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VTA

# DOWNTOWN/DIRIDON STATION AREA DESIGN GUIDELINES UPDATE

CITY OF SAN JOSÉ  
APRIL 19, 2018



AGENDA



# Agenda

- Welcome and Introduction 6:00-6:10
- Project Description 6:10-6:35
  - What are the urban design guidelines?
  - Why update them?
  - Who are they for?
  - What is the project boundary, timeline, and community/stakeholder engagement process?
- Activities 6:35-7:30
- Questions 7:30-7:45



**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



# Why update them?

## Priority

- Council Priority
- Knight Foundation Grant
- Conformance to Envision San Jose 2040 General Plan

## Responsiveness

## Clarity and Consistency

## Better Placemaking





# Who are they for?

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



BOUNDARY  
SCOPE  
TIMELINE  
COMMUNITY OUTREACH



# Where do the design guidelines apply?

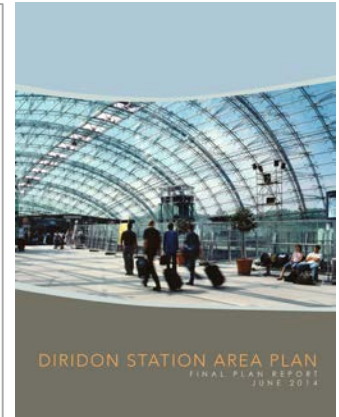
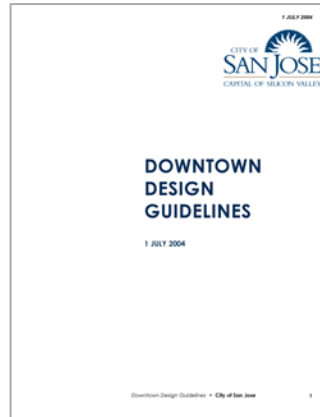


# What is the scope of the project?

- Integration of 2004 Downtown Design Guidelines and 2014 Diridon Station Area Plan Design Guidelines

## Does not include:

- Downtown Historic Design Guidelines
- Not changes to zoning, land use, density, growth, height, parking requirements, and transportation policies



# What is the project timeline?

- **February-March** – Select and engage consultant
- **March-May** – Outreach to City staff, community, various stakeholders
- **April** – Draft outline of integrated Downtown guidelines
- **August** – Draft Urban Design Guidelines
- **September** – Open House/ Stakeholder Engagement
- **Fall 2018** – Planning Commission and City Council Public Hearings

# What is the community engagement process?

- **Workshop 1:** Informational and Listening Session, April 19, 2018
- **Workshop 2:** Draft Guidelines, August/September 2018
- **Public Hearings:** Planning Commission and City Council Public Hearings, Nov/Dec 2018
- **Website:** City staff is in process of creating a website, May 2018





# How we are doing it?

## Engaging stakeholders/experts:

- San José Downtown Association
- SPUR
- Staff from various City departments
- American Institute of Architects (AIA)
- Preservation Action Council of San José (PAC SJ)
- Knight Foundation
- Santa Clara Valley Transportation Authority(VTA)/Caltrain
- San José State University (SJSU)
- SAP Center/Developers and Construction Industry
- City of San José Station Area Advisory Group (SAAG)
- Others

## Studying/Comparing existing City documents

- For Values, Guiding Principles, Design Guidelines

## Researching best practices:

- Bay Area, National, International



# General Plan Goals and Policies

## 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-6.1** Recognize Downtown as the most vibrant urban area of San José and maximize development potential and overall density within the Downtown.

**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.

**CD-6.10** Maintain Downtown design guidelines and policies adopted by the City to guide development.



# Initial Ideas: Values/Guiding Principles Research

[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

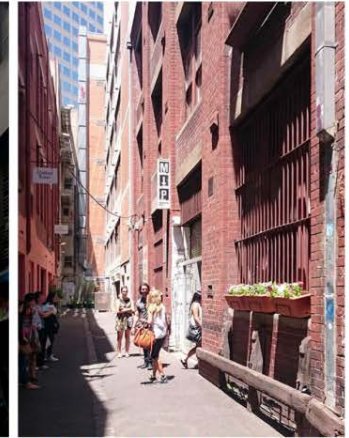
## FROM OTHER PLANS

Memorable	2
Live, Work, Shop, Play	3
Identity / Character	8
Walkable / Human-Centered	6
Regional / City-Wide Needs	4
Public Realm	3
Design Excellence	3
Allow / Promote Innovation	2
Certainty / Continuity	3
General Plan Consistency	1
Implementation	5
Contextualism	5
Sustainability	4



# Paseos Study: Melbourne/San José

*The City's laneways and arcades are one of the most iconic elements of the City's character, its social and cultural life and local economy. (Melbourne Municipal Strategic Statement, Melbourne Planning Scheme)*



# Skyline Study





# Lighting as a character defining element



# ACTIVITIES





# Activity 1: Brainstorming

- Respond in short phrases /Use key words:
  1. Name 3 of your favorite places and what elements about them you would like to see in San José
  2. Give 3 ways you would describe the Downtown / Diridon Station Area
  3. Give 3 suggestions for how you would like it to be

# Activity 2: Draft Values/Guiding Principles Discussion

Drawn from existing plans and policies

## **Prosperity:** Enhance the local, city & regional economy

**Innovate and Support Creativity**

**Promote High Quality Architecture**

**Focus on the Ground Floor**

**Mix Uses and Activities**

## **Health:** Promote human and environmental health

**Be Sustainable**

**Focus on People**

**Create Connection & Accessibility**

**Generate resilience**

## **Identity:** Accentuate the area's unique character

**Create Legibility**

**Create a Memorable Destination**

**Be of San Jose**

**Welcome All of San José**

# Draft Values/Guiding Principles Discussion

## Values & Principles for the Guidelines

### Clarity

**Give Clear Direction**

**Instruct and Enable Users**

**Create Certainty & Continuity**

### Implementability

**Give Practical Input**

**Respond to Market Realities**

# QUESTION?

Title: *Lights After Sunset*

Artist: Vivian Tran - Evergreen Valley High School

Project: San Jose "Downtown Doors"

Partially funded by the National Endowment for the Arts

Sponsor: Catered 'Toot

Site Host: Paso Plaza Homeowner's Association

Producer: San Jose Downtown Foundation

## Contact Information

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