

# **North San José Area Development Policy Neighborhoods Plan**

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**City of San José  
November 2009**



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# Vision and Purpose

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## Vision North San Jose

The City of San Jose is committed to the ongoing development of the North San Jose area as an important employment center and as a desirable location for high-tech corporations within San Jose as well as the Bay Area. Managing regional traffic patterns and establishing a framework for “smart growth” are also important goals of the City. The North San Jose Area Development Policy establishes a framework to meet these goals:

- **Promote Economic Activity** – Provide additional long-term development capacity to support the creation of up to 80,000 new jobs along the North San Jose First Street corridor.
- **Promote Livability** – Add new housing and retail development in close proximity to new jobs, amenities and transit infrastructure.
- **Promote Long-term Vitality** - Establish fair-share funding mechanisms for infrastructure improvements necessary to support new development.

## Purpose of the Neighborhoods Plan

The North San Jose Area Development Policy (Policy) Neighborhoods Plan provides supplemental policy and interpretation to further the goals of the Policy, specifically related to the development of amenities to serve future employees and residents that help to achieve the City’s overall goals for North San Jose. The City’s General Plan and the Policy are the primary documents for guiding future land use decisions for North San Jose while the Neighborhoods Plan provides additional supplemental guidance. The Neighborhoods Plan incorporates the work of the North San Jose Neighborhoods Planning Taskforce (Taskforce), including the Guiding Principles developed by the Taskforce.

Together all of these documents are intended to advance the City’s Vision for North San Jose as an international center for innovation, a key employment area for the City, and an excellent place where work, home and community are fully integrated.

# Guiding Principles

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These Guiding Principles were unanimously adopted by the North San Jose Neighborhoods Planning Taskforce at their final March 6, 2008 meeting. The City Council directed purpose of the North San José Neighborhoods Planning Taskforce was to actively engage the North San José residential and business communities in a Taskforce to contribute to the preparation of an implementation strategy for the North San José Area Development Policy. The Taskforce was a forum for the residents and stakeholders of the Rincon de Los Esteros Redevelopment Project Area and surrounding neighborhoods to develop recommended Guiding Principles

## ***Vision Statement***

The San Jose of the future is found in North San Jose. Connecting the historic downtown to the refuge afforded by the San Francisco bay and Alviso, North Jose forms a crucible of talent and innovation, and opportunity.

This new urban uptown responds to the changing nature of work, creating a place like no other in the City where home, work, and community can be integrated.

- A world class network of parks and trails that connect to the natural rivers and creeks.
- Schools that nurture students, preparing them all to lead in the future.
- Vibrant, interesting and creative places to gather, shop, meet,
- Opportunities to work outside of the confines of an office, or commute to the office next door on your bicycle.
- Creative businesses that redefine our daily life with new products and services that we haven't even dreamed of,
- Neighborhoods that residents are proud to call home.

## ***Cross Cutting Guiding Principles***

- A. Urban Form – Maintain an Urban design approach to realize the recommended densities and increase available land for economic and public open space uses
- B. Secure public sites early – Prioritize purchase of Public use sites (Parks, Schools, Community Centers, and Library) in early phases of the plan
- C. Creative financing – Apply creative financial strategies to ensure timely development of public use facilities consistent with growth in private sector development (e.g. create mechanisms for making funds available when needed)
- D. Green Building – Emphasize (or encourage) the use of sustainable design principles in new and existing private and public developments.
- E. Transit Oriented Development- Encourage transit oriented development including pedestrian and bicycle friendly design
- F. Industrial Growth - Encourage industrial and job growth in North San Jose

## **1. PARKS AND RECREATION**

Higher Priority

**1.1. Provide a center park/plaza location to create a there – there for North San José**

**1.2. Explore the opportunities for creating a larger central park/central place**

**1.3. Provide trails and connections to trails**

**1.4. Provide recreational facilities for area**

Lower Priority

**1.5. Provide sport fields to serve area**

**1.6. Provide for a mixture of park facilities**

**1.7. Provide recreational facilities for employees**

**1.8. Provide passive areas into park system**

## **2. LIBRARIES**

Higher Priority

**2.1. Combine library space with community space/rooms/places**

**2.2. Library should be urban in form**

**2.3. Identify priority sites now**

2.3.1. Think like a retailer, look at opportunities related to larger retail centers

2.3.2. Close to transit desirable (especially light rail)

2.3.3. “main street” location with visibility and traffic (e.g. VTA, Motitozo, Agnews)

**2.4. Think creatively about financing, i.e. look at multiples sources of funding for multiple uses of library site such as parks and community center funds.**

Lower Priority

**2.5. The library should help create place - Consider Joint Use/synergy as park of Place Making**

**2.6. Explore creating a “retail” library space with 1st floor location, integrated in with retail, and the ability to expand over time**

**2.7. Should relate to high tech environment**

## **3. SCHOOLS**

**3.1. Schools should be multi-purpose facilities for school and community use**

3.1.1. Parks and green space

3.1.2. Community Center, homework center, after-school care

3.1.3. Libraries

**3.2. Schools in North San Jose should be Urban Schools**

3.2.1. Multi level

3.2.2. Smaller footprint

3.2.3. Integrated into community

**3.3. Take into consideration both existing and new residents**

3.3.1. Avoid bussing

**3.4. School design to be flexible to meet changing needs**

3.4.1. Should serve multiple audiences and be able to grow and shrink as the population of children fluctuates

3.4.2. School design should adapt and respond to the needs of current and future students and the surrounding neighborhood.

- 3.4.3. Environmentally healthy and sustainable design standards
- 3.4.4. Look at renovation/upgrade of existing sites
- 3.4.5. Provide for college prep.
- 3.5. Look at all methods for financing school construction**
  - 3.5.1. Resources must be spent on school construction (not on operations or programs)
  - 3.5.2. Have a funding plan in place
  - 3.5.3. Purchase sites prior to need/development

#### **4. TRANSPORTATION**

- 4.1. Plan for retail and other land uses that minimize trips out of the area**
  - 4.1.1. Create a retail places to shop for daily needs
- 4.2. Create multiple ways in and out of neighborhoods**
  - 4.2.1. For emergencies
  - 4.2.2. Design small walkable blocks
  - 4.2.3. Develop a grid system
- 4.3. Create connection to trails in new and existing neighborhoods**
  - 4.3.1. Create connections
  - 4.3.2. Create a mix of streets and paseos that connect to public uses (such as trails and parks)
- 4.4. Reconsider parking requirements on residential parking**
- 4.5. Consider the impact on Alviso**
- 4.6. Design flexible, aesthetically pleasing new streets**
- 4.7. Ensure funding is in place before development begins**

#### **5. WATER SUPPLY**

- 5.1. Find ways to increase the use of recycled water from the “purple pipe”, as required by the State water code.**

#### **6. RETAIL**

##### **6.1. Design Guidelines Criteria**

- 6.1.1.** Adopt specific Design Guidelines for Amenity, Neighborhood and Regional Retail Projects
- 6.1.2.** Encourage the use of design professionals with significant experience in retail development
- 6.1.3.** Adopted Design Guidelines should ensure flexible, multi-tenant space that can be refreshed and re-leased over time.
- 6.1.4.** Design Guidelines should incorporate retail industry standards related to height, configuration, trash enclosures, grease interceptors, loading zones, signage and other key elements necessary for successful retail spaces
- 6.1.5.** Encourage well designed, quality community gathering spots and outdoor spaces in conjunction with retail spaces
- 6.1.6.** Encourage quality landscaping, site design and building materials
- 6.1.7.** Encourage walkability and pedestrian activity
- 6.1.8.** Promote range of retail offerings
- 6.1.9.** Create a sense of place with retail design

## **6.2. Retail Site Criteria**

- 6.2.1. Preserve Site Opportunities for Neighborhood and Regional Retail that promote market viability
- 6.2.2. Location – highly visible, prominent, gateway orientation, immediately adjacent to parking
- 6.2.3. Visibility - visible from pedestrian corridors and roadways when possible
- 6.2.4. Accessibility – ease of pedestrian and traffic movement in and out of the site
- 6.2.5. Accessible by public transit whenever possible

## **6.3. Crosscutting Key Elements For All Retail Uses**

- 6.3.1. Encourage walkability and access to public transit
- 6.3.2. Encourage quality site design and landscaping solutions
- 6.3.3. Encourage well designed outdoor gathering spaces
- 6.3.4. Encourage quality architecture and material use

## **6.4. Key Elements of Amenity Retail**

- 6.4.1. Encourage well integrated mixed use development
- 6.4.2. Encourage access to adequate parking within close proximity to retail

## **6.5. Key Elements of Neighborhood Retail**

- 6.5.1. Encourage neighborhood retail according to main street retail concepts
- 6.5.2. Create parking solutions that provide adequate stalls and close proximity but discourages excessive parking near storefronts to promote a pedestrian friendly experience.

## **6.6. Key Elements of Regional Retail**

- 6.6.1. Highway/Freeway Visibility and Access
- 6.6.2. Draws from surrounding communities
- 6.6.3. Healthy parking capacity
- 6.6.4. Multi-modal hub (public transit)
- 6.6.5. Minimal Site Opportunity in North San Jose due to size and location needs

## **6.7. Promote small business programs to developers and prospective tenants that can assist in small business formulation and support the on-going health of the small business community.**

- 6.7.1. Encourage non-franchise and family owned businesses as well as national credit tenants
- 6.7.2. Small Business Ambassador Program
- 6.7.3. Financial Assistance Programs
- 6.7.4. Entrepreneur Center
- 6.7.5. Retail Recruitment
- 6.7.6. Permit Assistance

## **7. CENTRAL PLACE AND PLACE MAKING**

- 7.1. *Key sites should be explored as a central place for North San Jose.*
- 7.2. *The appropriate site should be centrally located and near existing/future residential neighborhoods*
- 7.3. *The City should explore creating incentives for the property owner to develop the site appropriately.*
- 7.4. *The site should have a mix of community and neighborhood serving retail stores.*
- 7.5. *Community uses could include an*

- 7.5.1. elementary school,
- 7.5.2. a park,
- 7.5.3. a square,
- 7.5.4. a community center and
- 7.5.5. a library.

**7.6. Retail stores could include a mixture of shops, stores, cafes and restaurants.**

**7.7. The Moitozo site should be explored as one of the potential central places, but the Moitozo property should be allowed to remain agricultural as long as the property owners desire.**

## **8. URBAN DESIGN GUIDING PRINCIPLES**

### **8.1. General Guiding Principles**

- 8.1.1. **Walkability** – Strive to make North San Jose districts and neighborhoods walkable.
- 8.1.2. **Pedestrian-Friendly Environment** – Create an urban environment that is visually attractive, pedestrian- and bike-friendly and designed to the human scale.
- 8.1.3. **Connectivity** – Encourage design and development within North San Jose that increases connectivity of uses, transportation and public facilities.
- 8.1.4. **Mix of Uses** – Foster a mix of uses within developments and individual buildings (both horizontal and vertical mixed-use).
- 8.1.5. **Design Guidelines** – Develop a clear set of design guidelines for buildings that support the vision for North San Jose (e.g. building heights and buildings at street edges).
- 8.1.6. **Identity** – Ensure that public development in North San Jose contributes to the strengthening of its identity.

### **8.2. Public Realm - Blocks**

- 8.2.1. Establish an interconnected system of streets, in a modified grid pattern, that generates small, walkable and bike able blocks, particularly in residential areas.
- 8.2.2. Implement the current street plan developed for the Core Area, and continue development of the same street plan throughout North San Jose.

### **8.3. Public Realm - Streets**

- 8.3.1. Develop a set of street typologies that reflects a distinct character for each typology, and that balances vehicular and pedestrian needs.
- 8.3.2. For each typology determine the elements of streetscapes, such as sidewalk width, bike lanes, travel lanes, public transit, planting strips, tree species, easements, setbacks and build-to lines.
- 8.3.3. Develop guidelines for streetscape elements such as trees, street furniture (bus shelters, bike racks, lights, benches, etc.), pavement materials, signage and public art.

### **8.4. Public Realm - Parks**

- 8.4.1. Ensure that new parks are part of a larger system, and when possible are connected to plazas and trails being developed in North San Jose.

- 8.4.2. Create new parks in new housing opportunity areas that are at least three acres in size.
- 8.4.3. Place parks within walking distance of new and existing residences.
- 8.4.4. In housing areas, encourage park facilities such as children’s playgrounds, game courts, and picnic facilities.

**8.5. Public Realm - Plazas**

- 8.5.1. Develop a system of central gathering places and plazas.
- 8.5.2. Integrate plazas into the urban fabric.
- 8.5.3. Ensure that plazas are highly visible and accessible.

**8.6. Public Realm - Trails**

- 8.6.1. Connect trails to the existing trail system, including, but not limited to, Coyote Creek Trail, Guadalupe River Trail, Highway 237 Bikeway, and the River Oaks Trail.
- 8.6.2. Wherever possible, trails and public spaces should relate to access points along the two rivers: Guadalupe River and Coyote Creek.
- 8.6.3. Create design guidelines for proposed “Greenways” (street and trail combinations).

**8.7. Private Realm – Connectivity and Block Size**

- 8.7.1. Connect new developments to the existing and planned public realm.

**8.8. Private Realm – Block Layout and Mix of Uses**

- 8.8.1. Encourage mixed-use development.
- 8.8.2. Allow for flexibility in site configurations and in building use over time.

**8.9. Private Realm – Building Placement**

- 8.9.1. Concentrate higher buildings along North First Street and require build-to lines to emphasize North First Street’s role as the signature boulevard for the area and to make use of existing public transit.
- 8.9.2. Locate the tallest buildings at intersections to create a memorable sequence along the street and to take advantage of pedestrian activity at corners.
- 8.9.3. Orient buildings to the street to encourage and support pedestrian activity.

**8.10. Private Realm – Transitions**

- 8.10.1. Carefully design transitions between different heights, scales, and uses of buildings and developments.
- 8.10.2. In places where a park is adjacent to buildings, orient buildings towards the park and separate the two with a street or public pathway.

**8.11. Private Realm – Sustainability**

- 8.11.1. Encourage sustainable design practices

**8.12. Encourage Significant Design in Architecture**

## **9. HEALTH CARE**

### **9.1. Health Care – Develop plans for health care needs and facilities in North San Jose**

- 9.1.1. Include the provision of health care services and facilities in North San Jose in the Envision San Jose 2040 General Plan Update
- 9.1.2. Recommend the establishment of a Joint City-County Taskforce (including all major health care providers) to work collaboratively on health care facilities and hospital services issues that relate to North San Jose and Downtown

## **10. PUBLIC ART**

### *Higher Priority*

- 10.1. Create landmarks**
- 10.2. Public art should foster community interaction**
- 10.3. Showcase the highest level of artistic excellence and creative energy**
- 10.4. Explore the creation of a North San Jose Art Trail/Iconic System, that would use public art to help create a North San Jose identity (Great Idea)**

### *Lower Priority*

- 10.5. Define and enhance the public realm**
- 10.6. Respond to North San Jose's broad geographic diversity**
- 10.7. Priority Locations**
  - 10.7.1. Edges and Transitions
  - 10.7.2. Connecting Places
  - 10.7.3. Gathering Places
  - 10.7.4. Places where different Uses and activities overlap
- 10.8. Create artwork at a variety of scales and sizes**
- 10.9. Exist in a range of timeframes (art that changes over time)**
- 10.10. Encourage dynamic large scale art in the core**
- 10.11. Art should reinforce and create identity in North San Jose**
- 10.12. Encourage architecture that is public art**

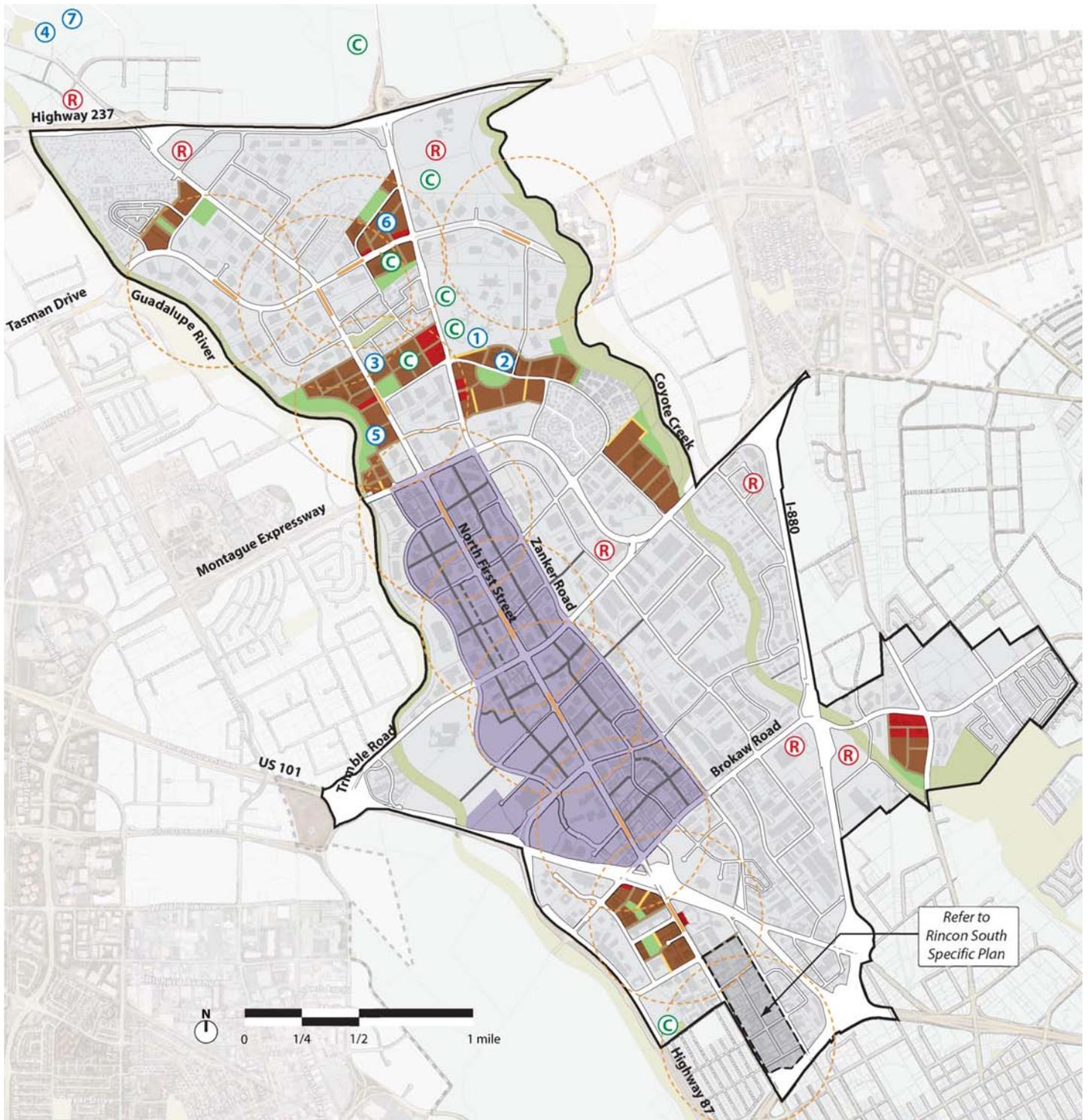
## **11. RINCON SOUTH/ROSEMARY GARDENS**

- 11.1. Develop and implement a strategy to build out parks in Rincon South (As envisioned in the Specific Plan)**
- 11.2. Engage the Rincon South/Rosemary Garden's neighborhood in the development of an Action Agenda to address key issues and concerns.**

# Neighborhoods Plan Diagram

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The North San Jose Neighborhoods Plan Diagram was developed to incorporate Taskforce input into a proposed land use conceptual plan that meets the neighborhood goal of providing neighborhood and community parks, neighborhood serving retail, potential school sites and other services to support both existing and planned residential, commercial and industrial land uses. The implementation of these services will be tied to either privately initiated development projects or publicly funded projects (e.g. School District, City or Redevelopment Agency). The Neighborhoods Plan Diagram illustrates one approach to achieving the goals set forth in the North San Jose Policy, Guiding Principles and Guidelines. As projects are implemented, they should be reviewed for consistency with each of these documents with the understanding that they may vary from what is illustrated on the Neighborhoods Plan Diagram, but that they should implement the same goals and level of quality in their final form.



- Planned Residential
  - Potential Neighborhood Retail
  - R Possible Retail Locations
  - Planned Neighborhood Parks
  - C Potential Community Parks
  - 1 Potential School Sites
  - Paseos
  - Residential Streets
  - Core Area Grid Streets
  - Core Area
  - North San Jose District
  - San Jose City Boundary
- Note:  
 30 acres in total are needed from the potential sites indicated above.  
 The 30 acres include:  
 25 acres for various sport fields  
 5 acres for Aquatic and Community Center

# Services and Amenities

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In accord with the North San Jose Area Development Policy and other city policies and ordinances, new services and amenities should be provided concurrent with the development of new employment and residential uses to support the employees who work and residents who live in North San Jose. New services should include additional retail, Neighborhood and Community parklands, trails, recreational facilities, libraries educational facilities and other services as needed. The following policies and implementation guidelines supplement the direction provided within the Policy.

## ***Parkland and Open Space Amenities***

The City's vision for North San Jose is to provide public parks and recreational facilities in North San Jose, in accordance with the provisions of the North San Jose Area Development Policy, including a center park/plaza that acts as a focal point for the employment and residential communities, one or two larger community parks equaling approximately 30 to 40 acres, trails and trail connections, recreational facilities, sports fields and a mixture of passive and active open space areas for both residents and employees.

The North San Jose Area Development Policy and the San Jose 2020 General Plan establish basic goals and policies for the development of parks and recreation facilities. The North San Jose Policy acknowledges that new development in North San Jose will generate the need for several new Neighborhood and Community Parks and includes the following park-related provisions;

- 1) Residential projects are subject to either the Parkland Dedication Ordinance (PDO) or the Park Impact Ordinance (PIO). Restricted projects for low to extremely low income units are exempt from both the PDO and PIO. Projects of 50 units or less are only required to pay the associated in-lieu fee. Dedication of land for park sites, rather than collection of funds, should be given priority in the implementation of the Parkland Dedication Ordinance and/or Park Impact Ordinance.
- 2) New parks, schools, community facilities and other supporting uses should be built within the Transit/Employment Residential District.
- 3) Neighborhood Parks should be at least five acres in size, but if the contiguous acreage of a single Residential Overlay area is less than 20-acres, a three-acre park within that area may be acceptable.
- 4) New Residential development should be within 1,000 feet of an existing or proposed neighborhood or community park (at least 3-acres in size).

A more detailed strategy for the acquisition and development of parks in North San Jose was developed in conjunction with the North San Jose Neighborhoods Planning Taskforce which provides additional direction for the provision of parks and recreational facilities in the North San Jose area. A report on Parks and Recreation Facilities, recommended a strategy which balances PDO/PIO resources between the purchase of park land and the development of recreational facilities.

It is anticipated that approximately 77 acres of park land will ultimately be acquired and developed in North San Jose with the use of PDO/PIO revenues (estimated \$260 million) as well as with land dedicated and park improvements by residential developers. The proposed park land strategy would result in 1.16-acres of park land per 1,000 residents, when using a population number of 91,000 for both the existing and anticipated residents. This includes the 6 existing acres of parklands (Rosemary Gardens Park and Moitozo Park) and 23 acres associated with trails (237 Bikeway Trail, Coyote Creek Trail and the Guadalupe River Trail) currently found in the Policy Area.

The Taskforce, along with the Parks and Recreation Commission has indicated that the proposed strategy should be viewed as just a starting point for the development of parks and recreational facilities in North San Jose. They would like the City to continue to look for innovative methods to purchase and develop additional parklands above and beyond what can be developed with just PDO/PIO funding.

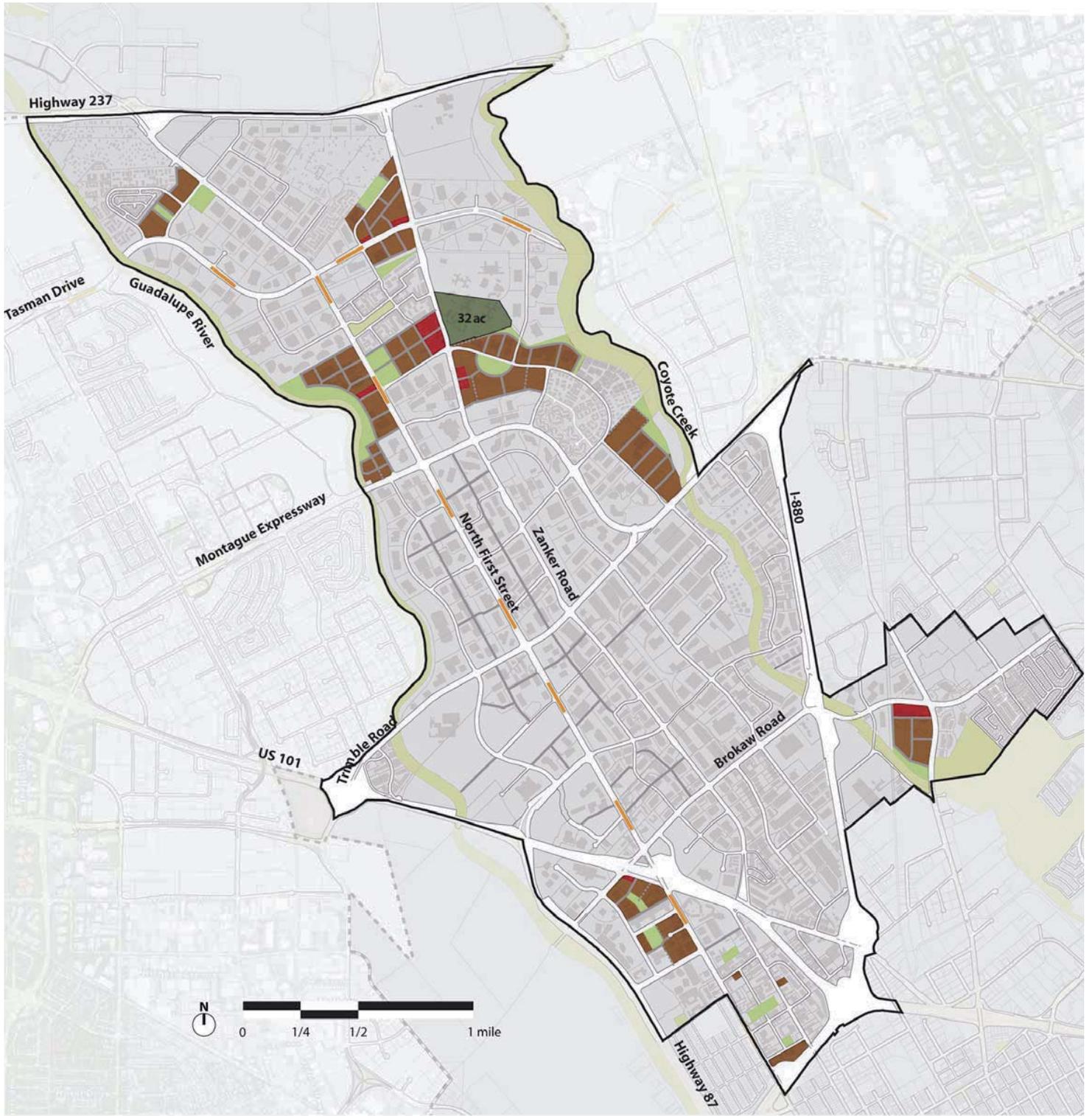
### ***Parks Implementation Guidelines***

- During the early phases of the Policy's implementation, the City will continue to implement the Policy direction that "Acquisition of land for park sites, rather than collection of funds, should be given priority in the implementation of the Parkland Dedication Ordinance and/or Park Impact Ordinance".
- In the later phases of North San Jose development, the collection of PDO/PIO resources should be balanced between the purchase of park land and the development of recreational facilities.
- The City should aim to develop a minimum of 34 acres of new neighborhood parks within the North San Jose Policy area, distributed amongst, and centrally located within, the new residential areas as portrayed on the Neighborhood Master Plan.
- The City should aim to develop approximately 43 acres of new community park land and/or major recreational amenities to include:
  - Community center
  - Aquatics center,
  - Sports fields.
- Projects on sites larger than 15 acres are required to dedicate land "on-site" for park purposes or purchase and convey to the City property "off-site" deemed to be appropriately sized and centrally located with respect to planned residential development.

- The City will collect in-lieu park fees from projects that benefit from either existing or proposed parks by other residential developers. Funds collected will be used to construct recreational or park facilities in North San Jose or to fund the acquisition of at least 35 acres of additional park lands for community facilities like a community center, an aquatic center, and sport fields.
- PDO/PIO resources should be used to develop a minimum three-acre public Central Park/Plaza, preferably within or in close proximity to the Core Area.
- The City should explore other potential sources of revenue (to supplement PDO/PIO funds) for the development of additional park lands and/or recreational facilities in North San Jose in order to increase the ratio of park land to population to a level closer to the San Jose 2020 General Plan goal of 3.5 acres per 1,000 population.
- The joint use of school grounds for recreational purposes should be encouraged as a way of meeting the recreational needs of existing and future residents in North San Jose.
- New residential development in the Rincon South area of North San Jose should contribute towards the development of park facilities in accordance with the Rincon South Specific Plan.
- The City and Redevelopment Agency should look for opportunities to acquire and develop land for park purposes, to meet the needs of residents living within, and in the vicinity of affordable housing developments, exempted from PDO/PIO requirements to pay park in-lieu fees or dedicate park land.
- The City should explore the purchase of property in the vicinity of the northeast corner of Kerley Drive and Rosemary Drive for the development of a neighborhood park in accordance with the Rincon South Specific Plan.
- New neighborhood parks should be oriented and designed to meet the needs of nearby residents and active recreational uses should be limited to pick up sports fields in Neighborhood parks of at least 4 acres.
- The City should complete the Regional Trails in the North San Jose area.
- The future public parks and recreation facilities proposed in North San Jose should include a skate park, a dog park, and a community garden to serve the residents in the area.
- A prominently placed community center, of approximately 30,000 square feet, should be developed in North San Jose, preferably within or adjacent to a retail commercial area.

- A portion of the Agnews site should be considered as a preferred location for community recreation facilities to include:
  - Four 225' x 360' soccer fields with a cricket field overlay
  - Four to six tennis courts
  - Restroom/concession building
  - Picnic facilities
  - Parking for approximately 240 cars.
  
- The site at the south west corner of Tasman and Zanker Road should be considered as a preferred location for community recreation facilities to include:
  - Four softball fields with a cricket field overlay,
  - Restroom/concession building
  - Picnic facilities
  - Aquatic Center (a 50 meter indoor competitive pool with outdoor recreational pools adjacent to a two court basketball gym)
  - Community Room (3,600 square feet dividable community room with staff support offices)
  - Parking for 270 cars.

The development of new parks and recreational facilities in the North San José Policy Area will require additional General Fund revenues to off-set the operation and maintenance costs if donations are not provided to underwrite such costs from new developments. Operating and maintenance costs at build-out of the proposed parks and recreational facilities are estimated at \$3,625,000 annually in 2008 dollars. With the full build-out of the planned residential development, a significant amount of new retail is anticipated, consistent with the analysis included in the Retail Study prepared by the Office of Economic Development for the Taskforce. This new retail should generate a useful increase in annual sale taxes revenues to the City. The City can also expect additional real estate conveyance taxes collections. The City currently directs 64 percent of the conveyance tax collections to the Department of Parks, Recreation, and Neighborhood Services to augment General Fund revenues for parks maintenance, renovations, acquisitions, and new recreational developments.



- Potential Community Parks
- Planned Neighborhood Parks
- Existing Parks



2 Moitozo Site



3 VTA on Zanker



4 Partial Agnews Site with Adjacent School



5 Two Sites on Tasman/ Zanker and Component Dr.



6 North of 237 on Zanker



7 Partial Agnews Site Facing on Zanker

- Potential Community Parks
- Planned Neighborhood Parks
- Existing Parks



8 Sonora Avenue



- Existing Trail
- - - Planned Trail
- Existing Ramp/Stair Access Point
- ◐ Planned Ramp/Stair Access Point

## ***Library Services***

Library services should be provided within North San Jose as the employee and resident population increases. New library services are anticipated to be provided with a branch library, preferably in a retail or park/plaza that acts as a focal point for the employment and residential communities. Such a site should include the ability to expand the size of the facility based on population growth and funding in order to provide a full level of library services similar to other branches in the San Jose system.

### ***Library Services Implementation Guidelines***

- A new library branch should be established when the population hits 25,000. The General Plan sets forth a goal of providing approximately 4 square feet of library space per resident in the service area. Accordingly, a 10,000 square foot library is recommended once the population reaches 25,000 people. Because the population is expected to steadily increase beyond this number, an expandable space is recommended so that an additional 10,000 square feet can be added when the population nears 50,000 with a potential maximum space of 30,000 square feet.
- The library building design and location should be compatible with the ability to increase physical size.
- A location within a high-density development is recommended, either in a retail setting or as part of a community center. Such a facility is preferable to a stand alone suburban branch, being more appropriate to the type of urban form planned for North San Jose.
- Access to adequate parking as well as to transit options, such as light rail or major bus routes, are essential elements. Library services are offered to workers at lunch time and after work as well as to residents during the daytime and evenings.
- If a retail-centered or community center branch location is not feasible, the City may consider a shared public library branch with a school library. Both Orchard and Santa Clara School Districts have expressed interest. Factors to consider with a joint-type facility like this include: ability to expand size beyond initial construction; access to sufficient parking and transit; governance of library; operations to allow large numbers of possible customers during lunch periods and other times while school is still in session; competing missions; any restrictions on collection or Internet usage by both students and general public; and responsibility for staffing, utilities, and repair.
- A third option for the provision of library services is to contract with the Santa Clara City Public Library to provide library services to North San Jose residents. Santa Clara City currently has plans to construct a 15,000 square foot branch library in the Riverwalk Development. It is designed to meet their city population

needs and does not currently include expansion plans for a greatly increased service population from North San Jose development. This may be a good alternative until the San Jose population reaches the point where a new branch is justified and funded. Alternatively, as a fourth option, a stand-alone County branch, similar to the Berryessa branch, is a possibility. Currently, the County of Santa Clara has not allocated funding for this branch.

- There is no General Fund dedicated allocation for this new branch, either for construction or operations. This project would be beyond Measure O, the Library Bond of 2000, which has funded the new construction of 20 branch libraries. The only current sources of revenue would be the Library Parcel Tax, currently expiring in 2014 with a current assessment of about \$26 per single unit property, and current allocations from Construction and Conveyance Tax. The library currently receives 14.22% of the C&C tax. Both of these taxes are not used for general operations of a branch library. General Fund revenues from property tax may be affected by areas being within Redevelopment districts. Operating costs for 10,000 square foot branch would be about \$740,000 annually in 2008 dollars for staffing, maintenance, collections, beyond initial construction and furnishing, including providing new collections.

## ***Educational Facilities***

Schools in North San Jose should be multi-use facilities for school and community use, urban in form, located in consideration of both new and existing residents, and designed in a flexible manner to meet changing needs.

Four school districts serve the students in North San Jose: Santa Clara Unified School District (K-12), Orchard School District (K-8), Eastside Union High School District (9-12) and San Jose Unified School District (K-12). New residential development is planned within each of these four jurisdictions. Each school district is responsible, independently of the City, for providing educational services including school facilities within its boundaries. Preferred sites for new school facilities are illustrated in the North San Jose Educational Needs Report. The largest growth is anticipated in the Santa Clara Unified and Orchard School districts. A financing agreement has been made with the Santa Clara Unified District. The Orchard District has funding in place to meet the initial growth that will occur within their boundaries. Growth in the East Side Union and San Jose Unified School Districts is expected to be very low in the immediate future and there is no basis to providing new facilities in these Districts at this time.

## ***Education Facility Implementation Guidelines***

- Utilize existing capacity: Present plans call for the Santa Clara Unified School District to utilize the capacity at their existing schools until there is sufficient demand for a school in North San Jose. As those surrounding schools fill due to development in both the cities of Santa Clara and San Jose, development will be underway to build a new school in the heart of North San Jose. The first elementary/junior high school site is expected to be at the southwest corner of the Agnews Development Center on Zanker Road. Concurrently work will begin to secure rights to a future high school site in Alviso.
- San Jose Redevelopment Agency funding: The Redevelopment Agency has committed funding of up to \$75 million for school site acquisition and school construction in the Santa Clara Unified District in North San Jose. This funding will pay for the acquisition and development of the Agnews school site and acquisition of the Alviso high school site.
- Preferred School sites: The following sites have been identified as potential school sites. Two of these sites, the Agnews (1) and Alviso High School (7) are the preferred locations for the first elementary/junior high and high school sites:
  1. Agnews Developmental Center – The State of California plans to make this property available in 2009. Government agencies, including schools, have first priority for acquiring this site. This site would be ideal for the fifteen acres required for a K-8 school.

2. North River Oaks – this property is between the Agnews property and the proposed Irvine development at the old Sony site. This, and the Agnews site, would provide easy access to the majority of the new residential developments in North San Jose.
3. Moitozo – This site, lying between Zanker and N. First Street, is currently within Orchard and East Side Union district boundaries and not available for SCUSD schools. It would however, be an ideal site for community facilities, a park, a library and a school.
4. George Mayne School expansion – by providing more land to George Mayne School in Alviso, both the school and the park could be expanded.
5. VTA – this site, located on the VTA administration site north of Montague and west of N. First Street is a small site that could accommodate an urban style (multistory) school.
6. Baypointe – this site, located within the triangle formed by Zanker, N. First Street and Baypointe Drive is a small site that would require an urban style school and because of its location and proximity to planned development would probably be the last site to be developed into a school.
7. Alviso High School – There is a 31 acre site located immediately east of the George Mayne School that has been identified as the preferred location for a future high school.

# Retail

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As stated in the Guiding Principles, the City's goal is to create places with retail that encourage and strengthen pedestrian activity, and that are closely linked to public transit and other forms of transportation. Retail, and the environment or "place" it creates is recognized as an important amenity for the attraction of business and industry to North San Jose and for the quality of life of employees and residents within the Policy area. New retail development of all types is a critical element for the achievement of the Vision North San Jose goal to create a center of innovation, talent and opportunity where home, work and community are well integrated in a vibrant and attractive urban setting.

The North San Jose Area Development Policy (Policy) provides capacity for the development of up to 1.7 million square feet of new neighborhood serving retail or similar commercial land use to support the continued growth and expansion of North San Jose. The addition of this type of retail is a deliberate part of a strategy to promote more transit use and pedestrian activity. A report on retail prepared for the North San Jose Neighborhoods Planning Taskforce confirmed adequate demand to support this amount of new retail development.

The North San Jose Neighborhoods Planning Taskforce developed multiple Guiding Principles that address retail, emphasizing the desire to use retail to promote and to incorporate retail into the development of an attractive, walkable urban environment in North San Jose. These Guiding Principles are further articulated in the North San Jose Urban Design Guidelines.

The Taskforce also identified four types of retail that could play an important role in supporting new employment and residential growth. These four types are generally defined as follows:

1. **Amenity Retail** – Amenity retail is retail area specifically added as part of a mixed-use development to provide an amenity for the users (employees and/or residents) of the primary use on the site. Amenity retail spaces are typically as much as 20,000 square feet or more in area included as part of a mixed-use development. When well designed and operated, this type of retail can support pedestrian activity, enhance the visual environment and serve to make the overall project more attractive to potential users.
2. **Neighborhood Retail Centers** – Neighborhood Retail Centers can play an important role in North San Jose by providing convenient and economically viable small-scale shopping centers in proximity to North San Jose employees and residents. These centers typically approximately 130,000 square feet of building area constructed in a mixed-use or stand-alone format. They may have multiple tenants.

3. **Regional Shopping Centers** – Regional Shopping Centers provide an opportunity for larger format retailers that can serve employees and residents of the region. Because the North San Jose area is underserved by such retailers, the development of new regional shopping centers will benefit North San Jose, and also provide potential revenue for the City. These centers typically include 600,000 square feet or more of retail space and should be placed at highly visible locations on the edges of North San Jose to maximize their accessibility. In some cases it may be possible to create clusters of multiple retailers that specialize in a particular type of retail (e.g. building supplies) that also function in a similar fashion.
4. **Service Retail** – Service Retail is a small-scale type of retail that is intended to cater to on-site employees. While such retail may be open to the general public, it typically is not designed in a way to maximize its visibility and may not be economically competitive without some form of subsidy. Service Retail spaces are typically 5,000 square feet or less in area.

In addition, the Taskforce assisted in identifying potential sites where retail would be most likely economically viable (refer to the attached Neighborhoods Plan Diagram). The Taskforce recognized the importance of having a long-term vision for retail development and of identifying retail sites now even though most retail development will not happen until some point in the future when there is adequate market demand to support it

The Neighborhoods Plan proposes further measures that the City can take to assure the development of a variety of types of successful retail development in North San Jose to support the local area and the City as a whole.

### ***Implementation Guidelines***

- The City should strongly encourage the inclusion of amenity retail on the ground floor of new residential development in appropriate locations (with visibility, accessibility, appropriate dimensions and nearby market demand) to support retail businesses.
- The City should encourage the inclusion of amenity retail as part of new industrial development in appropriate locations (with visibility, accessibility, appropriate dimensions and nearby market demand) to support retail businesses. Such retail should be located and designed in a manner to provide an amenity to area employees and to further the vision of North San Jose as a center of innovation.
- The City should take measures to preserve sites for future neighborhood and regional retail development, including the initiation of amendments to the San Jose 2020 General Plan to establish commercial land use designations. These sites may include but not be limited to the potential retail sites identified in conjunction with the North San Jose Neighborhoods Planning Taskforce.

- The City should support new retail development within North San Jose as a means of providing important services for residents and employees. Retail sites provide an opportunity for a wide variety of activities, including commercial uses such as restaurants, grocery stores, and medical services and also public uses, such as libraries and community centers.
- Retail development should be a part of the City's place making strategy for North San Jose, including its incorporation into the development of a "central place" and the potential development of "Main Street" style retail, if/when the opportunity arises to establish these types of places.
- By following the Guiding Principles and the standards set forth in the North San Jose Urban Design Guidelines, new retail development shall be of high quality design and contribute toward the establishment of a pedestrian-oriented environment and help to create a strong "sense of place" that is competitive with amenities in other high tech employment centers around the globe.