

F. VISUAL RESOURCES

This section addresses the subject of aesthetics and visual quality. It includes a description of existing visual conditions and an evaluation of the potential aesthetic effects of the proposed San Jose Downtown *Strategy 2000*. The visual analysis is based on field observations of the project site and surroundings in addition to review of the following materials: Strategy 2000 Illustrative (Figure III-5), aerial and ground-level photographs of the project area, topographic data, and public planning documents.

1. Setting

A description of the existing visual qualities and conditions of the region and fourteen local subareas are presented in this section. The proposed project site is situated approximately 20 miles southeast of the San Francisco Bay in the City of San Jose, which is characterized by large-scale urban development. The surrounding Santa Clara Valley is surrounded by grassy hills interspersed with trees that gradually become steeper and densely wooded. The northern extension of the Santa Cruz Mountains encloses the Valley to the southwest and contains peaks of 3,000 feet in elevation. The Diablo Mountain Range forms the eastern Valley boundary and reaches a summit elevation of almost 4,000 feet. The natural landscape of the surrounding mountains forms a distant scenic backdrop for the City's urban development. However, the majority of the surrounding area contains multiple-story urban development that forms a visual boundary between the Downtown and distant mountains.

a. Views Within and Across the Project Area. The project area is located in a highly urbanized area of San Jose and is visually characterized by a variety of commercial and light industrial development. The site's topography is flat with some mature vegetation along the Guadalupe River. Several older structures, pre-dating the turn of the century, are interspersed with newer buildings of varying ages and styles, including 2½-story Victorians and one-story concrete warehouse structures. Due to the variety of uses, and the differing age, styles, and condition of the buildings, there is a lack of unifying character or cohesive architectural style in the area when viewed as a whole. However, *Strategy 2000* addresses several subareas, and the views within and across these smaller areas are discussed below.



Figure V.F-1: Cesar Chavez Park Area

(1) Plaza de Cesar Chavez Area. This area is visually centered around Plaza de Cesar Chavez, a traditional public plaza (see Figure V.F-1). Views within the plaza include lawn areas, mature trees, landscaped areas, paths, benches, fountains and an amphitheater. Views across and outside of the plaza to the east and west include Park Avenue, museums, office buildings and hotels. Views across and outside of the plaza to the north and south include Market Street as well as museums and office buildings.



Figure V.F-2: St. James Park Area

(2) **St. James Park Area.** This area is visually centered around St. James Park, an Olmstead-inspired park. Views within the park include lawn areas, mature trees, young trees, landscaped areas, winding paths, benches, and fountains (see Figure V.F-2). Views to the east include the historic Post Office and Courthouse and views to the west are of the lawn area and Senior Center. Views to the north include an entertainment venue and a vacant First Church of Christ Scientist, and views to the south are of a church.

(3) **1st and 2nd Streets Area.** 1st and 2nd Streets are north-south streets that connect St. James Park to San Carlos Street and the central business district. They are tree-lined streets, with views of older buildings, newer buildings, vacant lots, parking lots, automobile traffic, light rail transit (LRT), and LRT amenities (see Figure V.F-3).



Figure V.F-3: 1st and 2nd Streets Area

(4) **Santa Clara Street Area.** This east-west roadway through the center of the project area has a diversity of views. Views within the corridor on the east end include the Civic Center Plaza and new and old retail and office development (see Figure V.F-4). Views within the corridor on the west end include the Arena, parking areas and old industrial uses. Views through the corridor are to the Santa Cruz Mountains on the east and the Diablo Mountain Range on the west.



Figure V.F-4: Santa Clara Street Area

(5) **San Pedro Square Area.** San Pedro Square is both a plaza used for markets and fairs, and a broader area of shops and restaurants, with some residences. Views within and through San Pedro Square are predominantly of the large parking structure on the eastern edge, and the small restaurants and shops to west (see Figure V.F-5).



Figure V.F-5: San Pedro Square Area

(6) **San Fernando Street Area.** This east-west roadway is two blocks south of Santa Clara Street, and it too has a diversity of views. Views within the corridor on the east end include the Civic Center, San Jose State University, and new and older retail and office development. Views within the corridor on the west end include the Diridon Station, parking areas and old industrial uses. Views through the corridor are to the Santa Cruz Mountains on the east and the Diablo Mountain Range on the west.

(7) **SoFA/Convention Center.** The SoFA/Convention Center area is visually dominated by the Convention Center on the north. Views on 1st Street and Market Street include entertainment venues, art galleries, and retail uses. Views off 1st street include multi-family residential uses.

(8) **Civic Center Area.** Prominent views within the Civic Center area consist of Civic Center Plaza and City Hall. Other views consist of commercial and public land uses, including San Jose State University.

(9) **San Carlos Street.** This east–west roadway through the southern end of the project area has a diversity of views. Views within the corridor on the east end focus on San Jose State University. Views in the middle of the corridor are dominated by the Convention Center and Guadalupe River Park. Views within the corridor on the west end include State Highway 87 (SR 87), older industrial buildings, and residences. Views through the corridor are to the Santa Cruz Mountains on the east and the Diablo Mountain Range on the west.

(10) **Almaden Boulevard.** Views along this north-south roadway are unified by the palm trees which have been planted down the median. The view north on Almaden Boulevard is punctuated by the Hotel De Anza (see Figure V.F-6). Views across the Boulevard on the southern end include the Convention Center, and commercial and office uses. Views across the Boulevard on the north include office uses. Views along Almaden Boulevard in the area include residences, parks, schools, and libraries.



Figure V.F-6: Almaden Boulevard

(11) **Diridon/Arena.** Views in the Diridon/Arena area are centered around the historic Diridon Station and Water Company building (see Figure V.F-7). Views surrounding the station include parking areas and light-industrial buildings. North of the Diridon Station, views focus on the Compaq Arena. South of the Diridon Station, views include a mix of single- and multi-family residential, commercial, office and light industrial land uses.



Figure V.F-7: Diridon/Arena Area

(12) **North Gateway.** The North Gateway is divided by SR 87. Views on the west include a mix of light industrial buildings, vacant lots, and residences. Views on the east, more connected to the Greater Downtown, are of residences and offices.

(13) **Guadalupe River Park.** This area consists of a north-south river, a confluence with Los Gatos Creek, and adjacent park land and bicycle trail. Views within the River Park include enhanced areas either natural in appearance or formally landscaped, areas under enhancement or construction,

and areas awaiting reclamation (see Figure V.F-8). Views across the park or from the park, include dense vegetation, or open spaces, opening to office, retail, residential and other parks.

(14) Streetscapes. The visual character of streets varies tremendously in the project area. Some streets have many formal design characteristics, including connections to transit, and design features, such as benches and fountains (see Figure V.F-9). Others have a minimal sidewalk width and no streetscape amenities or design features.

b. Potentially Affected Public View Corridors and Viewpoints. Two public vantage points with views of the project area are described in the text which follows.

(1) SR 87. This route extends along the Greater Downtown's entire western boundary. The elevated construction of SR 87 allows a continuous view of the project area when not impaired by intervening structures such as the Davidson Building (ABC News) or tall vegetation.

(2) North Market Street/Coleman Avenue Overpass. This roadway gradually gains elevation as it heads north and west from the intersection of Market and Julian Streets until it crosses the UPRR tracks as an overpass. Vehicles traveling southeast toward the Downtown are provided with a clear view of much of the Downtown, hindered only by a short wall on the overpass and the pedestrian railing.

c. Urban Design Plans and Policies. The City of San Jose and its residents consider the preservation and enhancement of visual resources important to the quality of life. As a result, the City has adopted a number of plans and policies to protect these resources and to define urban design standards. The following section briefly discusses the various plans and policies relevant to visual and aesthetic aspects of *Strategy 2000*, the South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan, the Guadalupe River Park Master Plan 2002, the San Jose Downtown Streetscape Master Plan, and the San Jose Downtown Parking Management Plan.

(1) San Jose 2020 General Plan Policies. The City of San Jose General Plan provides policies which address aesthetic quality related to both the natural and the built environment. The General Plan aims to retain and encourage diversity and individual expression in the built environment, while encouraging quality new construction. Policies relevant to the visual quality of the proposed project include:



Figure V.F-8: Guadalupe River Park Area



Figure V.F-9: Streetscapes

- Community Development: Urban Design Policy 1: The City should continue to apply strong architecture and site design controls on all types of development for the protection and development of neighborhood character, and for the proper transition between areas with different types of land uses.
- Community Development: Urban Design Policy 2: Private development should include adequate landscaped areas.
- Community Development: Urban Design Policy 6: Proposed structures adjacent to existing residential areas should be architecturally designed and sited to protect the privacy of existing residences.
- Community Development: Urban Design Policy 8: Design solutions should be considered in the development review process which addresses security, aesthetics, and public safety.
- Community Development: Urban Design Policy 24: New development projects should include the preservation of ordinance-sized and other significant trees. Any adverse affect on the health and longevity of such trees should be avoided through appropriate design measures and construction practices. When tree preservation is not feasible, the project should include appropriate tree replacement.
- Aesthetics, Cultural and Recreational Resources: Scenic Routes Policy 3: The design of Landscaped Throughways should include a high standard of architectural detail and landscaping in order to create a consistent and attractive visual quality.
- Aesthetics, Cultural and Recreational Resources: Scenic Routes Policy 4: Any development occurring adjacent to Landscaped Throughways should incorporate interesting and attractive design qualities and promote a high standard of architectural excellence.
- Aesthetics, Cultural and Recreational Resources: Scenic Routes Policy 5: Any development along Landscaped Throughways entering the City would be designed to provide an attractive gateway to the City.
- Aesthetics, Cultural and Recreational Resources: Scenic Routes Policy 10: Many major streets and other roadways in San Jose afford scenic views of hillsides, although they may not qualify as designated scenic routes. Special consideration of street design should be taken so as to preserve views of hillsides wherever they occur.
- Aesthetics, Cultural and Recreational Resources: Trails and Pathway Policy 1: The City should control land development along designated Trails and Pathways Corridors in order to provide sufficient trail right-of-way and to ensure that new development adjacent to the corridors does not compromise safe trail access nor detract from the scenic and aesthetic qualities of the corridor.

(2) **Commercial Design Guidelines.** The City has adopted Commercial Design Guidelines that outline the minimum commercial design expectations in San Jose. The Commercial Design Guidelines focus on common elements such as setting, structures, landscaping, service facilities, parking and circulation, and signs. Additionally, the Commercial Design Guidelines also outline standards for a variety of specific development types, including office buildings, retail centers, and institutional uses, and discusses specific design aspects, such as setbacks, site organization, building design, and other special requirements.

(3) **Specific Plans.** There are several specific plans located within the *Strategy 2000* area: *Midtown Specific Plan*; *West San Carlos Street Neighborhood Business District Revitalization Strategy*, and *Market/Almaden Neighborhood Improvement Plan*. The *Midtown Specific Plan* contains policies and guidelines that support the creation of a vital mixed-use community oriented towards existing and planned transit facilities, and built upon the unique character and history of the area. The *West San Carlos Street Neighborhood Business District Revitalization Strategy* contains policies and guidelines for urban revitalization; street improvements (e.g., landscaping and pedestrian amenities); and building patterns (e.g., massing, and heights, façade compositions and site design).

The *Market/Almaden Neighborhood Improvement Plan* contains specific strategies to protect and strengthen the unique character of the residential neighborhood; provide appropriate transitions between existing and future development; provide outdoor recreation areas; and enhance the pedestrian environment and bicycle access.

(4) Historic Resources Inventory. The Historic Resources Inventory identifies the City's historic structures and sites that should receive careful scrutiny during land use and development planning. The Inventory is also used as a resource document to further the goals of the Historic Preservation Ordinance of the Municipal Code.

(5) Saint James Square Historic District Design Guidelines. The St. James Square Historic District is a locally-designated Landmark District and is listed on the National Register of Historic Places. With the goal of preserving historically-significant structures in the District and integrating new and existing building compatibility, the St. James Square Historic District Design Guidelines were developed in 1989.

Objectives of the guidelines include: (1) ensure that all rehabilitation and development is designed to enhance the character of historic resources; (2) ensure that all rehabilitation and development activity is consistent with the goals of the City of San Jose General Plan, particularly the Historic, Archaeological, and Cultural Resources, and Urban Design Policies; (3) establish a framework to promote fair, consistent, and objective decisions related to development within the area; and (4) inform property owners of the criteria upon which development applications will be evaluated. The guidelines apply to St. James Park itself and the surrounding properties, including the diagonal corners, for a one-lot depth back from the streets. They address existing structures as well as new developments, and focus on site layout, character, building form and scale, and surface treatment.

As of 2003, the St. James Historic District Design Guidelines are being reviewed and revised.

(6) Century Center Redevelopment Plan Amendment. The Century Center Redevelopment Plan Amendment is a plan for a mixture of uses totaling up to 3,765,000 square feet, including 1,625 dwelling units, within a 12-block area in Downtown. The Plan Amendment is intended to further the goal of revitalizing Downtown by implementing Redevelopment Plans and Programs and the San Jose 2020 General Plan Major Strategies.

d. Light and Glare. Due to the urbanized setting, night lighting and glare is widespread throughout the Greater Downtown. Existing ambient sources of nighttime lighting include neon and fluorescent signs, lighting of building exteriors for safety or architectural accents, lights within buildings that illuminate the exteriors of buildings through windows, landscape lighting, street lighting, parking lot lighting, and vehicle headlights. Glare in the Greater Downtown is also created by reflection of sunlight and electric lights off of existing windows and building surfaces.

2. Impacts and Mitigation Measures

The following section discusses potential impacts related to the visual and aesthetic qualities that could result from the implementation of the proposed project. The section begins with the criteria of significance, establishing the thresholds to determine whether an impact is significant. The latter part of this section presents the impacts and mitigation measures, if required.

a. Significance Criteria and Impact Methodology. Implementation of the proposed project would have significant impacts on visual and aesthetic quality if they would:

- Have a substantial adverse effect on a scenic vista;
- Substantially damage a scenic resource, including but not limited to trees and historic buildings;
- Substantially degrade the existing visual character or quality of an area or result in the substantial disruption or blocking of existing views or public opportunities to view scenic resources;
- Introduce new development that will substantially detract from the integrity, character, and/or aesthetic environment of a neighborhood;
- Result in visual resource conditions that would conflict with applicable City of San Jose policies and regulations relating to aesthetics;
- Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area; or
- Produce substantial light or glare such that it poses a hazard or nuisance.

b. Less-Than-Significant Aesthetic Impacts. The *Strategy 2000* is a general document that attempts to guide development and redevelopment of Greater Downtown San Jose. It articulates a vision and recommends policies and actions towards achieving that vision. It does not propose site specific or even neighborhood specific projects. When such projects that rely on planning or funding are detailed and proposed, they will be subject to subsequent environmental review and an assessment of their potential project-specific impacts.

As discussed in the Project Description, *Strategy 2000* contains urban design concepts, presented in 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. *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. Areas are geographic zones of the Greater Downtown that are based on shared characteristics, activities, development intensities and opportunities (see Figure III-4). *Strategy 2000* identifies strategies and actions for the following fourteen main areas within the Greater Downtown: Plaza de Cesar Chavez, St. James Park, 1st and 2nd Streets Area, Santa Clara Street, San Pedro Square, San Fernando Street, SoFA District¹, Civic Center, San Carlos, Almaden Boulevard, Diridon/Arena Area², North Gateway, Guadalupe River Park Master Plan³, and the Streetscape Master Plan.⁴

¹ 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.

² 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.

³ 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.

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 coherent urban design throughout the Greater Downtown. *Strategy 2000* design guidelines are discussed in the following seven categories: urban open spaces; streets, sidewalks and paseos; building form; building rehabilitation; building uses; building context; and building character.

The ways in which implementation of the design concepts and design criteria proposed in *Strategy 2000* would prevent future structures or other developments from having significant impacts on visual and aesthetic quality are discussed below.

(1) Degrade, Damage or Disrupt Scenic Vistas or Scenic Resources. The urban design concepts and design guidelines would preserve and enhance scenic vistas and resources. Concepts and guidelines addressing scenic vistas or resources in the *Strategy 2000*, South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan, the Guadalupe River Park Master Plan 2002, the San Jose Downtown Streetscape Master Plan are listed in Table V.F-1. Implementation of these concepts and guidelines would reduce impacts from actions that could degrade, damage or disrupt scenic vistas or scenic resources to a less-than-significant level.

(2) Degrade or Detract from the Existing Visual Character or Quality of an Area. The urban design concepts and design guidelines would preserve and enhance the visual character and quality of an area; they would also provide for a more aesthetic alternative to current conditions. Concepts and guidelines addressing preservation of visual character or quality in the *Strategy 2000*, South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan, the Guadalupe River Park Master Plan 2002, the San Jose Downtown Streetscape Master Plan are listed in Table V.F-2. Implementation of these concepts and guidelines would reduce impacts from actions that could degrade or detract from the existing visual character or quality of an area to a less-than-significant level.

(3) Conflict with Applicable City Policies and Regulations Relating to Aesthetics. The policies and guidelines related to visual and aesthetic quality in the *Strategy 2000*, South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan, the Guadalupe River Park Master Plan 2002, and the San Jose Downtown Streetscape Master Plan are consistent with the applicable City policies and regulations discussed above in Section 1.d., Urban Design Plans and Policies. No significant impact would result relative to consistency with applicable City policies.

As previously noted, *Strategy 2000* is a general document that attempts to guide development and redevelopment of Greater Downtown San Jose. It articulates a vision and recommends policies and actions towards achieving that vision. It does not propose site specific or even neighborhood specific projects. When specific projects are proposed, they will be subject to evaluation for their potential project-level impacts. This subsequent review includes evaluation of their compliance with applicable City policies and regulations, which depending on its location, would include some combination of the following:

⁴ 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.

Table V.F-1: Urban Design Concepts, Strategies, and Actions, and Guidelines to Preserve and Enhance Scenic Vistas and Resources

URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY SYSTEM
<p><u>Public Realm</u></p> <ol style="list-style-type: none"> 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. 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.
URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA
<p><u>Plaza de Cesar Chavez</u></p> <ol style="list-style-type: none"> 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, ensuring a mix of office, housing, hotel, visitor services, cultural and educational uses with active ground floor uses facing the plaza.
<p><u>St. James Park</u></p> <ol style="list-style-type: none"> 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. 8. Preserve and restore Frederick Law Olmsted-inspired historic landscape.
<p><u>San Pedro Square</u></p> <ol style="list-style-type: none"> 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) 6. Consider interactive art installation along the garage façade on San Pedro Square.
<p><u>San Fernando Street</u></p> <ol style="list-style-type: none"> 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. 4. Diridon Station green will provide a link to San Fernando Street, Guadalupe River Park, and Diridon Station.
<p><u>SoFA District^a</u></p> <p><i>Building Heights</i></p> <ol style="list-style-type: none"> 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.
<p><i>Streetscape and the Public Realm - Transitions, Connections and Linkages</i></p> <ol style="list-style-type: none"> a. Design buildings in proposed developments that make appropriate transitions to neighborhoods and lower scale buildings that are adjacent or proximate. c. Accentuate the ends of view corridors, particularly street corridors, such as San Salvador at Market.
<p><i>Streetscape and the Public Realm – Parque de los Pobladores</i></p> <ol style="list-style-type: none"> 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 continuing to the north across William Street and to the east with a narrowing of First Street.

Table V.F-1 *continued*

URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA
<p><u>San Carlos</u></p> <p>3. Create a distinct place between 1st and 4th Streets to mark an entrance to the San Jose State University.</p> <p>5. Maintain view corridors along San Carlos, through the University and to the eastern foothills.</p>
<p><u>Almaden Boulevard</u></p> <p>1. Fill in new development to create a built or landscaped edge to the wide right of way on Almaden Boulevard.</p> <p>4. Encourage development of parcel west of the DeAnza Hotel with a distinctive building.</p>
<p><u>Diridon/Arena Area^b</u></p> <p>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.</p>
<p>DESIGN GUIDELINES</p> <p>a. Urban Open Spaces</p> <ul style="list-style-type: none"> • Definition of open spaces by using buildings and landscaping. <p>b. Streets, Sidewalks and Paseos</p> <ul style="list-style-type: none"> • Definition of streets and sidewalks by their placement along the lower floors of buildings against the street edge. <p>c. Building Form</p> <ul style="list-style-type: none"> • Roofscapes and distinctive design for interesting views to and from the building.

^a Excerpted from the *South First Area Strategic Development Plan*, Final Draft, December 17, 2002.

^b Excerpted from the *Diridon/Arena Strategic Development Plan*, Final Draft, October 16, 2002.

- *Strategy 2000*
- South First Area (SoFA) Strategic Development Plan
- Diridon/Arena Area Strategic Development Plan
- Guadalupe River Park Master Plan 2002
- San Jose Downtown Streetscape Master Plan
- The City of San Jose General Plan
- Commercial Design Guidelines
- Midtown Specific Plan
- West San Carlos Street Neighborhood Business District Revitalization Strategy
- Market/Almaden Neighborhood Improvement Plan
- The Historic Resources Inventory
- St. James Square Historic District Design Guidelines
- The Century Center Redevelopment Plan Amendment

(4) Light or Glare. The urban design concepts and design guidelines would limit new sources of light and glare in the project area. Concepts and guidelines addressing light and glare in the *Strategy 2000*, South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan, the Guadalupe River Park Master Plan 2002, the San Jose Downtown Streetscape Master Plan are listed in Table V.F-3. Implementation of these concepts and guidelines would reduce impacts from new sources of substantial light or glare to a less-than-significant level.

Table V.F-2: Urban Design Concepts, Strategies, and Actions, and Guidelines to Preserve and Enhance the Visual Character and Quality of an Area

URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY SYSTEM
<p><u>Public Realm</u></p> <ol style="list-style-type: none"> 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.
<p><u>Transportation and Access</u></p> <ol style="list-style-type: none"> 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. 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 Streetscape Master Plan (or its successor plan).
<p><u>Historic Assets</u></p> <ol style="list-style-type: none"> 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.
URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA
<p><u>Plaza de Cesar Chavez</u></p> <ol style="list-style-type: none"> 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, ensuring a mix of office, housing, hotel, visitor services, cultural and educational uses with active ground floor uses facing the plaza. 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.
<p><u>St. James Park</u></p> <ol style="list-style-type: none"> 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. 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. 8. Preserve and restore Frederick Law Olmsted-inspired historic landscape.
<p><u>Santa Clara Street</u></p> <ol style="list-style-type: none"> 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.

Table V.F-2 *continued*

URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA
<p><u>San Pedro Square</u></p> <ol style="list-style-type: none"> 4. Investigate opportunities for linking and expanding the Peralta Adobe and Fallon House historic sites. 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.
<p><u>San Fernando Street</u></p> <ol style="list-style-type: none"> 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.
<p><u>SoFA District^a</u> <i>Form, Development and Use</i> <i>Urban Fabric</i></p> <ol style="list-style-type: none"> a. Create a walkable and pedestrian oriented environment in SoFA (relatively small grain and texture of development), 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.
<p><i>Building Heights</i></p> <ol style="list-style-type: none"> 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. 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.
<p><i>Historic Buildings and Places</i></p> <ol style="list-style-type: none"> 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.
<p><i>Building Edges and Transitions</i></p> <ol style="list-style-type: none"> c. Design parking facilities that have minimum impact on the pedestrian realm of SoFA, both visually and in uses along street frontages.
<p><u><i>Streetscape and the Public Realm</i></u> <i>Walkability</i></p> <ol style="list-style-type: none"> 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.
<p><i>Transitions, Connections and Linkages</i></p> <ol style="list-style-type: none"> a. Design buildings in proposed developments that make appropriate transitions to neighborhoods and lower scale buildings that are adjacent or proximate.
<p><i>Streetscape Treatment</i></p> <ol style="list-style-type: none"> a. Give a distinctive character to individual streets that have particular roles to play within SoFA, such as First, San Salvador, San Carlos, Market and Second. b. Use both San Carlos and San Salvador as two different character streets to link both the University and the Convention Center with SoFA.
<p><i>Parque de los Pobladores</i></p> <ol style="list-style-type: none"> 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.

Table V.F-2 *continued*

URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA
<p><i>Festivals and Events</i></p> <p>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.</p>
<p><i>Signage</i></p> <p>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.</p>
<p><u><i>Circulation, Access and Parking</i></u></p> <p><i>Vehicular Traffic and Streets</i></p> <p>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.</p> <p>d. Establish Second Street as two-way from San Carlos south and Third Street as two-way from Reed Street south. Design Second Street, a local- serving street, to have bicycle lane(s) and angled parking on the west side.</p> <p>e. Explore the design of San Carlos to better accommodate vehicular traffic, the Light Rail trains and wider sidewalks, especially along the southern side of the street.</p> <p>f. Establish two local-serving Reed and Balbach Streets that should share east-west traffic to the west of Market. To the north San Carlos there will continue to be an additional east-west street.</p> <p>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.</p> <p>h. Other streets will be local-serving and will have a streetscape with a commensurate character.</p>
<p><i>Parking Distribution and Ratios</i></p> <p>a. Encourage the maximization of on-street parking in SoFA, where it does not limit the provision of generous sidewalks.</p> <p>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.</p>
<p><u>Civic Center</u></p> <p>1. Develop the Civic Plaza as the eastern entrance to the Greater Downtown through public art and streetscape improvements coordinated with transit.</p>
<p><u>San Carlos</u></p> <p>3. Create a distinct place between 1st and 4th Streets to mark an entrance to the university.</p> <p>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.</p>
<p><u>Almaden Boulevard</u></p> <p>1. Fill in new development to create a built or landscaped edge to the wide right of way on Almaden Boulevard.</p> <p>4. Encourage development of parcel west of the DeAnza Hotel with a distinctive building.</p>
<p><u>Diridon/Arena Area^b</u></p> <p>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.</p> <p>5. Enhance existing residential neighborhoods and reinforce downtown living with additional high density residential development.</p>
<p><u>Guadalupe River Park Master Plan^c</u></p> <p><i>Facility and Open-space Development</i></p> <p>a. To preserve the open-space character of the Guadalupe River Park, new buildings in the park are discouraged.</p> <p>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.</p>
<p><i>Environmental Preservation</i></p> <p>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.</p>
<p><i>Circulation</i></p> <p>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.</p>

Table V.F-2 *continued*

URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA
<p><i>Lighting</i></p> <p>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.</p>
<p><u>Streetscape Master Plan^d</u></p> <p><i>Clarity, Hierarchy and Identity</i></p> <p>c. Specify a strong ensemble of high-quality materials, amenities, and furnishings that reinforce a positive image...</p> <p><i>Safety, Walkability, and Continuity</i></p> <p>a. Improve pedestrian safety and accessibility.</p>
DESIGN GUIDELINES
<p>a. Urban Open Spaces</p> <ul style="list-style-type: none"> • Definition of open spaces by using buildings and landscaping. • Appropriate size and scale of open spaces. • Identity and the use of public amenities to reinforce the identity and use of open spaces. <p>b. Streets, Sidewalks and Paseos</p> <ul style="list-style-type: none"> • 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. • Edges and the need to cover pedestrian paths when possible and to design them with the highest level of amenities. <p>d. Building Rehabilitation</p> <ul style="list-style-type: none"> • Rehabilitation/Reuse of existing buildings and portions of blocks in a way that respects their original character. <p>f. Building Context</p> <ul style="list-style-type: none"> • Existing buildings shall provide the architectural context for new buildings. • Infill development shall be compatible with existing buildings.

^a Excerpted from the *South First Area Strategic Development Plan*, Final Draft, December 17, 2002.

^b Excerpted from the *Diridon/Arena Strategic Development Plan*, Final Draft, October 16, 2002.

^c 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.

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

c. Significant Aesthetic Impacts. Implementation of the *Strategy 2000*, South First Area (SoFA) Strategic Development Plan, the Diridon/Arena Area Strategic Development Plan, the Guadalupe River Park Master Plan 2002, and the San Jose Downtown Streetscape Master Plan would not result in any significant impacts related to visual and aesthetic quality due to the Plan's urban design concepts, strategies, actions, and guidelines aimed at improving the visual and aesthetic qualities of Downtown. When specific development projects are formally proposed, they will be subject to environmental review to identify potential significant project-specific impacts related to visual and aesthetic quality.

Table V.F-3: Urban Design Concepts and Guidelines Limiting New Sources of Light and Glare

<p>URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY SYSTEM</p> <p><u>Urban Form and Buildings</u></p> <p>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.</p> <p>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.</p> <p>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.</p>
<p>URBAN DESIGN CONCEPTS, STRATEGIES, AND ACTIONS BY AREA</p> <p><u>SoFA District^a</u></p> <p><i>Streetscape and the Public Realm – Streetscape Treatments, Lighting and Street Furniture</i></p> <p>a. Coordinate the SoFA Streetscape program with the concurrent Greater Downtown Streetscape and Lighting Master Plans.</p>
<p><u>Guadalupe River Park Master Plan^b</u></p> <p><i>Lighting</i></p> <p>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.</p>
<p>DESIGN GUIDELINES</p> <p>g. Building Character</p> <ul style="list-style-type: none"> • 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.

^a Excerpted from the *South First Area Strategic Development Plan*, Final Draft, December 17, 2002.

^b 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.

