

III. PROJECT DESCRIPTION

This chapter of the EIR provides a detailed description of the proposed Strategy 2000: San Jose Greater Downtown Strategy for Development (hereafter *Strategy 2000*), including a description of the elements that comprise *Strategy 2000*, the plans and programs that have been prepared subsequently to implement *Strategy 2000*, and an explanation of the uses of this Program EIR.

A. INTRODUCTION

Strategy 2000 was created for the Redevelopment Agency of San Jose to be a guide for development and redevelopment of Greater Downtown San Jose. The desire for a strategy to guide development grew out of the development pressure felt by the City during the 1990s through 2001, a period of unprecedented prosperity. Knowing that San Jose is a large City with a small Downtown, and wanting to prevent sprawling development in other areas of the City, the Redevelopment Agency initiated a planning process that culminated in the preparation of *Strategy 2000*. This long-range strategy program for redevelopment focuses on revitalizing the traditional Downtown center by allowing higher density infill development and replacement of underutilized uses, and expanding the designated Downtown Core Area and land use intensities to the west and north into areas with significant unbuilt and underutilized parcels of land.

It is important to note that *Strategy 2000* is a general document that attempts to articulate a vision and recommend policies and actions toward achieving that vision. The “project” evaluated in this EIR also includes the detailed plans and programs that have been prepared subsequently to implement *Strategy 2000*, including, but not limited to, the South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan), the Guadalupe River Park Master Plan 2002 (a joint effort by the City, Redevelopment Agency, Santa Clara Valley Water District and U.S. Army Corps of Engineers), the San Jose Downtown Streetscape Master Plan, and the San Jose Downtown Parking Management Plan. It should be noted that in addition to being called for in *Strategy 2000*, these plans also implement and supercede the more general strategies and actions in the *Strategy 2000* document.

Strategy 2000 is not a General Plan, a Specific Plan, or a Redevelopment Plan, as defined by State Law, and does not determine land uses, zoning requirements, or detailed policies. Therefore, also included as part of the project under evaluation in this EIR are the foreseen amendments to the City General Plan, Zoning Ordinance, and Municipal Code, as well as revisions to development standards, policies and guidelines that are needed to implement development of public and private construction projects, and address land use compatibility issues when specific information becomes available.

This EIR evaluates the potential adverse environmental impacts of the “project” being analyzed in this EIR, primarily *Strategy 2000*. This EIR is a Program EIR, prepared in conformance with Section 15168 of the State *CEQA Guidelines*. A Program EIR is an EIR that addresses a series of actions that can be characterized as one large project, and are related either geographically or as logical parts in a chain of contemplated actions. The preparation of a Program EIR can: (1) provide an occasion for

more thorough consideration of effects and alternatives than would be practical in an EIR on an individual action; (2) ensure consideration of cumulative impacts that might be slighted in a case-by-case analysis; (3) avoid duplicative reconsideration of basic policy considerations; and (4) allow the consideration of broad policy alternatives and program-wide mitigation measures at an early time when the agency has greater flexibility to deal with basic problems or cumulative impacts. Subsequent activities to *Strategy 2000*'s concepts, policies, and strategies must be examined in the light of the Program EIR to determine the appropriate subsequent environmental documentation.

The project under review will be the *Strategy 2000* plan and its related plans, programs and amendments. Although the analysis will be conducted within the framework of a Program-level EIR, the objective is to develop project level information (such as may be related to traffic and circulation) whenever possible. Accordingly, this EIR evaluates the impacts of development envisioned by *Strategy 2000*, so that subsequent environmental analyses will be needed only when there are significant departures from the Plan, or if there are circumstances unique to a specific project site that have not been analyzed in this EIR (e.g., archeological or historic characteristics, visual or aesthetic resources, hazardous materials).

B. OBJECTIVES AND GUIDING PRINCIPLES

The overall purpose of *Strategy 2000* is to provide the Redevelopment Agency Board of Directors with prioritized recommendations to assist them in making policy and budgetary decisions for development and redevelopment projects in the future. A set of Guiding Principles,¹ which are broad goals and objectives, were developed for the *Strategy 2000* program and are as follows:

1. Make the Greater Downtown a Memorable Urban Place to Live, Work, Shop and Play

This principal aims at providing a safe city, filled with a diverse population, housed in a variety of housing types, able to partake in shopping and entertainment activities of various types, with respect for the historical events, places and buildings that are found in the Greater Downtown.

2. Promote the Identity of Downtown San Jose as the Capital of Silicon Valley

The image of the Downtown that is being sought is that of the heart of a great and unique city, with a desirable climate and beautiful natural setting, with a heritage based in agriculture and a present day linked to electronic technology. The values of education and the arts would be emphasized in the context of a culturally diverse place.

3. Create Walkable, Pedestrian-Friendly Greater Downtown

The themes of safety, connection of Downtown to other regional transportation systems, and access for all of the population are emphasized. These objectives would be pursued while recognizing and protecting the natural strengths of the Downtown (such as the river, creeks, and existing and new parks) and its culturally distinct neighborhoods.

¹ San Jose, City of, 2001. *Strategy 2000: San Jose Greater Downtown Strategy for Development*. Prepared by Field Paoli and SMWM for San Jose Redevelopment Agency and Development Strategy Task Force. February.

4. Promote and Prioritize Development that Serves the Needs of the Entire City and Valley

This principle would be implemented by soliciting input from those whose neighborhoods would be affected by Downtown development, by demanding the highest quality of design, by incorporating citizen education, and by remaining responsive to changing economic, political, and social conditions.

C. PLANNING PROCESS

Strategy 2000 is the result of a broad multi-disciplinary consideration of the issues of economics, transportation, urban design, urban landscape, historic resources, cultural resources and events as they apply to the Greater Downtown. *Strategy 2000* was created under the leadership of a 33-member Community Task Force composed of residents, representatives from San Jose State University, the community, and businesses in Greater Downtown and throughout the City of San Jose. A consultant team, headed by Field Paoli Architects and SMWM Consultants, helped formulate the *Strategy* with the Task Force through a series of public work sessions. A technical advisory committee composed of staff representatives of the City and related agencies assisted throughout the process.

Task Force workshops and meetings culminated in a final document containing recommendations for the Greater Downtown that was presented to the Redevelopment Board for consideration and acceptance. After approval by the Redevelopment Board, *Strategy 2000* will serve as the action guide for development activities in the Greater Downtown.

D. REGIONAL LOCATION AND SETTING

The Greater Downtown area of the City of San Jose is located in the central portion of the City and occupies approximately 3 square miles of the 177-square-mile City (see Figure III-1).

1. City of San Jose

Situated in the South San Francisco Bay Area, the City of San Jose is located in the Santa Clara Valley, and occupies the central eastern portion of Santa Clara County. The City is generally bounded by San Francisco Bay to the north, the Diablo Mountain Range to the east, and the Santa Cruz Mountains to the southwest. Surrounding cities include Milpitas, Sunnyvale, Santa Clara, Cupertino, Saratoga, Campbell, Los Gatos, and Morgan Hill.

San Jose is accessible to the region from US 101, I-880, I-680, I-280, and SR 85. Expressways and highways also serving the City include SR 237, SR 82, Lawrence Expressway, San Tomas Expressway, Central Expressway, Almaden Expressway, Capitol Expressway, and Southwest Expressway and Monterey Highway. San Jose is also served by a network of arterial collector and neighborhood streets.

Figure III-1: Regional Location

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The City currently has a population of 923,600² people. The population is ethnically diverse, with 46 languages spoken within the City limits.³ In recent years, San Jose has grown into the “Capital of Silicon Valley,” housing many of the Bay Area’s high-tech companies. San Jose’s manufacturing base also ranks the City second as a national leader in exports.

2. Greater Downtown Project Area

The Greater Downtown project area boundary (as shown on Figure III-2) extends beyond San Jose’s traditional Downtown center to include the areas around Diridon Station to the west, areas north to approximately Taylor Street, areas on the east up to San Jose State University and the new City Hall, and areas to the south to approximately I-280. The Greater Downtown area is generally divided by SR 87 and organized into the following areas, the North Gateway and Diridon/Arena area to the west and the St. James Park; San Pedro Square; 1st and 2nd Streets; Civic Center; Cesar Chavez Park; Almaden Boulevard; and SoFA areas to the east of SR 87. As shown on Figure III-3, three major roadways (Santa Clara Street, San Fernando Street, and San Carlos Street) link the eastern and western areas. Substantial departures from existing development patterns are not planned for neighborhoods outside of the Greater Downtown.

The Guadalupe River flows through the central portion of the Greater Downtown. A number of parks and open spaces have been established along the River under the City’s Guadalupe River Park Master Plan and most of the park (now under construction) is expected to be completed in 2005. Los Gatos Creek flows into the Guadalupe River at the confluence of Santa Clara Street. The Los Gatos Creek Trail is proposed to be completed in the Downtown area to connect it to neighborhoods and parks to the southwest.

E. PROPOSED PROJECT

As described above, the “project” being evaluated in this Program EIR includes the *Strategy 2000* and its implementing plans and programs that provide a long-range program for the redevelopment and expansion of the Greater Downtown Core Area. The vision expressed in *Strategy 2000* proceeds from general themes to specific actions using the following nomenclature: (1) key priorities and development potential; (2) urban design concepts; (3) design guidelines; and (4) strategies and specific actions. Each of these four layers is described in the text that follows.

1. Key Priorities and Development Potential

Key priorities⁴ identified in *Strategy 2000* are as follows:

- Development of retail in the Greater Downtown;
- Housing development, with an emphasis on high densities, 20 percent of which is affordable;
- Completion of the Guadalupe River Park and Los Gatos Creek Trail system;

² San Jose @ A Glance, July 2003. Website: www.ci.san-jose.ca.us/about.html.

³ A Diverse Community, August 2001. Website: www.ci.san-jose.ca.us/community.html#demos.

⁴ *Strategy 2000*, op. cit, p. 14.

Figure III-2: Project Boundaries

8x11 B&W

Figure III-3: Project Area

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- Develop parking resources and alternatives;
- Provide streetscape improvements such as lighting, planting, paving and street furniture to improve the public realm;
- Expansion of San Jose Convention Center; and
- Update San Jose's Zoning Code and rezone properties consistent with that update and *Strategy 2000*.⁵

Implementation of the key priority actions could result in the following projected level of development in the Greater Downtown Core Area during the planning horizon of *Strategy 2000*:

- 8,000,000 to 10,000,000 square feet of office space;
- 8,000 to 10,000 residential dwelling units;
- 900,000 to 1,200,000 square feet of retail space; and
- 2,000 to 2,500 guest rooms of hotel space, in four to five hotel projects.

These levels of development by land use type form the basis of the quantitative analysis set forth in this EIR. The levels of development by land use type were projected in the *Strategy 2000* based on three sources of information: (1) shared knowledge of people and companies within the local real estate industry; (2) observations and recommendations of the Urban Land Institute panel that visited San Jose and made recommendations in early June 2000; and comparison of Greater Downtown San Jose with comparable urban economies and real estate development in western cities of North America.

2. Urban Design Concepts

The recommendations presented in *Strategy 2000* take the form of either broad-based "strategies" or more specific "actions." Strategies are suggested approaches for policy level measures, programs, or development principles. Actions are specific recommendations, or tasks and can refer to a particular geographic place. *Strategy 2000* further organizes the strategies and actions by "Systems" or "Areas." Systems are the key urban systems that operate within and apply to the Downtown as a whole. Areas are geographic zones of the Greater Downtown that are based on shared characteristics, activities, development intensities and opportunities.

3. Strategies and Actions By System

Strategy 2000 identifies strategies and actions for the following six main urban systems within the Greater Downtown: Public Realm, Urban Form and Buildings, Transportation and Access, Historic Resources, Economic Projections, and Human Services. The major strategies for each system are summarized below:

⁵ A new zoning ordinance was adopted by the City Council on March 14, 2004. Included was the rezoning of approximately 389 acres of the downtown to a new zoning district (downtown commercial).

a. Public Realm.

1. Encourage compatible development around parks, including Plaza de Cesar Chavez, St. James Park, and the green space along Guadalupe River Park and Gardens. Ensure that building designs orient toward open spaces. Allow and encourage higher densities at park edges to accentuate the space, increase the number of users, and maximize the return on public investment in amenities.
2. Improve and rehabilitate existing parks, including Plaza de Cesar Chavez, St. James Park, and the Guadalupe River Park and Gardens, to ensure their ability to serve the expanding population of Downtown users.
3. Continue the development of citywide bicycle and pedestrian trail networks, along the Guadalupe River between I-280 and Coleman Avenue, and Los Gatos Creek between I-280 and Santa Clara Street.
4. Require development on parcels adjacent to Guadalupe River open spaces to orient toward them, provide them with consistent built edges, allow through-block park access for pedestrians, and line them with active, human-scale frontages.
5. Encourage active uses, such as cafes and restaurants, along Downtown streets and parks to enliven the spaces with users and provide additional amenities.
6. In the design and placement of buildings, consider their impact on sun, shade, and wind in public spaces, especially the Circle of Palms, Repertory Plaza, St. James Park, Plaza de Cesar Chavez, Paseo de San Antonio, and Parque de los Pobladores.
7. Make use of new and proposed public spaces, including the Civic Plaza.

b. Urban Form and Buildings.

1. Prioritize development of remaining unbuilt properties simultaneously with the redevelopment of underused parcels in the existing traditional Downtown center.
2. Design exterior lighting and building signage with a conscious effort to create the nighttime cityscape of the downtown, in coordination with the Lick Observatory.
3. Large mechanical and electrical equipment such as generators, which create significant sound and air pollution, should be located on building roofs away from the street.
4. Structures should be oriented such that urban open spaces, such as Plaza de Cesar Chavez, Circle of Palms, Repertory Plaza, and St. James Park receive adequate direct sun and filtered daylight and are protected from building glare, excessive shade, and wind.
5. Exterior building materials should be chosen with consideration of their glare-causing potential not only at the street level but also from the view of other neighboring structures.
6. Development projects should be completed throughout the Greater Downtown to strengthen the City's urban form and implement *Strategy 2000*. These projects are noted below in the respective area where they would occur.

7. Improve streets and infrastructure systems (water, wastewater and storm drainage) in the Downtown to accommodate future development.

c. Transportation and Access.

1. Incorporate a pedestrian orientation in new development, including appropriate site planning, human-scale street frontages, ground floor uses, and integration with adjacent transit stops, to ensure walkability and integration with the existing Downtown. Incorporate bicycle amenities into transportation and streetscape planning.
2. Encourage bus ridership through the use of efficient, quiet, low-emission vehicles, improved bus shelters, and other rider amenities.
3. Provide incentives such as density bonuses or reduced parking requirements for employers to participate in expanded Transportation Demand Management programs as noted in the Parking Management Plan (or its successor Plan).
4. Make streetscape improvements such as landscaping, adding shade trees, lighting, public art, street furniture, markers, banners and water features to enhance and increase pedestrian and transit use, consistent with the Downtown Streetscape Master Plan (or its successor plan).
5. Reduce the total commercial parking maximum over time as mode-split goals are achieved.
6. Construct new parking, consistent with the Parking Management Plan.
7. Coordinate with Caltrans to improve freeway interchange landscapes.
8. Continue development of a transit and transportation corridor on Santa Clara Street.

d. Historic Resources.

1. Respect historic resources by ensuring preservation of established historic districts, such as the San Jose Downtown Commercial National Register Historic District along 1st and 2nd Streets, and the St. James Square National Register Historic District. Encourage the preservation, restoration or rehabilitation of identified historic resources. Conduct surveys of those areas of the city not yet surveyed, in order to identify potential historical and architectural resources, and assess impacts of development on those resources.
2. It is the policy of the City of San Jose to strongly encourage preservation and adaptive reuse of designated landmark structures. Proposals to alter such structures must include a thorough and comprehensive evaluation of the historic and architectural significance of the structure and the economic and structural feasibility of preservation and/or adaptive reuse. Every effort should be made to incorporate existing landmark structures into the future plans for their site and the surrounding area.

e. Economic Projections.

1. Consider economic trends and fundamental changes in the regional economy to inform implementation of *Strategy 2000*.

f. Human Services.

1. Coordinate facility school planning concurrent with projected population needs.
2. Study impact of proposed development and incorporate findings into an integrated future plan for education, health, public safety, community centers, religious facilities, childcare facilities, and facilities for non-profit service providers.

4. Strategies and Actions – Strategy 2000 Areas and Implementation Plans

Strategy 2000 identifies strategies and actions for the following 12 areas described in *Strategy 2000* and shown in Figure III-4: Plaza de Cesar Chavez; St. James Park; 1st and 2nd Streets Area; Santa Clara Street; San Pedro Square; San Fernando Street; SoFA District/Convention Center; Civic Center; San Carlos Street; Almaden Boulevard; Diridon/Arena, and North Gateway.

The strategies and actions described herein (from page 49 through page 70) are described and analyzed at a programmatic level of detail. Project-level environmental analysis will be undertaken as appropriate when projects are sufficiently defined to allow for meaningful analysis and prior to the City committing to implement the specific project. The process to review these various items will be an Initial Study or Application for Environmental Clearance reviewed by the Planning Director.

In the case of two of the “areas” within the Greater Downtown – the South First Area (SoFA) and the Diridon/Arena Area – Strategic Development Plans have already been prepared and supercede the more general strategies and actions in the *Strategy 2000* document. In addition, the Guadalupe River Park Master Plan 2002 (a joint effort by the City, Redevelopment Agency, Santa Clara Valley Water District and U.S. Army Corps of Engineers) addresses the natural resource of the River and adjacent lands throughout the Greater Downtown area. The San Jose Downtown Streetscape Master Plan updates the City’s 1989 streetscape plan and will support and implement many of the strategies and actions in the *Strategy 2000* document. The San Jose Greater Downtown Strategy for Development Parking Management Plan provides recommendations for the provision of parking in the Downtown. These implementation plans are also summarized below.

Figure III-5 provides an illustrative diagram of potential development for the *Strategy 2000* project area. Figure III-6, identifies the locations of potential Downtown development. Potential development sites and areas are described below and annotated after the description with a symbol (e.g., A-1 for the widening of Plaza de Cesar Chavez) that shows its general location on Figure III-6.

a. Plaza de Cesar Chavez.

1. Enlarge Plaza de Cesar Chavez by removing a lane of traffic on either side of the plaza. (A-1)

2. Develop available parcels around the Plaza de Cesar Chavez, ensuring a mix of office, housing, hotel, visitor services, cultural and educational uses with active ground floor uses facing the plaza. (A-2)
3. Integrate historic buildings with new development.
4. Ensure that ground floor uses of new buildings are accessible to the public and create a lively interface with activities in the Plaza de Cesar Chavez. Do not allow parking that is visible from the street on the ground floor of buildings.
5. Enhance Plaza de Cesar Chavez's role as a showcase public space with a comprehensive year-round schedule of public events and public art.
6. Complete the Tech Museum expansion. (A-3)
7. Development projects to complete include San Antonio Block 8 (A-4 and A-5), and Park Center Plaza (A-6).

b. St. James Park.

1. Relocate the existing Senior Center to a building adjacent to St. James Park and consider developing the current site with park uses. (B-1)
2. Frame the park on available sites with tall, high-density, mixed-income residential development consistent with the St. James Square Historic District Design Guidelines. New development should be compatible with – while not directly imitating – the historic character of the district. At least 20 percent of the new residential development should be affordable. St. James Park should become the center of a major new Downtown residential district, with high-density housing developed on all available adjacent sites. (B-2)
3. Orient new development to create a strong pedestrian presence at the street: include primary entrances that face the park, avoid blank walls, and minimize the size and number of vehicular entrances. Where appropriate, include some residential-serving retail or restaurant uses at the street level, with the south side of the Park as the preferred location.
4. Preserve the historic buildings that front the park, including preservation, restoration or rehabilitation of underused or deteriorating historic resources through adaptive use.
5. Development projects to complete include the north St. James Park site that could include high-density housing, office and ground floor retail. This project could include moving the First Church of Christ Scientist building to a new site on the same block and reuse of the building site. (B-3)
6. Development projects to complete include a mixed-use project on 2nd and St. John streets that could include housing, retail and office. (B-4)

Figure III-4: Areas Diagram

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Figure III-5: Strategy 2000 Illustrative

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Figure III-6: Potential Development Locations

8x11 B&W

7. Realign Julian Street between SR 87 and North 1st Street to extend the Downtown urban grid pattern. (B-5)
8. Preserve and restore Frederick Law Olmsted-inspired historic landscape.
9. Develop a new paseo through the Mitchell block development.

c. 1st and 2nd Streets Area.

1. Development projects to complete include San Antonio Block 2 (C-1), Fountain Alley (C-2), mixed-use development at 2nd and Santa Clara (C-3), and Woolworth Building (C-4).
2. Develop a new public plaza in front of Repertory Theatre equipped with infrastructure for public performances and events. (C-5)
3. Provide a new paseo-“Paseo San Pedro”- that links 1st Street, Mitchell Block, and San Pedro Square.

d. Santa Clara Street.

1. Develop a new paseo through the improvement of Post Street and Lightstone Alley. (D-1)
2. Encourage development and rehabilitation of existing ground floor retail use between Market and 3rd Streets, and on Santa Clara Street.
3. Encourage development and rehabilitation of existing office and retail uses continuously between the Civic Center and Arena.
4. Development projects to complete include 160 W. Santa Clara Street (D-2); 180 W. Santa Clara Street (D-3); Mitchell Block (D-4); hotel (D-5); 1 South Market Street (D-6); 2nd and Santa Clara Street (D-7).
5. Incorporate public art or lighting into the lower floors and building façade of 55 S. Market.
6. Parking on the ground-floor should be strongly discouraged and parking entrances should be minimized.
7. Design a smooth passage under the SR 87 with streetscape elements and art programs.

e. San Pedro Square.

1. Develop new housing over complementary retail on surface parking lot west of San Pedro Square. (E-1)
2. Develop a new plaza on the surface parking lots on the west side of San Pedro Street between Santa Clara and St. John streets to provide a gathering place and forecourt to new housing and

retail development. Emphasize the plaza by using building setbacks, landscape elements, lighting fixtures, paving patterns, public seating and active uses around it. (E-2)

3. Develop a new green in front of the Fallon house. (E-3)
4. Investigate opportunities for linking and expanding the Peralta Adobe and Fallon House historic sites.
5. Develop a new parking garage north of the De Anza hotel. (E-4)
6. Consider interactive art installation along the garage façade on San Pedro Square.
7. Consider lightweight but permanent market stalls that fold attractively onto the garage façade.
8. Build a sidewalk along St. John Street, north of garage.

f. San Fernando Street.

1. Knit together the Diridon area, river greenways, John McEnery Park, entrances to Almaden Boulevard and Plaza de Cesar Chavez, St. Joseph Cathedral, San Jose Museum of Art, Downtown Historic District, Civic Center and University with San Fernando Street as a green corridor with wide sidewalks and large canopy trees.
2. Development projects to complete include San Antonio Block 3 (F-1) and a mixed-use project including parking and residential uses (F-2).
3. Support retail on both sides of San Fernando Street between 1st and 3rd Streets including new development.
4. Diridon Station green will provide a link to San Fernando Street, Guadalupe River Park, and Diridon Station.

g. SoFA District⁶ and Convention Center. Strategies and actions are provided in three sections of the South First Area Strategic Development Plan: Form, Development and Use; Streetscape and the Public Realm; and Circulation, Access and Parking. This section also summarizes strategies and actions contained in *Strategy 2000* for the Convention Center. The Market-Almaden neighborhood is located south of the Convention Center and north of I-280 in the SoFA area. The Market-Almaden Neighborhood Improvement Plan (February 2003) was prepared for this neighborhood as part of the Strong Neighborhood Initiative and is incorporated by reference into this document.

(1) Form, Development and Use. Under the topic of “Form, Development and Use,” the SoFA Strategic Development Plan includes subsections on: urban fabric; building heights; land use; historic buildings and places; building edges and transitions; potential sites and specific site studies; and the convention center. Specific recommendations are summarized below.

⁶ Excerpted from the *South First Area Strategic Development Plan*, Final Draft, December 17, 2002. Prepared by Field Paoli for SoFA Committee, San Jose Redevelopment Agency.

Urban Fabric.

- a. Create a walkable and pedestrian oriented environment in SoFA, including paseos, crosswalks, wide sidewalks, and building entrances for uses that front the streets.
- b. Establish a pedestrian-oriented city block pattern with no frontage of a block longer than about 350 feet between streets and paseos.
- c. Maintain relatively small building footprints in the predominantly residential and historic areas of SoFA, and allow larger building footprints in the mixed-use and commercial areas without historic structures.

Building Heights.

- a. Design and build buildings with appropriate heights in new SoFA development, recognizing the desired pedestrian character of the area, the height of historic buildings, the scale of existing structures including the freeway, and the height and scale of Downtown to the north and residential neighborhoods to the east and west.
- b. Adopt a phased policy toward allowable maximum heights along First Street, allowing mid-rise buildings along First Street between San Carlos and William Streets in the near and mid-term, and higher buildings in the long term.
- c. Pursue development with appropriate height and scale around the Parque de los Pobladores to provide definition and enclosure for the park and adjacent street spaces.

Land Use.

- a. Encourage mixed-use development with retail, food and entertainment on the street level, and with residential, office and hotel uses on the upper levels.
- b. Provide housing of various types in SoFA, including artists housing, lofts and live/work dwellings, and explore the upper levels of proposed developments for residential uses.

Historic Buildings and Places.

- a. Recognize the historic structures and places in SoFA, the character that they convey for the area, and use rehabilitation and adaptive reuse wherever feasible for historical buildings.
- b. Encourage preservation and adaptive reuse of designated landmark structures.
- c. Respect the height, scale, massing and character of existing historic resources with adjacent and proximate new development.

Building Edges and Transitions.

- a. Design the street level and in some cases, the second level of the developments in SoFA with active, pedestrian-oriented uses, such as retail, restaurants, arts and entertainment uses.

- b. Create active, pedestrian oriented uses on the street level of the south part of Block 8, along the frontages of Market, San Carlos and 1st Streets.
- c. Design parking facilities that have minimum impact on the pedestrian realm of SoFA, both visually and in uses along street frontages.
- d. Facilitate access to the Downtown by extending the I-280 ramps at 3rd and 7th streets. (G-1)

Potential Sites and Specific Site Studies.

- a. Plan and develop major available sites in SoFA with private and public development of mixed-use projects.
- b. Plan and develop the major identified sites within SoFA in addition to expanding the Convention Center (G-2), Dimensions site (G-3), Valley Title site (G-4), San Carlos Street site between 2nd and 3rd (G-5), Reed and Market block (G-6), and Balbach and Market Street site (G-7).
- c. Complete studies and implement the chosen alternative for development of 500 South First Street as a building for arts organizations and possibly including housing on upper levels.
- d. Explore development of a hotel on the west side of Market on the Convention Center site at the intersection of San Salvador Street.
- e. Consider and study other possible hotel sites in and around SoFA, including the larger sites, the Library site, and north of San Carlos Street.
- f. Explore development along San Salvador from Market to Fourth Street, studying existing uses and potential additional development.
- g. Expand the Parque de los Pobladores to the east and the north. (G-8)
- h. Explore the design and development of major sites within SoFA, including the provision of structured public parking in addition to the parking required for the proposed development. Optional locations for structured parking include the expanded Convention Center, Valley Title site, under I-280, west side of Market Street, and south of Pierce Street.

The Convention Center.

- a. Complete studies, design and implementation of the Convention Center expansion, particularly to the south and east.
- b. Explore expansion of the Convention Center to the north onto the existing Library site and perhaps to the north of San Carlos in conjunction with expansion of the San Jose Tech Museum. (G-2)

(2) Streetscape and the Public Realm. Under the topic of “Streetscape and the Public Realm,” the Plan includes subsections on: walkability; transitions, connections and linkages;

streetscape treatment; Parque de los Pobladores; area under I-280; paseos/arcades; lighting and street furniture; public art program; festivals and events; and signage.

Walkability.

- a. Make SoFA a walkable area by providing generous sidewalks, better intersections, crosswalks at all feasible intersections, and by carefully defining areas for vehicular traffic.
- b. Establish a walkable city block pattern with frontages of blocks that are relatively short between streets and paseos.

Transitions, Connections and Linkages.

- a. Design buildings in proposed developments that make appropriate transitions to neighborhoods and lower scale buildings that are adjacent or proximate.
- b. Use the development of Block 8, Valley Title and the Reed and Market block sites to demarcate gateways to SoFA and to the Downtown and to link the area with adjacent areas of Greater Downtown San Jose.
- c. Accentuate the ends of view corridors, particularly street corridors, such as San Salvador at Market.

Streetscape Treatment.

- a. Give a distinctive character to individual streets that have particular roles to play within SoFA, such as 1st, San Salvador, San Carlos, Market and 2nd.
- b. Use both San Carlos and San Salvador as two different character streets to link both the University and the Convention Center with SoFA.
- c. Design the streetscape to incorporate outdoor dining on certain streets such as 1st.
- d. Make 2nd Street a two-way street from San Carlos south and make 3rd Street two-way from Reed south; keep 4th one-way.
- e. Create Balbach Street as the pedestrian linkage east-west from SoFA and the University neighborhoods to the Guadalupe River, coordinating the Convention Center expansion with the streetscape design.
- f. Explore the design of a median in Market Street with generous planting, street trees, and carefully considered left turn lanes in the median.

Parque de los Pobladores.

- a. Recognize the Park, Parque de Los Pobladores, as the “living room ” of SoFA and design the Park and streetscape to make it usable and accessible.

- b. Explore the design of the Park, Parque de Los Pobladores continuing to the north across William Street and to the east with a narrowing of 1st Street.

Area Under I-280.

- a. Create spaces under I-280 with light and art, between Market and 3rd Streets. Use the spaces for parking and for recreational uses, such as skateboarding and basketball. The spaces can serve as a southern anchor for SoFA and can connect SoFA with neighborhoods to the north and south.

Paseos/Arcades

- a. Incorporate east-west paseos, passages, arcades or other pedestrian ways at or near the mid-blocks of the rather long north-south blocks, particularly between 1st and Market and 1st and 2nd Streets.
- b. Coordinate the paseos and passages with existing and new development, as well as parking that is on the street and within the blocks.

Lighting and Street Furniture.

- a. Introduce street furniture, bike racks, and specialty lighting to streets within SoFA.

Public Art Program.

- a. Incorporate well planned and cohesive art programs into SoFA.
- b. Make the Parque de los Pobladores, San Salvador Street and Balbach Street the first priority sites for art.
- c. Consider an art and lighting program for the area under I-280.

Festivals and Events.

- a. Consider the design necessary for the staging of various kinds of events in SoFA in the Park and in the streets, such as a street fair, a dance or a concert.
- b. Incorporate SoFA into Downtown and city events, making places and buildings available for venues.
- c. Design appropriate facilities and infrastructure into streetscape and the park in order to accommodate events.

Signage.

- a. Create an historic marker program for SoFA to designate significant structures, places and events in and around SoFA, which emphasizes the identity of SoFA.

- b. Create a way-finding signage program in SoFA, both for pedestrian orientation and for vehicular access to parking.

(3) Circulation, Access and Parking. Under the topic of “Circulation, Access and Parking,” the Master Plan includes subsections on: vehicular traffic and streets; parking distribution and ratios; and primary intersections.

Vehicular Traffic and Streets.

- a. Consider certain streets to have more traffic to carry and other streets to be more pedestrian-oriented within SoFA. Designate streets for the character of their traffic and pedestrian uses.
- b. Accommodate north-south traffic primarily by 3rd and 4th Streets, which should continue function as a one-way pair.
- c. Make Market Street a less heavily traveled, more landscaped boulevard.
- d. Establish 2nd Street as two-way from San Carlos south and 3rd Street as two-way from Reed Street south. Design 2nd Street, a local-serving street, to have bicycle lane(s) and angled parking on the west side.
- e. Explore the design of San Carlos to better accommodate vehicular traffic, the light rail trains (LRT) and wider sidewalks, especially along the southern side of the street.
- f. Establish two local-serving Reed and Balbach Streets to share east-west traffic to the west of Market. To the north, San Carlos will continue to be an additional east-west street.
- g. Consider traffic calming measures for the streets in the adjacent neighborhoods, such as Reed Street in the Market Almaden Neighborhood to the west of SoFA.
- h. Other streets will be local-serving and will have a streetscape with a commensurate character.

Parking Distribution and Ratios.

- a. Encourage the maximization of on-street parking in SoFA, where it does not limit the provision of generous sidewalks.
- b. Explore providing public parking for SoFA on large sites, such as Valley Title, under the I-280 and on Block 8.
- c. Arrange with the University to jointly use the University’s parking garage at San Salvador and Fourth, especially on weekends.
- d. Plan for Convention Center parking to be provided primarily within the Convention Center and for employee and truck parking not to be provided within SoFA.
- e. Explore lowering the required parking for some uses, such as small dwelling units and artist lofts, in order to lower the total number of parking spaces required in SoFA.

Primary Intersections.

- a. Realign Reed Street and redesign the intersection of Market and Reed Streets for better traffic and pedestrian movements and improved streetscape design.
- b. Explore the designs of the intersections of San Carlos at Market, First, and Second Streets in order to make the pedestrian crossings easier and the light rail more integrated with the streetscape.

h. Civic Center.

1. Develop the Civic Plaza as the eastern entrance to the Greater Downtown through public art and streetscape improvements coordinated with transit.
2. Develop a San Jose Symphony Hall site across from the Civic Center on Santa Clara Street.
3. Plan for mixed-use development near future transit stops and bus shelters.
4. Development projects to complete include the development site on the north side of Santa Clara Street (H-1), the Albertsons site (H-2), and a site for a high rise on Santa Clara and 4th Streets (H-3).
5. Provide a parking structure to serve the public mid-block between Santa Clara and St. James Streets. (H-4)
6. Consider redevelopment opportunities for the area bounded by the new City Hall, San Fernando Street, 5th Street, and 7th Street.

i. San Carlos.

1. Demolish the old library building and replace with new civic uses that would allow new outdoor events. (I-1)
2. Move Federal Building to Post and Almaden, and redevelop current library site on San Carlos Street with active uses. (I-2)
3. Create a distinct place between 1st and 4th Streets to mark an entrance to the San Jose State University.
4. Design streetscape treatments unique to San Carlos, such as kiosks for street vendors, newspaper stands, bus shelters, and public art installations along the street edge.
5. Maintain view corridors along San Carlos, through the University and to the eastern foothills.
6. Encourage university-oriented high density housing to be set back from the street to allow for wide sidewalks.

j. Almaden Boulevard.

1. Fill in new development to create a built or landscaped edge to the wide right of way on Almaden Boulevard.
2. Improve pedestrian connections from the river parkway to the traditional Downtown center.
3. Development projects to complete include Sobrato residential development (J-1), housing site on Balbach Street (J-2), mixed-use development on Market Street (J-3), 200 Park Avenue (J-4), and Adobe Phase IV (J-5).
4. Encourage development of parcel west of the DeAnza Hotel with a distinctive building.
5. Develop high-density office development with active street frontage.

k. Diridon/Arena Area.⁷ The following strategies and actions are summarized from information provided in *Strategy 2000* and the Diridon/Arena Strategic Development Plan. The Delmas Park neighborhood is located west of SR 87, north of I-280 and generally east of Autumn Street in the Diridon area. The Delmas Park Neighborhood Improvement Plan (April 2002) was prepared for this neighborhood as part of the Strong Neighborhood Initiative and is incorporated by reference into this document.

1. Implement the Diridon/Arena Strategic Development Plan by developing and supporting commercial and residential uses.
2. Complete the Downtown Riverfront Park encompassing the Guadalupe River and Los Gatos Creek as local and regional open space amenities. Complete the Guadalupe River Park network between St. John Street and Julian Street (consistent with the Master Plan) and complete any additional stairs, trailheads, pedestrian bridges, or points of entry to the Guadalupe River Park in the Downtown. This expansion may also include the realignment of Autumn Street. These projects would require the acquisition of one printing business and 4 to 5 single-family homes. (K-1)
3. Expand the Guadalupe River Park into the area of Los Gatos Creek, adjacent to the new district at Diridon Station, linking existing creek trails to Arena Green. (K-2)
4. Expand Diridon Station to create a grand transit station of architectural and functional significance, and support the development of the area surrounding the Station into a larger, more prominent public space.
5. Enhance existing residential neighborhoods, including Delmas Park, and reinforce Downtown living with additional high density residential development.

⁷ Excerpted from the *Diridon/Arena Strategic Development Plan*, Final Draft, October 16, 2002. Prepared by BMS Design Group, Skidmore Owings & Merrill, and Arup for the City of San Jose.

6. Create a high activity and lively pedestrian environment with excellent connectivity to Downtown destinations and regional transit.
7. Provide a variety of commercial and mixed-use development opportunities, ranging from larger scale corporate or institutional sites to incremental, infill development zones.
8. Complete construction of Autumn Street and Railroad crossing, and River Street between Santa Clara Street and St. John Street.
9. Provide structured public parking to serve the uses in the area including the Arena. (K-3)
10. Encourage future development in three development zones:
 - i. *Diridon Station Area: Transit Oriented/Downtown District.* This area is suited to “the highest density commercial office/mixed-use development pattern, with a strong emphasis on lively pedestrian activity, entertainment uses, and a vibrant mix of local and national retail.”
 - ii. *Station South: Transit Oriented Neighborhood District.* This area would include “high density residential uses to complement Downtown uses while providing a transition to established, lower scale residential neighborhoods.”
 - iii. *Arena North: Mixed Use District.* The western portion of this area is “highly suitable for parking or light industrial uses, as well as neighborhood commercial uses complementary to the Alameda Neighborhood Business District.” In the center of this area, the Plan envisions “a mixed-use district with emphasis on arts, crafts and light manufacturing, as well as the social services and limited residential that currently characterize it.”

1. North Gateway.

1. Encourage mid- to high-density housing near Ryland Park and the Hensley neighborhood.
2. Encourage development of office and housing northwest of Market and St. James.
3. Encourage office, retail, and mixed-use projects along north Autumn Street to Coleman Avenue including all properties between Taylor Street on the north and SR 87 on the east. (L-1)
4. Complete the Autumn Street realignment and extension between St. John Street and Coleman Avenue. (L-2)
5. Complete the Coleman Road widening from SR 87 to Taylor Street. (L-3)
6. Complete the development of the Brandenburg site with mixed-use development, retail, housing and parking. (L-4)
7. Provide interim public parking (L-5) and long-term public parking (L-6) to support new uses and development in the North Gateway area.

8. Connect 1st Street and Ryland Park to the Guadalupe River Park via Ryland Street.

m. Implementation Plans. As mentioned previously the following implementation plans are not area specific, but further support and implement many of the strategies and actions contained in *Strategy 2000: Guadalupe River Park Master Plan 2002*, *Downtown Streetscape Master Plan*, and the *Downtown Parking Management Plan*.

(1) Guadalupe River Park Master Plan.⁸ In a section outlining the ideals of the park, the Master Plan provides the following overview of development there:

Future park development proposals should go through a rigorous screening process to ensure that they are compatible with this Master Plan. In general, future development of the park should be consistent with the distinctive qualities already there – the predominance of natural elements, the focus on a variety of activities that enhance the quality of life in the city, the consistent use of appropriate materials, and the absence of commercial ventures, to name a few.

These and other ideals relating to future development in the Park are also expressed in greater detail as policies. Those policies with potential implications for physical environmental impacts – either *adverse* or *beneficial* – are summarized below under the headings set forth in the Master Plan:

Facility and Open-Space Development.

- a. To preserve the open-space character of the Guadalupe River Park, new buildings in the park are discouraged.
- b. Any new facilities in the park should be designed to promote a variety of recreational, cultural, educational, and entertainment activities that are appropriate for the regional park system and the Guadalupe River Park.
- c. New specific-use facilities such as museums or recreation centers are not part of the vision or mission of the Guadalupe River Park and should be sited elsewhere.
- d. Construction of new restrooms, concession stands, and kiosks will follow the architectural vernacular established in Arena Green and McEnery Park.
- e. Consistent with the Master Plan, the park will be expanded on the west side of the Guadalupe River between St. John Street and new Julian Street.

Renovation.

- a. Existing buildings in the park that are upgraded should meet all relevant accessibility codes in a manner that is consistent with the current design of the building.

⁸ Excerpted from the *Guadalupe River Park Master Plan 2002*, San Jose California. Prepared by the City of San Jose, San Jose Redevelopment Agency, Santa Clara Valley Water District, and United States Army Corps of Engineers.

- b. Any renovations, modifications, or replacement of existing buildings for any reason should not increase the size of the building footprint, the building's height, or its bulk.
- c. In keeping with the park's pedestrian orientation a traffic-calming plan will be implemented on St. John Street between Autumn Street and the River Street Historic District to slow down traffic through the park.

Environmental Preservation.

- a. The riparian areas of the park are vital to the preservation of aquatic habitat and no proposals that alter those areas will be considered unless they result in habitat enhancement or expansion.
- b. Proposals for modifications to or maintenance of the park may require review by the Adaptive Management Team to ensure that they are consistent with the requirements of the approvals for the Guadalupe River Park and Flood Control Project.

Circulation.

- a. Trails in the Guadalupe River Park are designed for shared use by pedestrians and bicycles. Vehicles are prohibited on the trails unless approved by the city.
- b. No additional parking should be developed in the park. Any further parking facilities should be limited to on-street parking, lots, and garages in the vicinity of the park.

Lighting.

- a. Existing light levels should be maintained, and adequate lighting should be provided to ensure visitor safety. Trails should be lighted at night to allow for use by commuters, but lighting of the riparian areas should be kept to a minimum.

Park Expansion.

- a. The city will pursue the acquisition of properties identified in the Master Plan that are now under private ownership, and will develop them for park uses.
- b. In addition to those properties, the City will pursue other opportunities for park expansion as they arise.

(2) Streetscape Master Plan.⁹ The Streetscape Master Plan builds on the objectives of *Strategy 2000* by providing guidelines for the design of required streetscape features in the public right-of-way. Graphics in the Master Plan illustrate both existing conditions and potential street improvements proposed in the various strategic development plans created within the Downtown (e.g., the SoFA and Diridon/Arena area plans described above).

⁹ Excerpted from the *San Jose Downtown Streetscape Master Plan*, San Jose California, June 6, 2003. Prepared by consultants SMWM; Fehr & Peers Associates, Inc; and The Office of Cheryl Barton; for the Redevelopment Agency of the City of San Jose.

The Streetscape Master Plan includes ten objectives, under the three concept headings of: (1) Clarity, Hierarchy and Identity; (2) Safety, Walkability, and Continuity; and (3) Implementation.

Clarity, Hierarchy and Identity. Six objectives are described in the Plan:

- a. Create a Strong Urban Framework for Future Development.
- b. Establish a clear hierarchy for Downtown Streets.
- c. Specify a strong ensemble of high-quality materials, amenities, and furnishings that reinforce a positive image...
- d. Design unique streetscape treatments for designated "Urban Structure Streets".
- e. Tie the existing Downtown Core with new development areas through improvements in the pedestrian realm.
- f. Recognize and enhance the varying districts with an overall Downtown framework.

Safety, Walkability, and Continuity. Three objectives are described in the Plan:

- a. Improve pedestrian safety and accessibility.
- b. Promote pedestrian scale for sidewalks and streets.
- c. Fill in and tighten gaps in the Downtown streetscape.

Implementation. Under the heading of implementation, the Plan states the following:

- a. Define priorities for implementation.

(3) Parking Management Plan.¹⁰ The *Strategy 2000: San Jose Greater Downtown Strategy for Development Parking Management Plan* (Parking Management Plan) is an implementation document that builds on the goals and objectives of *Strategy 2000* by providing recommendations for the provision of parking in the Downtown. The Parking Management Plan was adopted by the San Jose City Council and the Redevelopment Agency Board on November 6, 2001.

The Parking Management Plan anticipates that in the short-term (2002-2005) approximately 3,125 new parking spaces would be required to meet short-term Downtown growth (as projected in 2001). The Plan estimates that an additional 1,500 spaces would be required in off-site peripheral locations to accommodate future development growth (this number assumes that the Plan's proposed parking code revisions are approved). Therefore, the Plan anticipates that the long-term (2002-2008) parking demand would total approximately 4,625 spaces.

¹⁰ Excerpted from the *Strategy 2000: San Jose Greater Downtown Strategy for Development Parking Management Plan*, San Jose California, October 2001. Prepared by consultants KAKU Associates, Inc. for the Redevelopment Agency of the City of San Jose.

Graphics in the Parking Management Plan illustrate both existing parking facilities and potential sites for future facilities to serve existing and future development proposed in the *Strategy 2000*. The following summarizes the major recommendations of the Parking Management Plan:

Parking Plus Strategy. The Parking Plus strategy would add public parking to private projects as they are developed using one of two methods. In the first method, private development is required to add a certain number of public parking above and beyond the zoning code parking requirement for the project. Oftentimes the amount of public parking required is related to the amount of parking on the site prior to the development. The new project is required to “replace” the existing public parking within its site plan. Under this scenario, the expense of building the Parking Plus parking supply would be the responsibility of the new development.

In the second approach, the public sector (i.e. the City or the Redevelopment Agency) would add parking supply to a private development by financing the additional parking. Under this scenario, the private development would be required to operate these spaces as part of the public parking supply – respecting the public parking rate structure and accepting any public parking validation vouchers. Revenue generated by these spaces is generally added to the public parking system after deduction of parking operating expenses (which would be retained by the private development that operated the spaces).

If implemented, the Parking Plus strategy could add to the visitor parking supply and reduce the need for additional stand-alone structured parking. The Plan estimates that the equivalent of one municipal parking garage could be added to the Downtown parking supply through the implementation of Parking Plus.

Recommended Supply. The Parking Management Plan evaluated a total of 27 potential parking sites within and peripheral to Downtown. After detailed evaluation, in addition to two sites to address interim solutions and three sites to address Parking Plus opportunities, three locations were selected to address long-term solutions for the construction of the required new parking supply. Figure III-6 shows the location of the recommended parking supply in relation to the existing Downtown parking supply and Table III-1 provides a summary of the location and priority for each new facility.

Further Recommendations. The following recommendations are made in the Parking Management Plan and would apply to new development in the Downtown core, as defined by *Strategy 2000*. The Parking Management Plan recommends that:

- New office space Downtown should provide a parking supply of 3.0 spaces per 1,000 square feet of gross floor area.

Table III-1: Recommended Parking Supply

Designation ^a	Name/Location	Net New Spaces
Immediate		
A-3	Parkside Hall	800
D-4	Retail Project/Core Parking Plus	800
E-4	North of DeAnza Hotel	965
F-2	Greyhound Block	1,065
G-4	SoFA Parking Plus	500
K-4	Compaq Arena Surface	500
L-5	Akatiff	0
Long Range		
K-4	Compaq Arena Structure	1,120
Total		5,750

^a See Figure III-6 for location.

Source: KAKU Associates, Inc. 2001. *Parking Management Plan*. October.

- New office projects should provide 2.55 spaces per 1,000 square feet on-site and 0.45 spaces per 1,000 square feet off-site. Over time as transit/walk/carpool modes of travel increase, the need for on-site employee parking will decrease, and the off-site spaces can be used to support other development or redeveloped for uses other than parking.
- Affected development have an option of providing off-site spaces (15 percent of the required supply) by their own means or by paying an in-lieu fee to the Parking Fund. The Agency/City could then construct new parking in peripheral locations using these in-lieu fees to meet that parking demand. The Plan recommends that the in-lieu fee be set at \$20,000 per space and be increased annually with the Means Construction Cost Index for the San Francisco Bay Area.
- Participation in the Travel Demand Management (TDM) program by a new office development would earn the project a credit of up to a 15 percent reduction in required parking supply. Hence, a development could reduce the required parking supply from 3.0 spaces per 1,000 square feet to 2.55 spaces per 1,000 square feet, and would provide a substantial construction saving to developers. TDM measures, strategies and requirements are outlined in the Downtown Parking Management Plan. Ultimately, the parking requirement for a new office development could be reduced to 2.10 spaces per 1,000 square feet with the 15 percent off-site requirement and 15 percent credit for participation in the TDM.
- The Agency should conduct a bi-annual travel survey to determine and document system performance related to reducing Downtown office parking requirements if specified conditions are met (e.g., additional rail and bus transit services are provided, the TDM program is effective, and Downtown residential development is successful).
- The Agency should proceed with a bi-annual report summarizing projected status of parking supply and demand status; interim strategies identified in the Plan; and the use of Agency-owned development parcels as interim surface parking while awaiting development plans.

5. Strategy 2000 Design Guidelines

Beyond “key priorities,” broad “urban design concepts,” and their more “specific actions,” *Strategy 2000* presents design guidelines that provide a set of ideas to ensure that buildings and public spaces will contribute to the coherence of the urban design of the Greater Downtown. *Strategy 2000* design guidelines are summarized below by seven categories: urban open spaces; streets, sidewalks and paseos; building form; building rehabilitation; building uses; building context; and building character.

a. Urban Open Spaces. Design guidelines address the following:

- Definition of open spaces by using buildings and landscaping;
- Appropriate size and scale of open spaces;
- Activities and the requirement of necessary infrastructure to support them;
- Edges and the need to program active uses at the ground and second floors;
- Circulation: encouraging pedestrian activity through and across open spaces, and allowing for vehicular circulation where appropriate and safe;
- Identity and the use of public amenities to reinforce the identity and use of open spaces; and
- Orientation for the best solar access and wind protection.

- b. Streets, Sidewalks and Paseos.** Design guidelines address the following:
- Definition of streets and sidewalks by their placement along the lower floors of buildings against the street edge;
 - Amenities such as lighting, plantings, and paving for pedestrian ways; and
 - Edges and the need to cover pedestrian paths when possible and to design them with the highest level of amenities.
- c. Building Form.** Design guidelines address the following:
- Orientation of structures to receive adequate sun and protection from the elements;
 - Massing of buildings to minimize bulk;
 - Height and location of the tallest buildings on the short ends of City blocks and at corners;
 - Roofscapes and distinctive design for interesting views to and from the building; and
 - Arcades and colonnades to enhance pedestrian areas and sidewalks.
- d. Building Rehabilitation.** Design guidelines address the following:
- Rehabilitation/Reuse of existing buildings and portions of blocks in a way that respects their original character.
- e. Building Uses.** Design guidelines address the following:
- Ground floor uses that are appropriate include retail, entertainment, service retail, cultural and high intensity pedestrian uses;
 - Second level uses appropriate to specific areas in the Downtown are defined as retail, entertainment, service retail, cultural, high activity uses. Office and residential are interim uses;
 - Parking structures should be built as low as possible;
 - Equipment and co-location facilities should generally not be in the Greater Downtown area; and
 - Population densities are recommended.
- f. Building Context.** Design guidelines address the following:
- Existing buildings shall provide the architectural context for new buildings;
 - Infill development shall be compatible with existing buildings;
 - Ground level services such as equipment for power, utilities and waste shall be enclosed and below sidewalk grade.
- g. Building Character.** Design guidelines address the following:
- Identity of building character shall be established through design of public spaces to the highest level of amenity;
 - Materials of the highest quality shall be used on exteriors;
 - Colors of tall buildings shall be light to medium in value;

- Lighting of building exteriors shall highlight facades and noteworthy features, but adjacent areas that are sensitive to nighttime lighting (e.g., the San Jose International Airport and Lick Observatory) shall be considered and respected.

F. GENERAL PLAN AMENDMENTS

The following General Plan Amendments are also included as part of the project under evaluation in this EIR. The City of San Jose has initiated General Plan Amendment Files #GP0-5-03-01(a)-(e) to cover the amendments described below. The amendment files can be viewed at the City's website at http://www.sanjoseca.gov/planning/pending_amendments_list.htm.

1. Downtown Core Expansion

Amending the General Plan to expand the Downtown Core to include areas west of SR 87 and east of 4th Street is also included as part of the project being evaluated in this EIR. In conformance with General Plan policies and in recognition of the unique position of the Downtown Core Area as the transit hub of Santa Clara County, and as the center for financial, business, institutional and cultural activities, development within the expanded Downtown Core, as described in this EIR, would be exempted from traffic mitigation requirements. With the expansion and development of transit services at the Diridon Station, large concentrations of development in the expanded Downtown Core area will have ready access to transit facilities. Additionally, a total of 14 intersections, listed below, that are within and on the boundary of the expanded Downtown Core area would be exempted from the requirement that they perform at Level of Service "D" during peak travel periods.

Expanded Downtown Core Intersections

Coleman Avenue and Taylor Street	I-280 and Bird Avenue (northbound)
Stockton Avenue and The Alameda	I-280 and Bird Avenue (southbound)
Cahill Street and Santa Clara Street	Delmas St and San Fernando St (future)
Montgomery St and Santa Clara St	Delmas Avenue and Park Avenue
Autumn Street and Santa Clara Street	Delmas Avenue and San Carlos Street
Montgomery Street and Park Avenue	Delmas Avenue and Auzerais Avenue
Bird Avenue and San Carlos Street	
Bird Avenue and Auzerais Avenue	

Under the proposed *Strategy 2000*, the Downtown Core area would be expanded to reflect the projected growth in the Downtown. This increased area is approximately 119 percent larger than the area defined in the current Downtown Strategy 2010, adopted in 1992. The increase in geographic area of the Core is proposed in recognition of the future growth and development of the Downtown both in the historic Downtown as well as the expanded or "Greater Downtown" environs such as the Diridon/Arena subarea in the vicinity of the Multi-Modal Station.

A primary assumption in *Strategy 2000* is that downtowns by their very nature contain very high concentrations of people. In fact, concentrated development and activity makes downtowns vibrant and active with pedestrian-oriented business, public facilities, housing and all the attractions and amenities that make a downtown special. Coupled with this high concentration of activity is the need for access to Downtown amenities via private vehicles and public mass transit. A natural consequence of concentrating amenities and activities in the downtown, is the vehicle congestion that

occurs on downtown streets. San Jose's Downtown was laid out long before the invention of the automobile and could not be successful if streets were widened to accommodate greater street traffic. The result would be narrow sidewalks and an environment that was not pedestrian friendly. Therefore, the City has determined that it would be neither prudent nor desirable to widen or otherwise improve these intersections. However, measures such as signal timing and other options are planned to facilitate the flow of traffic.

2. Downtown Gateway Corridors

This EIR also includes proposed modifications of Council Policy 5-3 to exempt the gateway corridors (shown in Figure III-7) and intersections within these corridors from the City's requirement that they perform at Level of Service "D" during peak travel periods. The proposal asserts that the streets in these gateway corridors function as entrances to the Greater Downtown area and, as a result, experience higher traffic volumes and traffic impacts. Gateways are typically found on arterial streets that have historically been the major access routes to and from the Downtown. They are called "gateways" because they function as the primary locations where vehicle traffic generally converges prior to entering the Greater Downtown. The Downtown gateways serve as these entrances that are always open and are designed to "welcome" the community into the core of the City, its Downtown.

Within these gateways are four intersections identified below where the traffic level of service during the morning or evening peak hour may reach otherwise unacceptable levels (LOS "E" or "F"). Normally, it would be the policy of the City to improve the level of service to "D". However, to bring these intersections up to the level of service "D," extensive improvements would be required including a major widening of these intersections to add lanes. Widening those areas could require the acquisition and relocation of businesses and residential properties. In some locations, the street widening would also require that the sidewalks be reduced in size. Narrow sidewalks are a detriment to expanding and improving the quality of surrounding neighborhoods, and narrowing sidewalks would run counter to ongoing Redevelopment Agency sidewalk improvements projects aimed at increasing the vitality of these neighborhoods. Reducing sidewalk widths would result in a downgrading of the quality and usefulness of the pedestrian environment which in turn would reduce the quality of both the residential neighborhoods and business districts surrounding the Downtown. The adverse impacts associated with the acquisition and relocation of businesses and residents may not be justified compared to the benefits of improving the level of service at these intersections.

The proposed Policy 5-3 modification specifies that additional capacity not be added to the Downtown gateway intersections listed below, and that they be allowed to operate at capacity with the expectation that alternative routes or modes will be used by drivers when delays become unacceptable. These intersections include:

Seventh Street and Virginia Street

First Street and Taylor Street

The Alameda and Hedding Street

Meridian Avenue and San Carlos Street

Figure III-7: Gateways to the Downtown

8x11

3. General Plan Land Use Changes and Text Amendments

As described previously, the City has initiated General Plan Amendment Files #GP05-03-01(a)-(e) to cover the amendments described below. The following amendment should be made to the San José 2020 General Plan (January 3, 2005 version) on page 138, paragraph 4, in Chapter V. Land Use/Transportation Diagram, Special Strategy Areas, Downtown Core and Frame Areas. Changes to the General Plan text are shown as follows: new text is shown via an underline and deleted text is shown via ~~strikeout~~.

The Downtown Strategy Plan concentrates on the core of the central business district and the neighborhoods that frame it. The Downtown Core Area is bounded by Julian Street/Coleman Avenue/Julian Street/St. James Street to the north, 4th Street and Civic Plaza to the east (Civic Plaza area is bounded by East St. John Street to the north, 7th Street to the east and San Fernando Street to the south) to the east, State Route 280 to the south, and State Route 87 White Street/Stockton Avenue/Southern Pacific Railroad tracks to the west. ~~The Core is a fairly compact area, approximately one mile north to south and about three-fourths of a mile east to west.~~ The Frame Area is generally bounded by Taylor Street to the north, 11th Street to the east, Keyes/Willow Streets to the south and the Southern Pacific Railroad tracks/The Alameda to the west. Map 3 depicts both the Core and Frame Areas.

The following amendment should be made on page 140, in Chapter V, Land Use/Transportation Diagram, Special Strategy Areas, to Map 3. Downtown Core and Frame Area Boundaries. The map should be revised to expand the Downtown Core Area Boundary to now include 4th Street and Civic Plaza to the east (Civic Plaza area is bounded by East St. John Street to the north, 7th Street to the east and San Fernando Street to the south) Highway 280 to the south, White Street/Stockton Avenue/Railroad tracks to the west, and Coleman Avenue/Julian Street/St. James Street to the north. (See Figure IV.2 for an illustration of this expansion.)

The following amendment should be made on page 189, in Chapter V. Land Use/Transportation Diagram, Midtown Planned Community, Specific Land Use Plan:

Mixed Use: To take advantage of infill opportunities near transit, the Midtown Planned Community designates two areas for mixed use development. One area is south of San Fernando Street near the Cahill Station and the second area is adjacent to a planned light rail station at Sunol and West San Carlos Streets. A mix of residential and commercial uses are allowed at higher intensities to maximize the development opportunities of these locations. Residential development is expected to range from 40 to 100 DU/AC, ~~and commercial development is expected to have a 0.5 to 3.0 Floor Area Ratio.~~ The designation allows multiple family and alternative housing (e.g., single room occupancy, live-work housing, etc.). Commercial uses are intended to provide important services to nearby residents and transit riders. Drive-through commercial uses are not allowed. This designation facilitates new development in these areas but also provides for the retention of existing retail and office uses. For example, near the Cahill Station, new retail businesses, residential projects, and mixed use developments can be interspersed among the existing businesses. The two Mixed Use categories are described below:

Mixed Use #1: (Area bounded by West San Fernando Street, Autumn Street, Park Avenue, and the transmission lines): This area is characterized by relatively small parcel sizes and many property owners. The development potential of this area is 40 to 150 DU/AC, which is approximately 800 dwelling units, 70,000 square feet of retail/restaurant uses and 180,000 square feet

of office space. Given the ownership patterns, it may be more difficult to mix commercial and residential uses in the same structure. For this reason, this designation allows for single use or mixed use development. Building height is defined by the airspace requirements of the Federal Aviation Administration (FAA) Regulations. s cannot exceed 120 feet.

General Commercial: This designation is applied to two areas south of the Arena: one is bounded by West Santa Clara Street, Los Gatos Creek, West San Fernando Street, and the Cahill Station and the other is east of Autumn between West Santa Clara Street and Park Avenue. The designation permits a range of commercial uses, including office, retail, restaurant, entertainment, hotel, and other compatible commercial activities. These uses should support the Cahill Station and complement the more intensive commercial uses of the Downtown Core. Given the unique opportunities presented by Los Gatos Creek, development east of Autumn Street should consist primarily of recreation-oriented commercial uses (e.g., bicycle rentals, cafes, etc.) that enhance the creek amenity. Building height is defined by the airspace requirements of the Federal Aviation Administration (FAA) Regulations. s should not exceed 120 feet west of Autumn Street and 35 feet east of Autumn.

Amendments to the General Plan Land Use/Transportation Diagram, GP05-03-01, are identified in Table III-2. There is also an associated text amendment, GPT05-03-01, covering the identified text changes.

4. Midtown Specific Plan Text Amendments

The Midtown Specific Plan is a separate document from the General Plan that provides background information and a level of detail for implementation beyond the scope of the General Plan.

The following amendment should be made to the Midtown Specific Plan on page 38, Table 1, Land Use Matrix to eliminate the maximum Floor Area Ratio (FAR) for the General Commercial land use designation as follows:

General Commercial (GC)	-Office	Office-
	-Retail/Restaurant	0.5 FAR minimum
	-Entertainment	3.0 FAR maximum
	-Child Care	
	-Recreation Related Commercial (east of Autumn St.)	
	-Hotel	
	-Support Retail Ground-Level Use	

The following amendment should be made to the Midtown Specific Plan on page 40, Number 3, General Commercial (GC) to eliminate the maximum Floor Area Ratio (FAR) for the General Commercial land use designation as follows:

General Commercial (GC). This is a nonspecialized commercial designation intended to permit a variety of commercial uses in areas where residential development is inappropriate, ~~including properties along Los Gatos Creek east of Autumn Street and~~ includes those properties immediately south of the Community Arena HP Pavilion at San Jose between Cahill and Autumn Street, ~~, north of the proposed realignment of West San Fernando Street.~~ Permitted uses within this area include office, retail, restaurant, entertainment, hotel and other compatible commercial uses. Drive-through retail/restaurant uses are prohibited. Within this land use designation, west of Autumn Street, transportation related facilities including parking structures and passenger

Table III-2: General Plan Land Use/Transportation Diagram Amendments

Site Number and Location	Acreage	Existing General Plan Designation	Proposed General Plan Designation
1. Northeast corner of West Santa Clara Street and Stockton Avenue	2.70	Combined Industrial/Commercial GP05-03-01a	General Commercial
2. Generally bounded by Montgomery Street, North Autumn Street, and West Santa Clara Street (San Jose Arena)	9.68	Combined Industrial/Commercial GP05-03-01b	Public/Quasi-Public
3. Northeast corner of North Autumn Street and West Julian Street and on both sides of Old Julian and Howard Streets	3.74	Combined Industrial/Commercial GP05-03-01c	Office
4. Northwest corner of Julian Street and Montgomery Street	17.10	Combined Industrial/Commercial GP05-03-01d	Light Industrial w/ Mixed Industrial Overlay
5. Generally bounded by West St. John Street, Highway 87, West Santa Clara Street, and North Autumn Street	8.94	Combined Industrial/Commercial GP05-03-01e(1)	Public Park and Open Space
6. Generally bounded by Coleman Avenue, Guadalupe River, West St. John Street, and east of North Autumn Street	0.40	Combined Industrial/Commercial GP05-03-01e(2)	Public Park and Open Space
7. Generally bounded by Coleman Avenue, Guadalupe River, West St. John Street, and east of North Autumn Street	5.10	Combined Industrial/Commercial GP05-03-01e(3)	Public Park and Open Space

Source: City of San Jose, Planning Department, 2005.

~~terminals will~~ would be allowed, subject to the design guidelines provided for the Cahill East Subarea. Development intensity within this area is designed to promote transit ridership and ~~create an appropriate transition in scale to Los Gatos Creek. As such, intensities west of Autumn Street range from a minimum of 0.5 FAR to a maximum 3.0 FAR; along Los Gatos Creek, the maximum intensity should be 0.5 FAR.~~ extend development densities at the same level as those that are developed Downtown.

The following amendment should be made to the Midtown Specific Plan on page 45, to Figure 15, Maximum Height to amend the Cahill East Subarea north of Park Avenue to show that the maximum height limit is defined by the airspace requirements of the Federal Aviation Administration (FAA) Regulations.

The following amendment should be made to the Midtown Specific Plan on page 46, to Figure 16, Land Use Densities and Intensities, to amend the diagram to eliminate the FAR in the Cahill East Subarea.

The following amendment should be made to the Midtown Specific Plan on page 69, Cahill East Subarea, Policy 3.3 to delete the portion of the policy relating to the location of high-density, mixed-use development as follows:

Policy 3.3: *High-density residential development should be encouraged within Cahill East to create a diverse mixed-use transit district, ~~however, such uses should be situated in the southern portion of the sub area (south of West San Fernando Street), removed from the Community Arena.~~*

The development of high-density residential uses in close proximity to rail and transit facilities is a major objective of the Midtown Specific Plan. However, to promote a successful and livable new neighborhood in Cahill East residential development is limited to the Transit-Oriented Mixed-Use area, ~~south of the realigned West San Fernando Street to minimize potential noise and traffic impacts generated by the Community Arena and Cahill Station.~~

The following amendment should be made to the Midtown Specific Plan on page 72, Urban Design Guidelines, Height and Massing, as follows:

*General Commercial (GC) and
Transit-Oriented Mixed-Use (TMU)
Designated Land*

On Cahill East properties designated for General Commercial or Transit-Oriented Mixed-Use development, the following height and massing guidelines apply:

Los Gatos Creek Frontage: ~~Development located east of Autumn Street along Los Gatos Creek should be no higher than 35 feet or two floors, whichever is less.~~

Maximum Height West of Autumn Street: General Commercial or Transit-Oriented Mixed-Use development located between Cahill Street on the west, Santa Clara Street on the north, Autumn Street on the east, and Park Avenue on the south should have a ~~predominant~~ building height of at least three to four floors, or 50 feet; within this area, buildings will be allowed to a maximum height of 120 feet, ~~provided that such building elements do not have a floorplate greater than 25,000 square feet in area~~ defined by the airspace requirements of the San Jose International Airport as established by the Federal Aviation Administration (FAA).

G. SPECIFIC USES OF THE EIR

As noted previously, this EIR has been prepared as a Program EIR. This Program EIR will be used to provide decision-makers and the general public with relevant environmental information to use in considering the following actions:

- Adoption of *Strategy 2000*;
- Adoption of plans that implement *Strategy 2000*, including, but not limited to, the South First Area Strategic Development Plan, Diridon/Arena Strategic Development Plan, Guadalupe River Park Master Plan 2002,¹¹ Downtown Streetscape Master Plan, Downtown Parking Management Plan;

¹¹ Implementation of the Guadalupe River Park Master Plan still requires the acquisition or dedication of specific parcels. These parcels are shown on the map in Appendix H.

- Approval of San Jose General Plan amendments consistent with *Strategy 2000*;
- Updating the current Zoning Code, consistent with *Strategy 2000*, and rezoning properties consistent with the new zoning; and
- Modification of the City Council Policy 5-3, Transportation LOS Policy, to include the Expanded Core and Gateway Corridors as areas exempt from the policy.

The EIR may also be used to cover future actions to implement the *Strategy 2000* or may serve as the basis for identifying the scope of subsequent environmental review for actions that require additional environmental analysis. Following is a summary of approvals and actions by the City of San Jose and Redevelopment Agency, and other agencies that may be required to make decisions to implement *Strategy 2000*.

1. Rezoning of properties within the Downtown area in conformance with both the General Plan and *Strategy 2000*. (Note: *Strategy 2000* proposes the development and application of Downtown zoning districts to regulate development in conformance with the General Plan and *Strategy 2000*.)
2. Subdivision or combining of land into parcels of appropriate size and shape to implement and accommodate land use designations and policies set forth in the General Plan and *Strategy 2000*.
3. Issuance of entitlements for use and development such as Site Development Permits, Conditional Use Permits, Planned Development Permits, encroachment permits, Historic Preservation Permits, Demolition Permits and various administrative permits by appropriate agencies.
4. Establishment of redevelopment project areas in accordance with the provisions of California Community Redevelopment Law to implement the policies of *Strategy 2000* and the General Plan.
5. Rehabilitation, alteration, modernization, general improvements, or any combination thereof of existing structures.
6. Formulation and administration of rules and regulations for owner participation and giving reasonable preference for business re-entry in a manner authorized by law to carry out the purposes of redevelopment.
7. Acquisition of real property by purchase, gift, devise, exchange, condemnation or any other lawful means.
8. Relocation of business and resident occupants in structures on land acquired by the City and/or Agency when those buildings are determined to be non-significant as historic resources.
9. Demolition, removal, or clearance of certain buildings and structures on land acquired by the City and/or Agency.

10. Sale or lease of all land acquired by the Agency for re-use with such additional conditions as may be established by the City and/or Agency in any manner authorized by law to carry out the purposes of redevelopment.
11. Arrangement with proper authorities for the vacation and realignment of certain streets and rights-of-way, and the underground placement of certain utilities.
12. Reservation of certain areas for public streets, rights-of-way, facilities and other public purposes.
13. Installation and relocation of certain necessary site and street improvements, utilities and facilities.
14. Construction of public infrastructure improvements, including but not limited to, streets, sidewalks, sewers, storm drains, signs and lighting.

Subsequent activities to implement *Strategy 2000* must be evaluated to determine the appropriate environmental documentation. If subsequent activities are found to be within the scope of this Program EIR, then subsequent environmental documentation could be minimized. However, this Program EIR provides useful setting information as well as programmatic impact analysis that would provide the foundation for future environmental analyses no matter what the breadth and depth of the evaluation or the document used.

It is anticipated that the following agencies may use this EIR in their decision-making:

- City of San Jose
- San Jose Redevelopment Agency
- Valley Transportation Agency
- Santa Clara Valley Water District
- Bay Area Regional Water Quality Control Board
- Bay Area Air Quality Management District
- County of Santa Clara
- Association of Bay Area Governments
- State of California
- U.S. Federal Government