



# 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.













# SCOPE TIMELINE COMMUNITY OUTREACH

**BOUNDARY** 



# 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

	High-Level Principles												
	Memorable	Live, Work, Shop, Play	Identity / Character	Walkable / Human-Centered	Regional / City-Wide Needs	Public Realm	Design Excellence	Allow / Promote Innovation	Certainty / Continuity	General Plan Consistency	Implementation	Contextualism	P. contraction of the contraction of
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San José Greater Downtown Strategy for Development (2000)													
Guiding Principles													
Make the Greater Downtown a memorable urban place to live, work, shop and play;													
a. In a safe city, all during the day and night and every day of the week,		П											
b. For the diverse population of residents, workers, students and visitors; children and families,													
c. For people within the total spectrum of income, culture, and background,													
d. With housing choices for all among many different kinds of dwellings.													
e. With shopping and entertainment, including local and national businesses.													
f. Attract national retail stores and entertainment, while nurturing small businesses with a local													
flavor, to serve the diverse needs and tastes of residents, workers and visitors,													
g. With a multitude of historical events, places and buildings, and													
h. Within the Greater Downtown's many districts and neighborhoods.													
Promote the identity of downtown San Jose as the Capital of Silicon Valley, which:													
a. Is world renown as the heart of a great and unique city,													
<ul> <li>b. Combines the images of electronic technology and agricultural heritage.</li> </ul>													
<ul> <li>c. Includes the cultural diversity of the population and neighborhoods,</li> </ul>													
d. Values the primacy and priority of education at all levels,													
e. Incorporates the terrific climate and beautiful natural setting, and													
<ol> <li>Provides infrastructure to support established visual and performing arts institutions, as well as embracing traditional and emergent fusion art forms unique to the region.</li> </ol>													
Create a walkable, pedestrian-friendly Greater Downtown, which:													
<ul> <li>a. Incorporates big ideas, bold plans, stunning places, and great buildings,</li> </ul>													
<ul> <li>b. Captures the opportunity of our time with some urgency.</li> </ul>													
<ul> <li>Demands excellence in transportation, urban design, and architecture.</li> </ul>													
<ul> <li>d. Improves safety, access and orientation for all the population.</li> </ul>													
<ul> <li>e. Provides excellent circulation with traffic and transit systems connecting to regional hubs in San Jose,</li> </ul>													
<ol> <li>Pursues environmentally and economically sustainable development,</li> </ol>													
<li>g. Integrates the downtown area with its natural setting, features and strengths; including the river, creeks, existing and new parks,</li>													
h. Celebrates diversity through cultural and artistic expression, and													
<ol> <li>Preserves, strengthens, and capitalizes on the culturally distinct identities and assets of neighborhoods in the Greater Downtown, linking them to the downtown center with convenient public transit systems.</li> </ol>													

## Initial Ideas: Values/Guiding Principles Research

Downtown Design Guidelines, 2004

<u>Diridon Station Area Plan (design guideline section)</u>, 2014

<u>Downtown Strategy</u> (design guideline section), 2000

<u>Guadalupe River Park and Gardens Urban Design</u> <u>Guidelines</u>, 2003

South First Area Strategic Development Plan, 2002

<u>San José Downtown Streetscape Master Plan</u>, 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

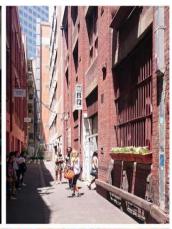
## Paseos Study: Melbourne/San José

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)











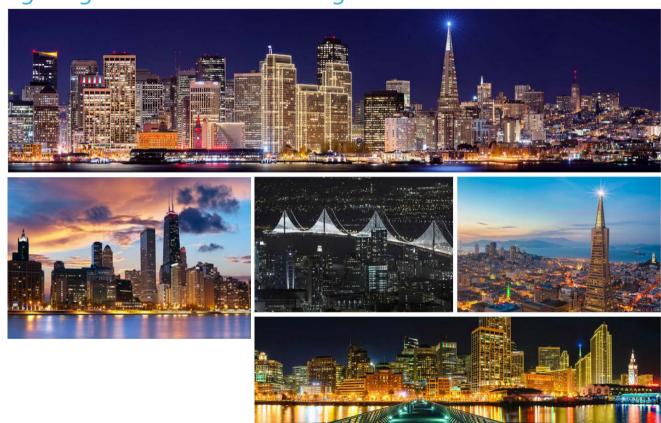




# Skyline Study



# Lighting as a character defining element





## 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

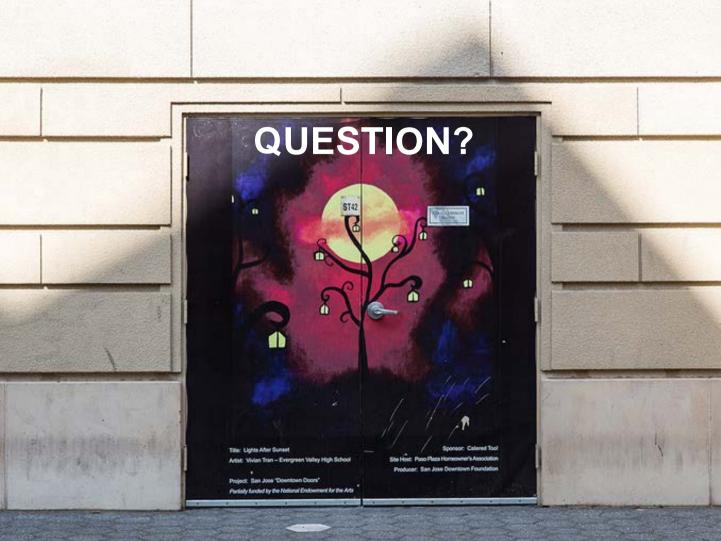
## Draft Values/Guiding Principles Discussion

# Values & Principles for the Guidelines Clarity

Give Clear Direction
Instruct and Enable Users
Create Certainty & Continuity

#### **Implementability**

Give Practical Input Respond to Market Realities



### **Contact Information**

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