SAN JOSE DOWNTOWN

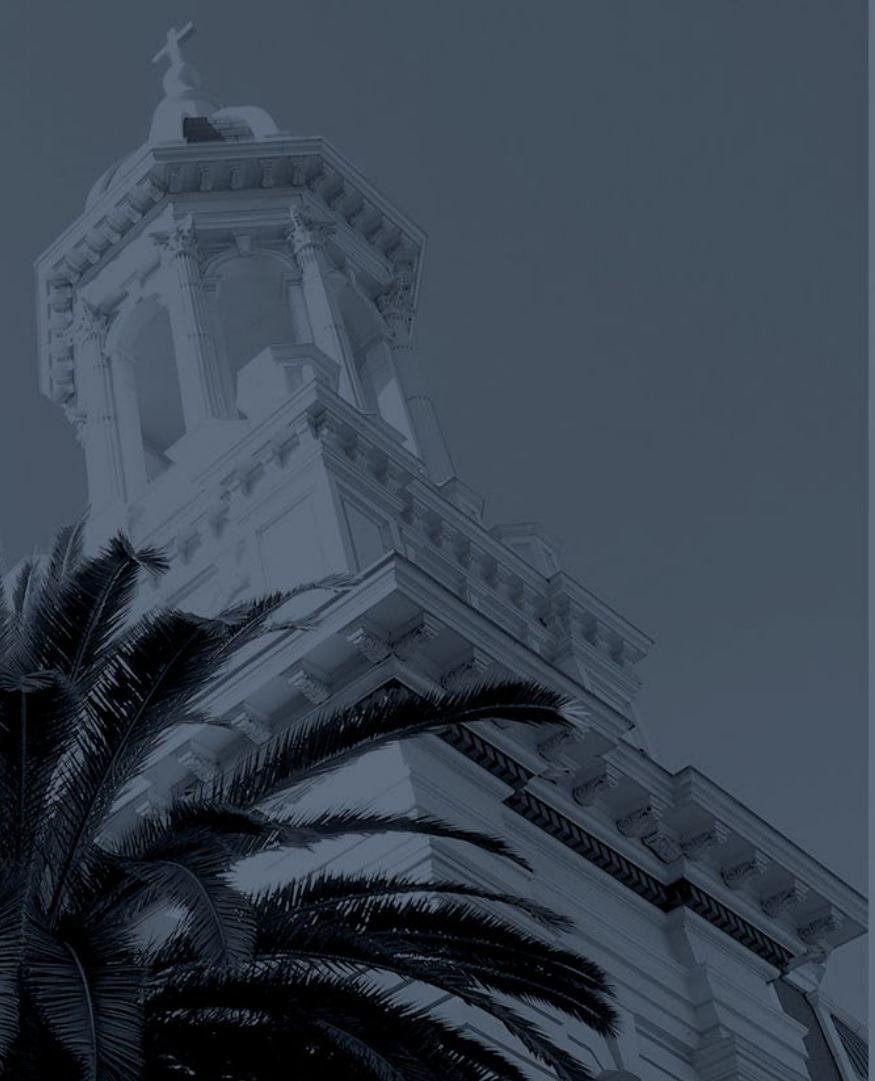
DESIGN GUIDELINES AND STANDARDS

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

WHAT ARE THE URBAN DESIGN GUIDELINES?

WHY UPDATE THEM?

WHO ARE THEY FOR?



What are the Urban Design Guidelines?

A set of design principles that:

- Reinforce existing policies, goals, and values
- Promote design excellence and compatibility
- Improve the process for everyone by creating a common language
- Address how a building impacts and supports the character of the existing Downtown fabric
- Reflect contemporary best practices

Phasing Strategy

- **Downtown** (including Diridon Station Area)
- Began April 2018
- Led by City Design team
- Consultant: Skidmore, Owings & Merrill (SOM)
- Knight Foundation and City funding

- **Historic District Guidelines**
- To be developed following historic survey work;
- Led by Historic Preservation Officer with input from City Design team

Why update them?

Priorities

- Council Priority #20
- Knight Foundation and City funding
- General Plan Requirement

Goals

- **Consistency** and **predictability** for applicants
- **Responsiveness** to current and anticipated building types
- **Better outcomes** – higher quality architecture and improved public realm to support General Plan's vibrant neighborhoods and community design sections

Who are they for?

- Developers/Project Applicants
- Designers/Architects
- City Staff
- Residents
- Neighborhood and Business Groups
- Decision Makers: Planning Commission, City Council, Historic Landmark Commission, etc.

HOW DOES IT IMPLEMENT THE GENERAL PLAN?

WHAT IS THE OUTREACH PROCESS?

WHAT IS THE SCOPE OF THE PROJECT?

Scope of the Project

What guidelines do

- Replace 2004 Downtown Design Guidelines and supplement 2014 Diridon Station Area Plan Design Guidelines

What guidelines don't do

- No changes to zoning, land use, density, growth, height, parking requirements, transit or transportation improvements
- No changes to Downtown Historic Design Guidelines
- Does not include streetscape improvements or public parks
- Does not say yes or no to development projects
- Does not regulate affordable housing requirements

General Plan Goals and Policies, Downtown

- **Goal**
- CD-6 Promote and achieve the Downtown's full potential as a regional destination and diverse cultural, recreational, civic, and employment center through distinctive and high-quality design.

- **Policies**
- CD-6.10 Maintain Downtown design guidelines and policies adopted by the City to guide development.
- CD-6.5 Promote iconic architecture and encourage and incorporate innovative, varied, and dynamic design features.
- CD-6.6 Promote development that contributes to a dramatic urban skyline.

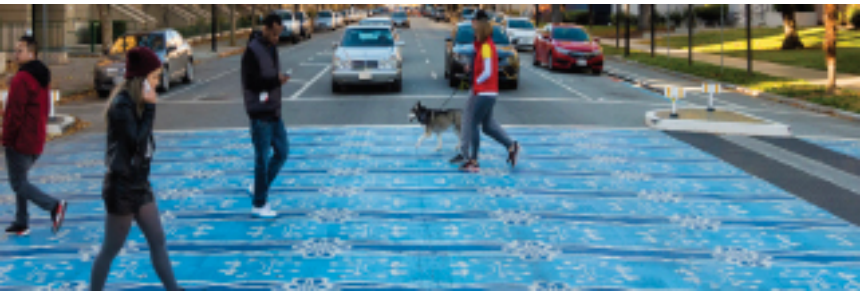
Community Engagement

- **Workshop 1:** Listening Session, April 19, 2018
- **Focus Groups:** May 2018-Jan 2019; developers, architects, SPUR Urban Catalyst Team, SJDA, VTA, SJSU, PACSJ **Planning Commission Study Sessions:** Nov 7, Dec 12, 2018
- **Historic Landmark Commission Study Sessions:** Jan 16 and Feb 6, 2019
- **Workshop 2:** Draft Guidelines, December 5, 2018
- **Public Hearings:** Planning Commission and City Council, Feb-April 2019
- **Website:** City Design Team: http://www.sanjoseca.gov/index.aspx?NID=6064

WHAT IS THE PROJECT BOUNDARY?

WHAT ARE THE VALUES AND GUIDING PRINCIPLES AND **WHERE** DO THEY COME FROM?

GUIDELINE BOUNDARY



Where do values/guiding principles come from?

Previous Studies

- Downtown Design Guidelines, 2004
- Diridon Station Area Plan (design guideline section), 2014
- Downtown Strategy (design guideline section), 2000
- Guadalupe River Park and Gardens Urban Design Guidelines, 2003
- South First Area Strategic Development Plan, 2002
- San José Downtown Streetscape Master Plan, 2003
- Cracking the Code, by SPUR
- Downtown Transit Mall Agreement between City of San José and VTA

Where do values/guiding principles come from?

What we heard from stakeholders

- Create a variety of public spaces
- Become more vibrant and people-centric
- Focus on the ground floor
- Promote a more inclusive city
- Preserve historic buildings/districts
- Become more walkable/
- bikeable with better access
- Support innovation/creativity
- Promote high quality architecture
- Be sustainable
- Promote environmental health
- Mix uses and activities
- Focus on the local identity
- Emphasize on cultural diversity and public art
- Create a more dramatic skyline

PROSPERITY	ENHANCE THE LOCAL, CITY, AND REGIONAL ECONOMY.
Innovate and Support Creativity	Encourage innovation in a built environment that supports the flexibility to enable creativity and innovation, public art, and cultural engagement.
Promote High Quality Architecture	Create an attractive and functional urban environment through the positive addition of each new building.
Focus on the Ground Floor	Promote a diverse, active, and attractive pedestrian environment at the ground level.
Mix Uses and Activities	Enable positive interaction between a diverse and fine-grained mix of uses.
HEALTH	**PROMOTE HUMAN AND ENVIRONMENTAL HEALTH.**
Design for Sustainability	Utilize new development to make the area more environmentally and economically sustainable through building quality and multimodal connectivity.
Put People First	Promote health and activity with safe, attractive, functional, and comfortable urban spaces and buildings.
Create Connection and Accessibility	Use new development to enhance individual health through Downtown's multimodal accessibility and enhance pedestrian and bicycle connectivity.
Generate Resilience	Create a physical infrastructure that enables human, economic, environmental, and social resilience.
IDENTITY AND HISTORY	**ACCENTUATE THE AREA'S UNIQUE CHARACTER AND CULTURE.**
Create Legibility	Promote Downtown as a cohesive and unified district with citywide and regional importance.
Create a Memorable Destination	Build on Downtown's unique strengths as the cultural, artistic, and creative center of the South Bay.
Be Authentic to San José	Build upon the cultural, historic, and environmental characteristics of San José.
Welcome All of San José	Strengthen the area as a center for the city and the region, for people of all abilities, ages, genders, and income levels.

HOW TO USE THE GUIDELINES?

WHAT IS THE DOCUMENT STRUCTURE?

WHAT IS THE GUIDELINES STRUCTURE?

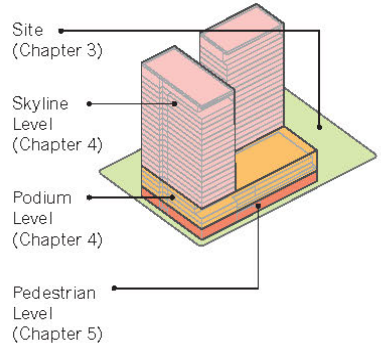
STEPS FOR USING THE GUIDELINES

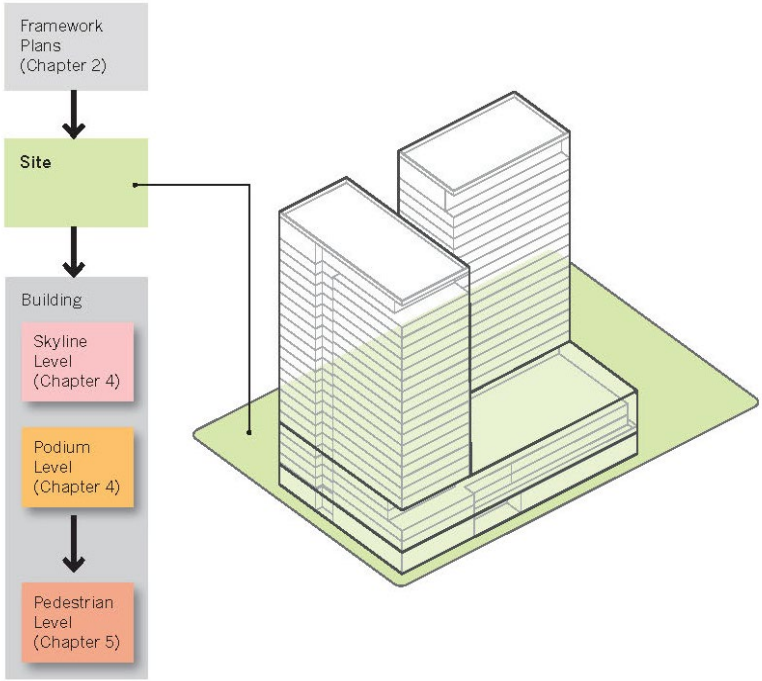
1. FRAMEWORK PLANS

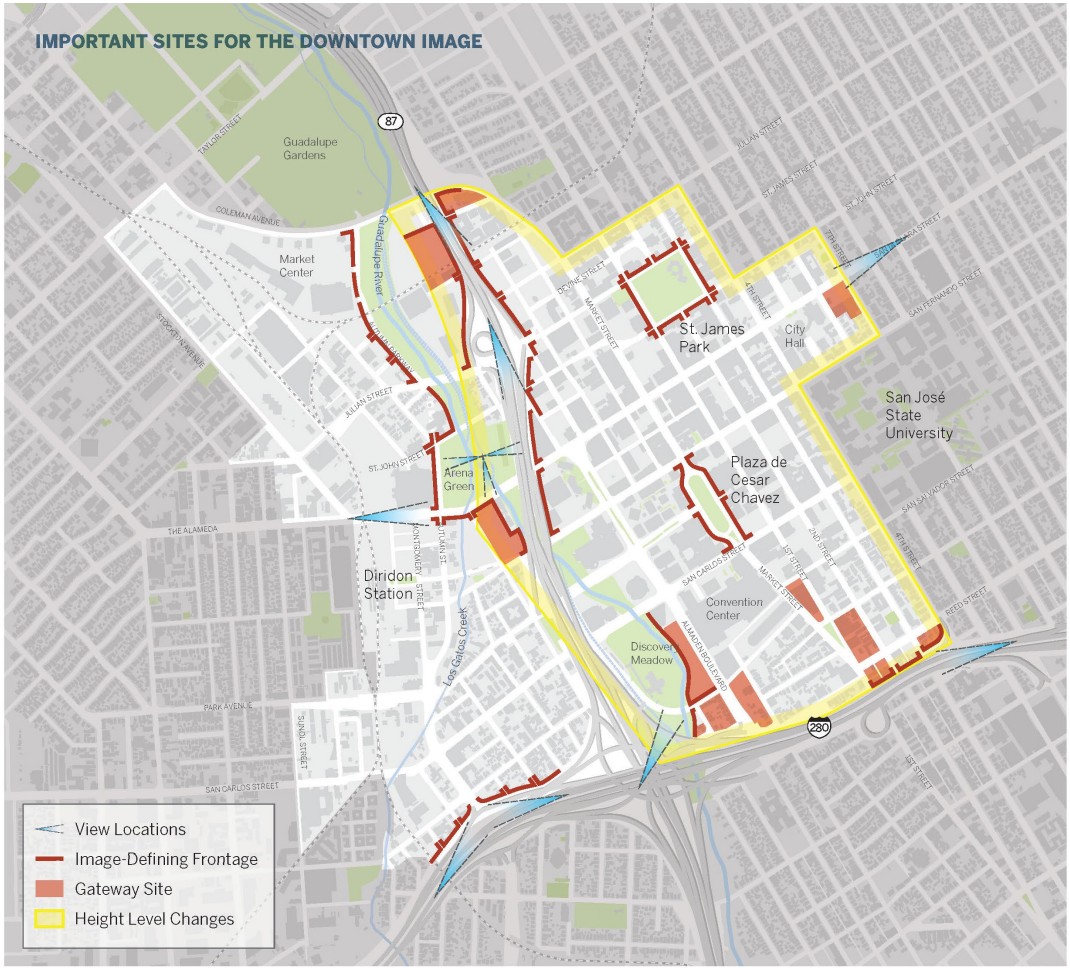
First, consult the **Framework Plans** in Chapter 2 to find the location of the development parcel to determine characteristics that will affect building design. For example, if the parcel is adjacent to an Urban Park Frontage (Section 2.2), the rules for Streetwalls (Section 4.3.3) are different.

2. GUIDELINES

Next, consult the **guidelines and standards in Chapters 3 - 5** to determine the Guidelines and Standards for the property related to the Site, Skyline Level, Podium Level, and Pedestrian Level.







Prominent Sites and Frontages

The Downtown skyline has a mesa shape due to height limits *(Photo © Google)*

RATIONALE

The skyline and unusually visible building facades create the first impression of Downtown from other locations within San José and beyond. The skyline is also visible inside the area at certain vantage points.

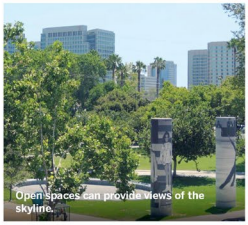
The skyline is shaped by many factors, but one of the foremost is the limitation of building height by the Mineta-San José International Airport, located north of downtown. This limit, in combination with zoning height standards, has created a "mesa" shaped skyline, with most buildings at similar heights.

Among the most memorable skyline views are from parks such as Arena Green, from and along the highways that pass through and adjacent to the site, and from some major streets, such as the Alameda.

PROMINENT SITES

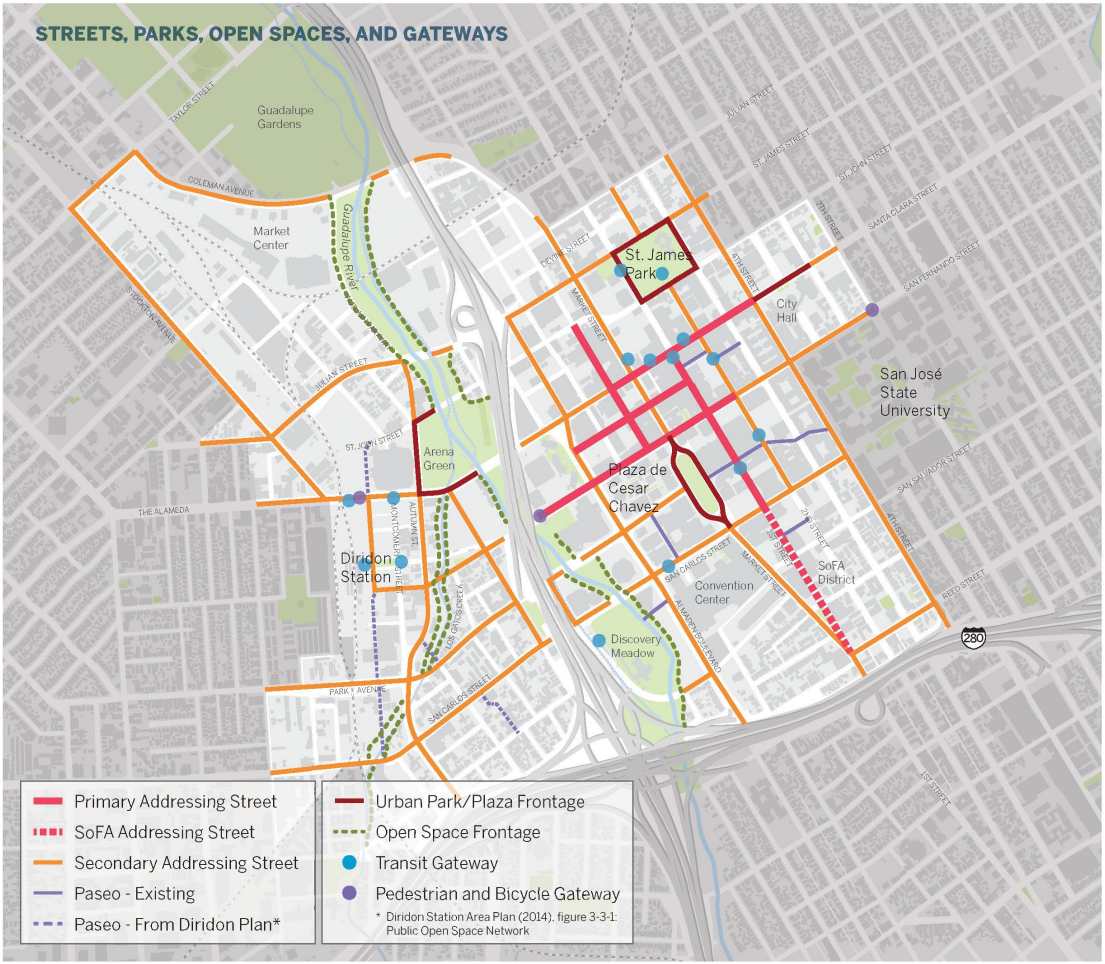
Due to the mesa shape of the skyline and limited view locations, some sites have more impact on the Downtown skyline. From an analysis of this pattern (see Appendix A.2.1), the Gateway Sites and Image-Defining Frontages are shown in the plan at left. Buildings on these sites will have a large impact on the image of the City. For this reason, their design receives special attention in these guidelines in the following chapters.

This simulation shows the importance of development on Gateway Sites and Image-Defining Frontages (orange) to the first impression of Downtown while entering from the north on Highway 87 *(Photo © Google)*

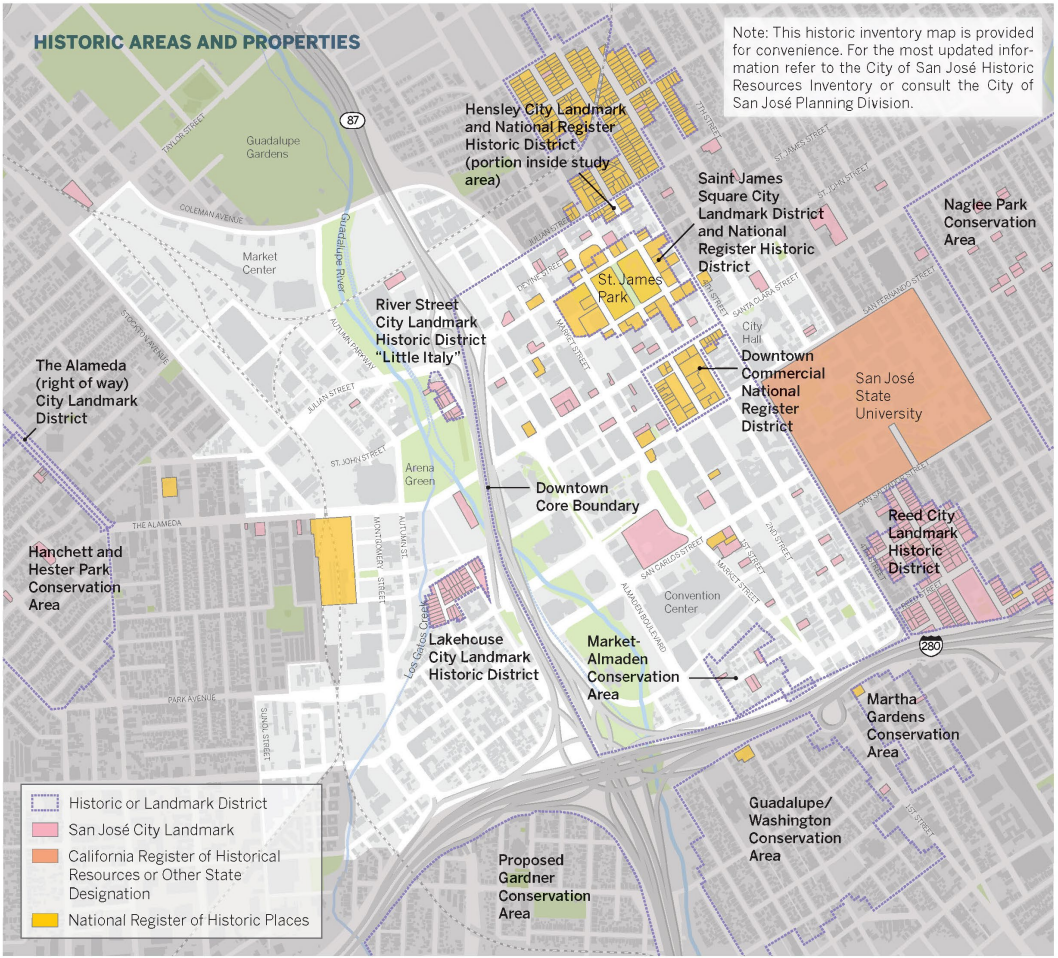


Open spaces can provide views of the skyline.

This simulated view from the Highway 87 ramp looking northeast toward downtown demonstrates the visual prominence of the Gateway Sites. *(Photo © Google)*

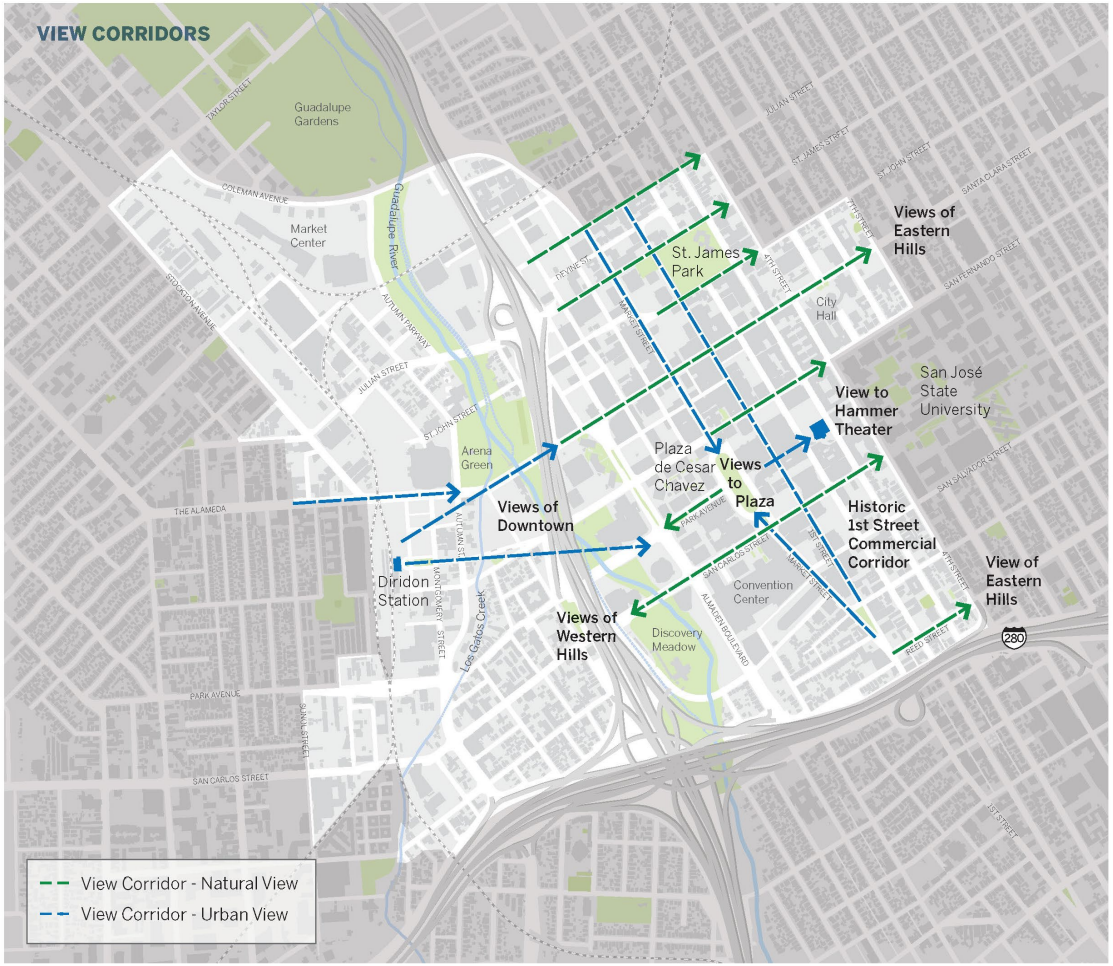


Podium Level and Pedestrian Level Plan



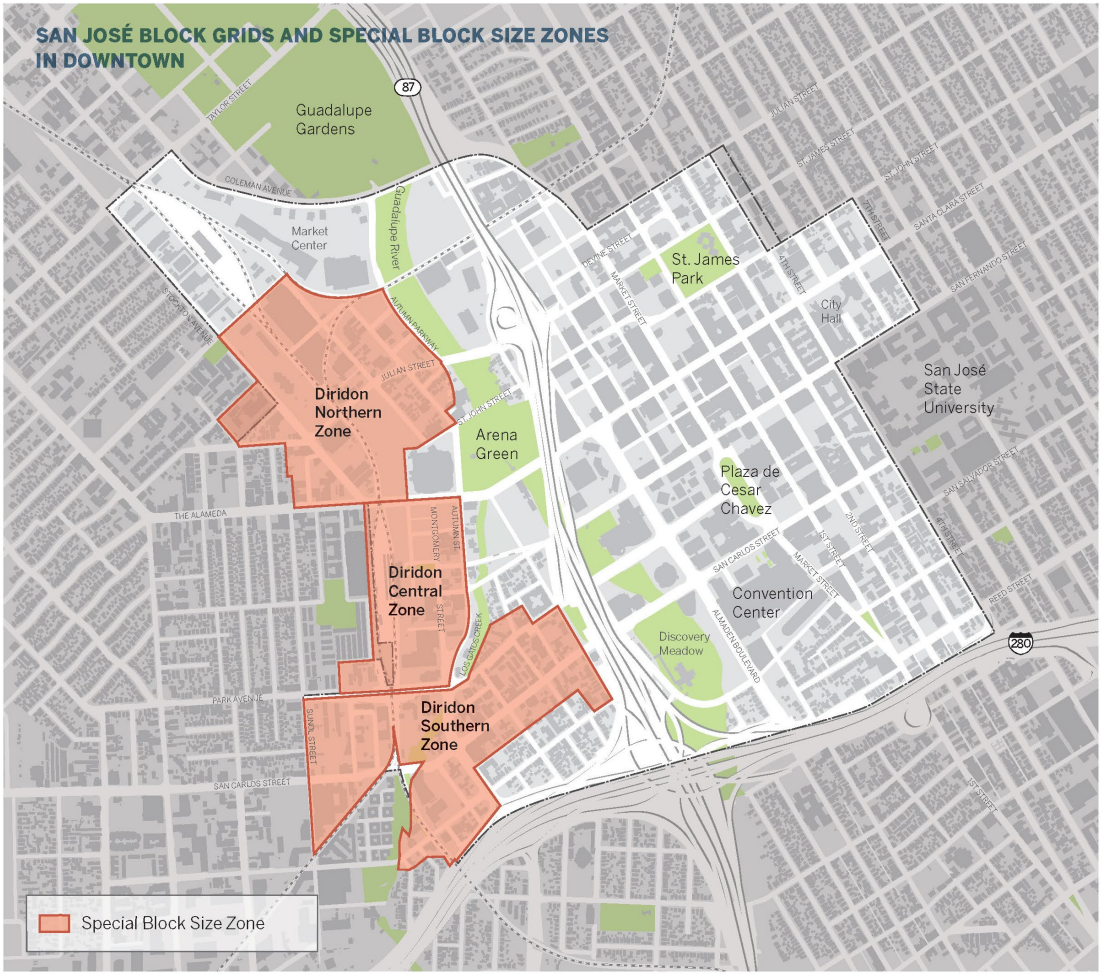
Historic Sites and Districts Plan

Civic Icon Buildings Plan



View Corridors Plan

Podium Level and Pedestrian Level Lighting Plan



Block Structure Plan

3.4.1 Pedestrian Entrance Location

PUT PEOPLE FIRST

Make pedestrian entries from *public space* the primary entry and identity point for the building.

RATIONALE

Building entries that are well-defined and visible from the street are easily accessible and inviting to pedestrians.

The orientation of pedestrian entries to *public space* creates activity on the sidewalk and easy access. Buildings where people can easily arrive and depart by vehicle without interacting with *public space* do not promote a vibrant urban area. Easy to find pedestrian entries link the building to the district and encourage activity.

GUIDELINES

a. Design entries and associated open spaces to avoid the creation of isolated areas and to maintain lines of sight into and out of the space.

b. Avoid creation of a main pedestrian entrance from an internal private courtyard.

STANDARDS

a. Locate main pedestrian entrances of all buildings to be accessible from *public space* and not from parking areas.

b. For buildings with multiple frontages, locate main pedestrian entrances on the frontages as defined in Section 2.2 based on the hierarchy as follows:

1. Urban Park / Plaza Frontage
2. Primary or SoFA Addressing Street
3. Secondary Addressing Street
4. Paseo
5. Open Space Frontage
6. Other Street

c. In multi-story, mixed-use buildings with retail, place retail at the street intersection if the building is at one, and the residential or commercial lobby entry (to the core and upper building) located toward the mid-block.

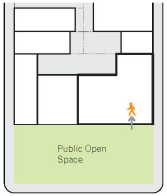
d. Ground floor residential units must have a primary "front door" access from the street or paseo, rather than solely entering from interior corridors, lobbies, or the garage. This includes rowhouse-type units along the ground floor of multifamily buildings. Accessible access should be provided from inside the building.

RELATED GUIDELINES

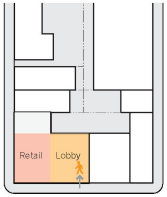
4.4.3.a - Windows and Glazing
5.3.1.b - Transparency
5.4.1 - Pedestrian and Bicycle Entry Design
5.4.2 - Vehicle and Service Entry Design

GENERAL PLAN REFERENCE

- H-3.2, CD-1.9, CD-2.3 (5), CD-2.8 , CD-1.11, CD-1.17



DO - The main pedestrian entry may be from a street or public open space.



DO - Entry to the building lobby for access to upper floors should be from mid-block, leaving the corner space for retail.

3.4.2 Service Entrance Location

PUT PEOPLE FIRST

Locate service, utilities, and access points including curb cuts where they do not interfere with the actions of pedestrians, bicycles, and transit.

RATIONALE

Service areas and elements such as trash enclosures may adversely impact *public space* and create hazards for pedestrians, bicyclists, and autos. Services located away from building frontages or on secondary frontages avoid interfering with the potential for active uses. Service entrances in less visible locations for pedestrians and further from adjacent buildings and public open space are ideal.

Sensitive location of service functions will lead to more pleasant and safe public spaces that will be more amenable to retail and restaurants or simply for walking, bicycling, and taking transit.

GUIDELINES

- Locate trash and recycling bins within the building.

A service entry can create poor conditions on the sidewalk.

STANDARDS

a. Locate services including loading docks, delivery, trash, and infrastructure inside the building structure and at least 25 feet behind active use facades.

b. Locate service entries and curb cuts at least 20 feet from street intersections.

c. For a development with multiple frontages, place service entries on a separate frontage from the primary pedestrian and bicycle entrance.

d. Locate service entrances at least 25 feet from the primary pedestrian and bicycle entrance (see Section 3.4.3 for parking and vehicular entries).

e. For buildings with multiple frontages, locate service doors and entrances on the frontages as defined in Section 2.2 based on the hierarchy as follows:

1. Other street
2. Open Space Frontage
3. Secondary Addressing Street
4. Urban Park / Plaza Frontage
5. Any street with at-grade light rail transit
6. Primary or SoFA Addressing Street

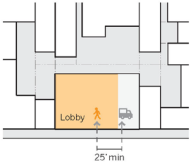
RELATED GUIDELINES

5.4.2 - Vehicle and Service Entry Design
5.8 - Lighting - Pedestrian Level

GENERAL PLAN REFERENCE

- CD-1.18, CD-2.3

DO - Locate a service entry away from the primary street.



DO - Locate a service entry away from the primary building entry.

4.3.1 Podium Level Massing (Below 70 Feet in Height)

PUT PEOPLE FIRST

Engage the Podium Level massing with the public realm and help support a human scale streetscape.

RATIONALE

As the tower forms of the Skyline Level define the city image from distant views, Podium Level massing defines the experience at the ground level.

Podium Level massing requires attention to articulation and scaled elements. Height limits and upper level setbacks are used to create transitions in height, bulk, and scale. Extending towers to the ground (while acknowledging the lower levels) aids in creating verticality and visual lightness. Podium levels with towers above, like candles on a cake, leave the skyline unanchored from the ground, reducing legibility and creating wide, stubby forms.

GUIDELINES

a. Emphasize the intersection of any two addressing streets (see Section 2.2) through corner building form and detail.

b. Use Podium Level massing to frame on-site open spaces.

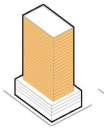
c. Limit the height of Podium Level massing near public open space but retain a 1:2 height to width ratio (only up to the limit of the Podium Level) in order to frame the public open space.

d. Use massing to enhance access to daylight and ventilation in interior spaces.

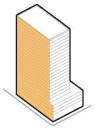
STANDARDS

a. Continue the Skyline Level facade to the ground through the Podium Level for at least 30 percent of the Skyline Level's primary facade length.

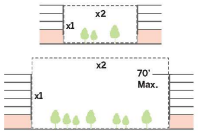
b. Divide Podium Level building massing that creates a facade wider than 100 feet into visibly articulated smaller masses no wider than 80 feet using projections and recesses, materials, shadow relief, or other architectural elements (refer to diagram).



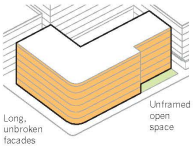
DO NOT - leave Skyline Level unanchored to ground.



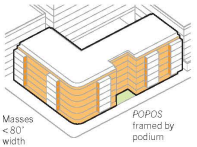
DO - extend Skyline Level tower facade to ground level.



DO - use a height of 1/2 the distance between buildings to frame public open space, but only to the top of the Podium Level (70').



DO NOT - create a long building that breaks the human scale rhythm of the street.



DO - divide a building over 100' in width with breaks in massing and architectural articulation.

RELATED GUIDELINES

3.2.2 - Building Placement
4.3.3 - Streetwall

GENERAL PLAN REFERENCE

- MS-2.11, CD-4.5

4.3.2 Skyline Level Massing (Above 70 Feet in Height)

PROMOTE HIGH QUALITY ARCHITECTURE

Create interesting and compelling Skyline Level massing for a cityscape that is memorable and distinctive.

RATIONALE

While height limits in Downtown have resulted in many buildings of similar height and thicker proportions, compelling skyline massing will emphasize verticality to create interest from nearby and long distance views. Slender, vertical Skyline Level massing also preserves access to sunlight and wind for pedestrians and occupants of other buildings. Thus, towers should both be slender to the extent possible and convey slenderness through means like shifts of the facade plane, articulating and offsetting tower massing, and preserving sky view corridors.

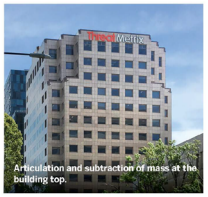
The presence of iconic buildings with unique shapes at key sites will create distinction and orientation. This distinction can come from massing strategies like articulated forms.

GUIDELINES

a. Use Skyline Level massing strategies such as offsetting towers (avoiding direct face to face views) and using non-rectangular shapes to increase perceived tower separation both from towers and from other locations.

b. Place towers at the short ends of blocks and near corners to emphasize intersections, to preserve sun exposure in mid-block, and to frame views along streets.

c. Use articulation and a gradual subtraction of mass toward the top of Skyline Level massing to reduce the overall bulk and produce a more interesting form.



Articulation and subtraction of mass at the building top.

STANDARDS

a. Design separate towers instead of very wide buildings. Use a maximum of 450 feet for any horizontal dimension, including diagonally, in Skyline Level massing.

b. Keep a minimum spacing of 60 feet between any portions of Skyline Level building masses (towers).

c. For Skyline Level facades over 200 feet in width, use changes in massing such as stepbacks or notches greater than 30 feet wide and 20 feet deep to reduce apparent building bulk.

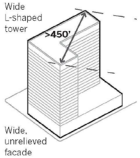
d. If a development site is at the head of a "T" intersection, align the location of the required spacing between Skyline Level masses along the visual extension of the facing street centerline to preserve sky view from the street.

e. For buildings on sites other than defined **Gateway Sites** (section 2.1), use massing for the tower top that maintains the overall tower form and has a generally flat roofline.

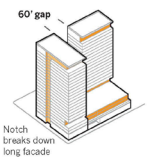
f. For buildings on **Gateway Sites** (section 2.1), for approximately the top 1/4 of the building use sculpted massing such as shifts in building planes or a stepped or varied pitch roofline to lend a distinctive identity to orient people as they approach and move around Downtown.

GENERAL PLAN REFERENCE

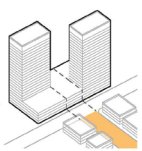
- CD-6.6



DO NOT - create wide building masses



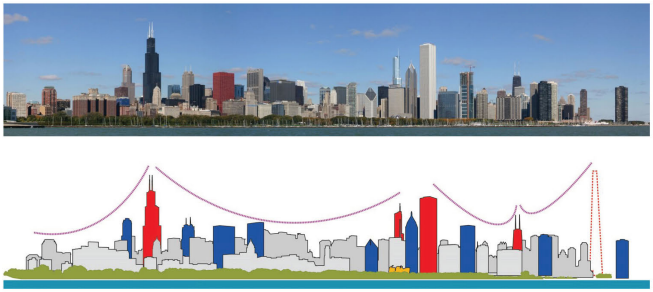
DO - divide massing wider than 450' into towers and emphasize verticality



DO - Preserve a street view corridor at a "T" intersection with tower spacing

Podium and Skyline Level Massing

A.2.1 Skyline Studies (continued)



BUILDING ROLES IN THE SKYLINE

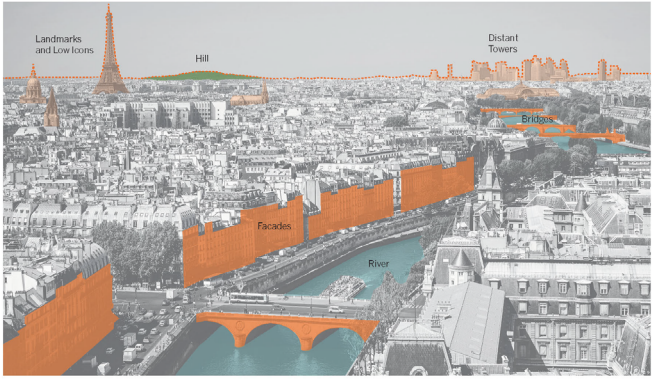
In addition, the study included an evaluation of the roles that buildings may play in a skyline, and how those add up to create something that is unique and memorable. Among American downtowns, few have a height limitation similar to San José, and many are on a waterfront, but study of their different conditions provide useful lessons nonetheless.

Cities like Chicago, pictured and diagrammed above, have four overall building types. Landmarks are the most memorable buildings in the skyline, distinguished by their height, shape, or both. Markers provide more localized orientation, but stand out for some feature such as height, design, or location. Low Icons are buildings of lower heights, distinguished by their civic importance (such as a museum), design, location, or color.

Unlike Chicago, San José will retain a low overall form. A few American cities such as Washington, DC provide similar examples of low heights, and many European cities have low skylines. An instructive example is Paris, pictured at right. For these cities, landmarks, assemblies of building facades in public spaces and along transportation routes (such as rivers), and infrastructure all play a role in the image of the city.

DERIVED LESSONS

For San José's Downtown guidelines, these studies provide many lessons and ideas. Some apply to private development, and a some that may instruct actions of the City.

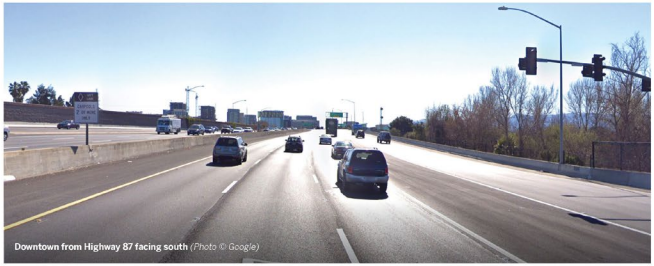


Among these are:

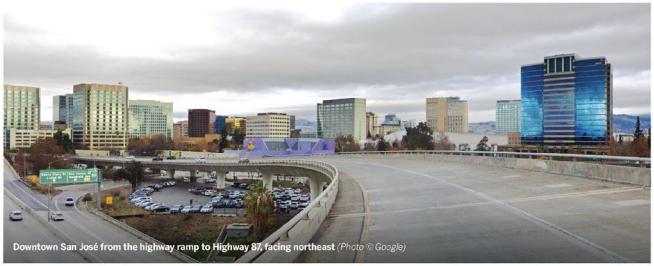
- Utilize the iconic value of infrastructure (e.g., bridges, highway gateways).
- Well-designed building facades along urban edges (e.g., parks) can create identity.
- Recognizable landmarks are extremely significant in a "flat" skyline.
- Low icons also help create a memorable skyline and retaining their visibility and emphasis is key.
- Uniform buildings can create a high quality cityscape but not, by themselves, a memorable one.

A.2.1 Skyline Studies (continued)

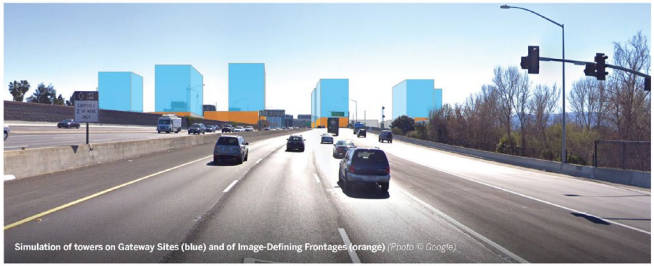
Including the information and lessons learned from the skyline studies, the design guidelines for building form and massing work to create a memorable skyline for Downtown. The image pairs on the pages below show the results of modeling of potential development scenarios for two notable views, from the north along Highway 87 and from the highway ramp entering south Highway 87 from the south. In absence of an adjacent waterfront, these views will be among the most memorable ones of Downtown for many people.



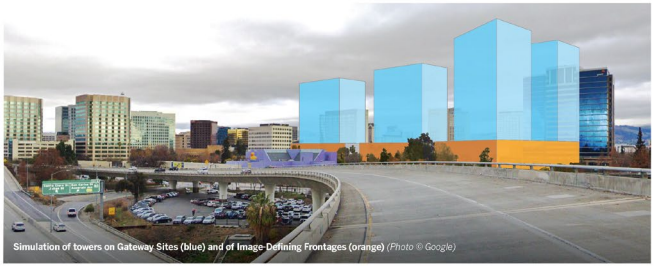
Downtown from Highway 87 facing south *(Photo © Google)*



Downtown San José from the highway ramp to Highway 87, facing northeast *(Photo © Google)*



Simulation of towers on Gateway Sites (blue) and of Image-Defining Frontages (orange) *(Photo © Google)*



Simulation of towers on Gateway Sites (blue) and of Image-Defining Frontages (orange) *(Photo © Google)*

4.5.1 Civic Icon Adjacency

BE AUTHENTIC TO SAN JOSE

Design a building within the affected area of a Civic Icon to enhance the visibility and importance of the Civic Icon.

RATIONALE

Civic Icon buildings are landmarks and civic markers in Downtown. New buildings within the affected area, because of their positions, will have a strong affect on these structures. If done well, the juxtaposition of the two structures will enhance the look of both.

By creating a contrast with the materials and color of the Civic Icon building, maintaining a low contrast color scheme, and using a simple facade design, a new building can enable the existing structure to maintain its prominence. While treatment has consequence at lower levels, this design treatment is crucial at the height which will be visible above the Civic Icon building.

GUIDELINES

- Use a streetscape and landscape design that helps to unify the new and existing structure.

STANDARDS

- Design a new building in the Civic Icon building **Affected Area** (see Section 2.4 for the boundaries of Affected Areas) with facades facing the icon that contrast with but do not dominate the icon to allow the icon to stand out.
- Use uncomplicated, low relief, low contrast massing and facade treatments to provide a backdrop for the icon.
- Create contrast with the icon in color and materials to make the icon visible. For instance, use lighter materials and a plainer facade to contrast with a building with a heavier materials and a high level of detail.

The light colors and simple facade of the rear building allows the unique shape of the church to stand out.

RELATED GUIDELINES

2.4 - Civic Icon Buildings Plan
4.3.4 - Massing Relationship to Context
4.4.2 - Facade Relationship to Context
4.5.2 - Historic Adjacency

GENERAL PLAN REFERENCE

- LU-2.2, LU-13.2, LU-13.3, LU-13.6, LU-13.9, LU-15.3

Civic Icons are both historic and contemporary buildings.

4.5.3 Historic Context

BE AUTHENTIC TO SAN JOSE

Incorporate essential urban and architectural characteristics of historic context.

RATIONALE

In addition to the direct interaction of a new building with an adjacent historic building, there are also situations where the common characteristics of nearby historic buildings should inform the design of a new building that is not directly adjacent. Buildings on sites with **Historic Context** (see Section 2.3) can extract prominent historic characteristics to improve their fit within such a context.

The key characteristics of historic buildings relate to building and pedestrian scale. It is not desirable to use architecture that simulates historic architecture to achieve these Guidelines and Standards.

GUIDELINES

a. Use similar materials or distinctive architectural features in the Podium Level as historic context buildings. Examples are using similar window sizes and orientations and incorporating contemporary versions of distinctive features such as awnings, balconies, or tile work.

b. Design simple tower facades to avoid overpowering historic buildings, with rectilinear rather than curved forms and visually lighter materials such as glass. Use facade elements with a scale that creates visual correlation with context historic building facades.

c. Utilize a transition massing element (see Section 4.5.2) in the context of historic buildings below 40 feet in height. This may be a lower building portion forming the streetwall that has a similar height to lower historic context buildings, with a step back to the upper portion of the Podium and the Skyline Levels.

d. Build street facades at the same distance from the right of way as nearby historic buildings.

e. Avoid curved or diagonal facade elements.

f. Use lighting to accentuate noteworthy features of the new building.

STANDARDS

a. Use articulation that creates facade divisions with widths that are similar to the widths of historic context buildings (if the new building is wider). A variety of techniques can achieve this articulation, including facade design, material variations, and color variations.

b. Space pedestrian entries at similar distances to context historic building entries.

c. Create a ground floor with a similar floor to ceiling height as context historic buildings.

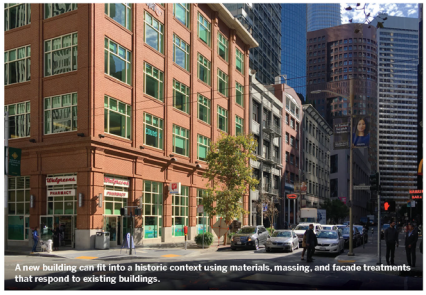
d. Use cornice articulation in the Podium Level at a height comparable to the heights of historic context buildings.

RELATED GUIDELINES

2.3 - Historic Sites and Districts Plan
4.5.2 - Historic Adjacency

GENERAL PLAN REFERENCE

- Chapter 6 - Historic Preservation



A new building can fit into a historic context using materials, massing, and facade treatments that respond to existing buildings.

4.5.2 Historic Adjacency

BE AUTHENTIC TO SAN JOSE

Create a complementary relationship when building next to a historic building.

RATIONALE

Historic buildings are a unique and irreplaceable feature of Downtown. New adjacent buildings need to respect and enhance these structures, not overwhelm them.

Historic buildings can be generally grouped into typologies as below. For each of the types, the preferred solution varies. Note that if a site falls within the Affected Area of a Civic Icon Building (in Section 2.4), the design requirements of Section 4.5.1 supersede this guideline.

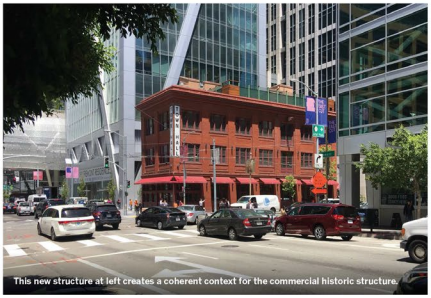
TYPOLOGY OF FORM

Public
These historic structures have civic importance and, typically, more individualized, free-standing massing with larger setbacks. Examples are schools and churches.

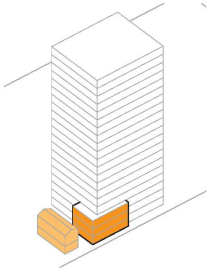
Note: Some of these buildings are also **Civic Icons** (Sections 2.4 and 4.5.1). If a building is a Civic Icon, those Standards apply and the standards in this section do not.

Commercial or Multi-Family Residential
These historic structures are usually sited near the sidewalk with street-facing entries and frequently have ground floor retail.

Single-Family Residential
These historic structures are set back from the street and from neighboring buildings and have residential scale details.



This new structure at left creates a coherent context for the commercial historic structure.



DO - Transition massing creates a relationship between buildings of different scales.

GUIDELINES

- Use a streetscape and landscape design that helps to unify the new and old structure.

STANDARDS

a. Design a new building adjacent to a historic **Public** building with a facade facing the icon and a street facing facade that contrast with but do not dominate the historic structure.

- Use simple massing to provide a backdrop for the historic structure.
- Create contrast with the historic structure in color and materials to make the historic structure visible. For instance, use lighter materials and a plainer facade to contrast with a building with a heavier materials and a high level of detail.

b. Use a new building adjacent to a historic **Commercial or Multi-Family Residential** building to create a coherent context for the historic structure.

- Continue characteristics of the historic structure such as the building setback (if within current guideline limits), cornice line, fenestration pattern, materials, and colors. Do not create a new facade that simulates a historic facade or roof form.

c. Design a new building adjacent to a historic **Single-Family Residential** structure with transitional elements to reduce the contrast between the old and new structures.

- Create **transition massing** relating to the historic building, typically in the form of a structure of similar scale as the historic structure projecting from the main new building structure.
- Use simple and quiet architecture and facade treatments to avoid overpowering the historic structure.
- Use light materials and light colors to create a simple, visually light neighbor to the historic structure.

RELATED GUIDELINES

2.3 - Historic Sites and Districts Plan
4.3.4 - Massing Relationship to Context
4.4.2 - Facade Relationship to Context
4.5.1 - Civic Icon Adjacency
4.5.3 - Historic Context

GENERAL PLAN REFERENCE

- Chapter 6 - Historic Preservation
- LU-13.5, LU-13.15, LU-15.1, VN-1.10

4.6.2 Lighting - Skyline Level

CREATE A MEMORABLE DESTINATION

Use lighting to make Downtown's skyline recognizable in the wider city. Add selected landmarks to make views of the skyline into a source of orientation both within and from outside Downtown.

RATIONALE

Like most of its buildings, Downtown's nighttime skyline has a simple and peaceful quality. This is in large part a good thing, but the low mesa (table) shape of the skyline and few dramatic viewing locations also mean that the skyline does not serve its function of identity and orientation as it could.

While most buildings in Downtown should continue the area's simple look, the addition of landmark and creative lighting on buildings in a limited number of locations could help to create a nighttime identity, animate the city at night, and create visual excitement. Too many iconic buildings would create visual noise, so only a few are needed. These buildings will be those located such that they have higher prominence in the skyline.

Elaboration of the skyline can be accomplished while respecting dark sky principles to minimize interference with astronomical research at Lick Observatory.

SKYLINE LEVEL LIGHTING TECHNIQUES

Multiple techniques exist for lighting design that can accentuate a building's Skyline Level. These can be used by themselves or together on buildings on appropriate sites (see Standards).

- **Beacon** - A Beacon is a small area of light or a single point that creates a punctuation of the building top.
- **Lantern** - A Lantern is an area of relatively uniform illumination, large enough in comparison to the rest of the building to seem like an independent element and not a simple light.
- **Outline** - An Outline is a series of lights that outlines all or part of a building and key building massing elements.
- **Color** - A Color technique utilizes lighting of unusual color to create individuality in the building's appearance.
- **Artistic** – An Artistic technique includes working with an artist or artist team to combine art and high-tech to create a unique illumination platform.

GUIDELINES

- Use skyline lighting to create memorable features in the skyline while avoiding overwhelming or out of scale elements.

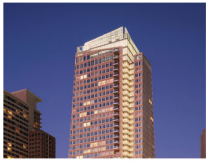
STANDARDS

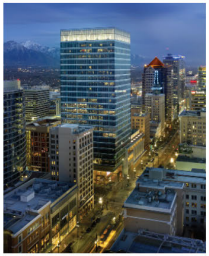
a. Buildings not on **Gateway Sites** (see Section 2.1) should maintain simple lighting at the Skyline Level, with lighting visible at night mostly coming from the building's internal lighting and activities.

b. Buildings on **Gateway Sites** (see Section 2.1) should utilize Skyline Level lighting Techniques at the Skyline Level to mark their special locations in the area.

c. Coordinate Skyline Level lighting with Podium Level and Pedestrian Level lighting to create a unified composition.

d. Create Skyline Level lighting that is bird safe, including the potential to reduce or shield lighting visible to birds during migration season (February to May and August to November).





These Lantern building tops create memorable elements on the skyline without dominating the view.

Top: St. Regis, San Francisco, Photo © SOM
Bottom: 111 Main, Salt Lake City, Photo © SOM | Cesar Rubio

Artistic lighting ("Voxel Cloud" by artist Brian Brush)

RELATED GUIDELINES

4.6.1 - Lighting - Podium Level
5.8 - Lighting - Pedestrian Level

GENERAL PLAN REFERENCE

- CD-6.9

5.8 Lighting - Pedestrian Level

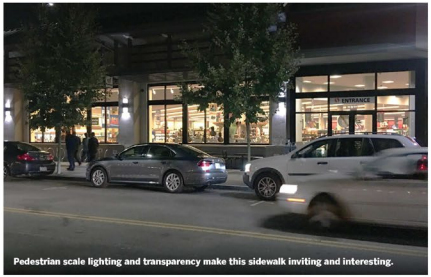
FOCUS ON THE GROUND FLOOR

Create distinctive, safe, and inviting public spaces with building lighting at the Pedestrian Level.

RATIONALE

While public street lighting within the city's public spaces is crucial, building lighting near the street can add an additional element of illumination and clarity, encouraging pedestrian activity. Lighting can also create points of interest in the broader cityscape where given a unique treatment.

Pleasant lighting at the pedestrian level makes the stores and restaurants inviting and creates a feeling of increased safety. *Photo © SPUR*



Pedestrian scale lighting and transparency make this sidewalk inviting and interesting.

GUIDELINES

a. Use pedestrian-scaled lighting as an integral element of all building facades, designed and located to accentuate ground floor uses.

b. Light a minimum zone of 4 feet in front of the building and a zone of 2 feet within the storefront with building-mounted lighting.

c. Provide separate power switches for interior and exterior lighting of active ground floor uses so that these can remain lit after hours, including for retail tenant signage and storefront areas.

d. Orient outside lighting toward building surfaces or directly downward and shield exposed bulbs to minimize glare within *public space*.

e. Install lighting in display windows that spills onto and illuminates the sidewalk.

STANDARDS

a. Use lighting to accentuate pedestrian and bicycle entries.

b. For facades at a **Transit Gateway or a Pedestrian and Bicycle Gateway** (see Section 2.2), provide pedestrian-scale lighting that creates an overall illumination of the street level public realm, with a lighting fixture every 25 feet or less.

c. For facades along a **Lighting Corridor** (see Section 2.6), provide pedestrian-scale lighting that creates an overall illumination of the street level public realm regardless of the use within the building at that location, with a lighting fixture every 30 feet or less.

d. For facades facing any paseo, provide pedestrian-scale lighting, with a lighting fixture every 40 feet or less.

e. Use lighting at the Pedestrian Level to promote safety and pedestrian comfort.

f. Provide outdoor lighting using fixtures that yield low light pollution and glare.

g. Orient lighting fixtures primarily downward.

h. Shield all lighting to prevent light intrusion into private and public building uses, especially residential units.

i. Fully light service areas and service entries.

RELATED GUIDELINES

4.6.1 - Lighting - Podium Level
4.6.2 - Lighting - Skyline Level

GENERAL PLAN REFERENCE

- CD-1.2, CD-1.7, CD-2.1 (2), CD-2.3, CD-5.6, IP-15.1

5.6 Paseo Design

CREATE CONNECTIONS AND ACCESSIBILITY

Provide interesting and active building frontages along paseos to maintain and promote pedestrian activity and safety.

RATIONALE

Paseos are interesting, typically less formal *public space* than streets, in some cases evolving from alleys or service lanes. At their best, they create additional pedestrian routes and the locations for exciting small public spaces within an urban area.

However, paseos have specific needs in order to remain safe and accessible. By relying on pedestrian traffic alone, they can feel less safe during periods of low pedestrian traffic, which requires additional efforts at activation. Building articulation and detailing also help to create appropriate scale, and additional efforts at activation such as programming and temporary and permanent art may also bring life to paseos. The character of a paseo may vary over its length from formal to informal, and its width and shape may vary, but it must remain a safe and well lit route throughout.

GUIDELINES

a. Include pedestrian-scale public art in paseos through incorporation into amenities, building enhancements, wayfinding, the paseo ground surface, and stand-alone artworks.

b. Include pedestrian amenities and street furniture such as benches.

c. Extend the fenestration and facade treatment of street-facing retail space around the corner into the paseo.

d. Create interesting facade treatments along the paseo frontage, treating the paseo as a building front and not a subsidiary elevation.

Buildings should form continuous edges along a paseo. *Photo © SPUR*

STANDARDS

e. Shape buildings along a paseo to form continuous edges. No more than 20% of a parcel's boundary along a paseo should consist of a standalone wall or fence.

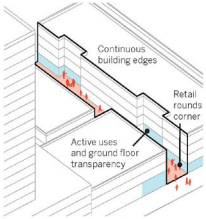
f. A building facade along a paseo must have Level 1 or 2 Active Use (refer to Section 5.3.1.a) along at least 60% of the building length and no more than 40 feet of blank wall between active uses.

RELATED GUIDELINE

3.3.4 - Paseos / Mid-Block Connection Location

GENERAL PLAN REFERENCE

- AC-2.1, CD-1.2, CD-2.3 (5), CD-1.7, CD-1.9, CD-1.11, CD-6.8, TR-3.8



DO - A paseo should be active for safety and have interesting architecture and landscaping.

Paseos can provide interesting small spaces for relaxation and can have integration into a retail or cafe experience.

Graffiti Alley in Toronto has become a tourist attraction for the Millennial Generation through a collection of informal art.

5.7 Privately-Owned Public Open Space (POPOS) Design

WELCOME ALL OF SAN JOSE

Create Privately-Owned Public Open Spaces (POPOS) that are interesting, useful, flexible, active, safe, and durable common spaces for Downtown.

RATIONALE

A dense and interesting area requires a variety of public spaces to thrive. POPOS can provide ground level amenity, flexibility of use, and proximity to residents, workers and visitors in Downtown.

Design these spaces as intentional amenities, and avoid creating "leftover" spaces which serve only as underutilized buffer space which will spread out urban activity. Smaller, better-designed, hardscaped, bright spaces are preferable to larger, green-but-undesigned, poorly-placed ones. POPOS can feature art work, street furniture, and landscaping that invite users or enhance the building's setting.

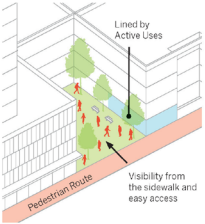
Where a commercial or mixed-use building is set back from the property line, treat the resulting space as an integral part of the public realm. The primary function of any Downtown open space between buildings and the sidewalk is to provide access into the building and opportunities for outdoor activities such as resting, sitting, or dining, not to create a visual and physical barrier.

GUIDELINES

a. Design POPOS for passive and active use with a variety of elements such as water features, canopies, trees, planting, public art installations, and play facilities.

b. Distinguish between parts of the POPOS used for through traffic (paths) and parts that are destination spaces (nodes).

c. Use trees, overhangs, and umbrellas to provide shade in the warmest months. For guidance on trees, refer to the San José Tree Policy Manual and Recommended Best Management Practices (2013).



DO - A POPOS can be a vital neighborhood amenity, and should be active and visible from the street.

d. Provide mobile seating to allow users of the space to find the combination of sun and shade to suit their comfort level and to form seating groups to suit their needs.

e. Enliven the space with site furniture, art work, or amenities such as fountains, and kiosks.

f. Create areas for vendors and outdoor dining, including facilities to accommodate pop-up retail such as removable bollards and power outlets.

Mobile seating and a mix of sun and shade allows POPOS users to find a comfortable spot in a variety of weather conditions.

STANDARDS

a. A POPOS must be lined by an active use on at least 1/4 of the building frontage forming its perimeter.

b. A POPOS should include temporary or permanent seating.

c. Design landscaping, walls, railings, and other street elements to retain visibility into and out of the open space.

RELATED GUIDELINES

3.3.5 - Locating Privately-Owned Public Open Space

GENERAL PLAN REFERENCE

- PR-1.7, CD-2.3, AC-1.9, AC-2.3, CD-2.7, MS-3.4, CD-2.4

A.2.2 Paseo Precedents

Paseos are a unique part of Downtown San José and several city planning documents propose their expansion within Downtown and into the Diridon area. Paseos can help to create a fine grained pedestrian network and provide interesting alternative paths that are away from the dominating influence of automobiles.

However, it is critical that paseos remain safe and active. Because retail shops are suffering from competition with online shopping and are in many places declining in number, there may not be enough retail available to activate new paseos. Paseos should not take activity away from existing street frontages, which also need activation.
Thus, alternative methods are required to create interesting and safe paseos. A study of several other cities' pedestrian routes provided some instruction.

A RATING SYSTEM - MELBOURNE, AUSTRALIA

Melbourne has a system of "laneways" in its downtown core. These are part of a network of alleys through long blocks, and have come to be a large pedestrian system over time as they have been improved and repurposed from service functions.

To understand the importance of the different laneways, the City uses four core value characteristics of laneways as pedestrian environments:

- **Connectivity** – physical connection through a city block.
- **Active frontages** – frontages that provide for visual and physical interaction between the public space of the lane and the ground floors of the buildings.
- **Elevational articulation** – architectural character of the buildings adjoining the lane and the degree to which this provides aesthetic and spatial interest.
- **Views** – views towards a connecting lane, street or landmark.

Level 1 (red) and 2 (pink) laneways in Melbourne's Hoddle Grid (above). The system is dense in many locations, which is enabled by a highly dense downtown core (below, *Photo © Google*).

Using these values, the laneways may be graded into classes 1 through 3:

- **Class 1** lanes show signs of all four core value characteristics and support a high level of pedestrian activity.
- **Class 2** lanes show signs of three out of the four core value characteristics.
- **Class 3** lanes show sign of two or less of the four core value characteristics. These lanes generally provide vehicular access to the rear of buildings for loading and service requirements or access to car parking areas.

(Local Planning Policies, Melbourne Planning Scheme)

ACTIVATION WITH ART - TORONTO, CANADA

Graffiti Alley in Toronto, Canada is a short series of alleys which have an impressive collection of graffiti. While the alley still serves its service functions and has received little improvement of the public realm, it has become an attraction in its own right. Groups of people visit the alley to enjoy the graffiti and to take photos of the art and of themselves. Contrary to those of some more formal art installations, the demographic of alley visitors appears to be quite young.

Graffiti Alley in Toronto is full of graffiti art and people.

INFORMAL OPEN SPACE AND FOOD - SAN FRANCISCO

Trinity Place in San Francisco is a one block alley connection between two streets. Its function as a short cut brings some foot traffic through, as do several window food stands and cafes. Vehicular traffic is allowed, but the surface makes clear that the area is for pedestrian priority. And the presence of secondary entries to several office buildings makes the alley a good place to come outside to make a phone call or smoke.

Small interventions such as food windows can activate an alley.

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