city of san josé

south bascom
URBAN VILLAGE PLAN

DRAFT | 2017

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CAPITAL OF SILICON VALLEY

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URBAN VILLAGE PLAN

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1 Introduction

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CHAPTER 1:

INTRODUCTION

PLAN OVERVIEW

The South Bascom Urban Village Plan provides a vision for the transformation of South Bascom Avenue into a more urban and walkable corridor. Once approved by the San José City Council, this Plan will be the City's official Planning policy document for the corridor, providing goals, policies, actions, and urban design guidelines to guide private and public investment to achieve this vision.

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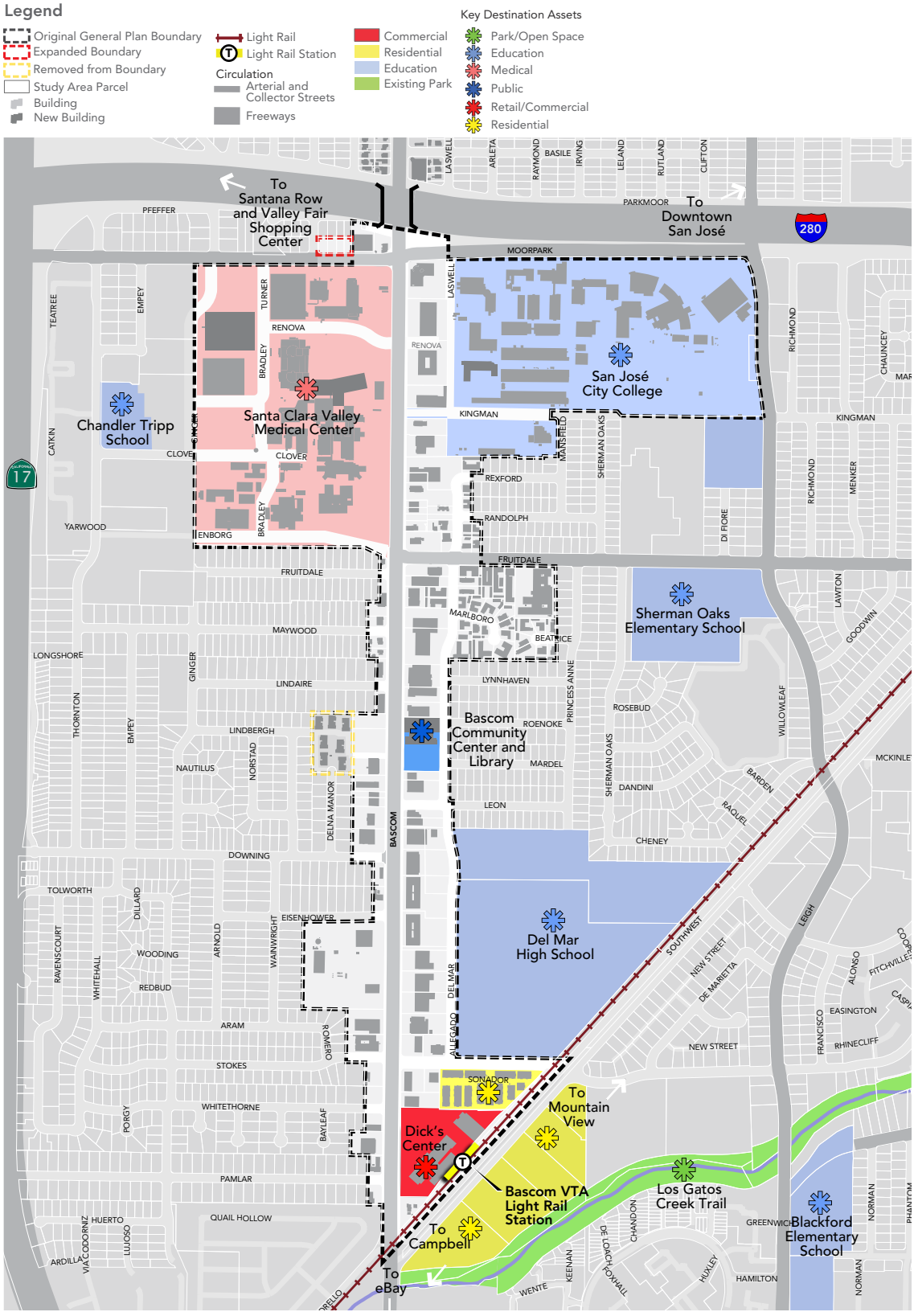
Planning Area

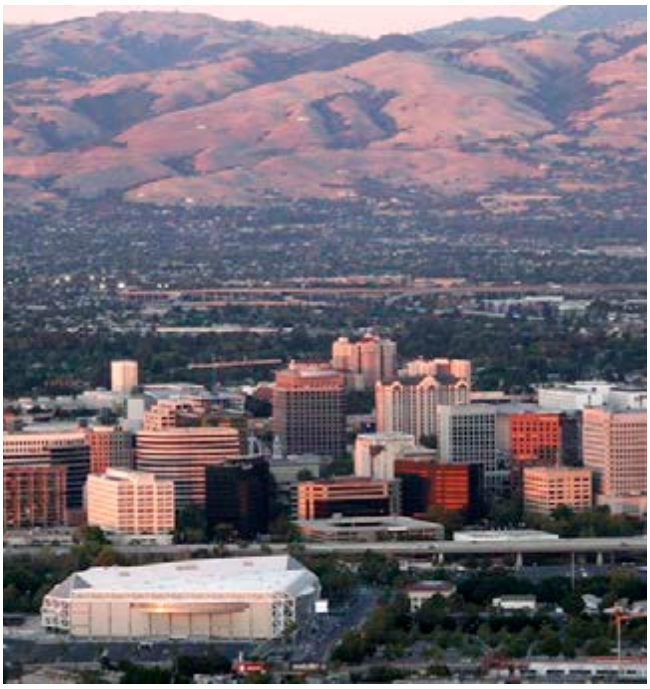
The South Bascom Urban Village planning area encompasses properties along South Bascom Avenue running south from the intersection of Interstate 280 to the intersection of Southwest Expressway (see Figure 1:1). This portion of South Bascom Avenue comprises a major commercial strip with the Santa Clara Valley Medical Center campus and the San José City College campus on the northern end of the Plan area, and a VTA Light Rail Station and Los Gatos Creek Trail access on the southern end. The eBay headquarters are located just south of the Plan area as well. Commercial retail and office uses with high-occupancy rates line much of the corridor, and the new Bascom Community Center lies at the heart of the Plan area. Given its proximity to a major medical center and great access to transit, the South Bascom Urban Village area is anticipated to experience new development and growth in the coming years.

Existing key destinations along South Bascom Avenue: Santa Clara Valley Medical Center (above left), San José City College (above right), Bascom Community Center and Library (bottom left), Dick's Center (bottom right)

Figure 1:1 - South Bascom Urban Village Planning Area



City of San José City Hall



View of Downtown and the greater San José region

Plan Purpose

The purpose of this Urban Village Plan is to guide new development and public investment in ways that further the goals outlined in the Envision San José 2040 General Plan (General Plan). The General Plan encourages "jobs first" and places emphasis on protecting and increasing commercial uses in San José, especially in the designated Urban Villages. The City's Urban Village strategy also focuses on placemaking and creating complete neighborhoods with efficient land uses that concentrate both commercial and residential growth. By creating a pedestrian-oriented, mixed-use community where jobs, housing, and amenities are situated close together, people can meet many of their daily needs by walking, bicycling, taking transit, or by driving shorter distances.

The South Bascom Urban Village Plan encourages future development to complement and enhance the existing commercial corridor while also preserving the character of surrounding neighborhoods. The Plan is not a tool to force existing uses out the area, rather with significant community input, the City has created this Plan as framework to guide any potential future redevelopment as market conditions allow. The full build-out envisioned for the South Bascom Urban Village will take many years to realize, but in taking an organic and incremental approach to implementation, the strategies outlined in this Plan can have a maximum positive impact on the neighborhood and the City.

PLANNING PROCESS

In 2011, prior to conclusion of the Envision San José 2040 General Plan Update process, Caltrans awarded the City a Community Based Transportation Planning grant to develop an Urban Village Plan for South Bascom Avenue. The process to prepare the South Bascom Urban Village Plan was initiated in the summer of 2012, beginning with research into planning area opportunities and constraints. Next, the City held a series of community workshops to solicit vital community input to help shape the Plan.

The first workshop was held on October 24, 2012, and drew approximately 50 community members including a mix of residents, and property and business owners. At this workshop, Planning staff presented the Urban Village concept, asked participants to identify assets and opportunities in the area, and solicited community direction on land use concepts and a preferred look and feel for the neighborhood.

Using the input obtained from the first workshop, staff drafted preliminary land use, urban design, streetscape, circulation, and parks and open space concepts for the Urban Village. These concepts were presented for further refinement at a second community workshop on September 30, 2013. Approximately 90 residents, and property and business owners attended the workshop. Staff further revised the draft concepts based on input received at this second workshop, and began drafting the South Bascom Urban Village Plan document.

The City of San José held workshops to gather community input on a vision for future development along South Bascom Avenue

On Feb 10, 2014, the Draft Plan was presented before the community to confirm the Plan's policy direction, answer questions, and obtain additional comments. Comments received at this workshop were incorporated into the Final Plan along with additional comments from other City departments.

DOCUMENT ORGANIZATION

Each of this Plan's topical chapters includes goals, policies, and action items, detailing specific initiatives to advance area improvements and support the broader strategies outlined in the City's existing long-range plans. The Plan's urban design initiatives work together with the land use, and circulation and streetscape initiatives to support the preferred vision for the Urban Village.

The document is organized into the following main sections.

Chapter 1: Introduction — Describes the planning area and Plan purpose, provides an overview of the planning process, and outlines the organization of the Plan document.

Chapter 2: Vision — Conveys a community-based preferred future for the South Bascom Urban Village.

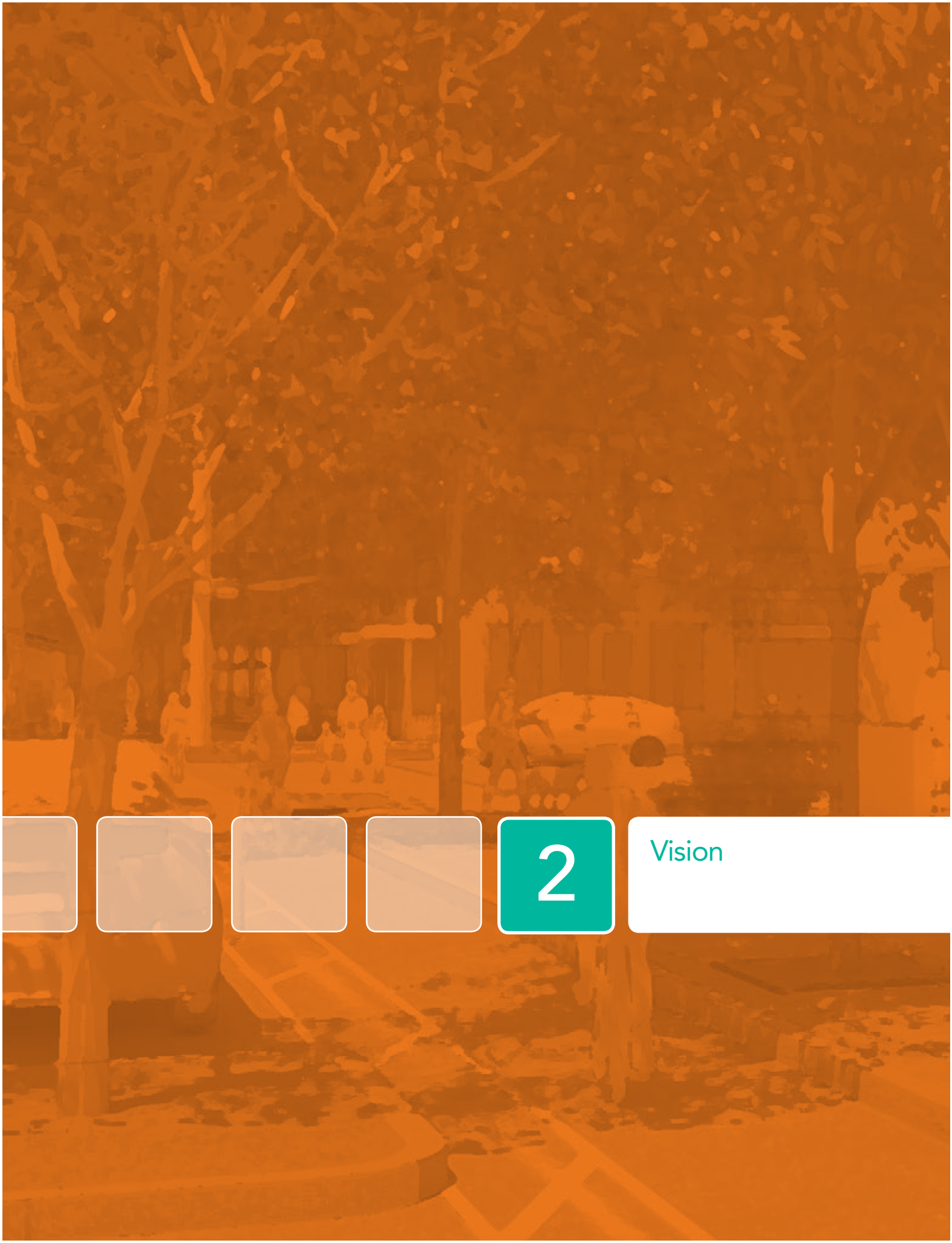
Chapter 3: Land Use — Describes anticipated growth, and identifies character areas and land use designations for the Urban Village.

Chapter 4: Parks, Plazas, and Public Art — Defines open space elements, identifies potential locations for new parks, and presents strategies for incorporating green buffers/paseos, plazas, and public art.

Chapter 5: Urban Design Concept — Presents an overarching design concept for the Village, identifies goals, policies, and action items to help realize the concept, and proposes design guidelines for private development.

Chapter 6: Circulation and Streetscape — Reviews existing conditions and highlights a range of recommendations to improve multi-modal access; identifies goals, policies, and action items related to the circulation network; and presents streetscape design guidelines to guide the redesign of South Bascom Street into a walkable and bicycle-friendly corridor over the long term.

Chapter 7: Implementation — Outlines implementation and financing strategies to fund the development of identified amenities and public needs.



2 Vision

CHAPTER 2:

VISION

SOUTH BASCOM URBAN VILLAGE VISION

Community input gathered during the planning process provided the basis for an overarching Vision for the South Bascom Urban Village. The Village is envisioned as a vibrant multi-modal and mixed-use employment center. Four defining Vision elements form the foundation of this Plan's policy and action framework. Together, these four elements represent the South Bascom community's preferred future for development and transformation of the corridor.

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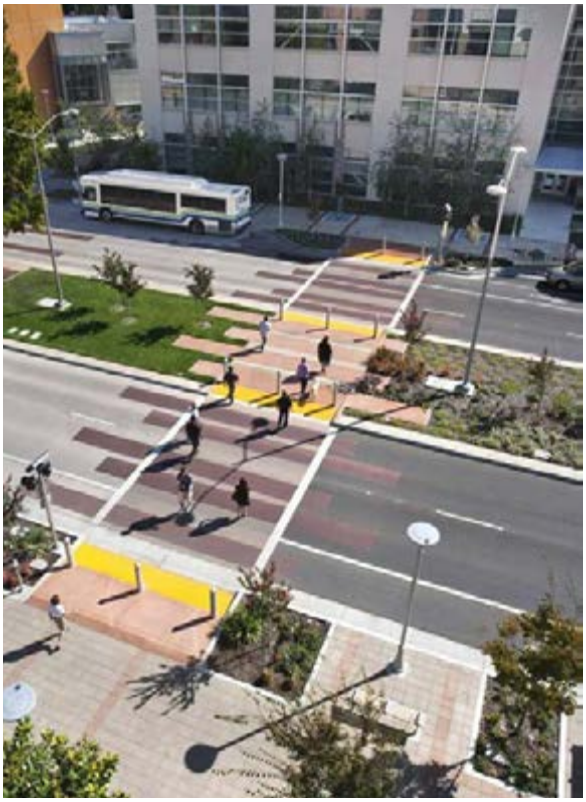
Vision Element 1: A Vital Employment Center

South Bascom will develop around its existing office buildings, City College, and Valley Medical Center to create a transit- and pedestrian-oriented employment center.

The South Bascom Urban Village is home to San José City College, Valley Medical Center, and a significant number of office buildings. eBay headquarters are located immediately south of the Plan area. Ensuring that the South Bascom Urban Village develops around these important existing employment centers is crucial in order to meet job goals for the Village and best leverage these commercial resources. New development and transportation improvements should create synergy with existing businesses and incorporate good urban design principles to gradually transform South Bascom Avenue into a more walkable and vibrant urban environment.



Vision Element 2: A Well-Connected Neighborhood

South Bascom will foster its connections to Light Rail and the Los Gatos Creek Trail through pedestrian and bicycle improvements to create a safe and accessible neighborhood for all people.

The Santa Clara Valley Transportation Authority (VTA) Light Rail Station and the Los Gatos Creek Trail represent tremendous assets to the South Bascom Urban Village. They are important neighborhood and regional connectors that allow for increased mobility without driving a car. Additionally, the Los Gatos Creek Trail is a vital natural and recreational resource in an area underserved by parks and open space. Improving pedestrian and bicycle connections to these key points of travel and recreation would increase the accessibility of this area and promote a healthy lifestyle.

Vision Element 3: A Vibrant Heart of the Community

South Bascom will build upon the Bascom Community Center and future parks and plazas to promote vibrant gathering spaces and community spirit.

This Plan offers a significant opportunity to add public space to the South Bascom Urban Village area. Whether it is in the form of a City park or a privately-owned, but publicly-accessible plaza integrated within a new development, creative strategies outlined in this Plan can help bring much needed open space to the South Bascom community. A green lattice of open space woven into the existing neighborhood is envisioned to provide space for leisure activities and outdoor community gatherings. Building on the Bascom Community Center, quality public space can further strengthen South Bascom's community spirit and create a place where people want to live, work, and play.

Vision Element 4: A Great Street

South Bascom Avenue will be a defining feature of the area: a great street that is attractive, memorable, and encourages pride of place.

South Bascom Avenue can become an attractive boulevard that accommodates all modes of travel and stands out as a model for street transformation in San José and beyond. South Bascom Avenue is envisioned as a beautiful and multi-modal corridor with improved and widened sidewalks, bicycle lanes separated from traffic, and shade providing street trees planted along sidewalks and medians. The effect would be a magnificent street: one that is comfortable for all users, is eye-catching, and enhances the area's sense of place.

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3 Land Use

CHAPTER 3:

LAND USE

INTRODUCTION

The Land Use Chapter describes planned growth anticipated for the area, and identifies the type, location and intensity of specific land uses within the South Bascom Urban Village. The land use diagram (see Figure 3:1) reflects the overall vision of South Bascom Urban Village as a mixed-use, walkable, and transit-oriented place with viable commercial businesses, livable neighborhoods, and attractive parks and open spaces.

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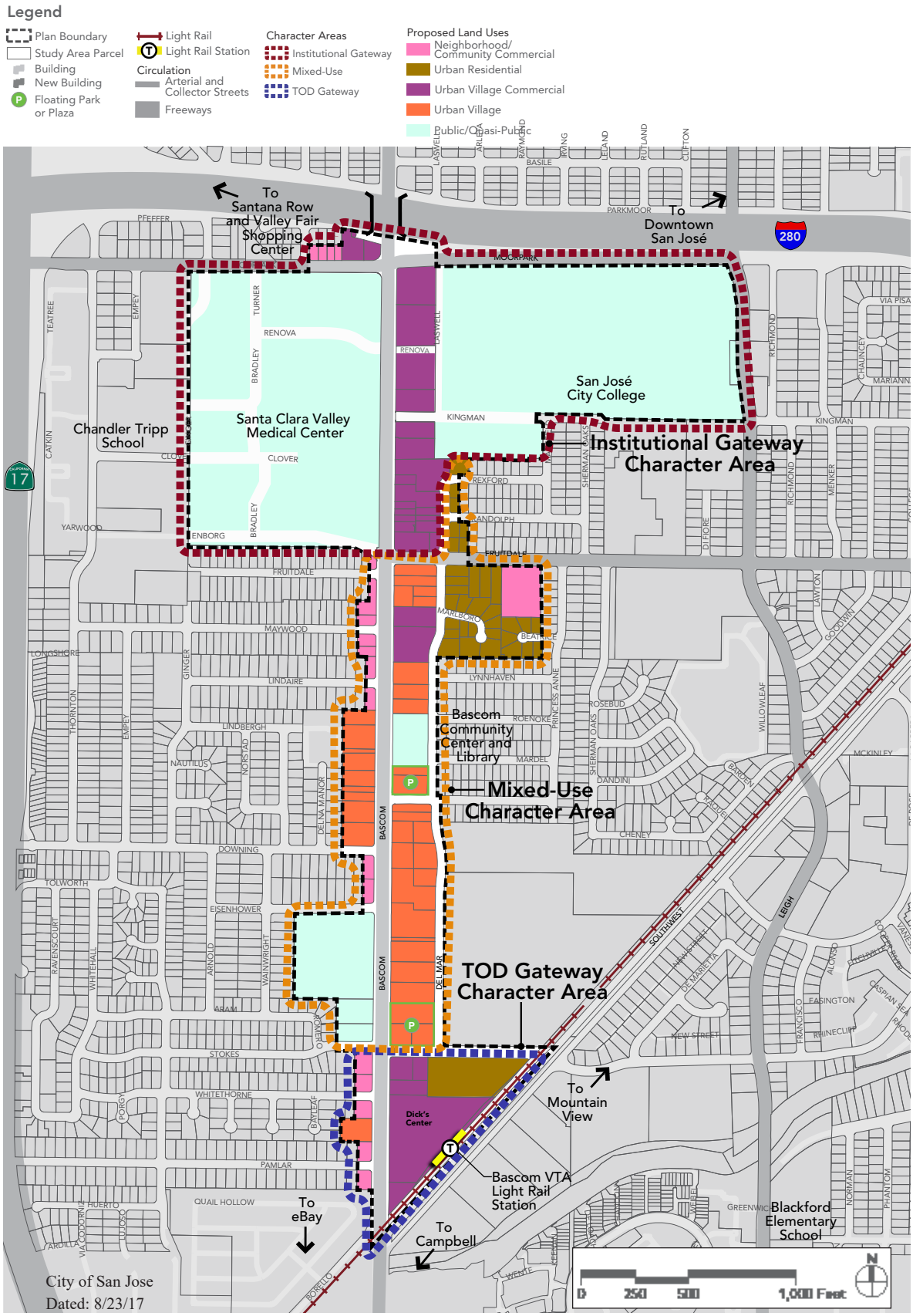
PLANNED GROWTH

The Envision San José 2040 General Plan (General Plan) establishes specific employment and residential growth capacities for all Urban Villages. The growth capacity for the South Bascom Urban Village is 1,000 jobs and 1,560 residential units. As a general rule, this Plan considers one job as equal to 300 square feet of commercial building which translates into 300,000 square feet of capacity for new commercial development. This Plan's land use concept includes land use designations to specifically meet this planned growth (see Figure 3:1).

Figure 3:1 - Land Uses and Character Areas



CHARACTER AREAS

While the Urban Village Plan land use designations reflect the desire for a mixed-use environment, they also recognize that certain portions of the planning area offer more suitable opportunities for particular land uses to predominate. For this reason, the land use concept designates specific "character areas" as an organizing principle to help focus uses and development intensities. Three character areas are used to denote specific districts that share similarities in urban character. Land use designations have been assigned to each of these areas to identify the types of development this Plan would support in each of these areas (see Figure 3:1). These character areas do not control allowed land uses, but rather provide guidance on the design of buildings within the character area so they are developed with a consitent design character. The character areas are described in this section, and are also covered in relation to urban design in the Urban Design Concept Chapter.

Institutional Gateway Character Area

This character area is located on the northern end of the South Bascom Village Plan between Interstate 280 and Fruitdale Avenue. The area notably contains parcels adjacent to Santa Clara Valley Medical Center and San José City College. These two campuses are built with several taller buildings. New development in this character area is envisioned to reflect higher-intensity development of the two institutional campuses and further enhance the gateway nature of this district with height limits up to 150 feet. Urban Commercial uses designated for the area should maximize employment opportunities generated by the existing institutions. Future development near Interstate 280 and around the intersection of Moorpark and South Bascom Avenues should include space for offices, shops, and services to support the hospital and educational facilities over the long term.

Mixed-Use Character Area

The Mixed-Use Character Area is centrally located in the South Bascom Urban Village between Fruitdale Avenue and Stokes Street. The Bascom Library and Community Center is the focal point of the neighborhood. This area is also defined by strip mall retail and office buildings ranging from one to four stories in height. Aside from the community center, this stretch of South Bascom is entirely commercial in nature. However, there are several instances where parcels may be large enough to support redevelopment that includes the addition of residential development, while increasing the area's commercial square footage and ground-floor retail character. The area is proposed with predominantly Urban Village land use. Development is envisioned up to seven stories, but there is potential for 12-story high-intensity tower development, designated as the Urban Commercial land use, near the northern end of the character area.

Transit-Oriented Development (TOD) Gateway Character Area

The Transit-Oriented Development (TOD) Gateway Character Area lies in the southern portion of the South Bascom Urban Village between Stokes Street and Southwest Expressway. This district is dominated by Dick's Center, a large triangular piece property adjacent to the Bascom VTA Light Rail Station. This site is proposed largely for relatively intense commercial office and retail development that is transit oriented and creates a gateway to the South Bascom Urban Village when traveling north. New development is envisioned up to 12 stories for both Urban Village Commercial and Urban Residential land uses within the Dick's Center area. In addition to the Dick's Center site, this character area should have supportive development to create a walkable urban form that allows the parcels to take full advantage of their proximity to Light Rail and improve the access to transit for nearby residents.

LAND USE DESIGNATIONS

The South Bascom Urban Village contains land use designations as shown in Figure 3:1 and described on the following pages. These land uses approved for the planning area are consistent with the land use diagram in the General Plan. This Urban Village Plan's land use diagram employs the assigned character areas (previously discussed) as a way to help organize uses throughout the South Bascom Urban Village Plan area. For instance, the Institutional Gateway Character Area has only commercial designations while the Mixed-Use Character Area is defined by land uses that allow a mix of commercial and residential uses.

Public/Quasi-Public

Density: FAR (Floor Area Ratio) N/A

The Public/Quasi-Public category is used to designate public land uses including schools, colleges, corporation yards, homeless shelters, libraries, fire stations, water treatment facilities, convention centers and auditoriums, museums, and governmental offices. Private community gathering facilities, including those used for religious assembly or other comparable assembly activity, are also appropriate on lands with this designation. The appropriate intensity of development can vary considerably depending on potential impacts on surrounding uses and the particular Public/Quasi-Public use developed on the site. The South Bascom Urban Village contains several Public/Quasi-Public parcels including the Santa Clara Valley Medical Center, San José City College, San José Water Company, and the Bascom Community Center.

Example of Public/Quasi-Public Uses

Urban Village Commercial

FAR: Up to 8.0

This designation is located in the Institutional Gateway and the TOD Gateway Character Areas, and supports commercial activity more intensive than the Neighborhood/Community Commercial designation. Appropriate uses in this designation include mid- to high-rise office, medium-scale to high-intensity health care facilities, and hotels, along with neighborhood-serving commercial and retail activities. Development under this designation should be developed with an urban and pedestrian-oriented form with the presence of parking and automobile circulation minimized from the adjacent public right-of-way.

Where possible, this Plan supports the aggregation of smaller parcels within this designation in order to form parcels ideal for larger, mid- to high-rise development reinforces the commercial nature of the respective character area. The Dick's Center site at the corner of South Bascom and Southwest Expressway is ideal for high-intensity, transit-oriented office and retail development to create a gateway into the South Bascom Urban Village. On the northern end of the Village, parcels with the Urban Village Commercial designation are well-suited to take advantage of the surrounding intensity of development on the hospital and college campuses.

Residential uses may be supported in the TOD Character Area after a minimum commercial FAR of 0.7 is provided. See Land Use Policy LU-1.2 for more direction.

Example of Urban Commerical Development

Neighborhood/Community Commercial

FAR: Up to 3.5

This designation supports a very broad range of commercial activity such as neighborhood-serving retail and services, and commercial/professional office development. Neighborhood/Community Commercial uses typically have a strong connection to, and provide services and amenities for, the nearby community. These uses should be designed to promote this connection with an appropriate urban form that supports walking, transit use, and public interaction. General office uses, medical facilities, and private community gathering facilities are also allowed in this designation.

Example of Neighborhood Community Commerical Development

Urban Residential

Density: 30 to 95 DU/AC

This designation allows for medium-density residential development and a broad range of commercial uses, including retail, offices, hospitals, and private community gathering facilities. This designation is found in three areas where higher-density housing currently exists.

Example of Urban Residential Development

Urban Village

Commercial FAR: minimum of 0.35
Residential Density: Up to 150 DU/AC

The Urban Village land use designation supports commercial development, but does allow for residential uses to be developed in conjunction with commercial uses, once the minimum requirements for commercial uses have been met. The parcels designated Urban Village have a combined commercial FAR requirement of 0.35. In general, this means that a mixed-use project is required to include a minimum FAR of 0.35 for commercial uses within the project; however, since the FAR minimum is for the whole area designated Urban Village and not for individual properties, a development with the Urban Village designation could include less that an FAR of 0.35 if other developments are built in the area at higher commercial FARs, and the overall amount of commercial with the area designated Urban Village does not drop below an FAR of 0.35.

Residential uses that are developed under this designation are encouraged to be built at densities greater than 70 dwelling units to the acre. Lower residential densities are acceptable, however, for mixed-use projects that include small amounts of residential in combination with significant amounts of non-residential square footage. Residential uses are not envisioned to be developed under this land use designation until the City Council opens Horizon III for development (See Phasing of Residential Development section below). The Urban Village designation requires new development to have an urban form in keeping with the pedestrian-oriented Urban Village concept.

Example of Urban Village Development

Floating "P" – Parks and Plazas

Density: FAR N/A

The Floating Parks and Plazas category is used to designate lands that can be publicly- or privately-owned that are intended to be programmed for low-intensity open space uses. This Plan envisions the development of one or two traditional public park on a larger development site where such a park could be integrated with new development. Also supported are urban plazas.

Locations for a large park include the properites on the northeast corner of the intersection of Stokes Street and Bascom Avenue and the properties south of the Bascom Community Center on the northeast corner of the Leon Street and Bascom Avenue intersection. The proposed parks are shown on the land use diagram with a green border and a letter "P." Until such time that these properties are purchased by the City or privately developed as parks space, development is allowed on these parcels consistent with the underlying Urban Village land use designation as shown on the Land Use Diagram.

Parks and plazas provide a range of areas for different activities.

Phasing of Residential Development

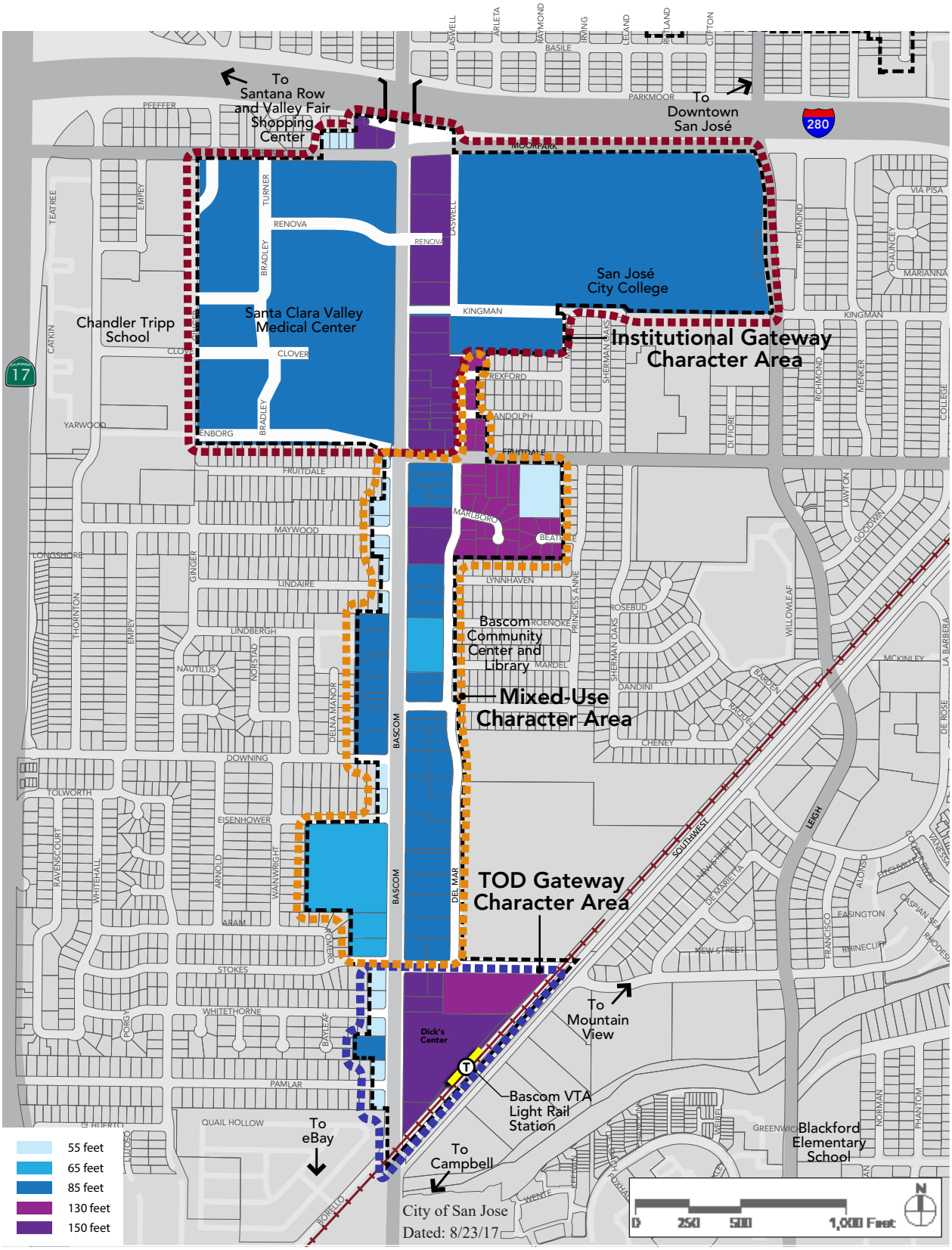
The phasing of residential uses on lands with the Urban Village designation is subject to the General Plan's Growth Horizons. These Horizons are intended to phase the amount and location of housing development that gets built in the City of San José. Given that the South Bascom Urban Village is in Growth Horizon III, the General Plan does not support residential growth on lands designated Urban Village until the City Council decides to open the horizon for development. The City Council can decide to move an Urban Village into a future growth Horizon through a major review of the General Plan if the City finds it is moving towards achievement of its employment and fiscal goals. Again, the Horizons only concern residential construction so jobs development can move forward in the South Bascom Urban Village at any time.

The General Plan, however, contains a policy that gives the City Council some flexibility to approve housing before a residential Growth Horizon is commenced. This policy (General Plan Policy IP-2.11) provides a "pool" of 5,000 residential units that the Council can allocate to Urban Villages that are not within a current Growth Horizon, but have a Council approved Village Plan. As a result of this policy, the City Council could approve mixed-use commercial residential development within areas designated Urban Village prior to opening Horizon III for residential development, if this development is consistent with the goals and policies of this Urban Village Plan.

BUILDING HEIGHT

This Plan identifies maximum heights of development within the South Bascom Urban Village. The building heights correspond to both the Land Use Diagram and the urban design framework discussed in Chapter 5 of this Plan. The goal of this height diagram is to establish height locations for higher-intensity development and locations where lower height is necessary in order to step down toward existing low-intensity residential uses. Refer to the Urban Design Chapter for more policies and guidelines.

Variable building heights create a more visually stimulating experience.


To Santana Row and Valley Fair Shopping Center
To Downtown San José
280
17
Chandler Tripp School
Santa Clara Valley Medical Center
San José City College
Institutional Gateway Character Area
Bascom Community Center and Library
Mixed-Use Character Area
TOD Gateway Character Area
To Mountain View
Bascom VTA Light Rail Station
To eBay
To Campbell
Blackford Elementary School
Dick's Center
55 feet
65 feet
85 feet
130 feet
150 feet
City of San Jose
Dated: 8/23/17
0
250
500
1,000 Feet
N

LAND USE POLICY OVERVIEW

A primary objective of this Plan is to retain the existing amount of commercial space within the South Bascom Urban Village area and increase commercial activity and employment opportunities as the area redevelops. This Plan does not establish specific objectives for the different types of commercial or employment uses, but these uses are largely envisioned to be a mix of retail shops and services, and professional and general offices. The Plan supports retail uses that are small or mid-sized in scale, and that serve the immediately surrounding neighborhoods, as well as the larger city. Large format or "big box" retail uses would not be appropriate given the auto-orientation of these uses.

Additionally, since the South Bascom Urban Village will have a focus on the pedestrian, new drive-through uses are not supported. New auto-oriented uses are prohibited, but existing uses such as auto repair, automobile sales and rentals, sales of auto parts, or car washes, can continue their operations and are considered interim uses to be replaced over time by more pedestrian- and transit-supportive uses.

The vibrancy of the South Bascom business district will be created in part by having more people working, living, and shopping along this corridor. New, high-density mixed-use and commercial uses will therefore be instrumental in creating a vibrant walkable great place. This Plan encourages commercial and mixed-use development to be built at intensities or densities higher than the historic development pattern, while respecting the existing adjacent single-family neighborhoods. This chapter includes goals, policies, and actions intended to facilitate urban pedestrian-oriented development consistent with the vision of this Plan. Additional guidelines on the form or design of new development can be found in the Urban Design Concept Chapter.

LAND USE GOALS, POLICIES, AND ACTION ITEMS

Goal LU-1: Grow the South Bascom Urban Village into an economically-vibrant commercial district that serves the surrounding communities by increasing commercial building square footage within the Village by 62 percent.

Policy LU-1.1: Encourage new commercial development on parcels with an Urban Commercial land use designation is encouraged to be built at a Floor Area Ratio (FAR) of 0.7 or greater. New commercial development built at an FAR of less than 0.7 could be supported, however, such development would be considered interim until a market exists for higher-intensity development.

Policy LU-1.2: Residential uses may be supported on properties with the Urban Village Commercial land use designation located within the TOD Character Area after a minimum commercial FAR of 0.7 is provided. The residential uses' maximum occupied floor plate (including all associated residential project components like parking, landscaping, circulation, stormwater infrastructure, etc.) are limited to 40 percent of the project site area. Publicly-accessible open space is not included under the 40 percent restriction.

Policy LU-1.3: Ensure that the overall commercial Floor Area Ratio (FAR) for the area designated Urban Village does not drop below 0.35. New development that includes residential uses should not be developed such that the combined FAR of the area designated Urban Village drops below 0.35.

Policy LU-1.4: Planned development zonings and discretionary development permits that are applying under the "Signature Project" policy, as defined in the Envision San Jose 2040 General Plan may continue to move forward as such, and will not be required to be in conformance with this Urban Village Plan. All of the "Pipeline" applications benefiting from this policy must have been submitted to the City, including full payment of initial application fees, prior to adoption of this Urban Village Plan.

Goal LU-2: Create a mixed-use South Bascom Corridor that is pedestrian focused and enhances the quality of life for residents in surrounding communities.

Policy LU-2.1: Encourage mixed-use residential projects to be built at densities of 70 dwelling units to the acre or greater. Projects that are primarily commercial or have a strong commercial focus can include a residential component that is less dense.

Policy LU-2.2: Ensure that development along Bascom Avenue has ground-floor commercial uses fronting the street.

Policy LU-2.3: Prohibit drive-through uses within the South Bascom Urban Village. Limited expansion of existing drive-through uses may be considered on a case-by-case basis.

Policy LU-2.4: New motor vehicle uses are prohibited.

Policy LU-2.5: Consider existing motor vehicle uses (such as auto repair, automobile sale and rental lots, auto parts sales, and car washes) as interim uses, but encourage properties that contain these uses to be redeveloped with pedestrian- and transit-supportive uses.

Policy LU-2.6: Prohibit surface parking lots in front of buildings.

ACTION ITEM 1: Continue to explore zoning code revisions that would further facilitate the human scale and urban development envisioned in this Plan.

Goal LU-3: Ensure that new development and area improvements increase access to public space and to alternate modes of transportation.

Policy LU-3.1: Strongly encourage mixed-uses and intensities that support transit ridership, walking, and biking.

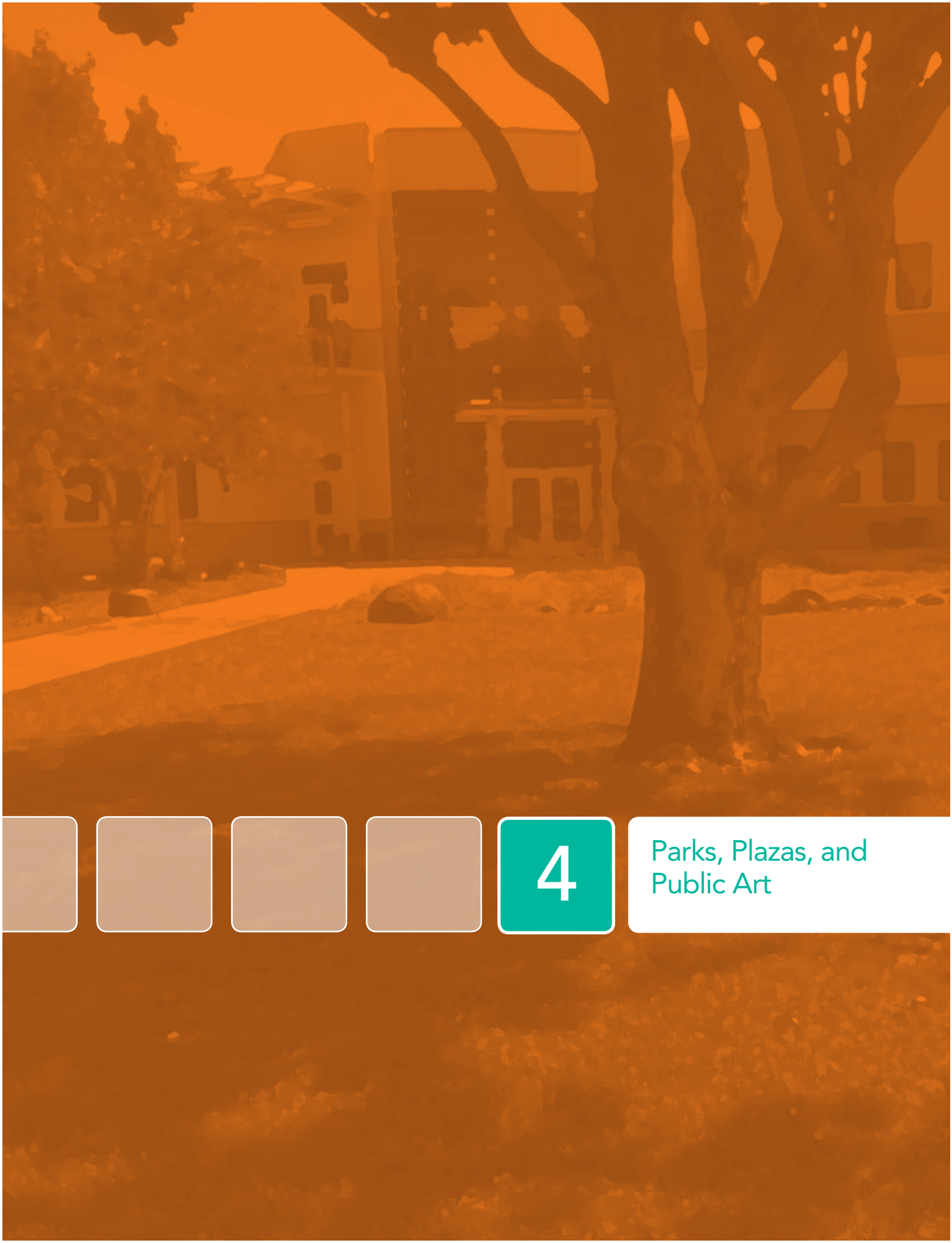
Policy LU-3.2: Incorporate publicly-accessible space in larger developments, especially mixed-use residential projects. Spaces could include publicly-accessible plazas that are privately-owned and maintained.

Goal LU-4: Support a range of housing types within the South Bascom Urban Village and increase the supply of the Village's residential units consistent with the housing growth assigned by the Envision San José 2040 General Plan, about 1,560 units.

Policy LU-4.1: Encourage the integration of deed restricted affordable units within residential development. A goal, and not a requirement of individual projects, is that 25 percent of the total new residential units constructed are affordable. See Appendix A of this Plan for more information.

Policy LU-4.2: Integrate affordable housing within the South Bascom Urban Village by prioritizing the use of the City's affordable housing programs within this Village.

Policy LU-4.3: Facilitate housing that is affordable to those employed in population serving business in the Urban Village area.



4 Parks, Plazas, and Public Art

SCIENCE COMPLEX

CHAPTER 4:

PARKS, PLAZAS, AND PUBLIC ART

INTRODUCTION

The Parks, Plazas, and Public Art chapter offers strategies for creating new parks and plazas in the South Bascom Urban Village and offers guidance on incorporating public art into both public spaces and new private development. While it is vital for successful residential and commercial development to have well-designed and strategically-located parks, plazas, and public art, the South Bascom Urban Village Plan area is currently underserved by these facilities. This Plan proposes new parks, plazas, and public art that can support both existing residents and future planned development. The character and amenities of the area are intended to draw residents and visitors to come to the Urban Village while the parks, plazas, and public art will engage them and encourage them to stay.

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Willow Street Frank Bramhill Park is a more traditional park in the City of San José;

Quasi-public plazas can add to the network of open space

OPEN SPACE OPPORTUNITIES

This Plan defines parks and plazas as either public and owned by the City or privately-owned, but publicly-accessible. Whether publicly- or privately-owned, parks and plazas in the South Bascom Urban Village must create a system of spaces that meets the needs of the current and future community. Together, these spaces provide much needed opportunities for the community to gather, recreate, and hold events.

In the past, parks in San José were developed as larger, more traditional park spaces of at least one acre in area, which provided the community with traditional recreational opportunities such as ball fields and playgrounds. Small and shallow parcels along South Bascom Avenue constrain the amount of traditional park facilities that can be provided. This Chapter outlines three creative ways to provide smaller park and plaza spaces in the urban environment through the following types of spaces: village greens, urban plazas, and smaller "pocket" parks. These three park and plaza types are discussed in greater detail on the following pages.

The Village Green

The "village green" within the South Bascom Urban Village is intended as an alternative to the traditional park. The village green vision is to create a community focal point by designing an open grassy area with the flexibility for community gathering and public celebrations. Ideally, these types of parks would be bounded by streets on two to four sides, commercial businesses would face them, and parking nearby

could support festivals, markets, and local events held in the village green. Gazebo bandstand structures or hardscaping to support temporary platform stages, access to electricity, and locations for vendor stands and portable restrooms are appropriate in a village green. One major difference between a village green and a traditional park is that ball fields will not be part of the recreational facilities for village greens. A good example of a successful village green type of park is Healdsburg Plaza, the town center park of Healdsburg, California or Splash Pad Park in Oakland, California.

The village green is larger in size than other urban spaces envisioned in the Plan. Given this size, the village green would be a designated public park owned and maintained by the City. In order for a parcel to be officially designated as parkland, the City must first own the property.

While there are limited opportunities for new and large park spaces within the South Bascom Urban Village, there are two key opportunity sites highlighted in the Land Use Diagram that have the potential to be turned into successful village greens (see Figure 3.1). One of these opportunity sites is located just south of the new Bascom Community Center. The other potential location for a village green is the northeast corner of the Bascom Avenue and Stokes Street. This location offers an ideal size, good access, and adjacency to the Dick's Center site and Del Mar High School, which can provide park activation benefits.

Healdsburg Plaza provides a center piece for the community adding identity to the area and a place for people to gather

Small pocket parks and plazas contribute to the public realm, providing space for people to gather

Pocket Parks

"Pocket parks" are smaller than traditional parks or village greens, but still contain much of the neighborhood-serving amenities of larger parks to better serve the South Bascom Urban Village. Pocket parks are typically built on single lots or irregularly shaped pieces of land, and can be owned and maintained by the City or included in private development as part of a public space requirement. Pocket parks on private property can also be made publicly-accessible (but privately-maintained) as part of a development's parkland dedication requirement. The City will seek private partners to maintain pocket parks throughout the implementation of this Plan.

Plazas

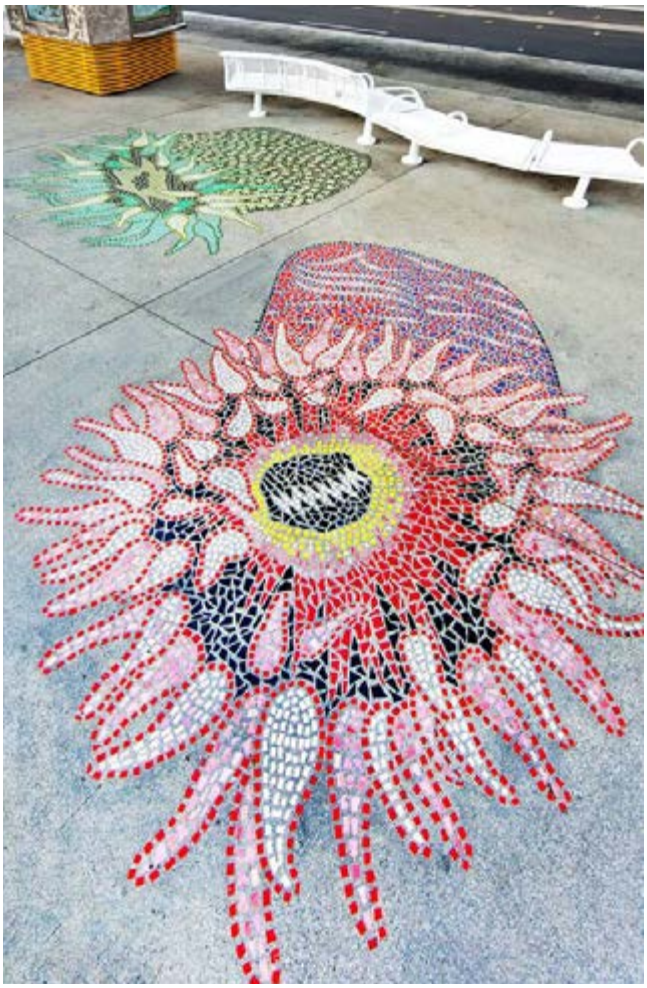
Plazas represent another creative means of providing more public space in the South Bascom Urban Village given the space constraints in the Plan area. Plazas are generally spaces that are owned, developed, and maintained privately, but are open to the public. As properties along South Bascom Avenue redevelop with higher-intensity uses, the City and the community will work with private developers to facilitate the creation of privately-owned public plazas within new development. This would ensure that these plaza spaces would successfully serve the community.

Plazas should be designed to provide visually engaging gathering spaces for community members to socialize informally as well as provide space for neighborhood events. Features such as art, fountains, and unique plants would draw the eye to these lively, urban focal points. These spaces could also be used for commercial activity including outdoor seating for restaurants and cafés, and spaces for food carts and small farmers' markets. This Plan supports locating publicly-accessible plazas in any location along South Bascom Avenue. A plaza location should contribute towards the area's strong, positive and unique identity, and should have good visibility from the street in order to attract residents and visitors alike.

Plaza spaces should be framed by business uses that could potentially expand seasonally onto the plaza and also serve as "eyes" on the space to ensure a more secure operation year-round. While larger plazas of 15,000 to 20,000 square feet are desired and would provide the most flexibility in use, the size of existing parcels along South Bascom Avenue could result in plazas that are smaller. The minimum size of private but publicly-accessible plazas should be at least 2,000 square feet, with appropriate width and length dimensions to support street furniture, trees and landscaping, and public art.

PUBLIC ART

Public art and cultural enhancements play a vital role in increasing a neighborhood's sense of place. In some cases, public art can signify the heritage and historic character of a community, and in others it can breathe new life and identity into an area. Public art is not merely an amenity to be included in public parks, but can and should be implemented in both public and private development.



Public art enhances public and quasi-public spaces culturally to embolden a sense of place

There are many opportunities to weave public art into the South Bascom corridor. Public art can be incorporated into new commercial and residential development, bus stations, parks, and the public right-of-way, including the sidewalks and the median within South Bascom Avenue. Public art can include sculpture, murals, sidewalk enhancements and wayfinding elements, environmental systems (e.g. stormwater), transit systems, and lighting. Depending on the funding sources, consideration may be given for development of arts and cultural infrastructure such as "plug and play" events and performance spaces as part of parks and plazas. Successful public art fosters people's interaction with their surroundings and increases the memorability of an Urban Village.

In the South Bascom area, community members can help identify opportunities for public art, as well as provide input to inform the design and programming of the art. Business and property owners could also initiate public art projects or event programming, obtaining guidance from the City where needed. Involving artists early into the design of public infrastructure and private development can identify new ways of project delivery that enhance the outcome of the public art and its community and visitor engagement. Successful public art implementation would contribute greatly to "branding" the South Bascom corridor and giving it a positive identity.

PARKS, PLAZAS, AND PUBLIC ART GOALS, POLICIES, AND ACTION ITEMS

Goal P-1: Create public parks that are attractive and vibrant, and provide places for community activities and interaction that contribute to the livability of the South Bascom corridor.

Policy P-1.1: Provide a system of parks and plazas that serves the needs of both the existing and future South Bascom Urban Village residents and surrounding community.

Policy P-1.2: Ensure that parks and plazas are accessible to all people and appeal to a range of age groups and abilities.

Policy P-1.3: Ensure that parks and plazas attract residents and visitors by being highly-visible, highly-permeable, comfortable, well-designed, and pedestrian friendly.

Policy P-1.4: Locate and design parks and plazas in an accessible and flexible manner to support a diverse set of uses including festivals, special events, and markets.

Policy P-1.5: Encourage use of native vegetation in new park and plaza development to enhance the Plan area's identity while also advancing more sustainable water conservation practices.

Policy P-1.6: Design parks and plazas to be mindful of energy and other resource consumption wherever possible.

Policy P-1.7: Ensure that new development and public right-of-way improvements enhance community access to the Los Gatos Creek Trail and any other future park and plaza facilities.

ACTION ITEM 1: Explore opportunities to acquire property specifically for the village green park development, especially properties highlighted in this Plan's Land Use Diagram as potential park locations.

ACTION ITEM 2: Seek supplemental financial resources for the design, construction, and maintenance of these important and area-defining gathering spaces.

Goal P-2: Ensure the creation of publicly-accessible, but privately-owned urban plazas and pocket parks provide the area with additional public spaces.

Policy P-2.1: Integrate publicly-accessible, but privately-owned pocket parks and plazas into new development that are attractive, vibrant, and provide ideal gathering spaces for the community.

Policy P-2.2: Ensure that privately-owned, publicly-accessible pocket parks and plazas are a minimum of 2,000 square feet in area in order to accommodate sufficient amenities to create viable spaces.

Policy P-2.3: Encourage new pocket parks and plazas to be business supportive, allowing for flexible expansion of businesses into private park space on a seasonal basis. This would provide additional incentives for businesses to locate in the area.

Policy P-2.4: Construct new development abutting potential park sites in a way that interfaces well with the potential park.

ACTION ITEM 1: Explore policy or ordinance changes that would facilitate the development and maintenance of privately-owned pocket parks and plazas within Urban Villages and other growth areas throughout the City.

ACTION ITEM 2: Consider modifying Park Dedication Ordinance (PDO) requirements to allow

commercial activities like farmers' markets and café seating to occur within privately-owned, but publicly-accessible spaces that are counted towards meeting these requirements.

Goal P-3: Ensure that public art plays a significant role in the development of the South Bascom Urban Village.

Policy P-3.1: Ensure that public art engages the surrounding community and reflects the diversity and values of the Urban Village and surrounding community – its natural and cultural history, present, and future.

Policy P-3.2: Use public art in a way that increases the sense of place and identity of the South Bascom Urban Village.

Policy P-3.3: Consider integration of public art when developing all areas of the Plan including commercial development, multifamily residential development, common spaces, transportation facilities, and stormwater management systems.

Policy P-3.4: Ensure that public art is considered early in new development and Plan implementation in order to have the most valuable integration into the project and the highest impact.

Policy P-3.5: Encourage local business owners and resident groups to initiate public art projects and cultural events that help foster a strong arts community in the Urban Village.

Policy P-3.6: Engage artists in the development of public art to ensure high-quality design and project delivery.

ACTION ITEM 1: Explore strategies to allow for the continued funding of public art through fees collected from new development in Urban Village areas.

5 Urban Design Concept

CHAPTER 5:

URBAN DESIGN CONCEPT

INTRODUCTION

The South Bascom Urban Village is envisioned as an active and livable community with a distinct sense of identity. A strong urban design concept that guides the look and feel of future commercial and residential development along the corridor has the potential to stimulate economic development; expand local employment and services; provide a variety of housing options; and strengthen the existing surrounding neighborhoods.

This Chapter presents a design concept that strives to enhance streetscape activity and create a well-connected, safe, and walkable community. The Chapter also presents area-specific strategies to guide the look and feel of private development in the South Bascom Urban Village. These strategies are intended to work in conjunction with the public improvements outlined in the Plan's Circulation and Streetscape Chapter.

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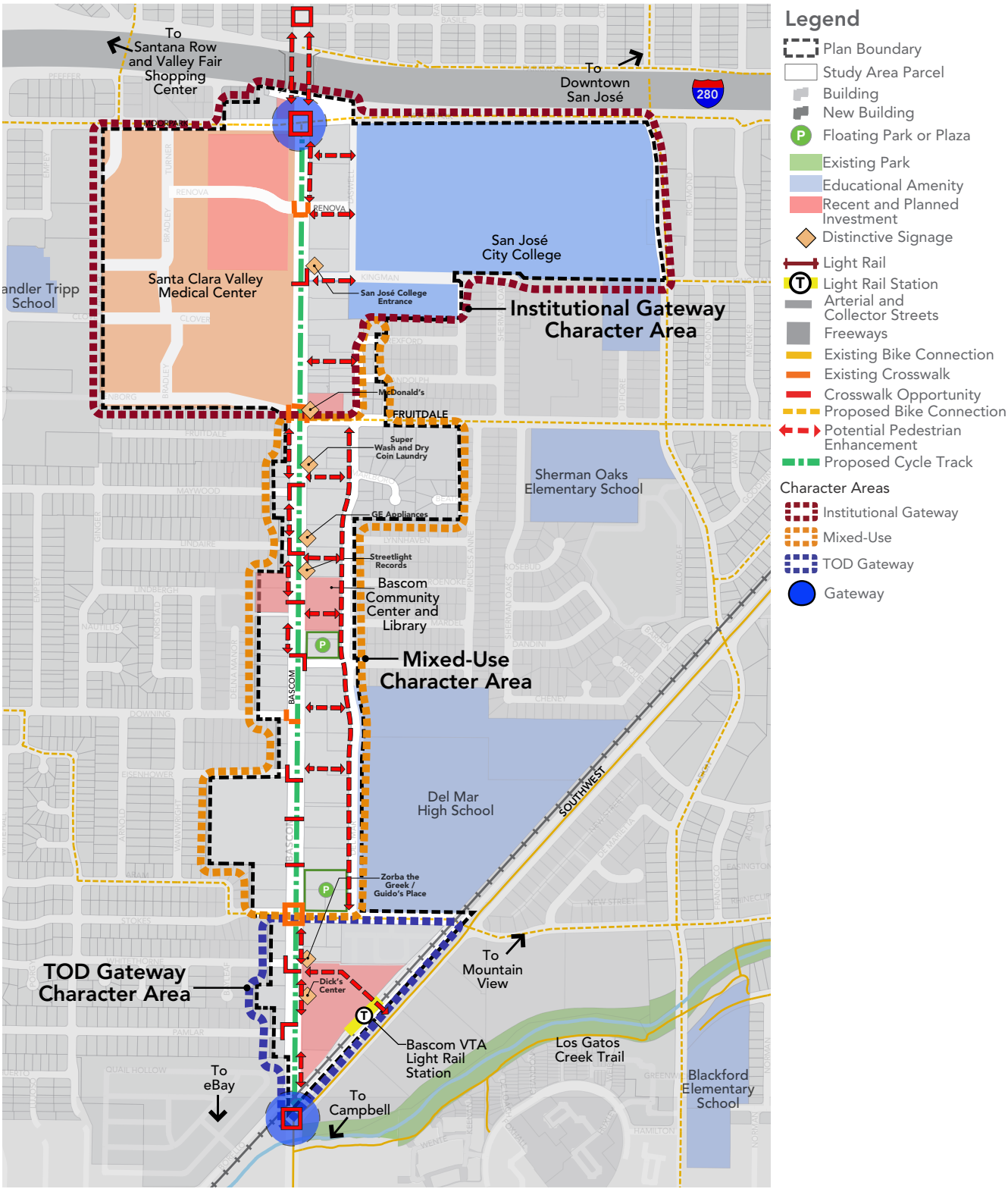
Overarching Urban Design Concept	46
Urban Design Goals, Policies, and Action Items	54
Urban Design Guidelines	57

Workshops with South Bascom community members provided opportunities for residents and stakeholders to shape the urban village strategy

OVERARCHING URBAN DESIGN CONCEPT

The overarching urban design concept for the South Bascom Urban Village is based on input from a wide range of community stakeholders. A long-term goal is to transform South Bascom Avenue into an attractive and memorable corridor that encourages multiple modes of transportation, and is activated by surrounding uses and a unique landscape-buffered cycle track. The concept leverages private development of new job-generating commercial and mixed-use designated properties to enhance circulation and open space networks within the Urban Village. Concentrating density with a mix of employment, retail, and residential uses along South Bascom Avenue between Moorpark Avenue and Southwest Expressway will support transit use, bicycling, and walking.

Figure 5:1 - Urban Design Concept



Character Area Framework

EXISTING CONDITIONS

The South Bascom Urban Village planning area includes a variety of health, institutional, and commercial uses along the entire corridor. Lots vary in depth and length, with deeper lots predominating the east side of South Bascom Avenue. Deeper lots are typically underutilized, while shallow lots are constrained. Underutilized parcels and larger lots provide opportunities for new development.

CHARACTER AREAS

This Plan's Urban Design Concept designates three distinct "Character Areas" that comprise the South Bascom Urban Village (see Figure 5:1). These character areas are intended to help guide future development in ways that reinforce a preferred character for each of the unique segments of the corridor. Following are descriptions of each character area. These character areas do not control allowed land uses, but rather provide guidance on the design of buildings within the character area so they are developed with a consistent design character. These areas are also defined by the street grid, land uses and intensities which are described in more detail in the Land Use Chapter.

Existing Condition

Institutional Gateway Character Area

The Institutional Gateway Character Area at the north end of the corridor is a regional connecting point and a major entry to the Village. The area is anchored by two important regional institutions: Santa Clara Valley Medical Center and San José City College. Future development should build upon the existing scale of institutional buildings with higher-intensity development, gateway features, and urban design that supports a thriving medical and educational district.

Proposed character for institutional development

Existing condition

Mixed-Use Character Area

The Mixed-Use Character Area is the heart of the South Bascom Urban Village, characterized by the Bascom Library and Community Center. All future development should support the community with neighborhood-serving retail and job-generating office space.

Existing condition

Transit-Oriented Development (TOD) Character Area

The Transit-Oriented Development (TOD) Character Area at the southern end of the corridor is a gateway for the Bascom VTA Light Rail Station and the adjacent Los Gatos Creek Trail. This is a prime location for high-intensity, high-density transit-oriented development. A walkable format is envisioned for the area with local and regional pedestrian and bicycle connections integrated within private development.

Proposed character for new infill mixed-use development

Proposed character for new infill Transit Oriented Development

CHARACTER AREA-BASED DEVELOPMENT OPPORTUNITIES

The Character Areas that comprise the Urban Village can help create an identifiable corridor with unique districts that are interconnected by corridor-wide public improvements, including a continuous cycle track. Private development can reinforce the preferred character through site-specific design interventions, such as building setbacks and iconic architecture. These interventions contribute to a more sustainable, walkable, and livable Urban Village. The following are strategies and recommendations for the City and private developers to consider in achieving this vision.

Key Strategies

- **Reinforce the unique attributes of each Character Area** by developing new buildings and open spaces that build upon existing development and character, and define the gateways into the Urban Village. Incorporate high-intensity development at key locations.
- **Consolidate commercial lots** fronting onto South Bascom Avenue to offer better development opportunities.
- **Step down development heights with stepbacks** as a transition from commercial and/or mixed-use buildings to the surrounding single-family residential neighborhoods.
- **Create pleasant, walkable environments with setbacks and open spaces** for all commercial and mixed-use development.
- **Encourage active ground floor edges** with retail storefronts, cafés, restaurants, outdoor dining, and common areas for development within residential and mixed-use designated areas.
- **Explore parking innovations** to maximize street frontage and development potential for constrained lots.

Character Elements

The South Bascom Urban Village relies on several unique elements to define its character and sense of place (see Figure 5:1). Most noteworthy are the distinct architecture of key existing destinations, and the proposed public right-of-way circulation and streetscape improvements presented in this Plan's Circulation and Streetscape Chapter. With the expectation of intensifying future development along the corridor, private development enhancements can also bolster each unique character area with iconic gateway features and green space that enhances proposed pedestrian and bicycle connections. Character elements are further discussed on the following pages.

KEY DESTINATIONS AND DEVELOPMENT

Key destinations along South Bascom Avenue include Santa Clara Valley Medical Center, San José Community College, the Bascom Community Center and Library, and Bascom Light Rail Station. These important destinations provide surrounding neighborhoods with job centers that can offer additional employment opportunities and services in the future. New development should enhance the character and add vibrancy to the area, and should strive to contribute to the further enrichment of the Urban Village.

PUBLIC RIGHT-OF-WAY CIRCULATION AND STREETSCAPE IMPROVEMENTS

This Plan's Circulation and Streetscape Chapter proposes a variety of public improvements for streets, sidewalks, public open spaces, and landscaping within the Urban Village. Character-defining improvements, such as the addition of five to seven rows of trees, will dramatically change the visual identity of the corridor and provide the right context for creating new social spaces. The proposed circulation and streetscape improvements seek to unify the three unique character areas.

Public right-of-way improvements leverage available space, expand transportation options, and create a lush canopy for pedestrians and bicyclists. These improvements can transform the context of the corridor for future development.

Integration of pedestrian and bicycle improvements within private transit-oriented development can increase the livability of a place for all workers, visitors, and residents in the Urban Village

PRIVATE DEVELOPMENT ENHANCEMENTS

Carefully planned private development presents opportunities to reinforce the identity of each character area and contribute to greater connectivity throughout the Urban Village as a whole. While proposed gateway nodes and pedestrian and bicycle connections will be largely addressed through public improvements, many beneficial enhancements can also be achieved through strategic design of private development.

Through the use of quasi-public mid-block connections, private development could provide pedestrian and bicycle connections to schools, parks, and surrounding neighborhood destinations. Key opportunities include connections to the VTA Light Rail Station and Del Mar High School.

Key Strategies

- **Build on the character and success of existing destinations** to further enrich the Urban Village.
- **Contribute to the overall character of gateway nodes** with iconic building features such as towers, integrated signage, archways, pocket plazas, and art.
- **Integrate convenient pedestrian and bicycle connections to major destinations** such as Bascom VTA Light Rail Station and Del Mar High School.

Also, see the goals, policies, and action items related to character elements in the next section.

Incremental phasing of private development can support funding of public improvements over time to transform the South Bascom Urban Village

URBAN DESIGN GOALS, POLICIES, AND ACTION ITEMS

Goal UD-1: Create a signature job-generating corridor that leverages the Village's major local and regional destinations.

Policy UD-1.1: Build on the synergy of existing assets such as Santa Clara Valley Medical Center, San José City College, Bascom Library and Community Center, Bascom VTA Light Rail Station, Los Gatos Creek Trail, and eBay headquarters to create a distinctive urban innovation corridor. The urban design of the innovation corridor should allow for the creation of non-traditional open and built spaces such as liner retail and co-working shared spaces that encourage creativity and entrepreneurial activity.

Policy UD-1.2: Develop South Bascom Avenue as a series of interconnected character areas that reflect existing and potential new uses and densities. Ensure that new commercial and mixed-use buildings transition down in height to respect adjoining residential neighborhoods.

ACTION ITEM 1: Adjust travel and parking lanes within the South Bascom Avenue right-of-way to accommodate an innovative landscape-buffered cycle track that will encourage mode shift and create an iconic destination corridor.

Goal UD-2: Provide incentives that encourage high-density development to spur job growth and achieve the vision of the Urban Village.

Policy UD-2.1: Encourage development through strategic investments in streetscape and public realm improvements so that buildings can embrace and activate the sidewalk environment.

Goal UD-3: Develop the Urban Village as an amenity to surrounding neighborhoods.

Policy UD-3.1: Leverage private development to strengthen the public realm with improvements such as setbacks to accommodate space for wider sidewalks, shade-providing trees, and other pedestrian amenities. Explore creative strategies and opportunities to integrate local parks and open spaces.

Policy UD-3.2: Ensure that new developments provide more direct connections to the Bascom VTA Light Rail Station, the Bascom Library and Community Center, schools, and other neighborhood destinations by providing mid-block connections, breaking up long blocks where possible, and supporting the multi-modal connectivity strategies outlined in this Plan's Circulation and Streetscape Chapter.

Goal UD-4: Integrate new infill small-scale residential development into existing residential neighborhoods with sensitivity to scale, historic structures and context, and lotting patterns, to strengthen and reinforce those neighborhoods.

Policy UD-4.1: Integrate new development appropriately into the existing residential neighborhood by providing transitions, and by developing at a compatible scale.

Policy UD-4.2: Provide proper height transitions between new, higher-density commercial and mixed-use development and adjacent single-family homes by using building setback, upper-story stepback, and landscaping to soften the transitions near property lines.

Policy UD-4.3: The following setbacks and stepbacks

are intended to maintain compatibility between existing buildings outside of the Urban Village boundary and new development for side setbacks:

1. When a high-density commercial or mixed-use development abuts residential properties with a Residential Neighborhood General Plan land use designation or existing single-family, duplex, or multifamily uses outside of the Urban Village boundary, a minimum five-foot side setback will apply.
2. When a high-density commercial or mixed-use development abuts non-residential properties or is located at the corner of South Bascom Avenue and an adjoining street, a zero foot side setback is allowed and encouraged.

Policy UD-4.4: The following setbacks and stepbacks are intended to maintain compatibility between existing buildings outside of the Urban Village boundary and new development for rear setbacks:

1. For new development adjacent to a parcel with a Residential Neighborhood General Plan land use designation or existing single-family or duplex building outside of the Urban Village boundary: 35 feet in height maximum within 40 feet of the property line, thereafter increasing by one foot for every one additional foot of setback. (See Figure 5.2.)
2. For new development adjacent to a Mixed-Use Neighborhood General Plan designated parcel or existing multifamily or townhome building outside of the Urban Village boundary: 45 feet in height maximum within 40 feet of the property line, thereafter increasing by one foot for every one additional foot of setback. (See Figure 5.3.)

Policy UD-4.5: A 20-foot wide sidewalk is required for new development. Narrower or wider sidewalks may be appropriate if:

1. Entry courtyards, plazas, outdoor eating and display areas, or other uncovered areas designed and accessible for public use are located between the setback line and building, provided that the buildings are built to the edge of the courtyard, plaza, or dining area; or
2. The building incorporates an alternative entrance design that creates a welcoming entry feature facing the street.

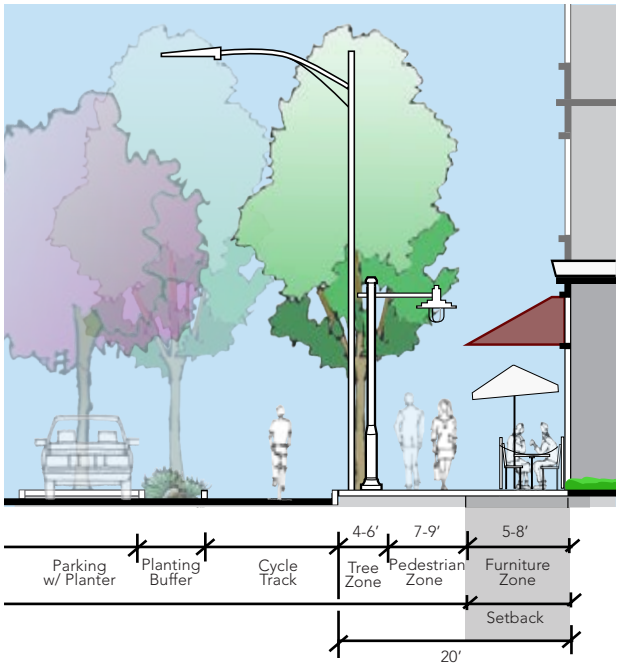


Figure 5:2 - Transitional Height Diagram adjacent to Residential Neighborhood General Plan designated parcel or existing single-family or duplex building outside of the Urban Village boundary

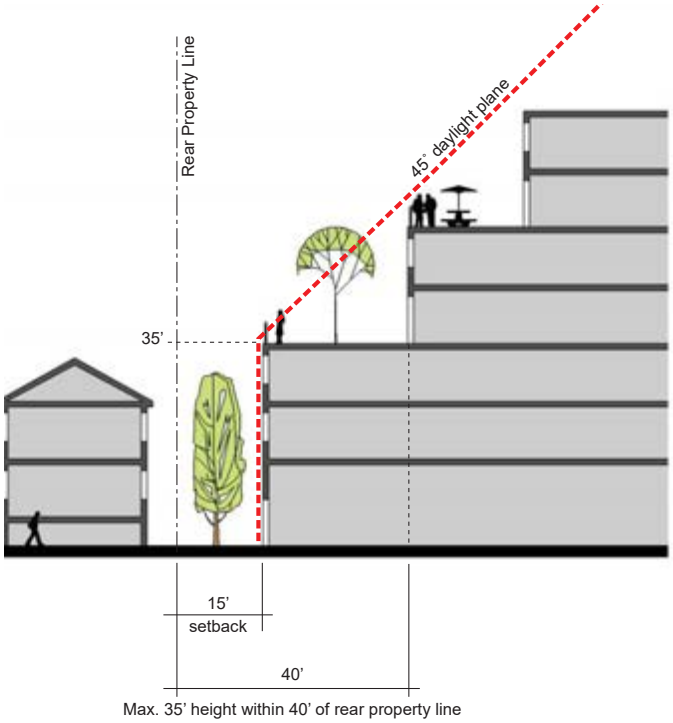
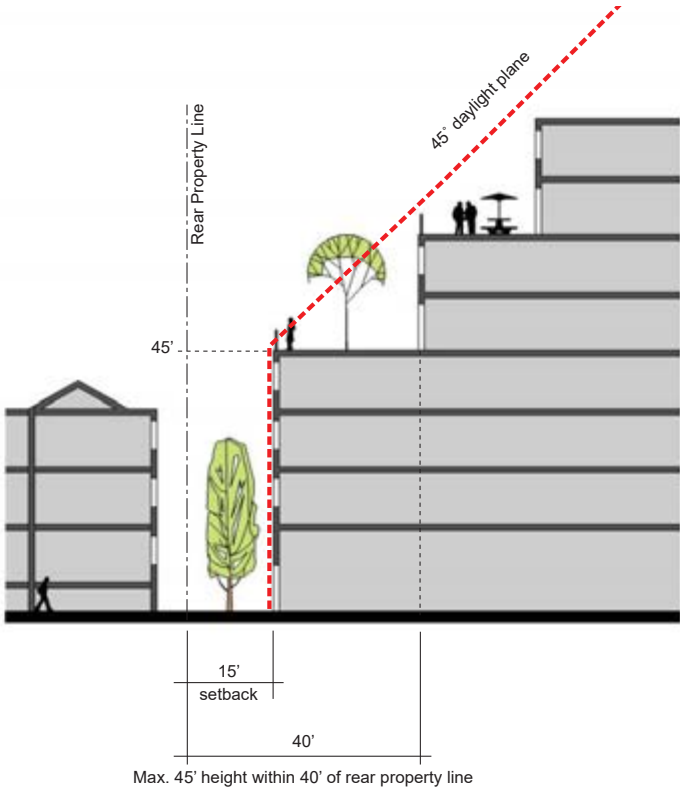


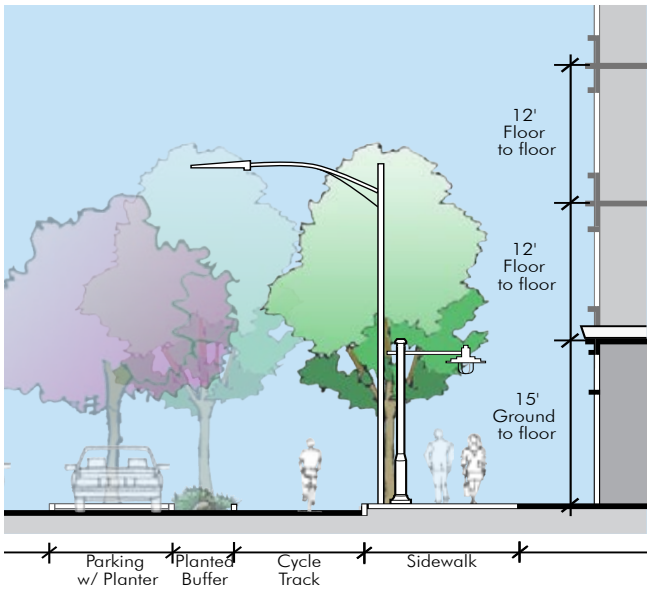
Figure 5:3 - Transitional Height Diagram adjacent to Mixed-Use Neighborhood General Plan designated parcel or existing multifamily or townhome building outside of the Urban Village boundary



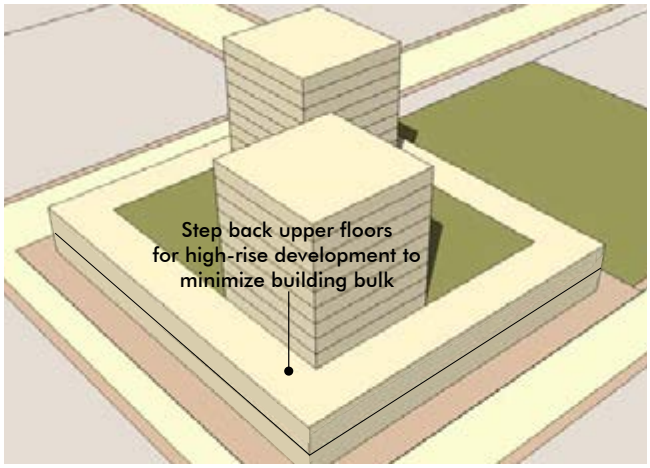
URBAN DESIGN GUIDELINES

Design of private developments can have a significant impact on the quality of public spaces since private buildings typically define the edges of public streets and open spaces. Urban design guidelines provide direction as to how privately-owned buildings and parcels should look and interface with public sidewalks, parks, and open spaces, as well as adjoining residential and commercial buildings.

This Plan's Urban Design Guidelines aim to provide flexibility for creative expression and design of buildings, while also guiding those aspects of building and open space design that have a direct effect on the surrounding public context. The urban design guidelines address: **building form and layout; ground floor interface; parking, vehicular access, and service areas; and sustainable elements**.



Height guidelines 1 and 2



Stepbacks guideline 1

Stepbacks guideline 3

Building Form and Layout

The intent of these guidelines is to maximize opportunities for new private development to frame and enhance public space in accordance with the vision outlined in this Plan. This section presents guidelines for **height**, **stepbacks,** and **setbacks** to be applied to design and layout of all future buildings developed within the South Bascom Urban Village.

HEIGHT

1. Provide a minimum clear 15-foot ground to floor height for all ground-floor uses along the street edge of South Bascom Avenue.
2. Provide a minimum clear 12-foot floor-to-floor height for office and residential uses above the ground floor.
3. Allow for a maximum five-foot base height for any ground-floor residential uses that may occur in the character areas.
4. Architectural projections and roof top equipment, such as elevator shafts and stairwells, may extend up to 10 feet above the maximum height limit.

STEPBACKS

1. Step back upper floors above four stories for high-rise development to minimize building bulk along South Bascom Avenue.
2. Consider changes in plane and/or employ other colors, textures, or materials to break up building massing.
3. Step building developments back to transition from the commercial frontage along South Bascom Avenue to the lower profile residential homes of the surrounding neighborhoods.

SETBACKS

1. Consider a minimum 10-foot interior side property line setback for development every 200 feet along South Bascom Avenue to integrate much needed neighborhood pedestrian and bicycle connectivity through private development.
2. Establish a minimum five-foot rear setback for shallow lots with a depth of less than 100 feet abutting South Bascom Avenue.

Setback guideline 1

Ground Floor Interface

The ground floor interface guidelines address edge conditions along the ground floor of buildings as they abut public streets. The intent of these guidelines is to create a pedestrian-friendly and active ground floor environment. This can be achieved through building design and programming-based strategies including **ground floor articulation, building character, signage, materials,** and **lighting**.

Ground Floor Articulation guidelines 1-3

Ground Floor Articulation guidelines 4, 5 and 10

GROUND FLOOR ARTICULATION

1. Locate commercial and office uses and entrance lobbies for upper floor uses along the ground floor edge to actively engage the pedestrian.
2. Maximize use of non-colored, non-reflective glass windows to increase transparency between indoor and outdoor activity along the ground floor.
3. Provide shade for glass windows and doors along South Bascom Avenue to afford climate protection for pedestrians, and incorporate generously-sized awnings, vertical screens, covered arcades, or walkways into buildings.
4. Utilize the strategic location of iconic building elements, plazas, art, and open spaces within new developments to announce and celebrate gateway nodes.
5. Require buildings fronting open spaces, such as public plazas or parks, to embrace the site with primary entrances and active ground and upper floor uses.
6. In multi-tenant situations, encourage signage, common areas, and amenities such as elevators/ stairwells to be visible from the street level.
7. Discourage uninterrupted blank walls or façades. Where such blank walls are necessary, apply landscape screens, display boxes/merchandise displays, light patterns, material variations, or other mitigation measures to enhance visual interest.
8. Encourage raised entrances such as stoops, urban porches, balconies, and small forecourts for residential uses in mixed-use areas to maintain privacy and provide opportunities to socialize.

9. Encourage landscaping within setbacks of primarily residential buildings to soften building edges and ground floor pedestrian environments.

10. Require buildings within 300 feet of transit stations to include active uses (such as ground floor retail/ restaurants, primary entrances, residential stoops, upper floor offices, or balconies) along pedestrian pathways.

BUILDING CHARACTER

1. Utilize architectural styling for key gateway high-rise developments to contribute to the identity and character of each unique character area within the Urban Village.

2. Encourage landscaped terraces, pool/recreation decks, and other activity spaces for upper floor rooftops of buildings to activate stepbacks of taller buildings.

SIGNAGE

1. Preserve existing character-defining signage (such as the sign at Dick's Center) and incorporate with the overall design and architectural scheme for new buildings or site improvements proposed in the vicinity.

MATERIALS

1. Select color palettes and materials that are harmonious with existing character-defining buildings and signage along South Bascom Avenue.

2. Consider use of materials for long-term durability, ease of maintenance, and ability to withstand vandalism.

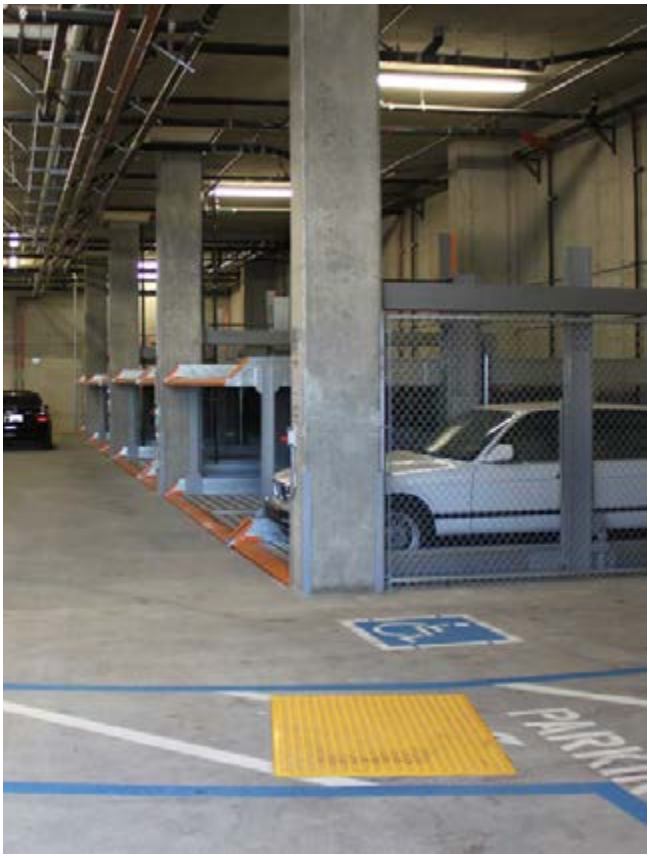
LIGHTING

1. Illuminate all building entries to enhance safety.

2. Consider illumination to highlight architectural character of buildings and accent their landscape context.

Building Character guideline 1

Lighting guideline 2



Parking Structures guideline 1

Parking Structures guideline 2

Parking, Vehicular Access, and Service Area

This section includes guidelines for: **parking requirements; parking structures; surface parking; circulation, access, and service areas;** and **bicycle storage**. The intent of these guidelines is to incentivize development through reduced parking and other on-site vehicular circulation needs. These guidelines, coupled with expanded choices for transportation, will achieve a vibrant and pedestrian-friendly urban environment for the those who live, work, and visit the South Bascom Urban Village.

PARKING REQUIREMENTS

1. Encourage all development within the South Bascom Urban Village area to strive for the City's maximum 50 percent reduction in required off-street parking spaces by implementing all possible provisions as stated in Title 20 Zoning, Chapter 20.90 Parking and Loading of San José's Code of Ordinances.

PARKING STRUCTURES

1. Explore innovative parking solutions such as wrapped podium parking, stacked parking, tucked-under parking, tandem parking, and shared parking to optimize building space and/or minimize construction and building costs for constrained parcels fronting onto South Bascom Avenue.

2. Activate passive ground floor parking structures with liner retail.

3. Articulate façades of parking structures through interactive art, creative displays, vegetative screens, and/or new technology (such as dynamic parking space availability displays).

4. Construct and articulate parking structures with materials and methods that respect the existing character of the South Bascom Urban Village area.

SURFACE PARKING

1. Locate surface parking to the rear of developments and ensure that the majority of building façades along streets and open spaces are pedestrian-friendly and provide a strong building edge.
2. Include adequate ADA accessible parking spaces in parking lots.
3. Provide clear and safe pedestrian circulation within surface parking lots.
4. Illuminate parking lots for maximum safety.
5. Encourage screening techniques such as evergreen shrubs and trees, trellises, low walls, and/or sculptural art for existing and future surface parking lots to minimize negative impacts to active pedestrian-oriented environments.

Surface Parking guideline 3

Surface Parking guideline 5

Circulation, Access and Service Areas Guideline 1

Bicycle Storage Guideline 1

CIRCULATION, ACCESS, AND SERVICE AREAS

1. Encourage vehicle access for parking and service areas along side streets for new developments wherever possible.
2. Limit curb cuts for parking access to the minimum number required to decrease the likelihood of pedestrian and automotive circulation conflicts.
3. Prohibit access lanes that run parallel to the street or sidewalk.
4. Screen mechanical equipment, loading, and service areas through careful site planning, landscaping, and screen walls.

BICYCLE STORAGE

1. Provide highly-visible and conveniently-located bicycle parking as part of new office, residential (one space per unit), and mixed-use developments (on-site or in sidewalk/setback where feasible).
2. Use a unified style of bicycle racks near buildings.
3. Consider recruiting local artists for the design of unique bike racks.

Sustainable Elements

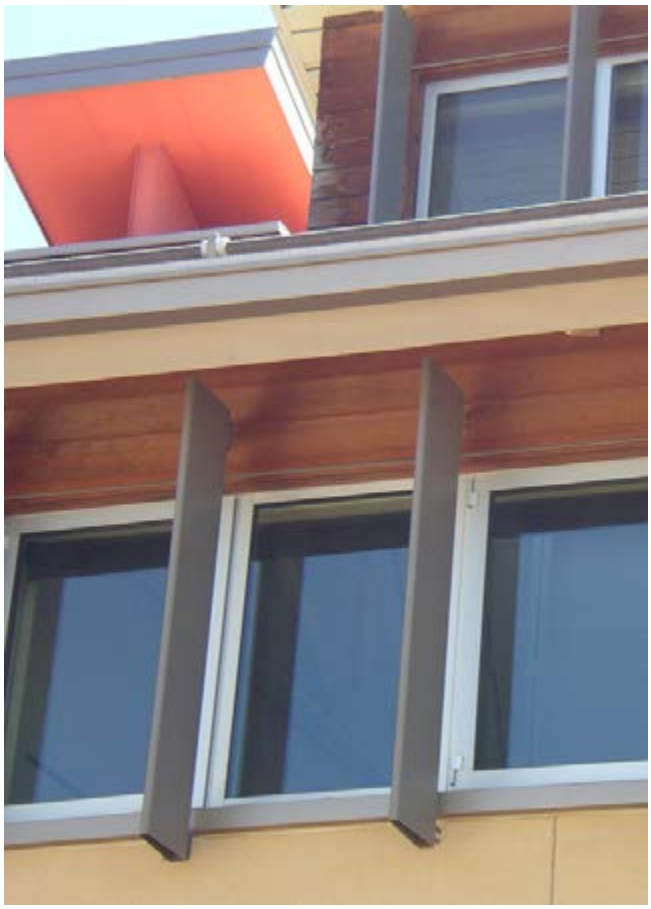
The intent of these guidelines is to improve the sustainability of new development within the South Bascom Urban Village. Impacts to future resources can be minimized through environmentally conscious, energy-producing building design, reduced water use, and stormwater reuse.

BUILDING ELEMENTS

1. Encourage building development that integrates passive and active sustainable design elements and responds to San José's climate.
2. Incorporate building materials that are locally-made, produced with minimal pollution, and create minimal adverse impacts to the environment.
3. Encourage the reuse of materials from local salvage companies and/or materials that are reclaimed during the deconstruction phase of redevelopment sites within the region.
4. Consider life-cycle heating and cooling costs for potential building materials to maximize energy conservation.
5. Select lighting fixtures to maximize energy efficiency and minimize light pollution through reduced glare, light clutter, and poorly-directed lighting sources.

ENERGY STRATEGIES

1. Incorporate photovoltaic and wind energy in private development to capitalize on sun and wind exposure for energy cost reductions.
2. Incorporate screens, ventilated windows, green roofs, shade structures, and shade trees along façades, rooftops, and surface parking lots to minimize heat gain effects.
3. Encourage edible roof gardens to improve access to fresh food.



Building Elements guideline 1

Energy Strategies guideline 1

Stormwater Management guideline 2

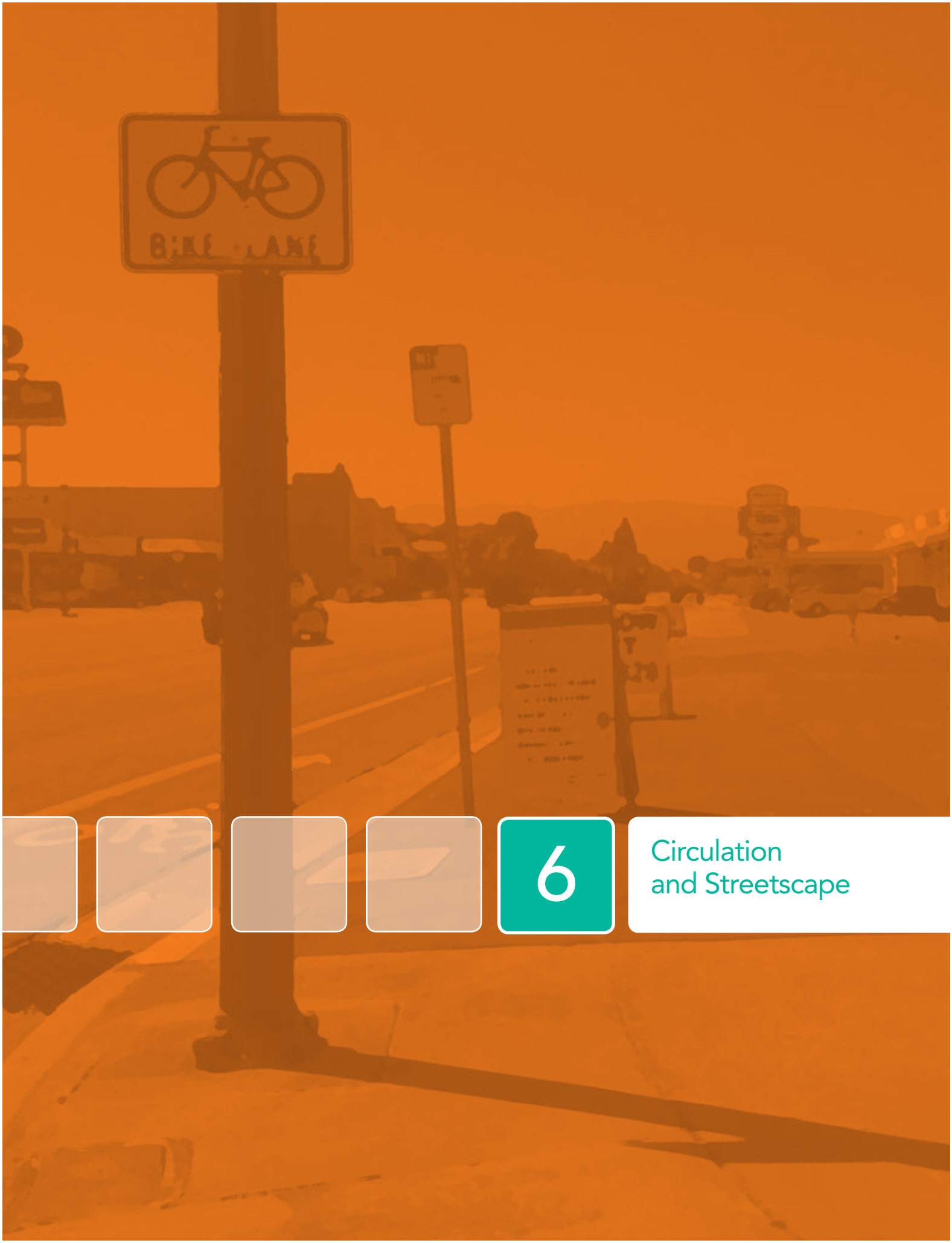
Stormwater Management guideline 3

STORMWATER MANAGEMENT

1. Require the use of native or drought-tolerant plant species that require low-water usage and maintenance.

2. Encourage the design and use of natural drainage bioswales in on-site pocket parks and other landscaped areas to filter surface water run-off.

3. Encourage the use of permeable paving surfaces in parking lots and other paved areas to increase natural percolation and on-site drainage of stormwater.



6 Circulation and Streetscape

BIKE LANE
NO STOPPING ANY TIME
Nmla
Walk ins Welcome
FOR ALL OCCASIONS
•COLOR
•BRAIDS,PERM
•EXTENSIONS
•HAIR CUT
•WAXING
•MAKE-UPS
•EYE BROWS
HAIR AND BEAUTY SALON
CHECKS CASHED
GLASS
Paint

CHAPTER 6:

CIRCULATION AND STREETSCAPE

INTRODUCTION

South Bascom Avenue is an important circulation corridor in San José. The South Bascom Urban Village is home to major employment centers, a multi-modal Light Rail station, and dynamic neighborhoods. Mobility and streetscape enhancements along South Bascom Avenue are critical to creating a vibrant environment that will complement surrounding uses. As the City prepares for the future growth of the greater San José region, this Urban Village is poised to transform South Bascom Avenue into a thriving job-generating, multi-modal corridor that is unlike any other in San José.

Community input was critical to developing the recommendations presented in this Chapter; however, all ideas, particularly those closely tied to traffic flow and roadway improvements, should be further explored after the City compiles more comprehensive technical data. A detailed traffic analysis was not part of the scope of this Plan, but will be conducted at a later date. This Plan's circulation and streetscape recommendations were also informed by the following plans and initiatives: Envision San José 2040 General Plan; San José Bike Plan 2020; Transportation Service Area (CSA) Initiatives; Green Vision Plan; San José Green Print 2009; San José Complete Streets Design Guidelines (expected to be finalized in 2017); and the Valley Transportation Authority's Next Network Plan and Valley Transportation Plan 2040.

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CIRCULATION NETWORKS AND ENVIRONMENT

South Bascom Avenue and the surrounding environment that it influences is envisioned as a multi-modal Village, offering a variety of transportation choices to accommodate all users. This section provides an assessment of existing conditions and presents recommendations for the **roadway, transit, bicycle, and pedestrian networks,** and their environment in the South Bascom Urban Village.

Roadway Network

EXISTING HIERARCHY OF STREETS

The roadway network serving the South Bascom Urban Village is composed of local and regional facilities that have evolved over time within the surrounding community. There are two types of streets within the area: **arterial streets** (major and minor), and **local streets** (see Figure 6:1).

South Bascom Avenue is an auto-oriented major arterial offering access to local and regional services

Arterial Streets

Bascom Avenue and Southwest Expressway are classified as major arterial streets, and Fruitdale and Moorpark Avenues are classified as minor arterial streets. These arterials are auto-oriented and provide local and regional access to destinations including: Santa Clara Valley Medial Center, San José City College, the Bascom VTA Light Rail Station, and the Los Gatos Creek Trail. Further afield, the corridor provides regional connections to the eBay headquarters, the City of Campbell, Santana Row, Westfield Valley Fair Mall, and Downtown San José.

Local Streets

A majority of the roadways within the area are classified as local streets. Local streets provide direct access to neighborhood parcels and local destinations.

RECOMMENDATIONS

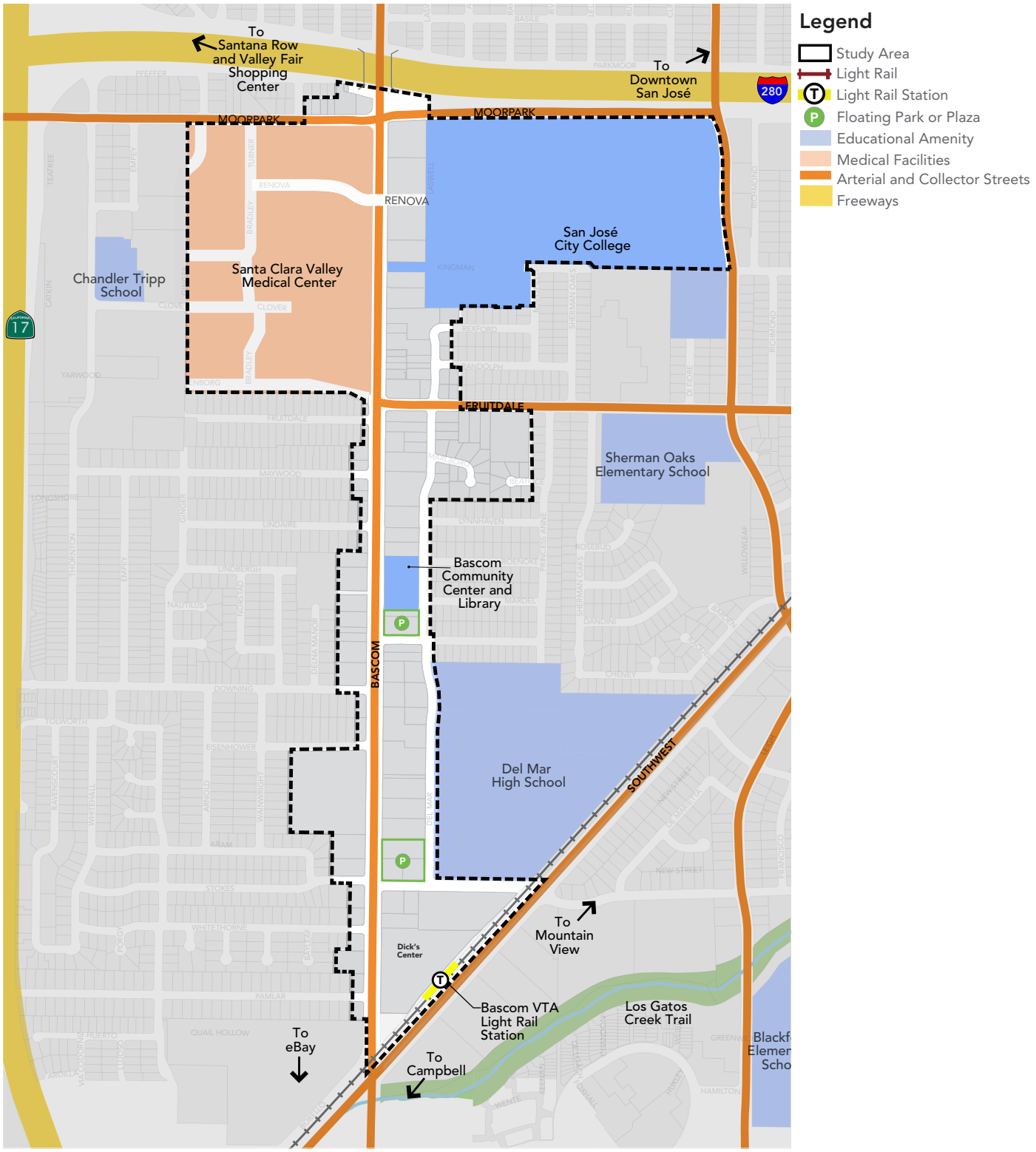
The current roadway network capacity in the Urban Village area is expected to accommodate land uses proposed in the Envision San José 2040 General Plan (General Plan) and in this Urban Village Plan.

Key Strategies

- **Maintain the existing roadway network** to minimize redevelopment costs and support existing automotive, transit, bicycle, and pedestrian infrastructure.

Also see circulation and streetscape goals, policies, and action items related to the roadway network later in this Chapter.

Figure 6:1 - Roadway Network



Transit Network

EXISTING TRANSIT NETWORK

Currently, the South Bascom Urban Village is well served by public transit with several Santa Clara Valley Transportation Authority (VTA) bus routes and a light rail station. Coinciding with the start of BART service to Santa Clara County in 2018, VTA will implement a new transit operating plan to improve the convenience of travel across the County's significant transportation corridors, using a grid of frequent bus routes. Route 61 along South Bascom Avenue will be a frequent bus route with increased operating frequency, and service span within the Urban Village boundaries, and will provide a new regional north-south connection between Good Samaritan Hospital and the new Berryessa BART station. Route 25 will run along Fruitdale Avenue providing one of the the main east-west regional connections between Cupertino (De Anza College) and San José (Alum Rock Transit Center), also with increased frequency and service span. Moreover, Route 65 along Leigh Avenue will a provide connection between San José City College and San José State University. The Bascom VTA Light Rail Station is located at the south end of the Village, just northeast of the South Bascom Avenue and Southwest Expressway intersection. The Light Rail route provides convenient, multi-modal regional connections south to Campbell and north to Santa Clara via Downtown San José and North San José (see Figure 6.2).

Bus stops along South Bascom Avenue lack basic pedestrian amenities to encourage ridership

Despite the area's robust transit network, access to the Light Rail station is currently indirect and constrained for all modes of travel, with limited access provided via Southwest Expressway. Access is particularly challenging for pedestrians and bicyclists due to infrequent crossing points and poor sidewalk connectivity. Bus stops are currently inconspicuous and poorly signed, and many lack basic amenities such as lighting, and weather protection.

RECOMMENDATIONS

VTA's 2018 transit service improvements will benefit the Urban Village; at the same time, critical priorities to provide safe, more direct, and comfortable pedestrian and bicycle access to and from the Light Rail station, bus stops, and local destinations throughout the Village would help make transit a more desirable option. Advancing these priorities would maximize the Transit-Oriented Development (TOD) potential of the Village.

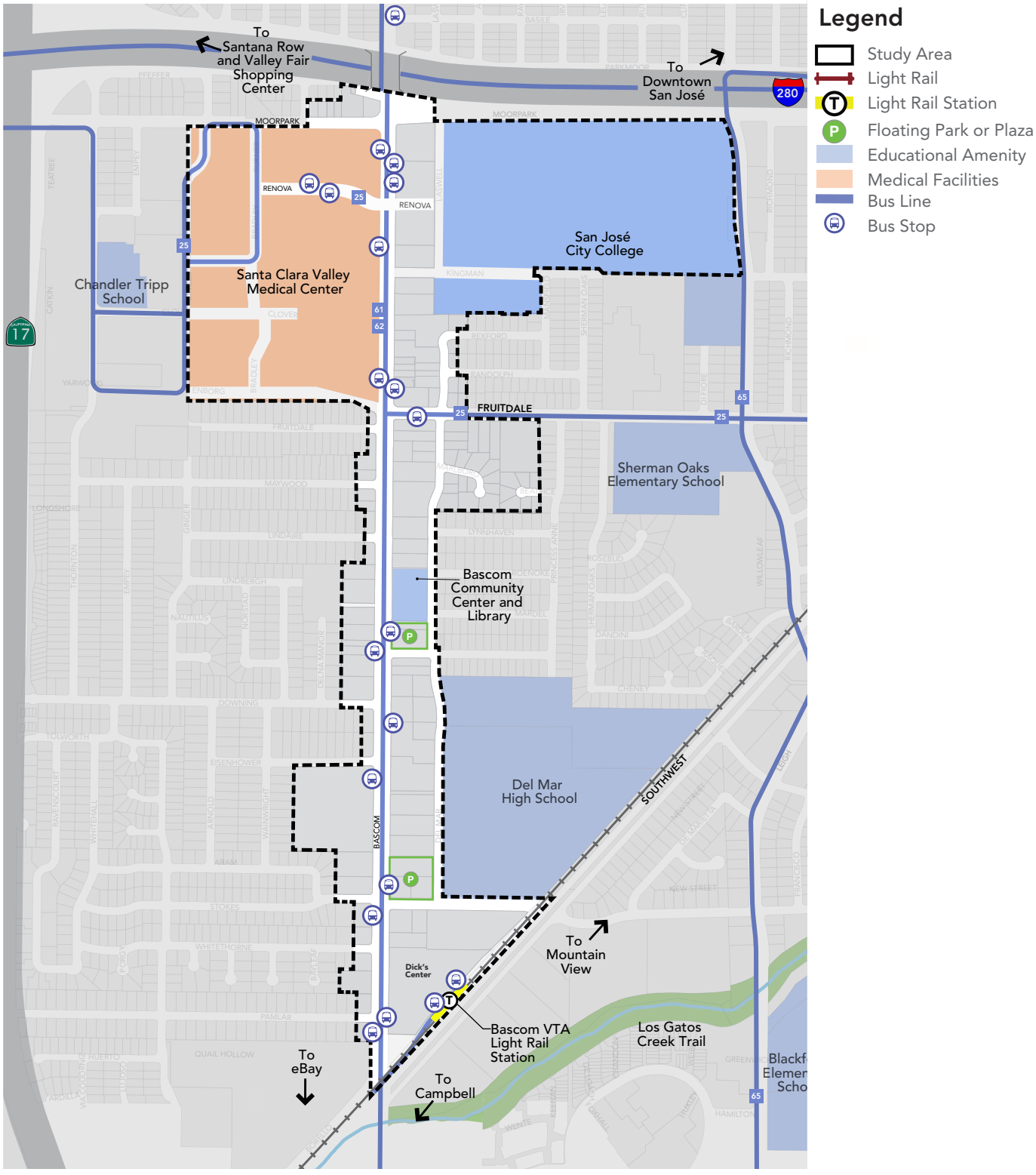
Key Strategies

- **In partnership with VTA, make transit a more desirable option** within the Urban Village through supportive land use and street design and transit operations.

- **Develop safe, direct and convenient access** (e.g. sidewalks, pathways, and bikeways) between bus stops, the Bascom VTA Light Rail Station, new development, and local destinations.
- **Enhance the overall transit rider/pedestrian/ bicyclist experience at bus stops** through well-designed bus shelters containing seating, shade, real-time transit information, and appropriate lighting levels. Require development adjacent to bus stops to upgrade transit environments and ensure that site designs, and street redesigns (e.g. potential cycle track) preserve or enhance transit reliability, travel time, and passenger convenience.
- **Improve transit convenience and safety** by improving crossings at key transit transfer intersections, particularly at Bascom/Fruitdale (and other potential midblock locations). Improve the safety of crossings with high-visibility treatments and shorter crossing distances.
- **Provide opportunities at transit stops to build on the distinct image of the area with signature signage and public art elements.**

Also see circulation and streetscape goals, policies, and action items related to the transit network later in this Chapter.

Figure 6:2 - Transit Network



Bicycle and Pedestrian Network

EXISTING BICYCLE AND PEDESTRIAN NETWORK

The bicycle and pedestrian network within the South Bascom Urban Village has a series of significant challenges that impede connectivity to surrounding neighborhoods and local destinations. Seven lanes of fast-moving traffic along South Bascom Avenue severs development on the east and west sides of the corridor. The network is further fragmented by limited crossing points, large lot configurations, cut-through traffic, and incomplete bicycle routes and sidewalks. These conditions discourage traveling by foot, bicycle, or other non-vehicular modes.

While there are striped bicycle lanes on South Bascom Avenue and Southwest Expressway, the lanes are located adjacent to high-speed traffic and intermittent parking, which puts bicyclists at higher risk for collisions.

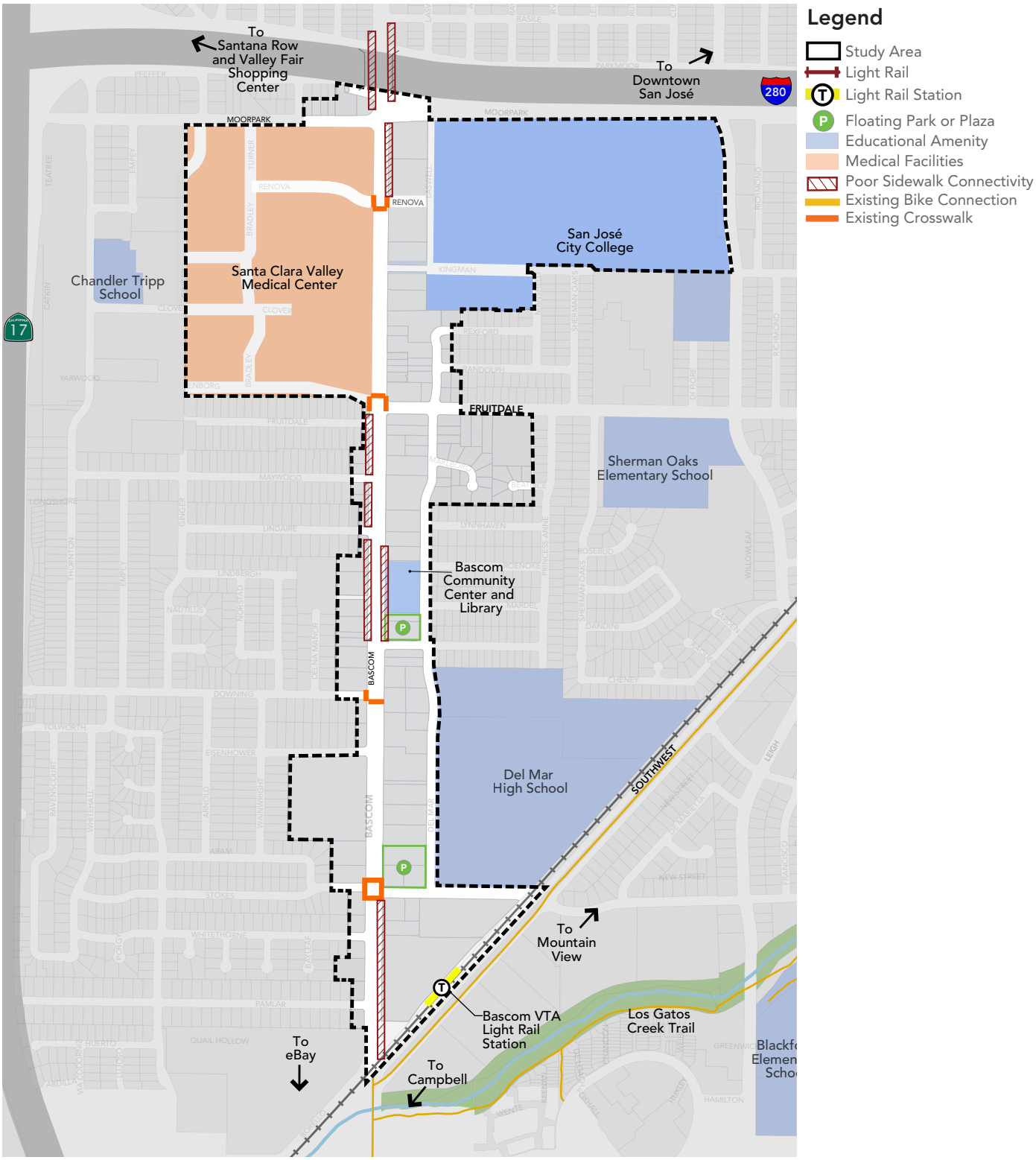
Bicycle e-lockers are available to commuters at the Bascom VTA Light Rail Station; however, safe bicycle and pedestrian connections are lacking to the regional Los Gatos Creek Trail, which is located just blocks away from the station. Crosswalks are critically needed at Southwest Expressway and South Bascom Avenue. Sidewalks exist throughout the Urban Village, but some segments are unpaved and in need of repair, particularly near the Bascom VTA Light Rail Station (see Figure 6.3).

As additional employment and potential mixed-uses begin to further activate the corridor, safe and convenient bicycle and pedestrian connections throughout the Urban Village will become even more crucial.

Existing bicycle facilities leave bicyclists vulnerable to busy traffic and swinging doors of adjacent parked cars

Incomplete sidewalks impede access for pedestrians traveling along the corridor

Figure 6:3 - Existing Bicycle and Pedestrian Network



RECOMMENDATIONS

There are major opportunities to create unique and desirable experiences for walking and bicycling along South Bascom Avenue. **This Plan puts forth a progressive approach to "mode shift" the entire corridor with a buffered cycle track and enhanced sidewalks as the Village's streetscape centerpiece.**

South Bascom Avenue is a wide corridor. Based on a preliminary traffic analysis conducted by the City (projecting roadway capacity through 2040) a "road diet"— or reduction in vehicular travel or parking lanes — is feasible along South Bascom Avenue to allocate roadway space for other modes of travel.

Overarching Strategies

- **Repair sidewalk segments** to create a contiguous pedestrian network.
- **Increase frequency of crosswalks and decrease crosswalk distances across South Bascom Avenue** to create comfortable experiences for those traveling by bicycle or foot.
- **Complete and redefine existing bicycle facilities** within the Urban Village to improve connectivity and create a new identity for the area.
- **Allow for safety enhancements** such as pedestrian-level lighting to improve safety along bicycle and pedestrian connections.

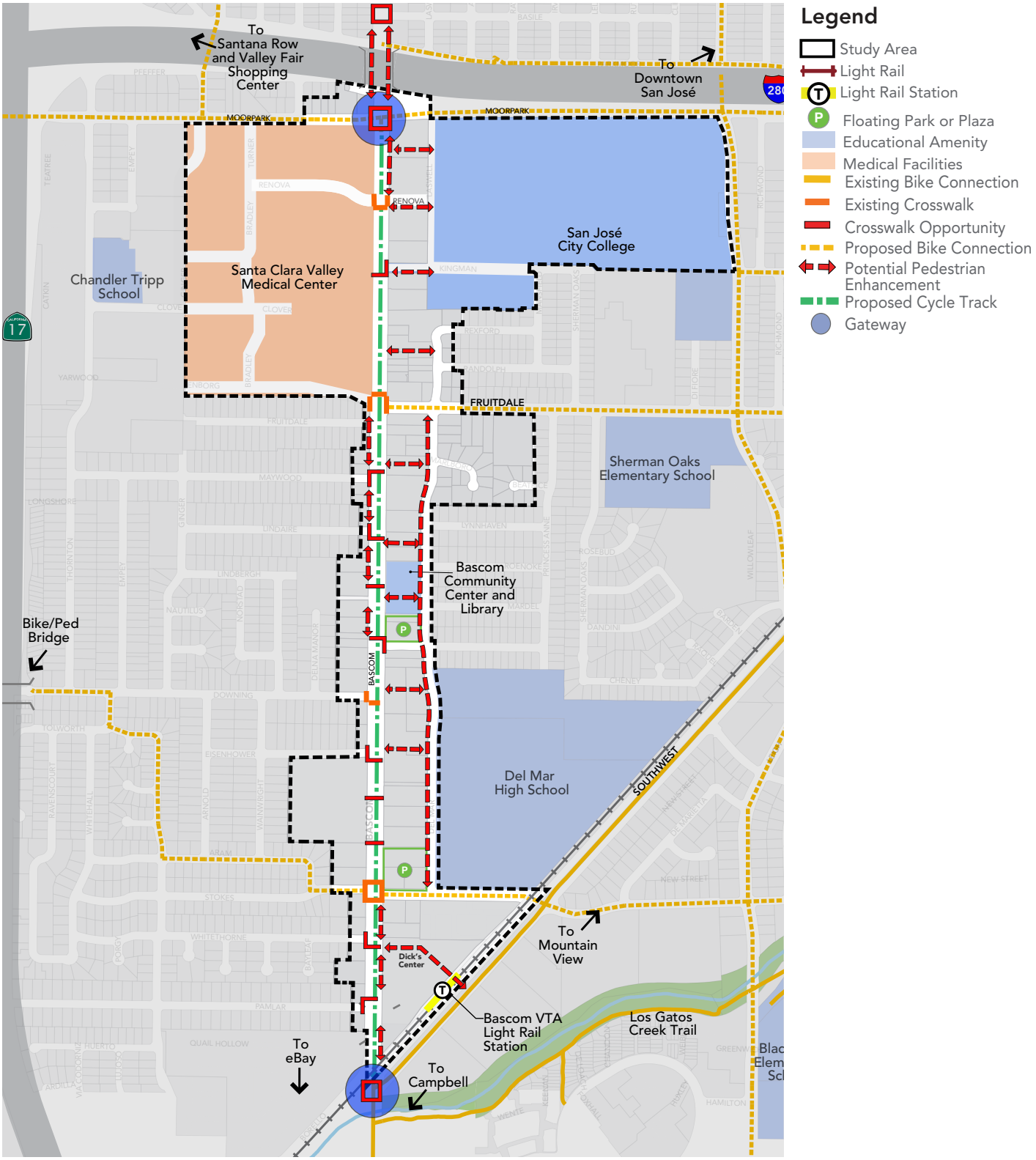
Bicycle Facilities in the Public Right-of-way

San José Bike Plan 2020 provides strong guidance for planning future bicycle facilities within the area. In order to expand upon existing bicycle routes to create a safe and viable network through the Urban Village, east-west and north-south routes are proposed.

KEY STRATEGIES

- **Create a continuous north-south cycle track along the length of South Bascom Avenue** to link major destinations within the Urban Village. This streetscape transformation involves repurposing existing parking lanes, bicycle lanes, and travel lanes to provide a separated, safe, and enjoyable bicycling experience for commuting and recreational bicycling along the corridor. A well-designed and landscaped cycle track also has the potential to create a signature identity for the South Bascom Urban Village. This idea is also supported by VTA's Bascom Complete Streets Study, done in partnership with the Cities of San José, Santa Clara, and Campbell, which presents the cycle track as a design alternative along South Bascom Avenue.
- **Utilize Moorpark and Fruitdale Avenues, and Aram and Stokes Streets as primary east-west bicycle routes for the Urban Village (**as per San José Bike Plan 2020) to improve connectivity for surrounding neighborhoods to local jobs, services, and schools.
- **Accommodate regional bicycle linkages along Leigh Street and Parkmoor Avenue** with connections south to Southwest Expressway, Los Gatos Creek Trail, and the Bascom VTA Light Rail Station (as per San José Bike Plan 2020).
- **Enhance existing bicycle routes and cycle track intersections with safety improvements** such as bike boxes, colored bike lanes, bike-friendly signal detection, lighting, signage, traffic signals, restriping, and adjusted cross-street stop bars.

Figure 6:4 - Recommended Bicycle and Pedestrian Network



Pedestrian Facilities in the Public Right-of-way

An appealing urban village should have an accessible and connected pedestrian environment.

KEY STRATEGIES

- **Provide a complete and contiguous sidewalk system** by installing continuous ADA (Americans with Disabilities Act) accessible sidewalks at gaps in areas with poor sidewalk connectivity.
- **Improve existing crosswalks at key intersections** along South Bascom Avenue to create a safe and active pedestrian environment. Include upgrades such as textured or colored paving materials, high-visibility markings, illumination, advanced stop bars, pedestrian crossing signs, and improvements to existing "pork chops" where appropriate.
- **Explore locations for new crosswalk connections** along South Bascom Avenue to increase pedestrian connectivity and safety at intersections.
- **Consider a signalized crosswalk at the intersection of Bascom Avenue and Southwest Expressway** to provide safe access to broader regional connections such as the Bascom VTA Light Rail Station and the Los Gatos Creek Trail.
- **Consider all modes of travel where new safety elements and crosswalks are designed** to ensure that circulation patterns of autos, bicyclists, and pedestrians are safe and efficient. Use of Rectangular Rapid Flashing Beacons (RRFB) signals should be explored. RRFB signals allow for protected pedestrian crossings by providing LED flashing beacons in combination with pedestrian warning signs, to provide a highvisibility strobe-like warning to drivers when pedestrians use a crosswalk.
- **Explore locations for mid-block connections** to minimize block distances and connect desired paths of travel. Long distances between intersections make crossing busy streets challenging for pedestrians. Sometimes pedestrians cross at unsafe locations that offer a shorter path to a desired destination. Mid-block crosswalks can shorten block distances and enhance safety for the pedestrian (see Figure 6:4).
- **Locate bulb-outs in parking lanes at**

Complete sidewalks allow pedestrians contiguous access to adjacent building entrances and crosswalks

Mid-block crosswalks support the most desired path of pedestrian travel and humanize the scale of large commercial blocks

intersections and mid-block crossings to narrow down the roadway, calm traffic, and create shorter pedestrian crossing distances.

- **Widen sidewalks along South Bascom Avenue** to encourage ease of access, accommodate comfortable walkways, and provide space for shade trees.

Existing northeast view of the South Bascom Avenue just south of the Bascom Community Center and Library

Figure 6:5 - Photosimulation of South Bascom Avenue just south of the Bascom Community Center and Library looking northeast with public improvements that include wider sidewalks, improved crosswalks, shade trees and a cycle track with a planted buffer

A lush canopied public realm with wider sidewalks provides space for pedestrian activity and encourages re:Street concepts such as commerce and social gathering

Placemaking and Street Character

South Bascom Avenue is envisioned as a thriving, commercial and mixed-use spine of the Urban Village with automotive, bicycle, and pedestrian activity generated by a mix of offices and businesses, broad-ranging retail, and a variety of housing options. The corridor is defined by a distinctive landscape-buffered cycle track (see Figure 6:6).

KEY STRATEGIES

- **Develop an iconic, richly layered, and lush urban forest with seven rows of trees and landscaping** to create a setting along the corridor filled with dappled light that will entice people to linger, shop, meet a friend for lunch, or ride a bicycle.
- **Enrich the bicycle and pedestrian experience with small gathering spaces and streetscape amenities** such as seating, improved lighting, interesting paving materials, landscape planters, broad-canopied shade trees, and public art. Integrating these amenities — particularly within green spaces, parklets, small pedestrian plazas, the cycle-track and parking buffer, bulb-outs, sidewalk cafés and outdoor dining — can help activate the bicycle and pedestrian environment.
- **Allocate space for wider sidewalks through ROW acquisition, building setbacks, and/or easements** to ensure adequate space is provided for a comfortable and vibrant pedestrian environment.
- **Explore "re:Street" strategies** such as mobility, social gathering, and commerce to leverage broader opportunities along the street (see Placemaking and "re:Street" Activation in the Streetscape Design Guidelines at the end of this Plan).

Figure 6:6 - Photosimulation of South Bascom Avenue just south of the Bascom Community Center and Library looking north — a full canopied cycle track and wide sidewalk enhance connectivity and encourage bicycle and pedestrian activity

Wayfinding strategies can help promote local amenities and guide visitors, workers, and residents to key destinations throughout the Urban Village

Wayfinding

Wayfinding strategies can provide visual connections and convey an urban village's distinct image while orienting visitors, workers, and residents to various amenities and destinations in the surrounding area.

KEY STRATEGIES

- **Place wayfinding elements strategically** at area entry intersections, points of transition, and at other key nodes throughout the Urban Village, such as in gateway areas and at intersections between character areas (see Figure 6:4).
- **Create welcoming gateway installations** at area entry intersections to signal entry/departure from the Urban Village (see Figure 6:4).
- **Utilize unique signage and lighting** to enrich the character and improve the safety of the Urban Village.
- **Integrate locally-inspired art** in wayfinding elements to cultivate community pride and leverage local artistic talent.

Gateway installations call attention to points of transition from one area to another and help define a sense of place

Public art installations created by local artists can help to enrich the character of a place

Existing northeast view of South Bascom Avenue at Pamlar Avenue

Figure 6:7 - Photosimulation of South Bascom Avenue at Pamlar Avenue looking northeast. Public improvements such as a cycle track and wayfinding elements can help create a new identity for the Urban Village

CIRCULATION AND STREETSCAPE GOALS, POLICIES, AND ACTION ITEMS

Goal CS-1: Ensure all improvements to the roadway system enhance multi-modal mobility.

Policy CS-1.1: Plan, design, and construct new transportation improvement projects to ensure safe, attractive, and well-maintained facilities for motorists, transit riders, bicyclists, pedestrians, and people of all abilities.

Policy CS-1.2: Encourage street design standards that balance mobility for all transportation modes.

Policy CS-1.3: Utilize colored bicycle facilities (ie, bike lanes) at conflict areas such as intersections, where appropriate, per the City's Complete Streets Guidelines.

ACTION ITEM 1: Conduct a traffic study to determine the feasibility of implementing proposed policies.

ACTION ITEM 2: Investigate impacts of a road diet along South Bascom Avenue for surrounding local streets such as Thornton Way, and provide mitigation strategies to minimize such impact.

ACTION ITEM 3: Explore the creation of neighborhood permit parking districts to reduce the chance of spillover parking into neighborhoods.

Goal CS-2: Encourage use of public transit to enhance connectivity between the Urban Village and surrounding destinations.

Policy CS-2.1: Support right-of-way design and pedestrian amenities that make it easier to access transit services and encourage transit use as a viable alternative to driving.

Policy CS-2.2: Improve multi-modal access to the Bascom VTA Light Rail Station.

Policy CS-2.3: Ensure that existing transit stops along South Bascom Avenue are enhanced with distinct signage, lighting, landscaping, and well-designed bus shelters.

Goal CS-3: Create a network of bicycle-friendly streets throughout the Urban Village.

Policy CS-3.1: Develop a beautifully landscaped, protected cycle track along South Bascom Avenue as a centerpiece of the Urban Village streetscape. Expand the bicycle network with east-west connections on Moorpark and Parkmoor Avenues, and along Aram Avenue/Romero Street/Stokes Streets.

Policy CS-3.2: Enhance bicycle safety along South Bascom Avenue by utilizing the most advanced technology and progressive design solutions, particularly at cycle track intersections.

Policy CS-3.3: Maintain bicycle facilities with appropriate signage, lighting, and repairs.

Policy CS-3.4: Bicycle racks should be located at regular intervals of every 300 feet along South Bascom Avenue.

ACTION ITEM 1: The feasibility of safe passage for bicyclists over Interstate 280 should be further explored to link with the proposed bicycle route along Parkmoor Avenue.

ACTION ITEM 2: Ensure the coordination of planning efforts between the Planning Division and the Department of Transportation align specific guidelines for improving bicycle facilities with the San José Bike Plan 2020 strategies.

ACTION ITEM 3: Explore the addition of bicycle lanes along Fruitdale and Moorpark Avenues, and across the 280 overpass.

Goal CS-4: Create a pedestrian-friendly Urban Village by improving connectivity along and across South Bascom Avenue.

Policy CS-4.1: Create a pedestrian-friendly boulevard along South Bascom Avenue and improve access to employment centers, transit, the Los Gatos Creek Trail, schools, the library and community center, and surrounding neighborhood destinations.

Policy CS-4.2: Consider multi-modal users in all pedestrian improvement projects and include safety elements such as lighted crosswalks and RRFB signals.

Policy CS-4.3: Improve the streetscape environment with crosswalks, mid-block pedestrian refuges, ADA accessible sidewalks, and amenities that enrich the pedestrian experience such as landscape planters, shade trees, improved lighting, and benches.

Policy CS-4.4: Provide 20-foot minimum sidewalk width along South Bascom Avenue in all future development projects. Where the sidewalk in front of a development project falls short, the project must make up the difference so that the entire 20 feet is publicly accessible and functions as a sidewalk.

Policy CS-4.5: All other streets should provide a 12- to 15-foot sidewalk width. Allow exceptions only in the case of economic hardship on shallow lots or constrained sites.

ACTION ITEM 1: Explore locations for new crosswalk connections along South Bascom Avenue to increase pedestrian connectivity and safety at intersections (see Figure 6:4).

ACTION ITEM 2: Explore locations for new mid-block connections along South Bascom Avenue to increase pedestrian connectivity and safety (see Figure 6:4).

ACTION ITEM 3: Explore enhancing existing crosswalks (see Figure 6:4).

STREETSCAPE DESIGN GUIDELINES

The public realm — composed of streets, sidewalks, and public open spaces such as neighborhood parks, pocket parks, and plazas — plays a crucial role in the vitality, perception, and livability of an area. The Streetscape Design Guidelines for the South Bascom Urban Village focus on specific strategies to encourage a multi-modal and pedestrian-friendly environment that will help foster an active and vibrant urban community. The Guidelines address: **overarching public improvements; placemaking and "re:street" activation;** and **stormwater management and other sustainability practices.**

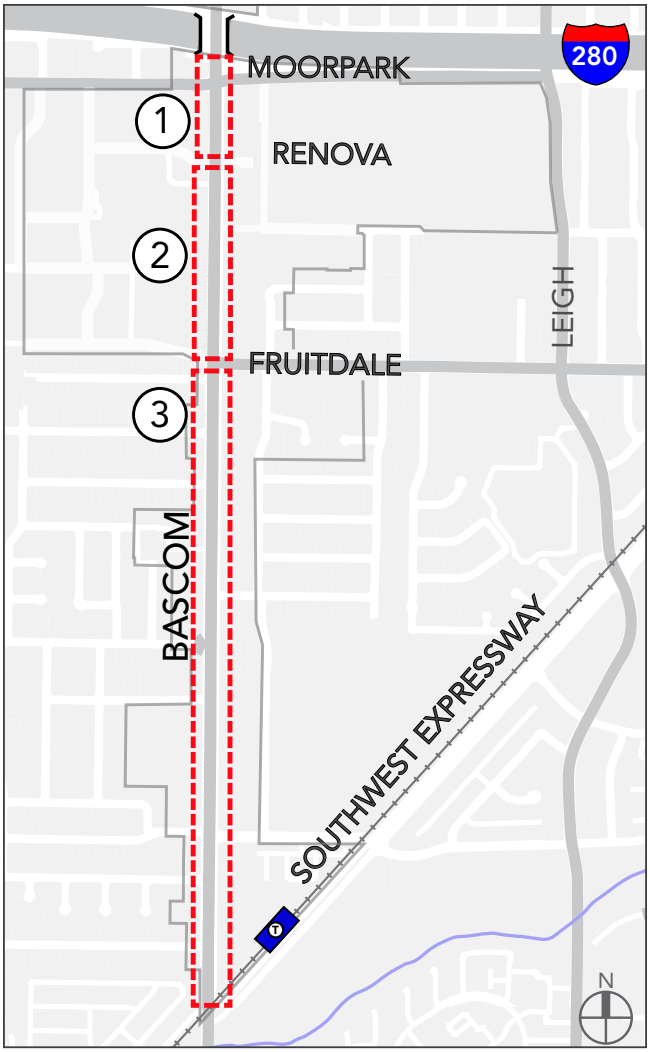
The Design Guidelines were developed in coordination with City staff and are intended to be consistent with the City of San José's standard street dimensions to the maximum extent possible as well at the San José Complete Streets Design Guidelines (expected to be finalized in 2017). The proposed Guidelines aim to address right-of-way constraints and accommodate the varying and sometimes conflicting needs of automobiles, pedestrians, bicyclists, ADA (Americans with Disabilities Act) requirements, and healthy trees.

Overarching Public Improvements

The intent of the Streetscape Design Guidelines is to encourage implementation of "complete street" concepts and design standards. An integral part of the proposed streetscape design is a continuous cycle track along the length of South Bascom Avenue. In response to the changing needs for multi-modal facilities, parking, and placemaking, distinct streetscape treatments are proposed for three different sections of the corridor:

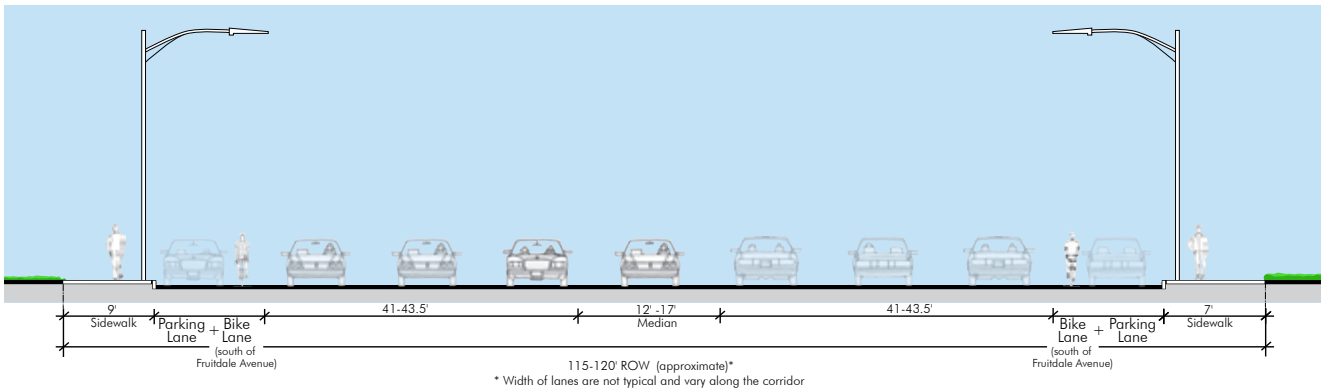
1. **South Bascom Avenue Between Moorpark Avenue and Renova Drive**
2. **South Bascom Avenue between Renova Drive and Fruitdale Avenue**
3. **South Bascom Avenue between Fruitdale Avenue and Southwest Expressway**

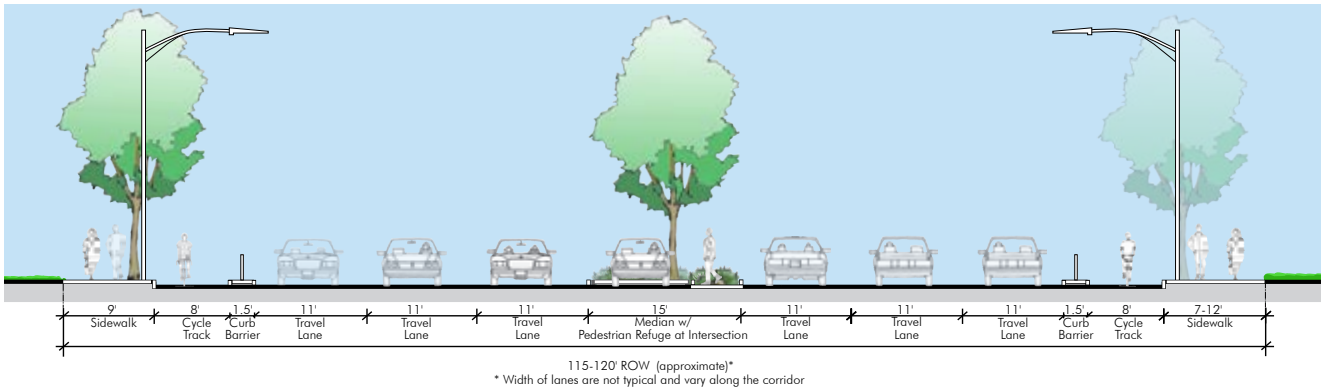
Each segment repurposes the right-of-way to improve conditions for pedestrians and bicyclists while maintaining facilities for automobiles.

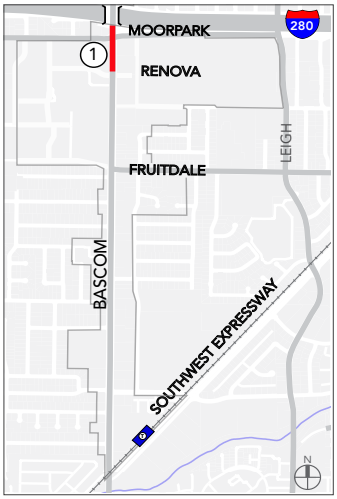


This map conveys the location for three distinct segments for the Urban Village corridor

South Bascom Avenue between Moorpark Avenue and Southwest Expressway - Existing

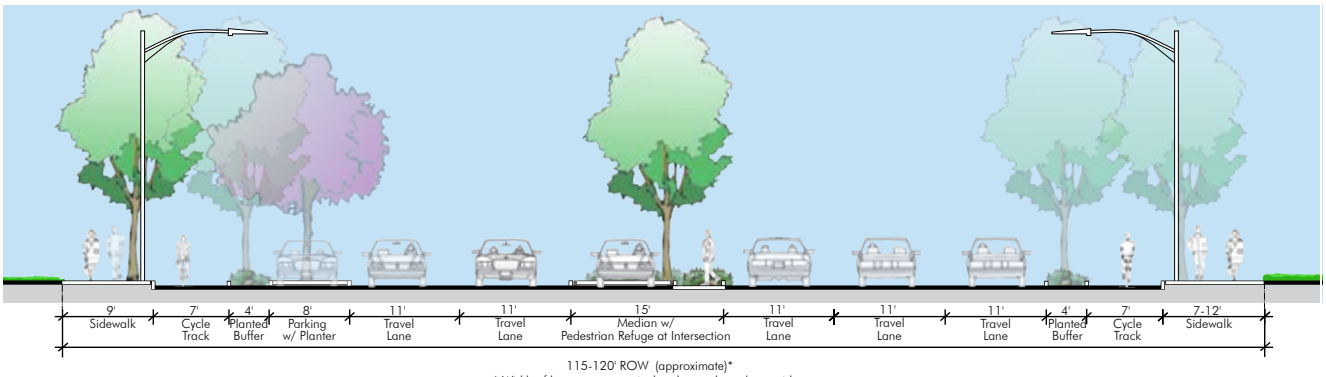






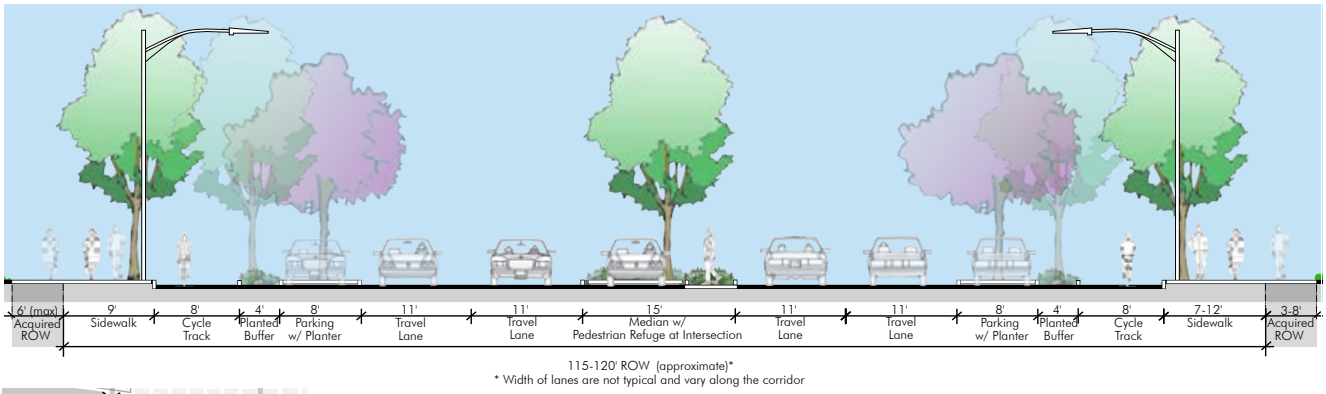
① South Bascom Avenue between Moorpark Avenue and Renova Drive - Proposed

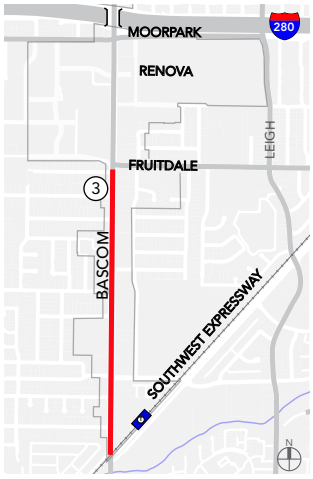
- Remove parking lanes to provide space for cycle track lanes on both sides of the street.
- Install a curb barrier as protection between the cycle track and travel lanes.
- Maintain the median turn lane and incorporate a landscaped center median with pedestrian refuges at key intersections.
- Plant columnar-shaped shade trees along existing sidewalks where possible.



② South Bascom Avenue between Renova Drive and Fruitdale Avenue - Proposed

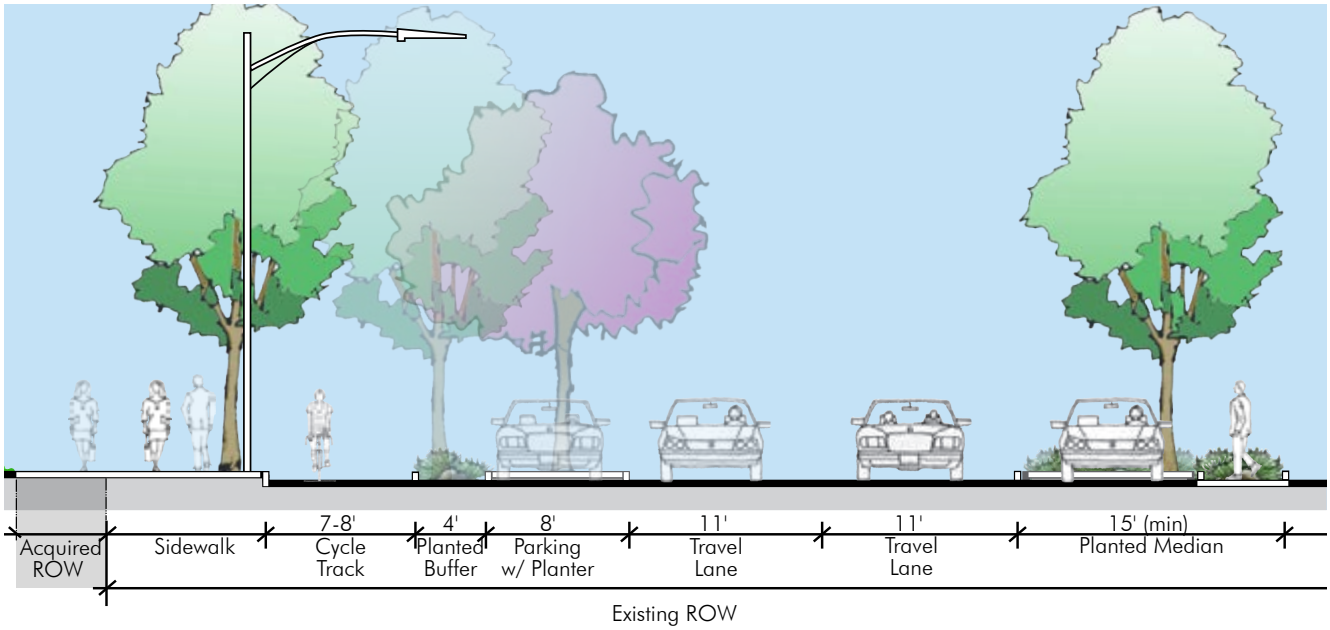
- Remove one southbound travel lane and reduce the width of existing travel lanes to accommodate cycle track lanes and one parking lane.
- Install a landscaped buffer as protection between the cycle track and parking lane (southbound) and travel lane (northbound).
- Intersperse landscape plantings with street trees into the parking lane where possible.
- Maintain the median turn lane and incorporate a landscaped center median with pedestrian refuges at key intersections.
- Plant columnar-shaped shade trees along existing sidewalks where possible.



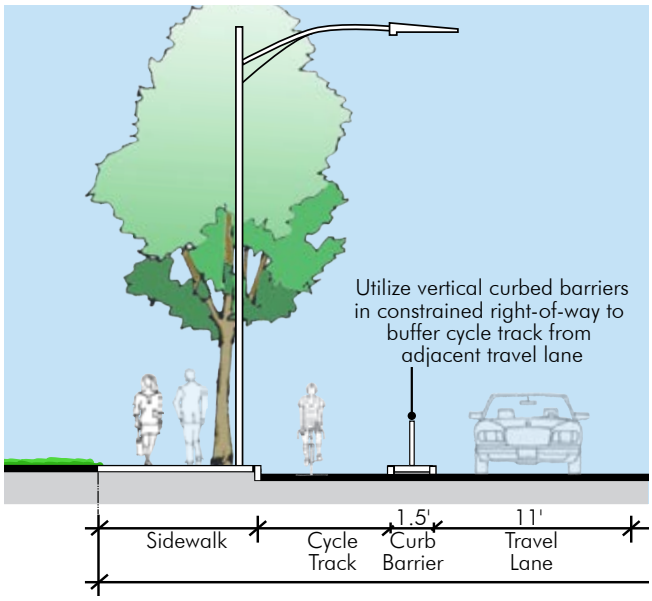


③ South Bascom Avenue between Fruitdale Avenue and Southwest Expressway - Proposed

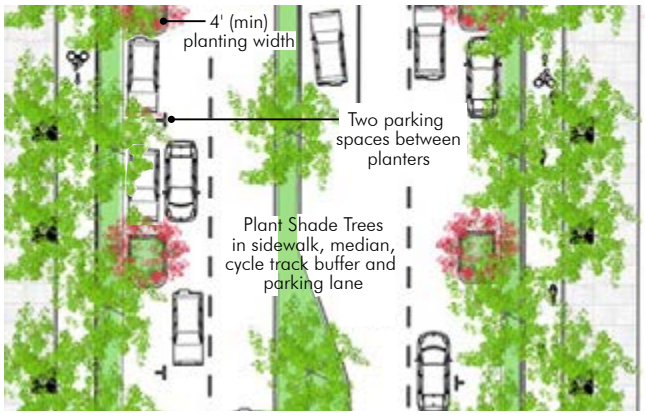
- Remove one travel lane in each direction and reduce the width of existing travel lanes to accommodate cycle track lanes and two parking lanes.
- Install a landscaped buffer as protection between the cycle tracks and parking lanes.
- Intersperse landscape plantings with street trees into parking lanes where possible.
- Maintain the median turn lane and incorporate a landscaped center median with pedestrian refuges at key intersections.
- Plant columnar-shaped shade trees along existing sidewalks where possible.
- As new private development occurs, gradually acquire right-of-way to widen sidewalks, providing space for a range of amenities such as seating and outdoor dining.



Roadways and Parking guidelines 2, 4, 5, 6, 8, 9 (above)



Roadways and Parking guidelines7



Roadways and Parking guidelines 11, 12, 13

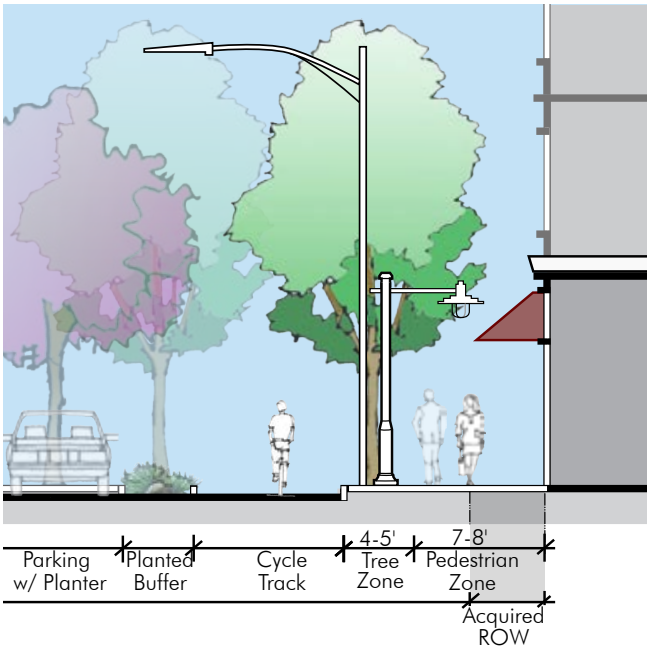
ROADWAYS AND PARKING

1. Maintain the existing curb edge along South Bascom Avenue to the extent possible.
2. Restripe all travel lanes to an 11-foot width and turn lanes to a 10-foot width along South Bascom Avenue.
3. Allocate excess space in the roadway to medians, bike facilities, and parking lanes (see Guideline 2 above).
4. Provide a minimum 15-foot wide planted median along South Bascom Avenue.
5. Encourage an eight-foot wide dedicated cycle track on both sides of South Bascom Avenue.
6. Ensure a minimum seven-foot wide cycle track along constrained portions of South Bascom Avenue where five to six travel lanes are desired.
7. Provide a minimum one and a half-foot vertical buffer between the cycle track and adjacent travel lane.
8. Encourage a four-foot landscaped buffer with street trees between the cycle track and adjacent travel lane.
9. Provide an eight-foot wide parking lane between the vertical buffer (next to the cycle track) and adjacent travel lane where four to five travel lanes are desired.

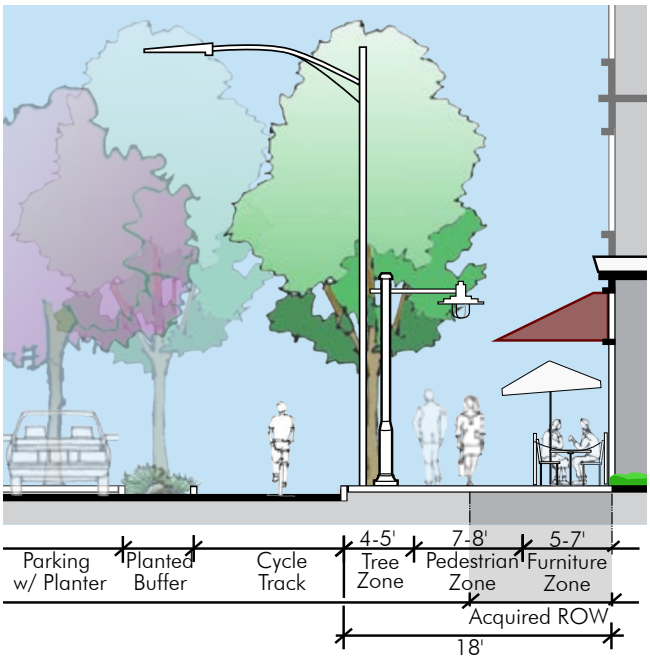
10. Provide bulb-outs in the parking lane at intersections and mid-block crossings.
11. Plant shade trees within the parking lane.
12. Space tree plantings every two parking spaces.
13. Encourage a minimum four-foot clear planting area for all trees.
14. Locate bike racks at regular intervals of every 300 feet along South Bascom Avenue (see Circulation and Streetscape Goals, Policies, and Action Items in this Chapter).

SIDEWALKS

1. Ensure that all streets have continuous unobstructed ADA (Americans with Disabilities Act) compliant sidewalks.
2. Plant trees within existing sidewalks that are nine feet or wider.
3. Design tree wells and planters to be a minimum of four feet wide to allow for healthy street trees.
4. Incorporate well-designed tree grates in tree wells.
5. Ensure sidewalks connect to bus stops and transit stations.
6. Provide an 20-foot wide sidewalk wherever possible along the corridor and adjacent to ground floor uses that could benefit from adjoining outdoor spaces. This will allow for a five- to seven-foot wide street furniture zone with a seven- to eight-foot wide pedestrian zone, and a four- to five-foot wide tree zone for shade-producing trees.
7. Utilize a minimum 12- to 15-foot wide sidewalk in constrained situations where adjacent lots are less than a 100 feet deep. This is necessary to achieve a five- to seven-foot wide unobstructed pedestrian zone and a minimum four- to six-foot wide tree zone.
8. Select tree species for sidewalks consistent with scale and design theme of the existing roadway segment and adjoining development. Consider canopy shape (such as columnar or round) so as to not impede views of adjacent buildings or signage.



Sidewalk guidelines 6



Sidewalk guidelines 8

Crosswalks, Mid-block Crossings, Bulb-outs, and Curb cuts guidelines 1 and 2

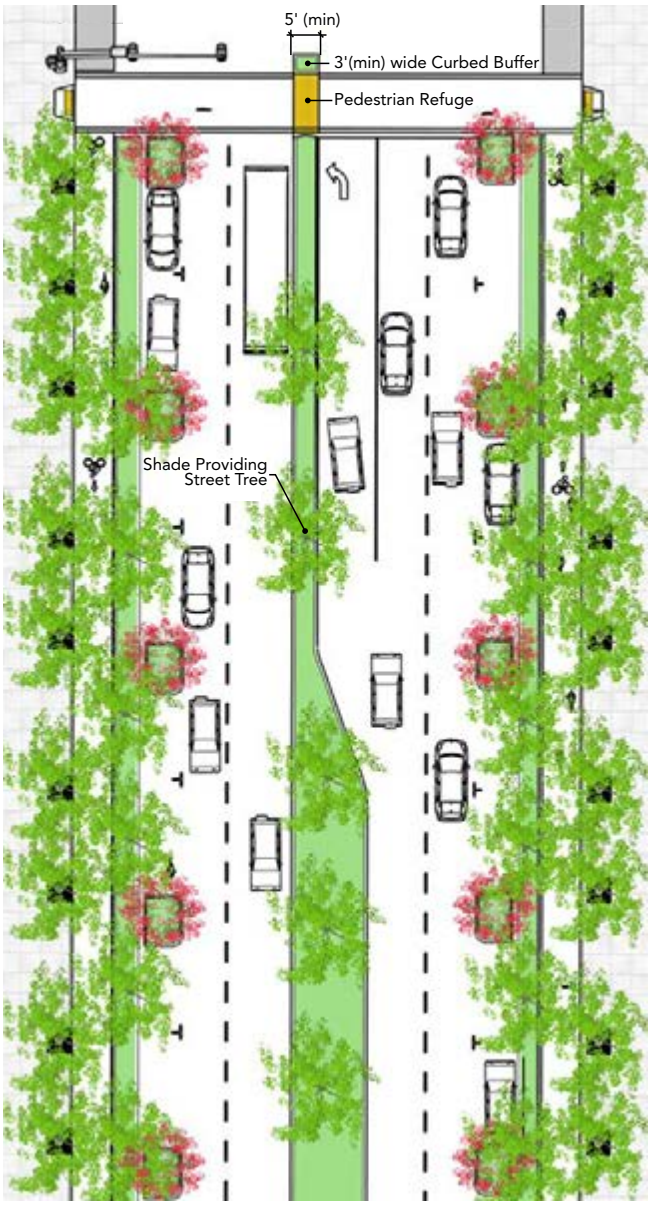
Crosswalks, Mid-block Crossings, Bulb-outs, and Curb cuts guideline 3

CROSSWALKS, MID-BLOCK CROSSINGS, BULB-OUTS, AND CURB CUTS

1. Provide minimum 10-foot wide crosswalks at all controlled intersections, at intersections of key streets, and other mid-block crossings.
2. Ensure all crosswalks have ramps with warning strips that are ADA compliant.
3. Locate mid-block pedestrian-crossing facilities along South Bascom Avenue to support direct and desired pedestrian routes that connect to destinations such as new site developments and transit stations.
4. Provide bulb-outs within the parking lane at all crossing points along South Bascom Avenue.
5. Eliminate redundant curb cuts wherever possible along South Bascom Avenue to minimize pedestrian and automotive points of conflict and encourage efficient automotive ingress and egress.
6. Minimize the number of curb-cuts included as part of new development.
7. Use special paving materials, colors, and/or patterns to heighten crosswalk visibility.
8. Explore use of in-pavement flashers, flashing crosswalk signage, and RRFB signals at key intersections and proposed mid-block crossings to improve pedestrian safety.

MEDIANS

1. Ensure a minimum five-foot wide pedestrian refuge at all intersections.
2. Provide a minimum three-foot wide curbed buffer along the outside edge of the crosswalk at the pedestrian refuge to protect pedestrians from on-coming traffic in left-turn lanes.
3. Locate warning strips in the crosswalk at the edges of pedestrian refuges.
4. Plant shade providing trees in the median along South Bascom Avenue including median strip adjacent to turn lanes.
5. Select tree species consistent with scale and design theme of corridor.



Medians guidelines 1 - 4

re:Street Approach guideline 1

re:Street Approach guideline 1

Placemaking and re:Street Activation

These Guidelines encourage rethinking the typical use of the street ("re:Street" approach) to incorporate active public spaces wherever possible. Mini-parks, pocket plazas, or other small gathering spaces could be integrated along sidewalks, in medians, or other areas of the public right-of-way. These public spaces could be accented with placemaking features (distinct materials, street furniture, wayfinding, and street lighting elements).

RE:STREET APPROACH

1. Provide space within sidewalks, medians, or other portions of the public right-of-way, for a range of social activities that appeal to variety of ages including adults, teens, and children.

2. Encourage inclusion of temporary market areas for vendors (such as food trucks and retail kiosks in parking lanes) to encourage commerce within the public right-of-way.

3. Explore urban agriculture on residual spaces of the public right-of-way in high-density neighborhoods where access to private open space is scarce.

re:Street Approach guideline 3

DISTINCT MATERIALS

1. Create a unique design palette for streetscape materials and landscaping in each "character area" identified in the Urban Design Concept Chapter. Include a variety of colors, patterns, textures, and fragrances for both paving and plantings, and consider durability, appearance, and maintenance through all seasons.

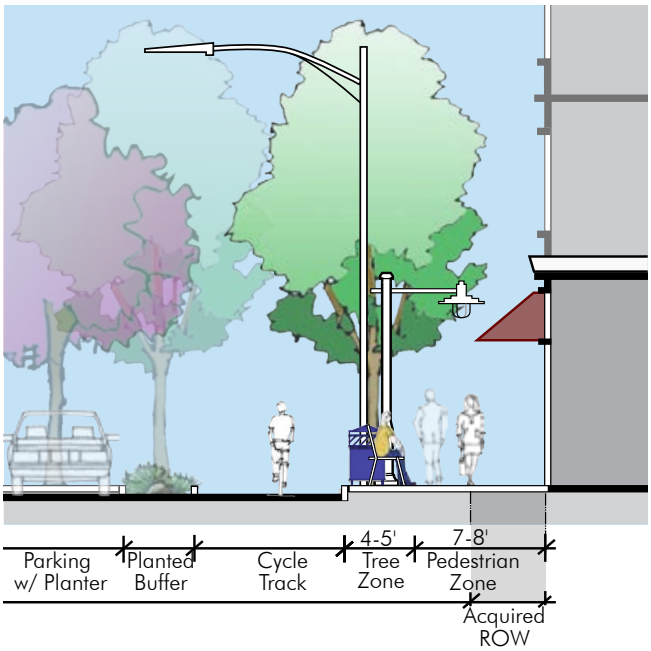
2. Utilize planting variety and placement such as accent trees planted closer together to announce gateway locations, key nodes, and transitions between "character areas" within the South Bascom Urban Village.

3. Incorporate paving pattern, color, and texture in sidewalks, crosswalks, plazas, bulb-outs, and pedestrian refuges to give identity to each area.

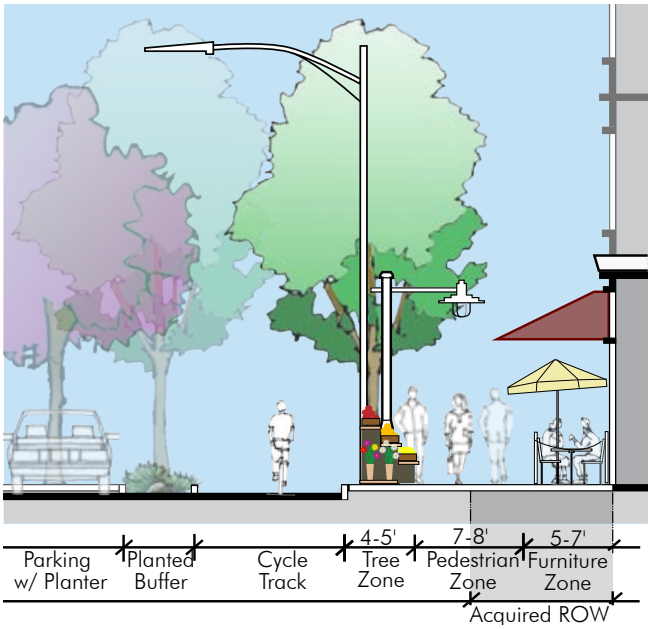
Distinct Materials guideline 2

Distinct Materials guideline 1

Distinct Materials guideline 3



Street Furniture guideline 1



Street Furniture guideline 2

STREET FURNITURE

1. Provide seating, trash receptacles, and shade elements at key nodes along South Bascom Avenue.
2. Promote outdoor dining and display of selected goods (such as fruit and vegetable stands, flowers, clothing racks, etc.) on sidewalks where sufficiently wide, to activate the streetscape.
3. Explore opportunities for artistic design of bicycle racks, trash receptacles, seating, lighting posts, and utility boxes.
4. Work with VTA to provide and design iconic shelters that are safe and transparent at existing bus stops where sufficient right-of-way exists.
5. Install public art pieces within the South Bascom Avenue corridor, utilizing gateway areas, medians, bulb-outs, pocket plazas, and/or wide sidewalk spaces as installation space.
6. Consider creating a cohesive series of art pieces either by theme, artist, style, or materials to enrich the Urban Village character.

WAYFINDING ELEMENTS

1. Employ wayfinding elements such as monumental gateway features and directional signage to guide vehicular, pedestrian, and bicycle circulation throughout the area.

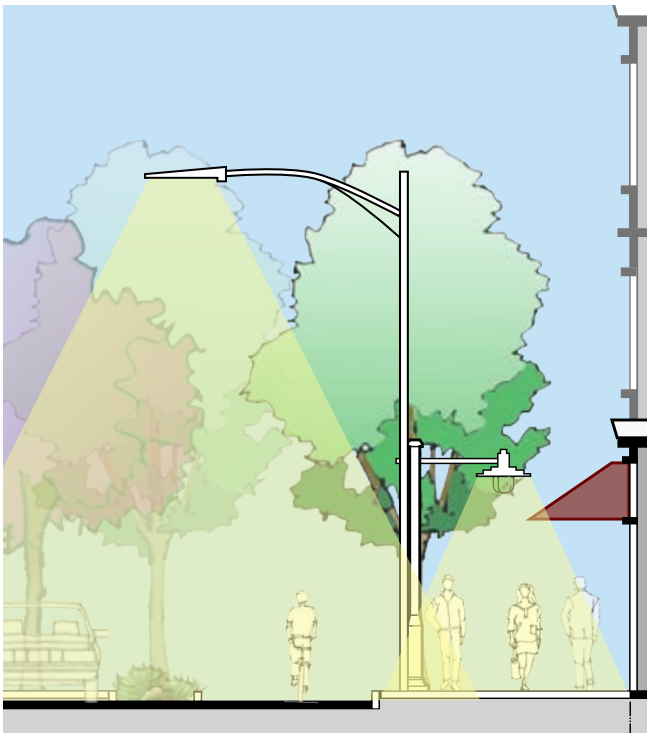
2. Locate wayfinding elements in gateway designated areas, tree and furniture zones of sidewalks, bulb-outs, medians, and other planted areas in public space at key locations within the Urban Village to facilitate connectivity.

STREET LIGHTING

1. Provide both pedestrian-oriented and automobile-oriented street lighting.

2. Prioritize pedestrian-oriented lighting along all pathways and open spaces to meet established lighting standards, and to provide a safe and comfortable pedestrian environment.

Wayfinding Elements guideline 1



Street Lighting guideline 1

Stormwater Management guideline 1

Sustainability Practices guidelines 4 and 5

Stormwater Management and Other Sustainability Practices

The intent of these Guidelines is to encourage best practices in managing the impacts of stormwater runoff, and in implementing urban neighborhood sustainability measures.

STORMWATER MANAGEMENT

1. Encourage landscaped stormwater-collecting planters where possible (such as along sidewalks, in medians, cycle track landscaped buffers, bulb-outs, parks, and plazas) to improve percolation and minimize stormwater runoff.

2. Use low-maintenance native or drought-tolerant plant species in streetscape landscaping to minimize water consumption and maintenance.

3. Minimize the use of impervious surfaces with permeable paving materials or porous asphalt around tree wells, along parking lanes, and in surface parking areas to increase infiltration of stormwater.

SUSTAINABILITY PRACTICES

1. Consider a forward-thinking waste management strategy for the Urban Village, and include recycling receptacles with street furniture.

2. Encourage use of building materials and street furniture made from recycled materials.

3. Incorporate light pollution reducing strategies when selecting and/or designing lighting elements.

4. Explore integration of solar and wind energy technology with design and selection of street furniture and lighting.

5. Work with VTA to incorporate energy-efficient technology (such as solar and wind) with the consideration of new transit facilities.

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7 Implementation

CHAPTER 7

IMPLEMENTATION

INTRODUCTION

This Chapter provides the framework for the implementation of the South Bascom Urban Village Plan ("Plan"). The private development community will play a key role in the implementation of this Plan as it relies on development investment within the Plan area to achieve the identified improvements and many of the Plan's goals. While some sites in the Plan may generate early development interest, others could take significantly longer and implementation of the entire South Bascom Urban Village ("Urban Village") could take many years. Continued community interest and political will is needed for the Urban Village to become the engaging, mixed-use, walkable, bikeable, and well-designed neighborhood that creates the sense of place that is envisioned in the Plan.

The City of San José ("City") does not have the level of resources needed to achieve the capital improvements identified in this Plan. Nevertheless, there are other steps the City can take to implement the Plan, including rezoning property within the Urban Village boundary to facilitate development consistent with the land use and urban design policies of this Plan.

Implementation topics covered in this Chapter include:

- Consistency with the General Plan
- Land Use Regulation
- Zoning
- Public Improvement Implementation
- Implementation Actions

IN THIS CHAPTER...

Introduction	101
Public Improvement Implementation Program	104
Implementation Actions	112

Easily accessible bicycle facilities can encourage more healthy mode shifts

CONSISTENCY WITH THE GENERAL PLAN

The South Bascom Urban Village Plan is consistent with the Envision San José 2040 General Plan, and furthers implementation of the General Plan's Urban Village Major Strategy. The Urban Village Major Strategy was established as the policy framework to focus new job and housing growth to create walkable and bike friendly Urban Villages with good access to transit, services, amenities, and other existing infrastructure and facilities.

The General Plan phases the development of Urban Village areas into three development Horizons. The South Bascom Urban Village Plan is part of the third Horizon of the Envision San José 2040 General Plan to facilitate long-term redevelopment. The Horizons are intended to phase the amount and location of new housing development in order to achieve a more sustainable jobs to housing balance and facilitate new employment opportunities in San Jose. Jobs development can move forward in any of the Urban Villages at any time.

This 62-acre area represents a major commercial strip with the Santa Clara Valley Medical Center campus and the San José City College campus on the northern end of the Plan area, and a VTA Light Rail Station and Los Gatos Creek Trail access on the southern end. The eBay headquarters are located just south of the Plan area as well. Commercial retail and office uses with high-occupancy rates line much of the corridor, and the new Bascom Community Center lies at the heart of the Plan area. Given its proximity to a major medical center and great access to transit, the South Bascom Urban Village area is anticipated to experience new development and growth in the coming years.

LAND USE REGULATION

The South Bascom Urban Village Plan is a long-term plan for new development within the Plan area and has the same implementation timeframe as the Envision San José 2040 General Plan. New development within the boundaries of the Urban Village must conform to the standards included in this Plan, the most important of these standards being land use. The City of San José has the following two primary land use controls (among others such as specific plans, area development plans, etc.) that guide future development: 1) General Plan Land Use Designations, and 2) Zoning Districts found in Chapter 20 the Municipal Code. With the adoption of this Plan, the land use designations identified on the Land Use Diagram of this document are also incorporated into the Envision San José 2040 Land Use/Transportation Diagram. Any future changes to the land use designation in the Plan will require an amendment to the Envision San José Land Use/Transportation Diagram.

The General Plan land use designation identifies locations, types, and intensities of future development. New development is required to conform to the General Plan land use designation, which may require a rezoning of the property as part of the entitlement process for a proposed project; this Plan does not change the Zoning Districts to be consistent with the land use designations in the General Plan and this Plan.

ZONING

The City does not redevelop properties, but the City can and should take proactive steps to encourage development in the corridor. One key step will be to rezone the corridor with a zoning district that is consistent with the design guidelines and land uses policies of this Plan and will further the goals of this Plan. Rezoning the properties in the South Bascom Urban Village would remove a major entitlement hurdle for urban, pedestrian-oriented development. Presently, multiple commercial and residential zoning districts are applied to properties within the South Bascom Urban Village boundary. However, the Commercial Pedestrian (CP) and Commercial Neighborhood (CN) Zoning Districts is applied to most of the properties within the South Bascom Urban Village boundary. This district promotes the construction of a more urban, pedestrian-oriented

Large setbacks allow for landscaping as well as ample room for pedestrians

development by requiring a small front setback.

PUBLIC IMPROVEMENT IMPLEMENTATION PROGRAM

This Plan proposes a number of improvements to the Urban Village for which the City has some existing funding and implementation tools. The City's established mechanisms, however, are often not sufficient to implement all of the improvements identified in this Plan. The public projects/ improvements identified in the Plan are listed below with a discussion on existing funding and implementation tools.

PARKS AND PLAZAS

The goal of maintaining, enhancing, and expanding parks and plazas within the Plan area is discussed in the Parks, Plazas, and Public Art Chapter of this Plan. Public parks and plazas are overseen by the City's Department of Parks, Recreation, and Neighborhood Services (PRNS). PRNS has a number of approaches to the development and financing of new public parks and plazas, all of which contribute to the PRNS's Capital Improvement Program (CIP):

- The Parkland Dedication (PDO) and Park Impact (PIO) Ordinances
- Construction and Conveyance Taxes (C&C)
- Outside funding sources from grants, gifts, and other agencies like the County and State.
- Cooperative and Joint Use Agreements (most often with school districts or other public agencies)
- Bond Funding (when available)

The PRNS Capital Improvement Program implements the Parks and Community Facilities component of the City's Adopted Capital Budget, which is approved by Council each June for the following fiscal year. The CIP is comprised of park, trail, and recreation facility projects throughout the City and is planned over a 5 year forecast; the most recent 2016-2021 Adopted CIP includes approximately $309 million in open space and park projects. Projects within the CIP are financed through a variety of funding mechanisms, described below. The City is, however, constantly in search of new tools to improve the City's park, trail, and recreational facilities, as well as vital services offered through PRNS.

Parkland Dedication and Park Impact Ordinances (PDO/PIO)

As the Urban Village develops, the primary and most direct funding mechanism for parks and trails is through the implementation of the Parkland Dedication Ordinance (PDO) and Park Impact Ordinances (PIO). Through the PDO/PIO, PRNS will receive in-lieu fees, land dedication, or turn-key improvements or a combination thereof with each new residential development. PDO/PIO land dedication and fees will help fund the development of public parks, and where appropriate, urban plazas, serving the Plan area. However, the PDO/PIO is wholly based on the development of new housing, and therefore it is both a limited and inconsistent funding source. Further, the PDO/PIO are subject to state and federal law that limits the fee that may be required for each residential project. (The "nexus" requirement means that fees must stay within close proximity to the project).

Even if all of the planned housing units in this Plan are built, a significant funding gap will remain for park and plaza development within this Urban Village. Therefore, additional funding sources and community benefit tools will likely be needed in order to finance parks and urban plaza projects in the Urban Village.

Parks and plazas are great places for the community to gather throughout the day

Construction and Conveyance Taxes

The City collects taxes on construction of certain buildings and the conveyance of certain real property located within the City. A limited amount of these Construction and Conveyance Taxes (C&C) are allocated towards the development and rehabilitation of park and recreational facilities on an annual basis. Similar to the PDO/PIO, C&C taxes are somewhat market driven and an unreliable source of funding. These revenues do not have a nexus requirement, which provides more flexibility than the PDO/PIO.

However, C&C taxes must be allocated for various City facilities and services in accordance to a strict formula in the San José Municipal Code. C&C taxes are often used to support parks projects in areas not experiencing significant new residential development and where PDO/PIO funds are extremely limited.

Grants, Gifts, and Partnership Funding

Beyond the application of the PDO/PIO and C&C taxes as described above, PRNS frequently seeks grants from outside agencies and is occasionally

the beneficiary of charitable donations or resources bequeathed to the City by private will. Both of these potential resources are infrequent, difficult to anticipate, apply to specific projects, and/or require re-allocation of staff resources away from scheduled projects. In addition, grant funding is most frequently awarded on a reimbursement basis and as such, encumbers City funds to front the grant until reimbursement becomes available.

PRNS is also able to enter into partnerships with developers to create privately owned publicly accessible open spaces (POPOS). This mechanism leverages private funds to create publicly accessible spaces and provides for their long term care. An example of a POPO could be an urban plaza that is developed as part of a private development, maintained by the property owner, and publicly accessible.

Joint Use, Cooperative, and Partnership Agreements

Throughout the City, PRNS has a number of Joint Use, Cooperative, and Partnership Agreements, which typically allow for public recreational use of non-City property or in some cases, the provision of recreational services by non-City agencies/ organizations on City property. Where opportunities are present within or serving the Urban Village, City staff may work with other agencies to develop mutually beneficial arrangements for the expansion of public parks and recreational facilities.

Bond Funding

San José has a strong track record of community investment in parks and recreational facilities through voter approved bond measures. Most recently, voters in 2000 approved Measure P for the issuance of $228 million in general obligation bonds for the improvements of parks and recreation facilities. This bond fund has contributed to major advancements in PRNS facilities, including upgrades to Happy Hollow Zoo, construction or rehabilitation of nine (9) community centers, trail expansion, and improvements to more than 69 neighborhood parks.

Providing spaces for children to play can help bring a community together

At the time of adoption of this Plan, the Measure P Bond Fund is engaged with completion of its final two funded projects, both City-wide sports field projects. There are currently no plans for additional parks and

recreation bond measures, but it is likely that over the duration of this Plan such options may be presented for voter consideration.

STREETSCAPE AMENITIES AND CIRCULATION IMPROVEMENTS

Many streetscape and circulation improvements are identified in the Circulation and Streetscape chapter of this Plan. The proposed streetscape amenities and improvements presented exceed the standard transportation requirements of the City of San Jose's Department of Transportation (DOT), and are not included in the DOT's Capital Improvement Plans (CIPs) that fund street improvements and maintenance.

Street and public infrastructure projects will need to be financed and implemented through a combination of public and private funding mechanisms. Through the entitlement process for new construction, a developer will be required to plant street trees where they do not exist in front of their development, as well as dedicate right-of-way as necessary for the widening of the sidewalk. In some instances, private developers could propose funding identified improvements because these improvements would add substantial appeal to their projects. Such improvements could include special pedestrian scale streetlights, sidewalk furniture, corner curb bulb-outs, enhanced landscaping or public art. Street improvements could also include Green Infrastructure. Green Infrastructure incorporates stormwater management techniques into the built environment through enhanced landscaping and pervious surfaces rather than channeling water directly to the storm system.

Regional, State and Federal funds are another potential funding source for the implementation of streetscape and circulation improvements. These sources do not, however, typically fund all on-going maintenance costs. To fund maintenance costs, as well as the capital improvement costs for additional services required by new development, a Special Financing District could be formed for the South Bascom Urban Village.

Space for sidewalk activity makes an area more enjoyable for all users

SPECIAL FINANCING DISTRICTS

As many of the streetscape and circulation improvements identified in this Plan are outside the Department of Transportation's (DOT) core services, and are typically not included in DOT's Capital Improvement Plans (CIPs), an additional funding mechanism will need to be established. The establishment of a Special Financing District could help finance the construction and/or maintenance of public infrastructure improvements within the South Bascom Urban Village. A Special District Financing Strategy could take many forms, including a Property & Business Improvement District (PBID), a Community Business Improvement District (CBID), or a Business Improvement District (BID).

PBID's, CBID's, and BID's are Special Financing Districts established by local businesses and/or property owners as a "special benefit assessment" to fund maintenance and capital enhancements in a defined area ("District"). Special Financing District funds can not only be used for these purposes, but also for marketing, small business assistance, maintenance, supplemental security services, public art, and special events. The assessments must be based on the benefit received and only special benefit can be assessed that are above and beyond the services already provided by the City. The funds are collected annually through the tax collector and distributed to an operating entity, typically a nonprofit organization or public/private enterprise established for this special purpose. The funds can be used on a "pay-as-you-go" basis, or can be used as the basis for a larger bond to be used over time.

Special Financing District assessments may be placed upon businesses or on property owners or both depending on the type of district. In either case, the formation of the District must be approved by a simple majority of affected parties. Establishing a Special District is a two-step process. The first step is an affirmative petition to the City of over 50 percent of affected property and/or business owners in the District, with the votes weighted according to what each property and/or business owner would pay. The City would then prepare a ballot initiative to enact the special district, which will pass if more than 50 percent of returned ballots indicate support, again weighted by each assessment.

The City of San José supports the formation of Special Districts when the work within the District will contribute to the City's economic, social, environmental, or aesthetic enhancement. The amount of the assessment is supported by the benefit derived, and the operating entity is financially

Pop-up events can attract new users to an area

responsible and accounts for funds received and expended in the manner required by law. The City's special districts group in the Department of Public Works facilitates the formation and ongoing administration of these districts. The cost to form these Special Districts must be covered by the applicant and is typically around $30,000.

Other similar funding mechanisms under State law that could also be explored to assist in the funding of City facilities and services.

PUBLIC ART

The integration of public art within this Urban Village is a placemaking strategy of the Plan. Public art can play a key role in reinforcing the visual identity of the area and add significant value to both public infrastructure and private development.

The City's public art program allocates one percent of all eligible City of San José capital project costs towards the design, fabrication and installation of public artwork to enhance the design and add to the character of the community served by its capital improvements. Public art funds within the City are managed by the Public Art Program/Office of Cultural Affairs, and specific projects are implemented in collaboration with stakeholders and capital project managers. Public art projects that are developed by outside agencies could also contribute to public art; however, a public arts contribution would have to be negotiated on a case by case basis. For example, VTA funded the public art enhancement program as part of the Bus Rapid Transit project along the East Santa Clara and Alum Rock Avenue corridor.

While there is currently no private development funding requirement for public art, the inclusion of public art and public art maintenance into private development projects is highly encouraged, and is a demonstrated benefit for developers. For this Urban Village to meet its public art goals, additional funding sources or strategies need to be identified.

Interactive art beautifies a space and can make it safer

A Special Financing District, such as a Business Improvement District, which has been established in Downtown San José and the Willow Glen neighborhoods, could be a resource for the creation and maintenance of public art and other amenities.

AFFORDABLE HOUSING

Providing more affordable housing is one of the greatest challenges facing San José and providing affordable housing within the Urban Villages is a major goal of the Envision San José 2040 General Plan. In addition, the Plan also contains a policy to integrate affordable housing within the Urban Village. While sources of funding now exist for creating more affordable housing, additional measures are needed to encourage its production.

There are both financing and programmatic tools available to increase the amount of affordable housing in San José. The financing tools include Tax Exempt Bond Financing, where developers of mixed-income or 100% affordable rental properties can work with the City to issue tax-exempt bonds, the proceeds of which are administered as loans by conventional lenders. Developers that build 100% income-restricted housing can assemble a variety of funding sources to finance their project, including federal and state low-income housing tax credits, tax-exempt bond financing, federal project-based rental vouchers, and low-cost "soft" financing subsidies from the City, County, State, and the Federal Home Loan Bank. The availability of some tax credits and most subsidy sources is typically very limited and not predictably available in all locations or at a large scale.

Two programmatic tools that support the development of affordable housing are the City's Inclusionary Housing Ordinance and its Affordable Housing Impact Fee. On January 12, 2010, the City Council approved an Inclusionary Housing Ordinance which requires that new for-sale residential developments of 20 or more units include housing affordable and price-restricted for moderate-income purchasers. Developers may satisfy their Inclusionary Housing requirement by providing 15% affordable homes on-site within their projects, or through

Mixed-use buildings can help an area cater to more community members

a variety of developer options including off-site construction of 20% affordable units, payment of the in-lieu fee, dedication of qualifying land in lieu of construction, purchasing surplus inclusionary housing credits from another developer, the acquisition and rehabilitation of existing units, providing deed-restricted units that are available to lower-income households through agreement between the developer and the U.S. Department of Housing and Urban Development, or any combination of these methods that will achieve the requisite amount of affordable housing. Because of litigation over the validity of this ordinance, the City was only able to implement this requirement in 2016 after it prevailed in the lawsuit.

With regard to market-rate rental housing, the City Council adopted the Affordable Housing Impact Fee (AHIF) Program on November 18, 2014, and which took effect on July 1, 2016. AHIF requires new market-rate rental housing developments with three or more apartments to currently pay a one-time Affordable Housing Impact Fee of $17 per finished livable square foot. The City will use collected fees to subsidize the development of restricted affordable housing in San José for units serving prescribed income levels.

Providing more open space creates a draw for more residents

IMPLEMENTATION ACTIONS

As it is anticipated that there will continue to be strong interest in building new housing in San José and in the South Bascom Urban Village area, this Plan recommends the establishment of additional funding mechanisms that would require new housing development to contribute towards the implementation of the Urban Village Plan and the improvements and amenities identified by the community, which may be beyond the City's normal requirements. The following is the list of public improvements and amenities that are desired by the community:

Affordable Housing

Affordable Housing is one of the highest priority amenities for the Urban Village. The City's goal, as supported by the General Plan and the Housing Element, is to integrate well-managed restricted affordable housing in neighborhoods throughout the City, particularly in Urban Villages with their walking access to transit, and community, and commercial amenities. This Plan therefore strongly encourages residential mixed-use developments to include deed restricted housing units on-site as an amenity.

Individual developments that offer 100% restricted affordable housing are considered a benefit to the community in and of themselves; therefore, development of this housing is encouraged wherever possible in locations close to transit, commercial, and other community amenities. Projects that are 100% affordable would not need to provide additional amenities, but would need to be consistent with the goals and policies of this Plan, and provide at least the minimum amount of employment/commercial space identified for a given area by the Plan.

Further, as development in Urban Villages will often focus on sites with existing uses and occupants, developers should seek to minimize or mitigate permanent displacement of residential occupants, particularly those with lower- and moderate-incomes. When permanent displacement is part of a project's plan, the baseline requirement is for developers to provide relocation assistance including moving costs, security deposits, and a minimum of three months' housing costs at then-current market rents for locations and amenities comparable to their existing homes, or as required by any applicable City ordinances, policies or guidelines, whichever provides more benefits to the displaced occupants. Additionally, if residents are elderly or disabled, the baseline package adds nine more months of rent payment for a total of 12 months plus moving and security deposit costs. Other commensurate anti-

Seating is important to encourage people to stay and hangout in a space

displacement strategies could be negotiated.

The City's Ellis Act Ordinance, which is a provision in California Law (Government Code section 7060-7060.7) that provides landlords in California with a legal way to go out of the rental market business, was adopted by the City Council April 18, 2017. This ordinance applies to all apartments four units or more covered by the Apartment Rent Ordinance and provides requirements for landlords removing these apartments from the rental housing market. In San José, the most frequent use of the Ellis Act Ordinance would be the demolition and redevelopment of existing rent controlled housing.

Urban Plazas

Fully publicly-accessible urban plazas for which there is limited funding are desired in the Plan. New development could pay additional fees to the City, provide or finance maintenance on City facilities, or improve and/or dedicate land for public plazas. Development could also incorporate plazas, consistent with the plaza design guidelines of this Plan, that are publicly accessible, but privately maintained. These spaces are often called Privately-Owned Public Open Space (POPOS).

Parkland

Developers may contribute more than what is required of the project through the Parkland Dedication Ordinance (PDO) and Park Impact Ordinances, whether it be additional In-lieu fees, land dedication, or turn-key improvements or a combination thereof.

Streetscape Amenities

Contributions for identified streetscape amenities that go above and beyond standard City requirements could be considered amenities. These include street furniture, pedestrian-scale lighting, drinking fountains, historic placards, integrated public art, street banners, and attractive trash and recycling receptacles.

Meandering paths can allow for more relaxation and attract more users

Streetscape amenities can also include landscaping within the park strip and at corners that will beautify the corridor. The preference is that development projects construct these amenities, but monetary contributions could be considered if construction is not feasible or appropriate. Landscaping improvements should only be provided if there is a written agreement that these improvements are to be maintained by the property owner or there is an

established Special Financing District to provide on-going maintenance.

Circulation Improvements

This Plan calls for circulation improvements like enhanced sidewalks and crosswalks, and incorporating green infrastructure in sidewalks and urban plazas. Increased bicycle connections along Leigh Street and Parkmoor Avenue with connections south to Southwest Expressway, Los Gatos Creek Trail, and the Bascom VTA Light Rail Station (as per San José Bike Plan 2020). Other notable improvements include:

- Create a continuous north-south cycle track along the length of South Bascom Avenue
- Bulb-outs in parking lanes and mid-block crossings
- New crosswalks and wider sidewalks
- New wayfinding elements

Public Art

To encourage the integration of Public Art within the South Bascom Urban Village, development could incorporate public art within the given project, or contribute money to fund public art elsewhere within Urban Village area. Developers that include public art within their project should engage the community on the design and content of the artwork and it should be publicly viewable. Another option is to include a public artist on the project development design team for a more integrated approach to aesthetic enhancements. The Office of Cultural Affairs can provide developers with assistance on the design and selection process. For art pieces on public property, the Office of Cultural Affairs would manage the Public Art process and engage the community in the selection of artists.

Commercial Development

Should a residential mixed-use project construct 50% or more commercial space than required under this Plan, it can be considered as an amenity.

Art can be integrated into everyday spaces to make it more attractive and fun

Other potential amenities could include designing and building commercial space that is specifically affordable to small businesses, leasing commercial space at an affordable rate to small businesses, providing the space and infrastructure for a farmer's market, or providing a space specifically for food trucks.

As with all Urban Villages throughout San José,

entirely commercial development that is in keeping with the applicable Zoning Code and General Plan Land Use Designation can move forward at any time.

Special Financing District

If it is demonstrated that a majority of the property and/or business owners along the corridor or within a portion of the corridor are interested in establishing a Special Financing District, a developer could fund the City costs and other outside costs associated with establishing this District. If and when a property based District is established, one amenities that is desired would be for the property owner to join such District.

IMPLEMENTATION ACTIONS

Implementation Action 1: Develop an Urban Village Implementation Finance Strategy framework that will establish a financing mechanism to fund the improvements and amenities.

Implementation Action 2: Meet with the community to establish their amenity priorities and include them in this Plan.

Catering to all walks of life will make an area more vibrant and prosperous

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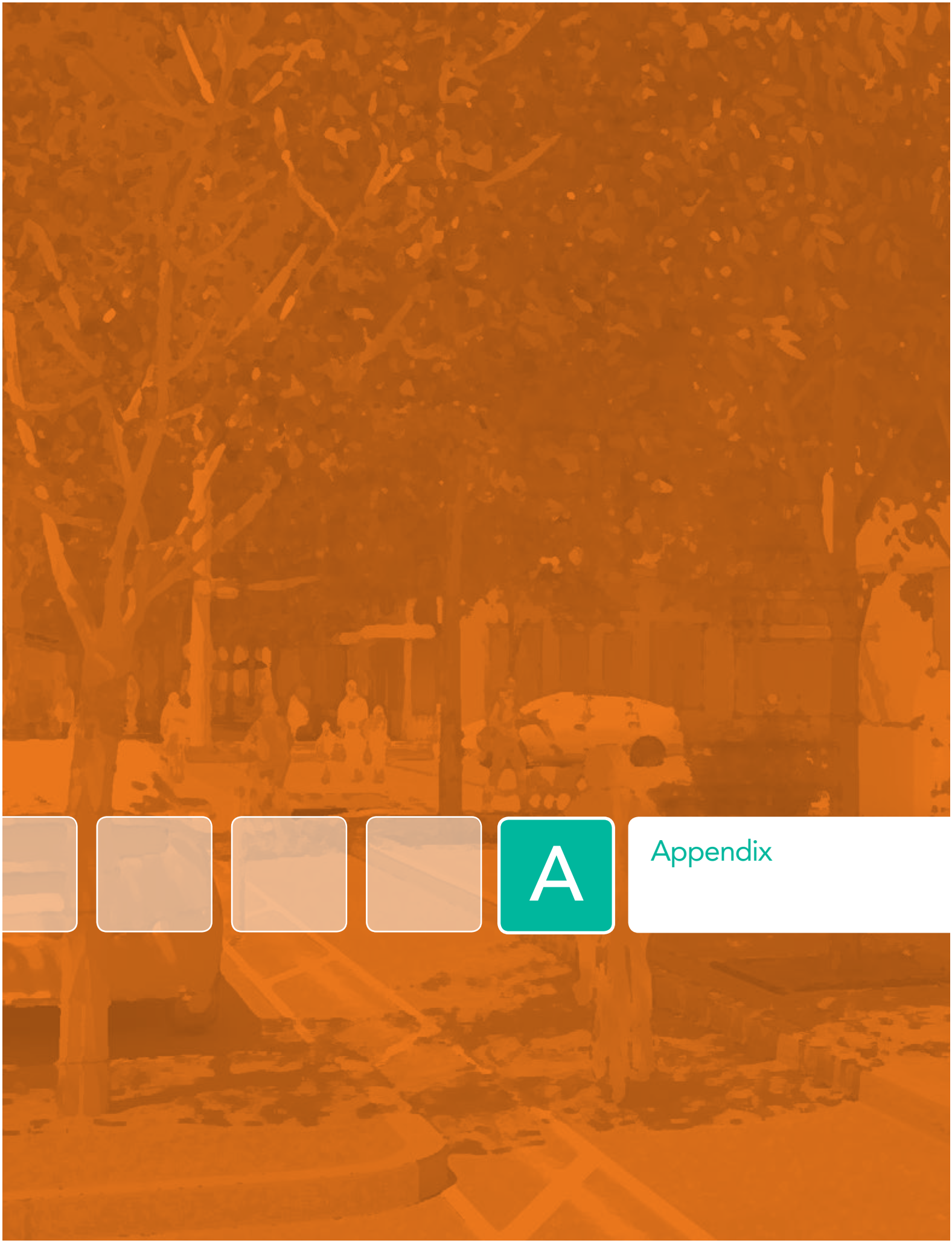

A Appendix

APPENDIX A:

Affordable Housing Baseline Analysis

The analysis below provides information relating to the following factors for the South Bascom (North) Urban Village Plan area:

- Existing housing stock
- Planned housing
- Affordable housing goals
- Rental housing market
- For-sale housing market
- Vulnerability of residents, and
- Ellis Act and Tenant Protection Ordinances' relevance.

EXISTING HOUSING STOCK

Table A summarizes the existing stock of housing within the South Bascom Urban Village boundary. It indicates that this area contains a significant proportion of rent-stabilized housing (80%). The proportion of apartments subject to the Apartment Rent Ordinance is much higher than the City-wide proportion (13%).

Table A: Existing Housing Stock

Type of Housing	Residences	Percentage	City-wide Percentage
Rent-stabilized Apartments	341	80%	13%
Income-restricted Affordable Housing	0	0%	6%
Market-rate Housing (Single Family and Multifamily)	86	20%	77%
Rent-stabilized Mobilehome Housing	0	0%	3%
Total Existing Housing Units	427	100%	100%

PLANNED HOUSING

Table B indicates that no land use entitlements for new residential housing have been approved in the South Bascom Urban Village since the General Plan Four Year Major Review in December 2016.

Table B: Planned Housing

Status of Residences Planned	Residences
Planned Housing Units	1,560
Approved Housing Units – Market-rate	0
Approved Housing Units – Known Income-restricted Affordable	0
Remaining Housing Capacity	1,560

AFFORDABLE HOUSING GOALS

Table C quantifies the income-restricted affordable housing goal as proposed in the draft Plan. Since no residential land use entitlements have been approved since the General Plan was adopted in 2011, 25% of the area's remaining housing capacity would need to be income-restricted to meet the General Plan's 25% affordable housing goal for Urban Villages.

Table C: Income-restricted Affordable Housing Goal

Affordable Housing Requirements	Residences
Affordable Housing Goal (total of 25% of planned housing)	390
Extremely Low-income Housing (15%) – At or below 30% AMI	234
Other Affordable Housing (10%) – At or below 120% AMI	156
Remaining Housing Capacity	1,560
Proportion of Remaining Capacity to be Income-restricted Affordable	25%

RENTAL HOUSING MARKET

Table D summarizes recent asking rents, effective rents, and vacancy levels for apartments in the Plan area. A 5% vacancy rate is considered the indicator of a healthy housing market, but the average vacancy rate in this area is 4.6%. This indicates that the South Bascom Plan area has lower rents and lower vacancy rates than San José's City-wide averages..

Table D: Average Rents and Vacancy by Apartment Size in Plan Area

Size of Apartments	# Units	Asking Rent	Effective Rent	Vacancy Rate
Studio	20	$1,365	$1,353	6.5%
1 Bed	163	$1,268	$1,261	5.3%
2 Bed	29	$1,497	$1,490	1.7%
3 Bed	3	-	-	-
4+ Beds	0	-	-	-
All Apartments	375	$1,314	$1,306	4.6%
City-wide (Q3 2017)		$2,384	$2,353	4.8%

FOR-SALE HOUSING MARKET

Table E summarizes estimated single family home values in the vicinity of the subject Urban Village. The chart below indicates that home values in this area are above the estimated current City-wide median home value, according to Zillow.com.

Table E: Home Sales Prices

Zip Code	Zillow Home Value Index Zip Code	Zillow Home Value Index City-wide Median	Amount Above (Below) City-wide Median	Percentage Above (Below) City-wide Median
95128	$917,000	$881,200	$35,800	4.1%

VULNERABILITY OF RESIDENTS

The Urban Displacement Project is a research initiative of University of California at Berkeley in collaboration with researchers at University of California at Los Angeles, community-based organizations, regional planning agencies, and the State of California Air Resources Board. The Project developed a gentrification index. The index characterizes places that historically housed vulnerable populations but have since experienced significant demographic shifts as well as real estate investment.

Staff analyzed the South Bascom Urban Village Area using the Urban Displacement Project mapping tool. The tool explores displacement and gentrification at the Census tract level. The tool indicates that areas within the South Bascom Urban Village area are "at risk of gentrification." This indicates current residents may be at risk of being displaced from future development.

ELLIS ACT AND TENANT PROTECTION ORDINANCES' RELEVANCE

Given that 80% of homes in this Urban Village area consist of rent-stabilized apartments, Ellis Act Ordinance requirements will impact residents in this area if they live in properties with four or more apartments in buildings subject to rent control. Those tenants would be eligible for base and qualified relocation benefits if displaced by apartment buildings' demolition and redevelopment. However, displacement would still likely occur. Upon demolition and redevelopment, under the current Ellis Act Ordinance, all new units would be subject to rent control although base rents could be brought up to market-rate.

Due to the significant number of apartments in this Urban Village, the Tenant Protection Ordinance is expected to affect tenants and landlords in this area. The Ordinance applies to tenants living in complexes with three or more units with or without rent control. Current residents will be able to stay in their homes and will be protected from no-cause evictions, despite the changing housing market.