

Proposed General Plan Update Goals, Policies, and Implementation Actions



Scenic Routes, Gateways and Urban Corridors

The City of San Jose has many scenic resources which include the broad sweep of the Santa Clara Valley, the hills and mountains which frame the Valley floor, the baylands and the urban skyline itself, particularly high-rise development. It is important to preserve public thoroughfares which provide visual access to these scenic resources. The designation of a scenic route applies to routes which afford especially aesthetic views.

Gateways are locations in the city which announce to a visitor or resident that they are entering the city, or a unique neighborhood. San Jose has a number of Gateway locations including Coleman Avenue at Interstate 880, 13th Street at US 101 and Highway 101 in the vicinity of the Highway 85 Interchange. The Urban Corridors designated in this General Plan are all State and Interstate Highways within the City's Sphere of Influence. Together, Gateways and Urban Corridors contribute greatly to the overall image of San Jose and the image of its individual communities. When attractive and inviting, Gateways and Urban Corridors contribute to the lasting positive impression of the City or area, contribute to the quality of life, and can encourage private investment and economic activity.

Goal SR-1: Preserve and enhance the visual access to scenic resources of San Jose and its environs through a system of scenic routes.

SR-1 Policies

- Policy SR-1.1 Ensure that development within the designated Rural Scenic Corridors is designed to preserve and enhance attractive natural and man-made vistas.
- Policy SR-1.2 Preserve the natural character of Rural Scenic Corridors by incorporating mature strands of trees, rock outcroppings, streams, lakes and reservoirs and other such natural features into project designs.
- Policy SR-1.3 Ensure that development along designated Rural Scenic Corridors should preserve significant views of the Valley and mountains, especially in, or adjacent to, Coyote Valley, the Diablo Range, the Silver Creek hills, the Santa Teresa Ridge and the Santa Cruz Mountains.
- Policy SR-1.4 Consider the potential for providing access to public facilities such as parks, recreation areas, bike trails and cultural attractions when planning Rural Scenic Corridors.
- Policy SR-1.5 Minimize negative impacts on native flora and natural topographic features when designing roadways on Rural Scenic Routes.

Policy SR-1.6 Prohibit billboards adjacent to all Rural Scenic Routes.

Goal: SR-2: Create attractive Gateways into and Urban Corridors through San Jose to contribute towards the positive image of the City of San Jose.

SR-2 Policies

Policy SR-2.1 Recognize the importance of Gateways in shaping perceptions of San Jose.

Policy SR-2.2 Require that new public and private development adjacent to Gateways and Urban Corridors consists of high-quality architecture, uses high-quality materials, and contributes to a positive image of San Jose.

Policy SR-2.3 Require that development within the designated Urban Corridors is designed to preserve and enhance attractive natural and man-made vistas.

Policy SR-2.4 Prohibit billboards at Gateway locations and along Urban Corridors within San Jose.

SR-2 Actions

Action SR-2.5 Develop Gateway plans for those Gateway locations identified in the General Plan. Plans should include overall streetscape and private design guidelines and needed capital improvements.

Action SR-2.6 Work with Caltrans and VTA to ensure that the Urban Corridors in San Jose are maintained and enhanced to include a high standard of design and landscaping to create a consistent and attractive visual quality.