



CITYWIDE

DESIGN GUIDELINES
AND STANDARDS

WHAT ARE THE URBAN DESIGN GUIDELINES?

WHY UPDATE THEM?

WHO ARE THEY FOR?

WHAT ARE THE GOALS?



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 San Jose neighborhoods
- **Reflect** contemporary best practices



Why update them?

Priorities

- Council Priority #19
- General Plan Requirement
- Guidelines are very old: 1990-1997

Funding

Association of Bay Area Governments/ Metropolitan Transportation Commission & City of San Jose

Consultants

Van Meter Williams Pollack LLP.
Urban Planning Partners Inc.



What are the 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.

WHAT IS THE GUIDELINES BOUNDARY?

WHAT IS THE SCOPE OF THE PROJECT?

HOW DOES IT IMPLEMENT THE GENERAL PLAN?

WHAT IS THE OUTREACH PROCESS?



What is the **Guidelines boundary?**

- City of San José Urban Growth boundary, **excluding** the following areas:
- General Plan Downtown Growth and Diridon Station Area
- Urban Villages with approved City Council Plans before the Effective Date of these Guidelines
- North San José Area
- Berryessa BART Urban Village
- Approved Specific Plans
- Single-family Houses



Scope of the Project

What guidelines **do**:

- Replace:
- Residential Design Guidelines, 1997
- Commercial Design Guidelines, 1990
- Industrial Design Guidelines, 1992



Scope of the Project

What guidelines **don't do**:

- **Update** Single-Family Design Guidelines; Your Old House: Guide for Preserving San José Homes
- **Changes to** zoning (including setbacks or parking requirements), land use, density, Floor Area Ratio, building height, transit, transportation, streetscape, public parks and traffic improvements, Accessory Dwelling Units, and affordable housing policies.
- **Provides** guidelines for rehabilitation or modifications to historic buildings or adaptive reuse of **historic buildings**.



General Plan Policies

Policies

- **CD-4.1** Maintain and update design guidelines adopted by the City and abide by them in the development of projects.
- **VN-1.15** Develop and implement policies, design guidelines and regulations to facilitate the development of compatible small scale neighborhood-serving retail in appropriate locations within or adjacent to existing neighborhoods.
- **VN-1.16** Develop and implement policies, design guidelines and regulations to promote the preservation of positive character-defining elements within neighborhoods.

Community Engagement

- **Workshop 1:** Listening Session, October 15, 2019
- **Focus Groups:** developers, architects, SPUR, VTA, PACSJ
- **Planning Commission Study Sessions:** Jan and March, 2020
- **Historic Landmark Commission Study Sessions:** Jan and March, 2020
- **Workshop 2:** Draft Guidelines, January 2020
- **Public Hearings:** Planning Commission and City Council, April-June 2020
- **Website:** City Design Team: <http://www.sanjoseca.gov/index.aspx?NID=6064>



ACTIVITIES

Name 3 of your favorite places and
what elements about them you
would like to see in San José?

Mark your favorite images
in the poster.

Values	Guiding Principles
DESIGN	The design of developments must be site-sensitive, sustainable, green, and bring high aesthetic value to their locales.
AWARE DESIGN	Build projects that energize areas and consciously respond to their surroundings in both design and use.
QUALITY DESIGN	Make quality architecture, high design, and beautiful public spaces.
SUSTAINABLE DESIGN	Integrate resilient systems and sustainable designs to conserve resources, support healthy environments, and maximize efficiencies.
PEOPLE	Developments must support vibrant, safe communities which embrace people of all backgrounds.
SAFE PEOPLE	Prioritize pedestrian safety with an urban network that is walkable and clear to navigate.
ENDURING PEOPLE	Strengthen existing communities and support healthy, diverse populations
PLACES	Developments need to bolster community energy, communicate with the existing character and social patterns of places, and reinforce neighborhood identity.
ACTIVE PLACES	Create engaging, active places that foster distinct local communities and flavor.
INCLUSIVE PLACES	Make places that people of all ages, abilities, cultures, genders, and income-levels feel welcome and comfortable.
PROUD PLACES	Create places that residents, visitors, and workers are all proud to be part of.
POLICY	Policies must be clear, intentional, and implementable.
LEGIBLE POLICY	Craft Guidelines and Standards to be easily understandable for the public, applicants, industry professionals, and City staff.
REALISTIC POLICY	Create Guidelines and Standards that are logistically and economically implementable for both the private and public sectors.

Contact Information

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