money to fund public art elsewhere within Urban Village area. Developers that include public art within their project should engage the community on the design and content of the artwork and it should be publicly viewable. Another option is to include a public artist on the project development design team for a more integrated approach to aesthetic enhancements. The Office of Cultural Affairs can provide developers with assistance on the design and selection process. For art pieces on public property, the Office of Cultural Affairs would manage the Public Art process and engage the community in the selection of artists.

- Commercial Development
  Other potential community benefits could include; designing and building commercial space that is specifically affordable to small businesses, leasing commercial space at an affordable rate to small businesses, providing the space and infrastructure for a farmer's market, or providing a space specifically for food trucks.

  As with all Urban Villages throughout San José, entirely commercial development that is in keeping with the applicable Zoning Code and General Plan Land Use Designation can go forward at any time.

- Special Financing District
  If it is demonstrated that a majority of the property and/or business owners along the corridor or within a portion of the corridor are interested in establishing a Special Financing District, a developer could fund the City costs and other outside costs associated with establishing this District. If and when a property based District is established, one amenities that is desired would be for the property owner to join such District.

- I-280/Winchester Boulevard Overcrossing
    - Widen the deck of I-280/Winchester to accommodate continuation of the Winchester streetscape design included in this Plan, including wide sidewalks, bike lanes, landscaping,
    - Fund an engineering and economic analysis and financial feasibility study of capping I-280 for development of or a mix of land uses such as a park, commercial, residential or parking structure.

Implementation Actions

Implementation Action 1: Develop a Multimodal Transportation and Streetscape Plan for Winchester Boulevard. This Plan should identify the design and location of specific streetscape and other transportation improvements that could be constructed by private development proposals, through the City's CIP program or by outside grant funding.

Implementation Action 2: Actively seek external funding to finance and implement advancement of this Plan.