



Downtown/Diridon Station Area Design Guidelines Update

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

- Respond to current/anticipated building types
- Respond to SPUR recommendations
- Support City's Public Life Strategy

Clarity and Consistency

- Provide more clarity for neighbors, designers, applicants, and staff
- Help the design review process be more consistent

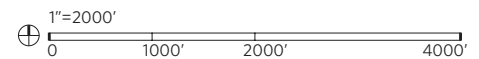
Better Placemaking

- Improve physical health, connectivity, sense of community, sustainability, and identity
- Provide higher quality places with a mix of uses and amenities
- Enhance public realm/public spaces

WHO ARE THEY FOR?

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

WHERE DO DESIGN GUIDELINES APPLY?



WHAT IS THE SCOPE OF THE PROJECT?

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

Does not include:

- Downtown Historic Design Guidelines
- No changes to zoning, land use, density, growth, height, parking requirements, fees, and transportation policies

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

WHAT IS THE PROJECT TIMELINE?

February-March – Select and engage consultant

March-May – Outreach to City staff, community and various stakeholders

April – Draft outline of integrated Downtown guidelines

August – Draft Urban Design Guidelines

September – Open House/ Stakeholder Engagement

Fall 2018 – Planning Commission/ City Council Public Hearing

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