MARTHA GARDENS SPECIFIC PLAN

City of San Jose

December 2003

Martha Gardens Specific Plan

Adopted by the City Council
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City of San Jose

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CHAPTER 1: INTRODUCTION

The *Martha Gardens Specific Plan* establishes the framework for the redevelopment of this area of San Jose. Drawing on existing and historic uses in the area, the *Plan* sketches out a new community with emphasis on new housing with family and arts oriented services and facilities. The new neighborhood is envisioned to be a lively mix of residential, commercial, recreation, education and arts uses; safe and pleasant pedestrian environments; parks and community facilities; and preserved historic buildings. The *Plan* was developed with the assistance of the existing, surrounding communities.

SUMMARY

The Martha Gardens area is located south of Downtown San Jose, on the south edge of Interstate 280. The *Plan* area boundaries are I-280 on the north, mid-block between South Sixth and Seventh Streets to the east, Hollywood and Humboldt Streets to the south, and South First Street to the west. In addition to the Downtown and I-280, surrounding influences include two dynamic neighborhoods, to the east and the west, and a light industrial job center to the south.

Because of Martha Gardens' proximity to Downtown San Jose and major, existing and future transportation systems, it has long been expected that the area would eventually develop and redevelop with uses related to the Downtown and other job centers. In response to the ongoing regional need for housing, the *San Jose 2020 General Plan* and prior General Plans have assumed that high-density residential development would be the most appropriate use for this area. The majority of the area therefore has been planned for very high density housing under the *Residential Support for the Core* (25+ dwelling units per acre (DU/AC)) designation since 1980.

The fundamental elements of the *Martha Gardens Specific Plan* -- land uses, land use intensities, corresponding infrastructure, community facilities and general community character – now form the General Plan designations for the Martha Gardens area. The *Specific Plan* will direct future development through these revised land use designations and the land use and design policies included in this *Plan.*

While the new Martha Gardens area is planned primarily as a residential neighborhood, it is intended to have a unique "arts focus" overlaying its more conventional residential and other uses. The area is expected to provide substantial housing and other opportunities for a wide range of new central City residents and families, including artists and their families. Particular attention has been given to the creation of a new Martha Gardens community, one that will share its assets and common bonds with its residential neighbors to the east and west.

The *Specific Plan* addresses how the area will develop in response to both the opportunities and impacts stemming from these near areas as well as in response to community and citywide objectives. Major challenges included addressing the impacts of central city traffic, the interfaces with the Monterey Corridor industrial area, the revitalization of commercial properties on South First and Keyes Streets, and protecting the integrity of the Spartan Keyes and Hollywood neighborhoods. A key consideration during the planning process was balancing the benefits of new residential, commercial and open space development against the need to conserve the character of nearby neighborhoods while providing a high quality living environment for existing and future residents.

Much of the area is expected to develop and redevelop with planned new uses. Many existing uses and buildings, however, are expected to remain. Examples of the latter are many of the historic buildings found in the area, the existing residential blocks within the Spartan Keyes and Hollywood neighborhoods, compatible businesses on South First and Keyes Streets, and existing arts related uses.

SCOPE OF THE SPECIFIC PLAN

The *Martha Gardens Specific Plan* establishes the location, intensity and character of land uses, addresses anticipated changes in the vehicular circulation pattern, identifies improvements to enhance pedestrian activity, establishes an urban design scheme and design guidelines, and describes the implementation actions required to realize the *Plan's* objectives

The *Martha Gardens Specific Plan* will be incorporated into the *San Jose 2020 General Plan* as the *Martha Gardens Planned Community*. The General Plan provides the policy direction for governing long-term growth and development within the City. The *Planned Community* designation describes the land uses permitted within the Martha Gardens area and incorporates the major policies and objectives described in this *Plan*. Together, the *Specific Plan* and the *San Jose 2020 General Plan* will provide detailed policy direction for the future development and character of Martha Gardens.

ORGANIZATION OF THE SPECIFIC PLAN

The *Martha Gardens Specific Plan* is composed of eight chapters:

Chapter 1 – Introduction, summarizes the content and scope of the *Specific Plan*, explains its general organization, and summarizes the planning process for the *Plan*.

Chapter 2 – Background, provides an overview of the Martha Gardens area, its history and its demographics. It also describes the opportunities and constraints present in the Martha Gardens area, which formed the basis for the development of the *Plan*.

Chapter 3 – Goals and Objectives, discusses the major strategies and themes of the *Martha Gardens Specific Plan*. These are expressed as goals and objectives and address community objectives for new development, additional uses and new community amenities as well as objectives for preserving existing community resources.

Chapter 4 – Land Use Plan, describes the Land Use Plan for Martha Gardens and explains the *Plan's* land use designations.

Chapter 5 – Land Use Policies and Design Guidelines, establishes the land use policies and urban design guidelines that will guide the decision-making processes for new projects and other changes in Martha Gardens. These policies and guidelines are organized under the *Plan's* five sub-areas, which are described in this chapter.

Chapter 6 – Street and Circulation System, describes the *Plan's* vehicular, bicycle and pedestrian circulation systems. In addition, it details concepts designed to address potential impacts and to improve specific circulation features, e.g., via new streets, traffic calming, traffic flow changes, pedestrian corridors, etc.

Chapter 7 – Community Facilities, Services and Open Space, describes the various community services and facilities, including parks, planned to serve existing and new development.

Chapter 8 – Utilities, describes existing utilities and those required to serve Planned new development.

Chapter 9 – Implementation, explains the processes required for carrying out the *Martha Gardens Specific Plan,* and its additional policies and guidelines address practical issues relevant to realizing the *Plan's* objectives. It also describes how the *Specific Plan* relates to the *San Jose 2020 General Plan* and other City Plans and policies, and how the *Plan* should be administered in the future.

THE PLANNING PROCESS

The *Martha Gardens Specific Plan* was undertaken by the City in recognition of the need to build new communities, not just assemblages of unrelated housing projects. The *Specific Plan* process also provided the opportunity to sketch out that new community in partnership with the Martha Gardens and surrounding Spartan Keyes neighborhood as well as other interest groups. All of the partners in this process have been committed to the concept of fashioning a new community that will be connected to its neighbors and will provide its residents and other occupants with a living environment rich in opportunities for recreating, learning, expressing, strolling, biking, shopping and socializing.

The *Specific Plan* was developed in close collaboration with the City's Strong Neighborhoods Initiative (SNI) program. The community based *Specific Plan* Advisory Committee (SPAC) shared membership and objectives with the Neighborhood Advisory Group (NAC) which directed the development of the SNI *Spartan Keyes Neighborhood Improvement Plan*. The *Neighborhood Improvement Plan* addresses the *Specific Plan* area as well as the much larger neighborhood, which extends to Coyote Creek to the east and includes all of the residential areas south of Keyes Street. Both the SPAC and the NAC consisted of area residents, property owners, business owners, administrative and academic staff from San Jose State University, and representatives from the Spartan Keyes Neighborhood Association, Walk San Jose and the local arts community.

Both *Martha Gardens Specific Plan* area and Spartan Keyes SNI area are located within the Strong Neighborhoods Initiative Redevelopment Area. The Strong Neighborhoods Initiative Redevelopment Area is comprised of 20 "neighborhoods", including the Spartan Keyes area with Martha Gardens within it, and is intended as a vehicle for directing various Redevelopment resources into residential neighborhoods to enhance neighborhood amenities, organizations and quality of life.

The *Specific Plan* was developed over a period of 16 months with the committed participation of the SPAC members, other community members, the local arts community, San Jose State University arts faculty and staff, local property and business owners and their representatives, the District 3 Council Office and City staff from various departments. Urban planning and design, traffic analysis and engineering and other creative and technical input was provided by consultants ROMA Design Group, Fehr and Peers Associates and City staff.

The SPAC met monthly over this period and in addition three community meetings were held to present the *Plan* to the larger community at each stage of its development. At both monthly meetings and community meetings, *Plan* alternatives were weighed and resolved through a series of lively discussions. Challenges included residential densities, building heights, mix of uses, the extent of historic preservation, and street patterns. Many elements of the final *Plan*, however, such as preservation of the Victorian and other historic structures, the provision of new parks, the establishment of an arts community and traffic calming, enjoyed substantial and broad community support from the beginning of the process.

The SPAC approved the final draft of the *Plan* on October 23, 2003; it was heard and recommended for approval by the Planning Commission on November 17, 2003; and adopted by the San Jose City Council on December 16, 2003.

CHAPTER 2: BACKGROUND

As the Downtown sites and other nearby sites available for housing and jobs generating uses continue to develop, development pressures on the Martha Gardens area have grown. By late 2002, development interest resulted in one new, 176-unit apartment project, two other high-density projects that are approved but not yet built and proposals for two additional high-density residential projects. At least two of these projects are being designed and marketed for some level of use by artists.

Martha Gardens is surrounded by notable neighbors: Downtown San Jose to the north; the Spartan Keyes Neighborhood to the east; the Monterey Corridor Industrial Area to the south; and the Washington Neighborhood to the west. All of the areas surrounding Martha Gardens possess their own unique strengths and character, each of which has affected the outcome of the *Specific Plan*. For example, planned development in Martha Gardens is expected to compliment and support activities in the Downtown and the *Martha Gardens Specific Plan* anticipates a mutually beneficial relationship with the adjacent Spartan Keyes and Washington neighborhoods. Not only will the new *Plan* area provide a number of services and facilities that can be enjoyed by these existing neighborhoods as well, but also it is hoped that those well-organized and active neighborhoods, particularly Spartan Keyes, will develop close ties with the residents and businesses in the new community.

LOCATION

The *Martha Gardens Specific Plan* covers an area of about 134 acres bounded by Interstate 280 on the north, mid-block between South Sixth and Seventh Streets to the east, Hollywood and Humboldt Streets to the south, and South First Street to the west. The area is fully developed with a mixture of residential, commercial, and industrial uses. The Martha Gardens area is located immediately south of Downtown and north of the Monterey Corridor, an important industrial area. The Martha Gardens area is bordered on the west by the Washington/Guadalupe Neighborhood, and is part of the Spartan Keyes Neighborhood, which also includes the area east of the *Plan* boundaries. The entire Martha Gardens area is located within City Council District 3.

EXISTING LAND USES

Although existing uses are predominantly industrial, or are occupying former industrial buildings, the Martha Gardens area is also home to a mix of residential, commercial, business and community service uses. Historically, the industrial blocks represented the food industries that were ubiquitous in the Santa Clara Valley through much of the 20th century. Several early 20th century industrial buildings remain as reminders of that different local economy and time. Uses in those and other industrial buildings and properties have now transitioned to a variety of new industrial and non-industrial uses. Many of these properties appear to be underutilized and one of them has been redeveloped with a high-density apartment project. Other properties have high-density residential project approvals or pending proposals.

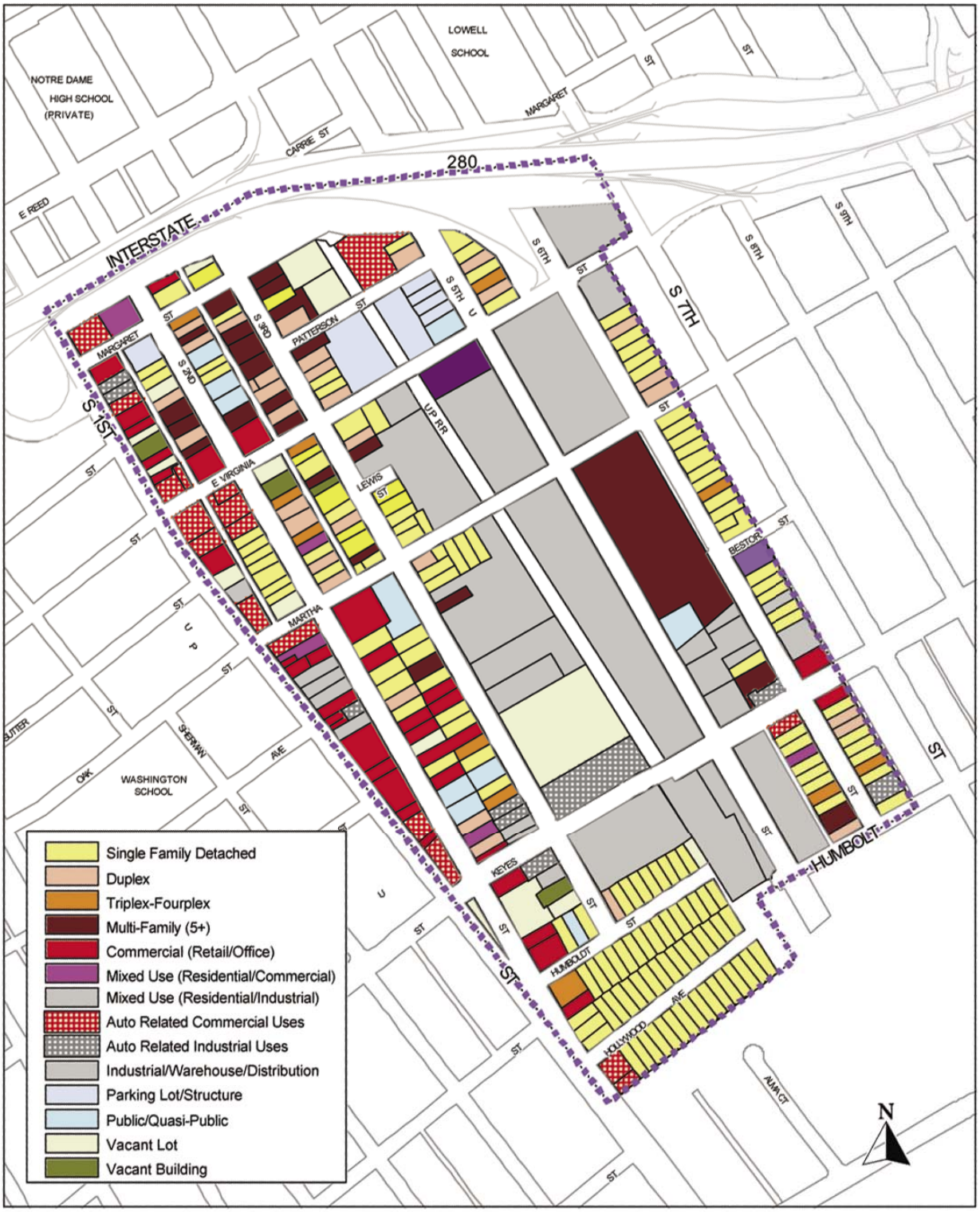

Figure 1: Martha Gardens Existing Land Use

The area boasts a sizable collection of late 19th and early to mid-20th century buildings. Most of the pre-1950 buildings and one post-1950 building are included in the City of San Jose's *Historic Resources Inventory.* The industrial buildings, many of which are remnants of the area's former food industry focus, are located in a north/south band down the center of the *Plan* area. A concentration of Victorian residential buildings is located in the northwest part of the area and existing homes on South Fifth and Sixth Streets are primarily, if not entirely, pre-1950. On the northern blocks of South Third Street an unusually high proportion of the original Victorian houses has survived. There is a great deal of community interest in preserving and reusing these buildings as an integral part of the new neighborhood. The *Plan* reflects that interest and incorporates most of the *San Jose Historic Resources Inventory* buildings into the new community fabric.

Uses along portions of South Second Street and along Keyes Street are a variety of commercial and light industrial businesses, including a number of auto related uses. On South Second Street these businesses are interspersed with residential uses including several Victorian houses.

HISTORY

The Martha Gardens area was originally part of a 500-acre ranch owned by James Frazier Reed, a community leader in the early days of San Jose and member of the Reed-Donner Party. Subsequent subdivision of Reed's land in 1849 resulted in the naming of Reed, Margaret, Virginia, Martha, Carrie, Patterson, Lewis, and Keyes Streets in honor of Reed family members. The subdivision, called Reed's Addition, established a complete grid of streets and was comprised almost exclusively of residential lots.

In the late 1800's, the Southern Pacific main line was established on Fourth Street Downtown and on what would have been the South Fourth Street right-of-way through Reed's Addition into the Martha Gardens area. Between the early 1900s and the 1930s, the area of Martha Gardens located east of South Third Street and south of Virginia Street began to develop into warehouses and factories as part of Santa Clara County's burgeoning fruit industry. By 1940, San Jose was the largest fruit canning and dried-fruit-processing center in the world, and the Martha Gardens area was a hub of fruit-related activity.

The construction of Interstate 280 in the early 1970s separated the Martha Gardens and adjacent Spartan Keyes areas from the University Neighborhoods to the north. Even though the food industry businesses generally departed the area by the 1970s, much of the Martha Gardens core area has continued as an industrial area almost to the present. In more recent years, many of the industrial businesses have given way to the existing variety of non-profit office and service uses as well as a large number of artists' studios. In addition to these uses, there remains a wide range of industrial uses including warehouse and distribution facilities, small fabricators and workshops, wholesale and retail sales of building components and high tech businesses.

There are also a number of mostly single-family residences remaining in the area from before the advent of the local industrial businesses. Some are mixed in among industrial businesses and some are located on pristine or nearly pristine residential blocks, including several blocks of Victorian houses. The character of these blocks and the adjacent Spartan Keyes blocks is quite different than the character of the University Neighborhoods, where the influence of San Jose State University resulted in a much greater mix of residential uses but virtually no industrial uses.

DEMOGRAPHICS

According to the U.S. Census 2000, there are a total of 4,639 residents living within the Martha Gardens neighborhood, which is located in Block Group 4, Census Tract 5016 and Block Groups 1 and 2, Census Tract 5031.12. The ethnic and racial composition of the area in 2000 was: 42.57% White, 4.68% Black or African American, 2.05% American Indian or Alaskan Native, 8.69% Asian and 0.73% Native Hawaiian or other Pacific Islander. In addition, 36.43% of the population categorized themselves as "Some other Race" and 4.85% said they were "Two or More Races." The Martha Gardens' population is predominately of Latino origin at 64.0%.

Table 1. Ethnic and Racial Composition

Race	% of Total Population
White	42.57%
Black or African American	4.68%
American Indian or Alaskan Native	2.05%
Asian	8.69%
Native Hawaiian and Pacific Islander	0.73%
Some other race	36.43%
Two or more races	4.85%

Source: U.S. Census Bureau

The Martha Gardens Neighborhood has almost the same age distribution as the City of San Jose. In 2000, 24.38% of Martha Garden's population was under 18 years of age, 70.55% were between the ages of 18 to 64 and 5.09% were 65 years of age and older.

According to the U.S. Census, there are more high school graduates in Martha Gardens (24.92%) as compared to the City as a whole (18.14%). While there is a somewhat higher percentage of Associate degree graduates in Martha Gardens (8.18%) as compared to the City as a whole (7.75%), there are fewer Bachelor's, Graduate or professional degree college graduates in Martha Gardens compared to the City.

Table 2. Educational Attainment

Level	Martha Gardens	San Jose
Graduate or professional	5.17%	10.72%
Bachelor's degree	9.24%	20.84%
Associate's degree	8.18%	7.75%
Some college	16.27%	20.88%
High school grad	24.92%	18.14%
9-12th grade no diploma	16.43%	10.88%
Less than 9th grade	19.79%	10.79%

Source: U.S. Census Bureau

In 2000, the residents of Martha Gardens had a median household income of $43,805 as compared with $70,243 for the City of San Jose as a whole. Only a slightly higher percentage of the population lives below the 1999 federal poverty guidelines in Martha Gardens (11.57%) as compared to the City of San Jose as a whole (8.82%).

Table 3. Reported Household Income

Income Level	Martha Gardens	San Jose
Up to $14,999	10.81%	7.79%
$15,000-$24,999	13.05%	6.46%
$25,000-$34,999	10.81%	7.34%
$35,000-$49,999	20.90%	11.88%
$50,000-$74,999	17.37%	20.06%
$75,000-$99,000	10.17%	15.68%
$100,000-$149,999	12.89%	18.59%
Over $150,000	4.00%	12.21%

Source: U.S. Census Bureau

HOUSING

According to the U.S. Census there were 1,260 reported occupied housing units in Martha Gardens. Of these units 38% were owner occupied, while Citywide 62% are owner occupied.

The median value of owner-occupied housing in the community was approximately $286,400 as compared to $394,000 for the City as a whole. Median contract rents in Martha Gardens were reported to be approximately $794 per month as compared to the Citywide median of $1,045 per month.

POLICY AND PLANNING CONTEXT

The greater part of the *Specific Plan* area has long been planned for high-density residential uses by the City of San Jose under the General Plan's *Residential Support for the Core* land use designation. That designation requires a minimum density of 25 dwelling units per acre and has no upper density limit. These plans for the area are part of San Jose's strategy to provide much needed housing in a city that is significantly underhoused. Additional housing is needed to relieve the frequent overcrowding that occurs in existing housing, as well as to meet the general needs that accompany a growing population and local job growth.

ENVIRONMENTAL SETTING

Cultural Resources

There are no formally recorded prehistoric or historic sites within or adjacent to the *Martha Gardens Specific Plan* area. As discussed throughout this document, however, the area does have a significant number of known and potential historic resources. There are currently 45 properties within the *Specific Plan* area that are listed on the *San Jose Historic Resources Inventory*, of which nine properties appear eligible or may become eligible for inclusion on the National Register of Historic Places. An architectural field review conducted for this project identified 23 additional buildings that may possibly be eligible for the National Register and/or California Register. Promoting the preservation and viable reuse of historic buildings is a major goal of the *Plan*.

Geology and Soils

Soils within the Martha Gardens area have a moderate expansion potential, which would potentially impact future buildings. The subsurface stratigraphy in the project vicinity consists of mixtures of sand and gravel of high permeability alternating with mixtures of clay and silt of low permeability. The *Specific Plan* area is not located on or near an earthquake fault, but it is within the seismically active San Francisco Bay Area. It is probable that during the anticipated life of future residential, commercial and industrial development, the area will be subjected to moderate to severe ground shaking.

Biological Resources

The *Martha Gardens Specific Plan* area is entirely developed and provides limited urban habitat suitable for a small number of urban adapted wildlife such as the Mourning Dove, House Finch, Northern Mockingbird, and fox squirrel. There are no known special status species within the area. Vegetation in the project area is limited to street trees and shrubs, with most trees found in the Victorian neighborhood. Most trees are small to medium in size. There are no waterways or other sensitive habitat present in Martha Gardens nor is the area adjacent to any sensitive habitat. The closest bodies of water are Coyote Creek, approximately 2,400 feet to the east of the area, and the Guadalupe River, approximately 2,600 feet to the west of the *Martha Gardens Specific Plan* area. Much of the project area is covered with impervious surfaces.

Hazardous Materials

Current and past businesses in the project area include automotive-related facilities, sheet metal shops, machine shops, and wood shops. These are businesses likely to handle, store or use a variety of hazardous materials. Several properties along South First Street are listed as active Leaking Underground Storage Tank (LUST) sites, and a handful of other properties within the *Specific Plan* area boundaries and on nearby properties upgradient from the project area have recorded releases of hazardous materials into the soil and/or groundwater. In addition, it is likely that assorted chemicals were used for dust suppression and weed control along the former railroad tracks, which run through the center of the *Plan* area along South Fourth Street. As many of the buildings within the project area were built prior to 1978, it is likely that they contain both asbestos and lead-based paint.

Noise

The noise environment within the *Martha Gardens Specific Plan* area is dominated by traffic noise from Interstate 280 and the local street system and by jet aircraft activity overhead from the San Jose Mineta International Airport. The highest noise levels exist at the north end of the project area, which is immediately adjacent to Interstate 280.

Transportation

Interstate 280 and State Route (SR) 87 provide regional access to the *Specific Plan* area. Local access is provided by Virginia, South Fifth, South Sixth, South Seventh, Martha and Keyes Streets. Two bus lines operated by the Santa Clara Valley Transportation Authority (VTA) run through the *Plan* area and provide links to the east and west sides of San Jose. Several other bus lines operate in the vicinity of the area providing service between downtown and south San Jose, including Santa Teresa Hospital. Bike lanes are provided along Seventh Street, and on segments of Keyes Street and Senter Road. There are pedestrian facilities in the form of sidewalks throughout the area; only Fifth Street, between Virginia and Martha Streets, lacks a sidewalk on either side of the roadway.

The *Martha Gardens Specific Plan* proposes a number of changes to the local roadway system intended to move vehicles safely through the area; minimize conflicts between vehicles, bicycles and pedestrians; improve pedestrian and bicycle circulation in order to encourage walking and bicycling; and improve the livability of the neighborhood. Details of the proposed improvements are in *Chapter 7: Street and Circulation System* of this document.

OPPORTUNITIES AND CONSTRAINTS

Opportunities

Proximity to Downtown

Downtown has much to offer Martha Gardens in the form of jobs, entertainment, cultural activities and public transit. Because Downtown is a transit hub, it also offers, and/or will offer, easy connections to many other attractive destinations within Santa Clara County and beyond. Downtown also offers a certain amount of retail and professional office resources for area residents and is expected to offer a larger choice in the future. Martha Gardens residents already enjoy quick and easy access to a variety of live theater venues, the San Jose Symphony, Opera San Jose, several museums, movies, restaurants and nightclubs, all of which are located a few blocks to the north.

The proximity of Downtown also represents a significant opportunity as a potential market for new uses that may be established in a regenerated Martha Gardens. Downtown job growth as well as all of Downtown's transportation resources will continue to create a demand for new close-in housing. In addition, Martha Gardens' proximity to the Downtown arts community, including programs and artists associated with San Jose State University, may be the most important factor in successfully achieving the arts orientation which is a central theme of this *Plan*. The Martha Gardens arts environment is intended to emphasize the production of art, and not the "consumption" of art, which is well represented in Downtown museums, galleries and theaters.

Strong Neighborhoods Initiative Redevelopment Area

Martha Gardens is located within the Strong Neighborhoods Initiative Redevelopment Area and therefore qualifies for the unique types of assistance available in Redevelopment Areas, such as subsidies for public and private improvements and land acquisition. Redevelopment programs could be key factors in achieving some of the unique characteristics of the *Plan*.

Accessibility

The Martha Gardens area has direct access to Interstate 280 via exits and entrances at South Third, Fourth, Seventh, Tenth and Eleventh Streets and, via I-280, convenient access to U.S. Highway 101 and SR-87. As a transportation hub, the central area of San Jose offers a variety of existing and planned rail and transit opportunities including CalTrain and Amtrak at the Diridon Station, several Valley Transportation Authority light rail lines and stations, the planned BART expansion and many bus lines. In addition, several major City streets and arterials run through the Martha Gardens area providing direct access to many other areas of the City. San Jose/Mineta International Airport is located an approximately 20 minute drive to the north, and is also accessible by public transportation.

Vacant and Underutilized Properties

With the exception of a few scattered vacant properties, Martha Gardens has been largely urbanized since the early part of the 20th century. For a variety of reasons, primarily the departure of the food industry from the region, many properties are underutilized and offer substantial opportunities for redevelopment and/ or reuse. This inventory of reusable properties is substantial enough to support the reincarnation of this area as a vibrant new community.

Historic Buildings and Structures

The Martha Gardens area enjoys a significant collection of early and mid-20th century buildings and associated structures, most of which are included in the *San Jose Historic Resources Inventory*. Several are designated Historic Landmarks. The collection falls into two general categories – residential and light industrial – and represents an important opportunity to instill in the new community a sense of the area's past. Incorporated as integral parts of the new district, existing residential buildings, almost entirely Victorians, can continue to provide exceptional living environments for present and future residents and the industrial buildings can be reused for a wide range of residential, arts, crafts, community, commercial and other business uses.

Established Arts Community

Over the years a small but important arts community has become established in the Martha Gardens and Spartan Keyes areas. Some of this activity is related to the arts programs at San Jose State University, which is located a few blocks to the north. The University's metal casting and welding studio, called the Foundry, is a well known presence on South Fifth Street and a significant number of University arts programs staff members and students live in the Spartan Keyes neighborhood or other nearby neighborhoods. Artists working in a large variety of mediums rent studio spaces in several of the former industrial buildings. Representatives of all of these groups, particularly those who live in the Spartan Keyes neighborhood, have recently organized their own non-profit Spartan Keyes Arts Coalition. The purpose of the Coalition is to support and expand opportunities for artists and arts activities in the general area.

Existing Businesses and Other Uses

There are many existing uses with long histories in the area and compatible businesses that could contribute considerably to the character and ambience of the new Martha Gardens community. Existing compatible uses should be encouraged to stay as an important part of the community fabric.

Grid Street System

The nearly complete grid street system provides a ready-made circulation pattern for the new community and both functional and thematic tie-ins to surrounding neighborhoods. The streets in the grid can function as community social connectors in addition to their basic pedestrian and vehicle circulation functions.

Railroad Right-of-Way

The railroad right-of-way, which bisects the *Plan* area from the north to the south, in an alignment that would otherwise have approximated South Fourth Street, represents a prime opportunity for reuse of that land. Since the railroad at this location is now obsolete, the tracks can be removed and the freed up land used for other purposes such as streets, open space, café seating, paseos, etc.

Constraints

Spartan Keyes and Hollywood Neighborhoods

The Spartan Keyes and Hollywood neighborhoods are actually both opportunities and constraints. The same characteristics – their viability, charm, family orientation and activist traditions – make them important components of the planned new community but also impose some limitations on new land uses and infrastructure. Care should be taken to avoid new uses and activities that are incompatible with maintaining a high quality living environment in existing neighborhoods.

Victorian and Other Historic Structures

Like the neighborhoods, historic structures in Martha Gardens are both opportunities and constraints. Preserving them will enhance the quality of the new community but will also eliminate some opportunities for alternative development of both the historic lands themselves as well as adjacent properties.

Interstate 280

Like the neighborhoods and historic buildings, I-280 can be considered a mixed blessing. While it does provide good vehicular access for Martha Gardens' residents to regional freeway systems, it also imposes some negative impacts on the area: large volumes of traffic on some streets and noise impacts along the north edge of the area. The traffic impacts, although most evident on South Seventh Street, are arguably of major concern to the surrounding community also. The noise impact, on the other hand, affects primarily the residential buildings located near the freeway.

Traffic

Existing and future traffic is a major concern for the residents of the Martha Gardens area and surrounding neighborhoods. The major traffic volumes are currently being generated by Downtown activities, I-280 and periodic San Jose State University activities, primarily sports events at the University's facilities located south of Keyes Street and on both sides of South Tenth Street. New uses and intensities are limited to those projects, infrastructure configurations and mitigations that can best avoid significant traffic impacts on existing neighborhoods. Among potential mitigations built into the *Plan* is an extensive traffic calming system intended to discourage through traffic and slow remaining traffic.

Absence of Community Facilities such as Parks and Community Centers

Because the Martha Gardens, Spartan Keyes and Hollywood areas are notable for the absence of any parks, recreation or community facilities, any new housing in the area should be accompanied by the addition of adequate parks and community and recreation facilities. The land needs of the new community facilities have tended to shrink available space for other planned uses such as housing. The Land Use Plan generally represents the balance between new housing and commensurate open space and community facilities. New community facilities will also provide recreation, education and community activity opportunities for existing surrounding neighborhoods.

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CHAPTER 3: GOALS AND OBJECTIVES

The goals and objectives described in this chapter provide the framework for the entire *Plan.* They not only identify the basics of what the *Plan* is intended to achieve but also can be considered benchmarks for measuring the success of the *Plan* as the area evolves. Any new project approvals, use changes or other activities should be considered consistent with the intent of the *Plan* only so far as they further one or more of the following objectives:

GOAL: Preserve enclaves of existing single-family residential development.

- Existing single-family blocks should be preserved and incorporated into the new planned community.
- Any new development on these blocks should be consistent with existing development.
- The quality of life for these blocks should be enhanced through the development of new community facilities and new neighborhood connectors.
- Neighborhood connectors such as new pedestrian routes and park sites should be used to draw together neighborhood blocks that are currently isolated.

GOAL: Provide for residential infill and intensification that reinforces a sense of neighborhood.

- The *Plan* encourages the redevelopment of much of the area with high-density housing that is urban in character. A major purpose of the *Plan*, however, is to achieve this level of density in a manner that fosters a sense of community.
- New development and infrastructure in Martha Gardens should be designed to encourage community members to interact with each other, by ensuring: pleasant pedestrian environments to encourage people to walk instead of drive; walkable neighborhood destinations such as commercial, service and arts related uses; parks and a community center; and education facilities including perhaps a school.
- New housing should be designed to orient toward streets, providing additional connections to the public environment and the community.

GOAL: Promote viable reuse of historic buildings.

- Most, or all, of the large existing collection of early and mid-20th century historic buildings should be preserved and incorporated into the redeveloped area, to imbue the new and surrounding communities with a unique character.
- Historic buildings should be reused for uses and activities consistent with their historic character.
- Some of the elements of architectural character should be borrowed from these buildings and applied to the design of new buildings.

GOAL: Provide for the preservation and enhancement of the existing arts community.

- The existing arts community should be encouraged to stay and expand within the Martha Gardens area because much can be gained for this specific area, for the City as a whole and for the artists themselves.

- The Martha Gardens area should become a kind of incubator for a growing and enriching arts community, which will reach out to the surrounding community.

- Arts groups, including those affiliated with San Jose State University, should be encouraged to provide various kinds of arts programs for neighborhood residents, particularly children.

GOAL: Encourage existing viable uses and businesses to remain.

- Those long-term, successful businesses and other uses that could make important contributions to the development of a lively mixed-use neighborhood are encouraged to become part of the new community.

- Minor modifications to existing uses that are not consistent with the full intent of the *Plan* should be permitted, consistent with the interim use policies in *Chapter 9: Implementation*, and may be considered placeholders for future fully consistent projects.

- Existing legally established uses and businesses may remain indefinitely.

GOAL: Encourage neighborhood serving commercial services.

- Because nearly all of the existing businesses in the *Plan* area are regional rather than neighborhood oriented, new neighborhood oriented commercial uses, such as dry cleaners, coffee shops, pharmacies, florists, etc., are strongly encouraged.

- Neighborhood oriented retail uses should be provided in both freestanding and mixed-use configurations.

GOAL: Reinforce the existing grid system as a network of pedestrian serving streets.

- Strengthen the existing grid to maximize local circulation opportunities, to minimize trip lengths, to dilute traffic impacts throughout the area, and to create a very porous walkable neighborhood.

- This circulation objective should be resolutely implemented to achieve a safe and lively public environment for area residents.

- In order to restructure the street system as a classic pedestrian-oriented network, any outside or cut-through traffic should be strongly discouraged.

GOAL: Use traffic calming techniques to moderate potential traffic volumes and speeds and to help create a highly walkable Martha Gardens community.

- Traffic calming techniques should be used to reduce or eliminate the appeal of *Plan* area streets to pass through drivers.

- Traffic calming techniques should also be used to discourage the new high-density residential traffic from impacting adjacent neighborhood streets.

- Streets and traffic calming devices should be designed to emphasize pedestrian and bicycle circulation.

GOAL: Provide one or more significant public open spaces to serve existing and future residents.

- Acquire and develop park land to serve Martha Gardens and adjacent neighborhoods, areas that historically have been significantly underserved by parks and open space, a deficiency that is keenly felt by current residents.

- New park projects should reflect the locations, sizes and features of the two neighborhood parks outlined in this *Plan*.

- If ultimate population growth in Martha Gardens exceeds expectations, opportunities for additional open space should be explored, for example, on a school site, should a new school become a reality within or near Martha Gardens.

- Implement plans for the proposed Coyote Creek Trail to serve Martha Gardens and surrounding communities.

GOAL: Retain some of the existing informal and eclectic character of the Martha Gardens area in the new community.

- Encourage some continued mixing of those non-traditional use combinations, such as artists' studios, workshops and small warehouses, and housing, which give Martha Gardens its eclectic character.

- All uses should be compatible with their surroundings but in Martha Gardens, "compatibility" may be more liberally defined.

- Non-traditional mixed uses are most appropriate in historically significant buildings.

- New development should be carefully designed to avoid creating a new neighborhood that looks formal or polished. New development should draw on existing area buildings for architectural materials and themes.

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CHAPTER 4: LAND USE PLAN

SPECIFIC LAND USE PLAN

The intent of the *Plan* is to facilitate the evolution of a family and pedestrian oriented community served by a mix of housing opportunities, community facilities, pleasant walking environments, neighborhood serving commercial uses, public open spaces and a unique arts-oriented neighborhood environment. The physical center of the neighborhood will be a new six-acre neighborhood park. It is hoped that the neighborhood's social focus will be a thriving arts community, that Martha Gardens will be a place where artists might gravitate to live, work and share their talents with their neighbors.

This *Plan* builds on the Downtown, its neighbor to the north, and the Spartan Keyes neighborhood, its neighbor to the east. The Spartan Keyes neighborhood is a well-organized neighborhood with a well-earned reputation for neighborliness and successful activism. The Spartan Keyes Neighborhood Association and the Strong Neighborhoods Initiative Neighborhood Advisory Committee (NAC) have effectively pursued projects and programs that benefit the diverse community in the area. In addition, the recently founded Spartan Keyes Arts Coalition is a product of that neighborhood's ongoing support for the arts and artists. These neighborhood groups should be an important resource for new Martha Gardens' residents.

Martha Gardens is ideally located to take advantage of the many services and activities available in Downtown San Jose. As a further link with Downtown, the Martha Gardens area can be expected to provide convenient new housing and other opportunities to support Downtown businesses, services and cultural activities. A Martha Gardens arts community could provide an important support structure for Downtown cultural institutions and programs.

While it is expected that land uses over time will transition to those described below, in general, existing land uses may remain indefinitely. The *Plan* does, however, limit the expansion and enhancement of such uses. While any new use must be consistent with the *Plan*, the timing of change from existing uses is generally left to the discretion of property owners.

Land Use Concepts

The land use designations, described in this chapter and shown on *Figure 2: Land Use Plan,* were selected to achieve the objectives described in *Chapter 3: Goals and Objectives* of this *Plan*. The overall purpose of preparing the *Martha Gardens Specific Plan* was to re-examine this area of San Jose, which has long been planned for very high density residential uses under the *San Jose 2020 General Plan, Residential Support for the Core* (25+ DU/AC) designation, and to explore options for land use and other refinements that would help this area become a lively, cohesive community. To accomplish this the *Plan* features more limited expectations for total numbers of housing units and a community enlivened with a rich infrastructure of community services, facilities and character.

New high-density housing is planned throughout the area in a variety of densities and configurations and should provide housing opportunities for families with a wide range of income levels and tenancy needs. Housing near the parks is planned to orient toward them and housing along South First, South Second and Keyes Streets should occur in a mixed-use format that includes retail and other commercial uses on the first floor. Housing in other portions

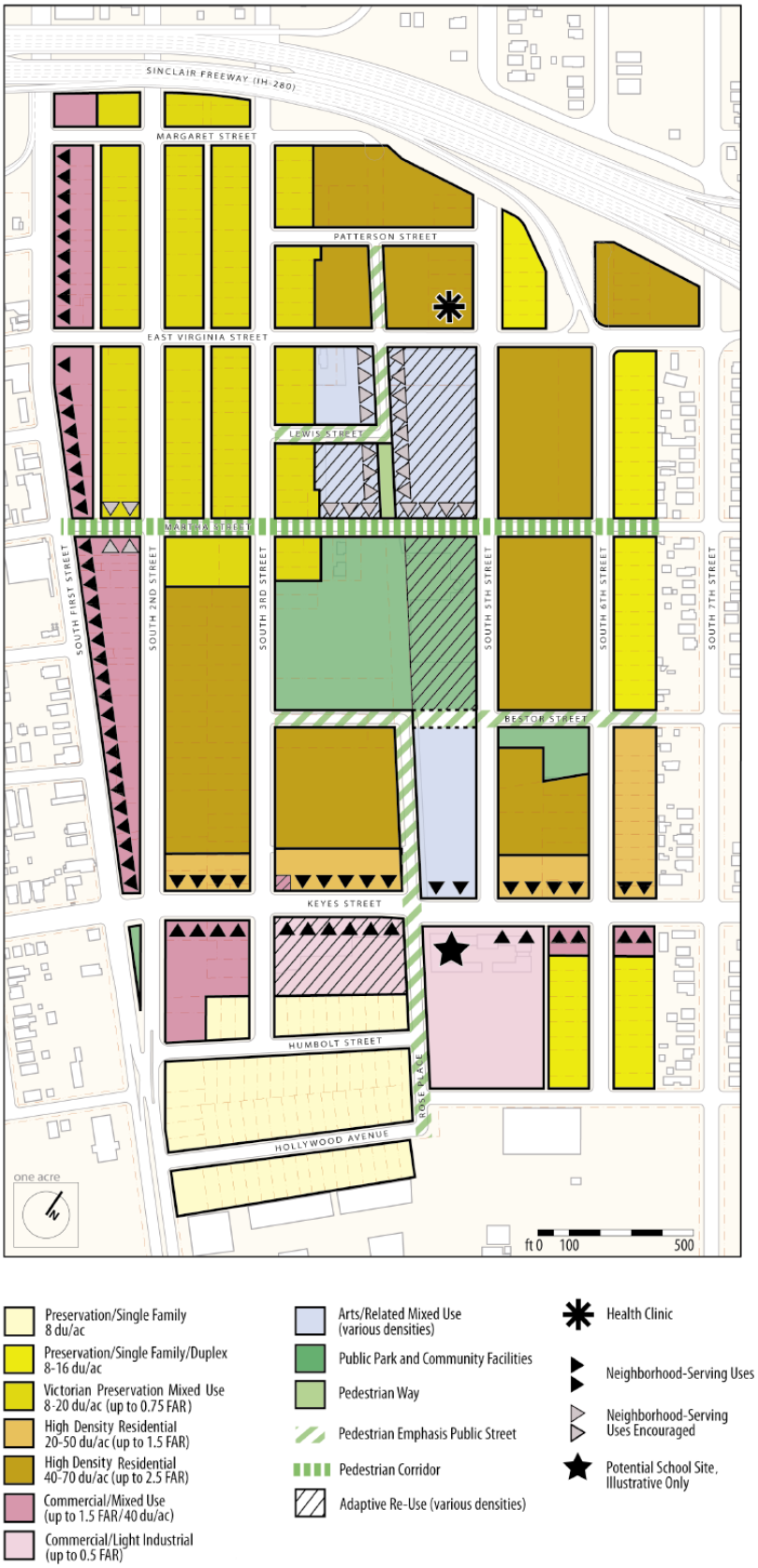

Figure 2: Land Use Plan

of the *Plan* area may also occur in mixed-use formats, additionally incorporating uses such as the Gardner Health clinic and arts related activities.

New housing at lower densities is encouraged to fill in the gaps between the existing Victorians in the Victorian Sub-Area. Existing single-family homes and duplexes on the east and south edges of the *Plan* area should be preserved as part of the primarily single-family Spartan Keyes and Hollywood neighborhoods.

The center of the *Martha Gardens Specific Plan* is the 4.8-acre park, which will provide a wide range of outdoor recreational activities as well as indoor spaces for recreation, education, community meetings, community related arts activities, and other community uses. The indoor activities are envisioned to occur in the existing historic buildings located on the east edge of the park site.

A unique and central feature of the *Martha Gardens Specific Plan* is its arts orientation. By capitalizing on the existing arts resources in the surrounding communities, including the Downtown, Martha Gardens presents an extraordinary opportunity to help satisfy a regional need for a vital local arts community where artists can live, work and share.

Although arts uses are encouraged in many places throughout the *Plan* area, the center of the arts activities, the "Arts Quarter", is located in the blocks north and south of the park. The *Plan* envisions that the north block in particular, which contains a number of historic buildings, will eventually accommodate arts and neighborhood-related commercial uses as well as loft and other housing for artists, artists' studios and perhaps small galleries and workshops. A largely pedestrian spine, which can serve exhibit and dining uses, as well as limited circulation purposes, runs north-south through the center of the north block, directly across Martha Street from the park.

Land Use Designations

Most of the land use designations of the *Martha Gardens Specific Plan* are based on the land use designations of the *San Jose 2020 General Plan,* although in some cases they are qualified versions of the General Plan land use designations. The unique "Arts Related Mixed Use" and "Victorian Preservation Mixed-Use" designations, however, are special mixes of uses with their own General Plan mixed-use designations. Some uses, such as the Gardner Health Clinic site and the school site, are indicated with a symbol and may "float"; they are not limited to any particular property. Development within all of these designations is more specifically guided by the land use and design policies established for the area in *Chapter 5: Land Use Policies and Design Guidelines*. The land use designations and key characteristics are described below.

Preservation/Single-Family

This designation is intended primarily to reflect and protect those blocks predominantly developed with existing single-family detached houses. New development or redevelopment is permitted within the 8 dwelling units per acre (DU/AC) range and should be compatible with existing development.

Preservation/Single-Family/Duplex

This designation is intended to reflect and protect those blocks predominantly developed with existing single-family detached houses and duplexes. New development or redevelopment is permitted within the 8-16 DU/AC range and should be compatible with existing development.

Preservation/Victorian Mixed-Use

This designation is applied to those blocks having significant numbers of Victorian era buildings, primarily residential buildings. The purpose of this designation is to encourage the preservation of the Victorian-style buildings and to identify appropriate uses and densities for the Victorians as well as for the intervening non-historic properties. The area is intended to be primarily residential at a density of 8-20 DU/AC.

A narrow range of other uses are allowed in Victorian era buildings only, including limited mixed uses and bed and breakfast establishments. Mixed uses within individual buildings should be primarily residential with up to 20 percent of the floor area committed to small non-residential uses such as specialty food shops, professional offices, art galleries or other similar uses which can typically operate with little external visibility, including very limited signage. Non-residential uses should be entirely compatible with the residential uses as well as with the preservation of the residential character of the buildings and neighborhood.

High Density Residential 20-50 DU/AC (Up to 1.5 FAR)

Residential developments at densities of 20-50 DU/AC are permitted in this designation. Housing in this area should represent a choice of unit types (flats, townhouses, lofts, live/work, etc.) and tenures (ownership or rental), and should be affordable to families with a variety of income levels. Projects in this density range may occur on sites that also include a residential designation with a higher density range. While density ranges may be distributed across different designation areas within a single project, project totals should conform to the combined minimum and maximum numbers of units allowed in each designation area.

Properties with frontages exhibiting the triangular symbol should be developed with ground floor commercial uses consistent with the *Neighborhood Serving Uses* designation.

In addition, projects within this designation may incorporate incidental public or private arts related uses that are compatible with the basic residential use, for example, artists' workshops, studios, galleries, supply shops, rehearsal space, small recording studios, etc.

Housing projects within this designation should incorporate at least one element that might reasonably be useful and/or attractive to artist occupants, such as: affordability; some number of live/work or loft units; common work space(s) including wash up facilities; significant display space; rehearsal space; etc.

High Density Residential 40-70 DU/AC (Up to 2.5 FAR)

Residential developments at densities of 40 to 70 DU/AC are permitted in this designation. Housing in this area should represent a choice of unit types (flats, lofts, live/work, etc.) and tenures (ownership or rental) and be affordable to families with a variety of income levels. Projects in this density range may occur on sites that also include a residential designation with a lower density range. While density ranges may be distributed across different designation areas within a single project, project totals should conform to the combined minimum and maximum numbers of units allowed in each designation area.

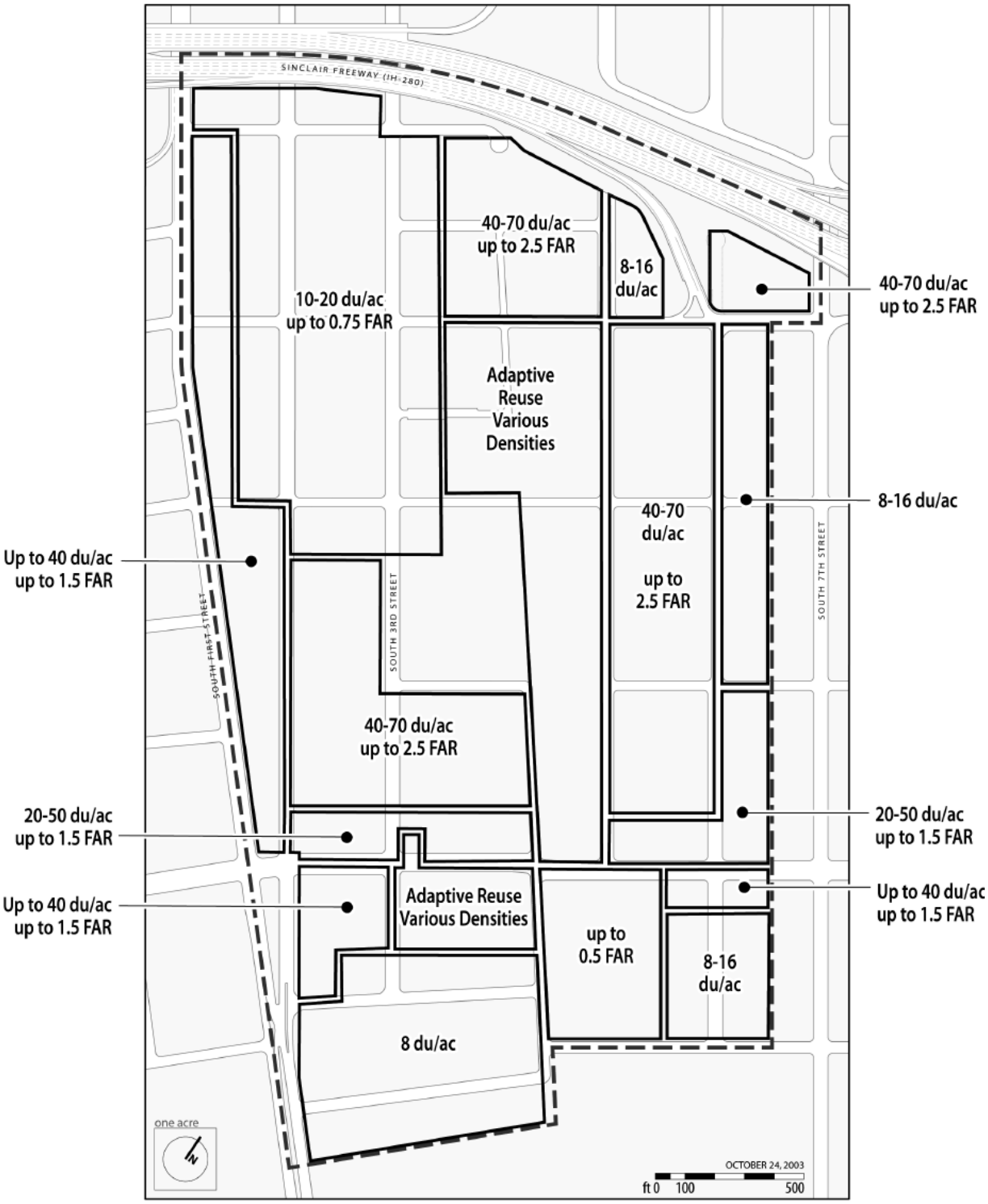

Figure 3: Density

In addition, projects within this designation may incorporate incidental public or private arts related uses that are compatible with the basic residential use, for example, artists' workshops, studios, galleries, supply shops, rehearsal space, small recording studios, etc.

Housing projects within this designation should incorporate at least one element that might reasonably be useful and/or attractive to artist occupants, such as: affordability; some number of live/work or loft units; common work space(s) including wash up facilities; significant display space; rehearsal space; studio space; etc.

Arts Related Mixed-Use (Various densities)

An eclectic mix of uses such as housing, retail, commercial, studio, services, etc., which are arts related, are permitted and encouraged in this designation as long they are compatible with other planned uses, including residential uses. Arts related uses are those uses that are conducted by artists and craftspeople in the practice or marketing of their arts or crafts; primarily serve artists and craftspeople, including housing; and/or make available or display the work of artists and craftspeople. Housing should be suitable for artists and affordable. In addition, however, "arts related" may include neighborhood service uses, such as restaurants and cleaners that provide a necessary service for all residents of the area including artists. Large scale uses, for example gallery or performance space, that may be intended to attract large audiences or large numbers of participants from outside the surrounding neighborhood areas, are discouraged. Smaller performance uses that are intended for small audiences and that are compatible with the existing surrounding uses, in particular residential uses, are permitted and encouraged.

Because this area is substantially developed with existing historic buildings and adaptive use of them is strongly encouraged, residential densities or general Floor Area Ratios (FARs) are not prescribed. Residential uses and/or new construction, however, should be permitted only in full conformance with accepted standards for adaptive use or additions to historic structures or properties.

Light industrial uses may also be permitted under this designation but only when sharing some significant building space with arts related uses. Industrial uses should be limited to low intensity industrial uses only, such as: warehousing; small manufacturing operations, including manufacturing of wood products; mailing and printing services; data services but not telecommunication co-location facilities (i.e. server farms), and any other industrial use that will be particularly compatible with existing and planned arts related uses including housing. Industrial uses should not occupy more than 70% of any one building.

Commercial/Mixed-Use (Up to 1.5 FAR)

This designation allows only commercial uses on the ground floor with housing and/or offices encouraged on subsequent floors. Commercial and mixed-use buildings should be built to or near the front property line and should be oriented to the sidewalk. Neighborhood commercial uses and services are encouraged throughout the area but intermittent regional commercial uses are permitted along South First Street.

Neighborhood Serving Uses

Neighborhood serving uses are those uses – commercial, retail and service – that are oriented primarily to customers who live in the near area. These uses are represented by triangles along property frontages and should be generally small scale and designed to conveniently accommodate pedestrians and bicyclists. In solid triangle areas these uses are required and in hollow triangle areas they are encouraged.

Commercial/Light Industrial (Up to 0.5 FAR)

This designation permits light industrial or general commercial uses or a combination of those uses, as long as they are compatible with any nearby planned or existing uses, particularly residential uses.

Public Parks and Community Facilities

Three public parks with a combined total of 9.0 acres comprise this designation. The larger park block includes historic buildings, which should be preserved and incorporated into the park plan as community, and perhaps arts related, facilities. All uses within this designation should be operated for general public use, except that excess reuse space in historic buildings may be made available to one or more public or non-profit entities, including housing non-profits. The ability of non-profits, particularly housing, to partner with the City and contribute to the successful establishment of the general public uses, should be an important factor in their selection. Any housing established on the large park block should not displace any identified community or arts related need; should occupy no more than 50 percent of the building space; should be affordable; and should be designed to be compatible with and supportive of the community and arts uses also occupying the buildings.

Pedestrian Way

The existing rail right-of-way bisecting Martha Gardens will become a new pedestrian oriented spine, which will replace the rail line. The sections between Lewis and Patterson Streets and Bestor Street and Hollywood Avenue will become "pedestrian emphasis streets" (see below). The section between Lewis and Martha Streets will become a "pedestrian way", providing space for pedestrian circulation, display space for adjacent arts related businesses or studios, dining space for restaurants or coffee shops and very limited vehicular access for businesses or other spaces in the corridor. While the corridor should be softened with some landscaping, its surface should be primarily hardscape to accommodate this variety of uses.

Pedestrian Emphasis Public Street

While these streets are intended to carry limited amounts of vehicular traffic, the emphasis should be on designing and maintaining them as high quality lanes that are particularly pedestrian friendly. Features should include, at a minimum, shortened crossings at intersections, crosswalks highlighted by color or texture, complete rows of street trees and appropriate street furniture. Any new development along these streets should be oriented to them in a manner that facilitates pedestrian access and de-emphasizes vehicular access.

Pedestrian Corridor

A pedestrian corridor is an enhanced pedestrian environment incorporated into the right-of-way features within a public street. Streets designated as Pedestrian Corridors are identified within the *San Jose 2020 General Plan*.

Adaptive Use (Various densities)

Crosshatched areas represent those buildings in the area determined to have a high level of historic significance and are encouraged for adaptive use. This *Plan* assumes that all of the designated buildings would be retained as part of the new neighborhood and re-used for purposes consistent with this *Plan* and compatible with surrounding uses. The *Plan* encourages the same treatment for older buildings that are not crosshatched if they have characteristics similar to identified historic resources.

Health Clinic

The existing Gardner Health Clinic is considered a valuable resource in the broader community, and this *Plan* takes care to encourage its continued operation in this community. The clinic may stay in its present location at the northwest corner of Virginia and South Fifth Streets, either in its present configuration or as part of a new, multi-story project. Alternatively, it may relocate to any Martha Gardens site planned for private sector development as either a stand-alone or mixed-use project. The clinic is represented on the Land Use Plan as a "floating" asterisk to reflect this locational flexibility.

Potential Elementary School

A potential new elementary school is represented by a "floating" star to indicate that its location is not tied to any one site and is provided for illustractive purposes only. The school can be an alternative use on any appropriate site within or near Martha Gardens. The school is not the designated land use for the particular site on which it is graphically located nor should it limit the use of the site, which is otherwise planned for Commercial/ Light Industrial uses. The school star is shown on the Land Use Plan to reflect the community's desire for a local school and the probability that the new housing proposed in the *Plan* will generate a need for additional school capacity somewhere in the vicinity.

Diagram A: Illustrative Plan

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CHAPTER 5: DESIGN POLICIES

This chapter focuses on the five Sub-Areas of the *Plan*, describing the land use objectives and policies for each, and providing urban design guidelines that describe the scale, character and treatment of future buildings and open spaces. For project design issues not addressed in this document, the City's *Residential Design Guidelines*, *Commercial Design Guidelines*, *Industrial Design Guidelines* and *Single Family Design Guidelines* should be consulted for those project types.

SOUTH FIRST STREET CORRIDOR SUB-AREA

The South First Street Corridor defines the western edge of the Martha Gardens neighborhood from Interstate 280 on the north to Keyes Street in the south. The corridor is bounded on the east by Second Street south of Martha, and, north of Martha, by the existing mews/alley between South First and Second Streets.

South First Street is one of the primary streets of the greater Downtown area, serving as an important gateway to the Downtown Core and the front door to the Martha Gardens neighborhood. The area is currently characterized by low intensity auto-oriented and general commercial uses, interspersed with surface parking lots. The existing pedestrian environment is compromised by narrow sidewalk widths of approximately ten feet and large expanses of inactive and underutilized frontage. Much of the building stock in the area is in deteriorating condition.

LAND USE POLICIES

Objective 1: Phase out auto and other industrial uses along South First Street to create a more viable commercial business district and to better serve the needs of the adjacent neighborhoods.

Enhancing and expanding street front retail opportunities along South First Street, and introducing upper level residential and commercial uses, will greatly improve this important edge of the Martha Gardens neighborhood, and help to forge stronger activity linkages with the adjacent Washington neighborhood on the west side of the street.

Policy 1.1: South First Street should be improved as a neighborhood and district-serving commercial spine with ground floor retail and commercial uses.

New development in the South First Street Sub-Area will require ground floor uses that contribute to a vibrant pedestrian environment and to the vitality of the neighborhood business district. As such, retail shops and restaurants, neighborhood services, and other public-oriented uses should be oriented to South First Street, East Virginia, Martha and Keyes Streets. As described below, streetscape improvements will also be required as new development occurs, to further enhance the identity and character of the retail corridor.

Policy 1.2: A mix of upper level uses including residential and office uses are encouraged.

Residential and commercial uses are encouraged on upper levels above the ground level with orientation to South First, Second, East Virginia, Martha and

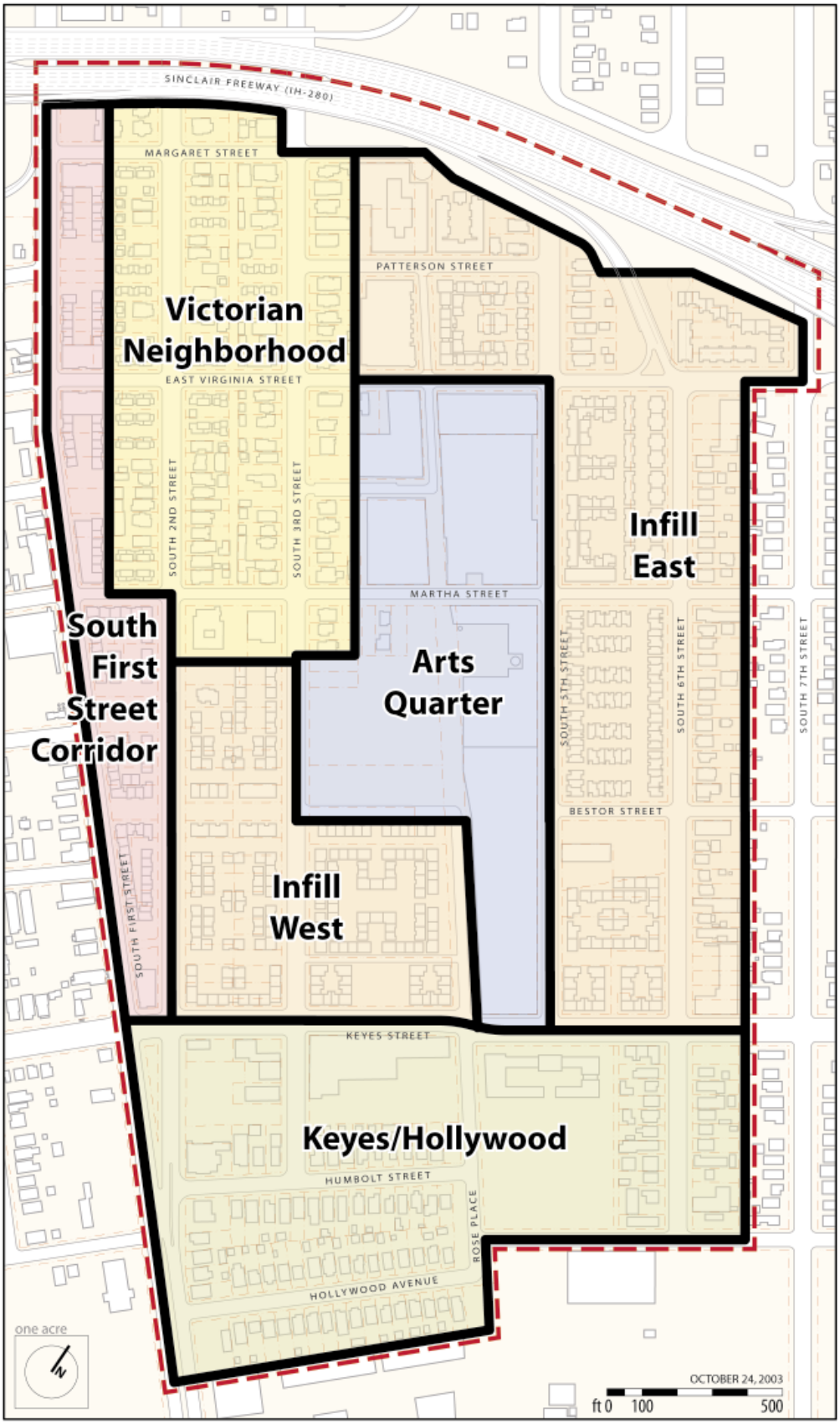


Figure 4: Sub Areas

Keyes Streets. The provision of upper-level residential development including apartments and lofts is particularly encouraged within this Sub-Area, as it will:

- Offer a valuable alternative housing type within the Martha Gardens neighborhood;
- Provide "eyes on the street" security for the retail corridor;
- Enhance the urban character and walkability of the neighborhood by providing housing close to retail and existing transit routes along South First Street; and
- Reinforce the vitality of the neighborhood business district throughout the day and evening hours.

Policy 1.3: Aggregation of parcels is encouraged to allow for mixed-use intensification.

Intensification of the South First Street Sub-Area from a predominantly one story service commercial corridor to a three to four story mixed-use district will require parcel aggregation that will yield sites that can more efficiently accommodate parking and ground level requirements. The City and its Redevelopment Agency should assist property owners in aggregating underutilized and vacant sites to improve the viability of the business district and to introduce upper level residential uses.

Policy 1.4: Buildings should be set back to allow for a wider sidewalk and an improved pedestrian and streetscape environment.

New development in the South First Street Sub-area should contribute to the enhancement of the existing pedestrian and retail environment by providing for sidewalks that are at least fifteen feet in width. This will generally require a setback or a dedication of five feet from the existing property line. In coordination with property owners, the City will facilitate the improvement of the pedestrian and streetscape environment, including lighting, paving, and landscaping.

Policy 1.5: New development should reinforce a neighborhood scale and character for the area.

The form and character of existing building types and signage within this Sub-Area tend to be oriented to passing traffic along South First Street. The *Plan* calls for new development along this key corridor to be developed at a more friendly pedestrian scale, with engaging ground level activities that are visible from the sidewalk and street, and with upper level uses that provide a visually interesting and varied street elevation.

Policy 1.6: Rear alleys should be improved as mews with a positive pedestrian and parking environment.

As new development occurs on adjacent parcels, the rear alley that runs between South First Street and South Second Streets from Margaret Street to Martha Street should be retained and enhanced as a mews that can continue to provide parking and service access, but that can also serve as a pedestrian-friendly space. Fronting uses (e.g., townhouse, shop-house and loft housing) are encouraged along the mews where possible. Improved landscaping and paving should also be provided to create a pedestrian-friendly environment.

Policy 1.7: Parking should be provided in below-grade and/or encapsulated structures. Large surface parking lots should be avoided.

Parking for new development in the Sub-Area should be provided in below grade or architecturally encapsulated garages for shared visitor/retail parking, resident and other upper level use parking, and in small surface parking lots for convenient retail parking. Surface parking should occur

Diagram B: Existing rear alleys should be improved as a mews with a positive pedestrian and parking environment.

only in mid-block locations and its street frontage should preferably be only 60 feet (or one parking bay) but limited in size to a maximum of 120 feet (or two parking bays). Access to commercial parking should be from South First Street, to discourage intrusion of traffic in the neighborhood; access to residential parking should be from the rear alley or mews.

Policy 1.8: Drive-through uses are not permitted in the South First Street Corridor Sub-Area.

Drive through retail and commercial operations, which typically imply automobile-oriented development standards and large areas of paving, are not compatible with the urban, pedestrian-oriented neighborhood commercial character envisaged for the area. Short stay convenience parking can be provided as per Policy 1.7.

Policy 1.9: The City should prepare an intensive level historic resources survey of potential historic resources in the South First Street Corridor sub area.

Based on a windshield survey conducted by a qualified historic resource consultant for the *Martha Gardens Specific Plan* Environmental Initial Study, there is some number of potentially historic structures in this sub area. If development is proposed in this area prior to completion of the City-conducted survey, individual developers should hire a qualified historic consultant to conduct a survey of the potentially historic properties that would be affected by a given project proposal. This *Plan* encourages the preservation and reuse, if feasible, of any buildings determined to be historically significant. New development in proximity to historic structures in this or other sub areas should be designed to be compatible with the historic character of the resource to preserve the overall historic fabric of the community.

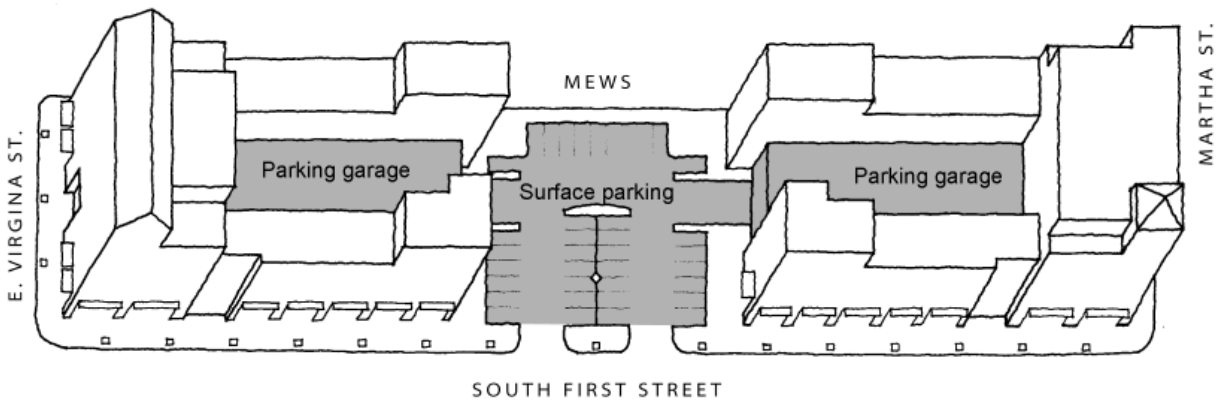


Diagram C: South First Street Commercial Parking

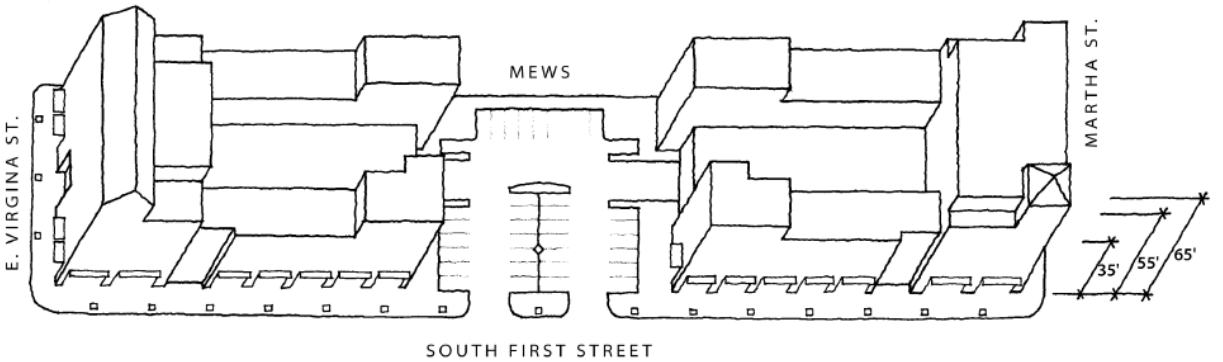


Diagram D: South First Street Height

URBAN DESIGN GUIDELINES

Height and Massing

The South First Street Sub-Area is envisioned as a three to four story district, with a maximum height of fifty-five feet for habitable space. This height can be exceeded to a maximum of sixty-five feet for architectural features and roof elements (e.g., sloping roofs, tower elements, cornices, etc.) that contribute to significant variation in building height. Variation in height is encouraged to create visual interest and building articulation, and to avoid monolithic building masses. A minimum street wall of thirty-five feet or two levels is required along the South First Street frontage.

Setbacks and Build-to Lines

Front setback requirements in this Sub-Area are intended to provide an enhanced pedestrian experience with build-to lines providing a consistent street edge. On South First Street, Margaret Street, East Virginia and Keyes Streets, new development is required to provide a dedication sufficient to provide a minimum combined sidewalk and parkstrip width of fifteen feet. This will generally require a dedication of six feet from the property line. Because Martha Street is a Pedestrian Corridor, it also should have a more generous pedestrian environment and as such a dedication of approximately five feet is required from the property line to create a total sidewalk width of fifteen feet.

Figure 5: Height

The sidewalk area closest to the property line should be available for restaurant/café seating, and the display of merchandise as long as such uses do not impede the basic pedestrian function of the sidewalk. The sidewalk must be maintained with a minimum clear path of eight feet at all times taking into account street landscaping, lighting and furnishing.

Surface parking areas abutting public streets should be set back a distance sufficient to accommodate the required sidewalk width plus an additional five feet to provide a minimum five feet of landscaping along the frontage. Surface parking lots abutting the mews should be setback five feet from the mews and the setback area should be landscaped.

The building setback required along the mews property line is a minimum of five feet and a maximum of ten feet.

New development should maintain a build-to line along all facades fronting South First, Margaret, East Virginia and Martha Streets at the setback line. The build-to line/setback can be increased by a maximum of five feet; some variation is encouraged particularly on the South First Street façade, where café or retail extension areas are desirable.

Encroachments within the setback areas will be permitted for balconies, awnings and canopies. Upper level bay windows may project into the setback at fifteen feet above the ground plane.

Street Frontage Treatment

Ground floor commercial frontages should be architecturally integrated within the overall building composition, but also accented with materials and treatments that offer visual interest to the pedestrian. Materials along storefronts should be carefully selected to be of a high quality (e.g., stone, tile, pre-cast concrete, masonry, polished metals, etc.), and offer color, accent and variation. Treatments and materials that reflect the industrial and warehouse character of the Martha Gardens neighborhood (e.g., metal canopies and awnings, steel sash windows, etc.), the characteristics of the nearby Victorian residences or the early 20th Century commercial buildings remaining in this Sub-Area are encouraged.

Commercial uses should have their primary entrances oriented to the street with entrances spaced no more than 70 feet apart to promote an active pedestrian street front. The floor elevation of entrances should be within two feet of the sidewalk elevation. Clear non-tinted glass is to be used to allow for the maximum visual connection between the public sidewalk and the ground level interior spaces. The ground level should achieve maximum transparency, avoiding areas of blank walls. At least 70% of any building frontage along South First Street should be devoted to window and entrance areas. The use of awnings is encouraged to provide shelter and shade along shopfronts.

Architectural Treatment and Materials

The architectural treatment of new development in the South First Street Sub-Area should be of a high standard, with a high degree of variation and articulation, in scale with the character of the Martha Gardens neighborhood.

New buildings should avoid the appearance of monolithic projects. Individual units and/or clusters of units should be clearly expressed through overall massing and roof treatment, as well as changes in building plane, colors and/or materials. The use of sloping roofs, dormers, gables, balconies, decorated cornices, bay windows, chimneys, etc. is encouraged to achieve this variety and articulation. Façade materials, articulation and colors should be respectful of the

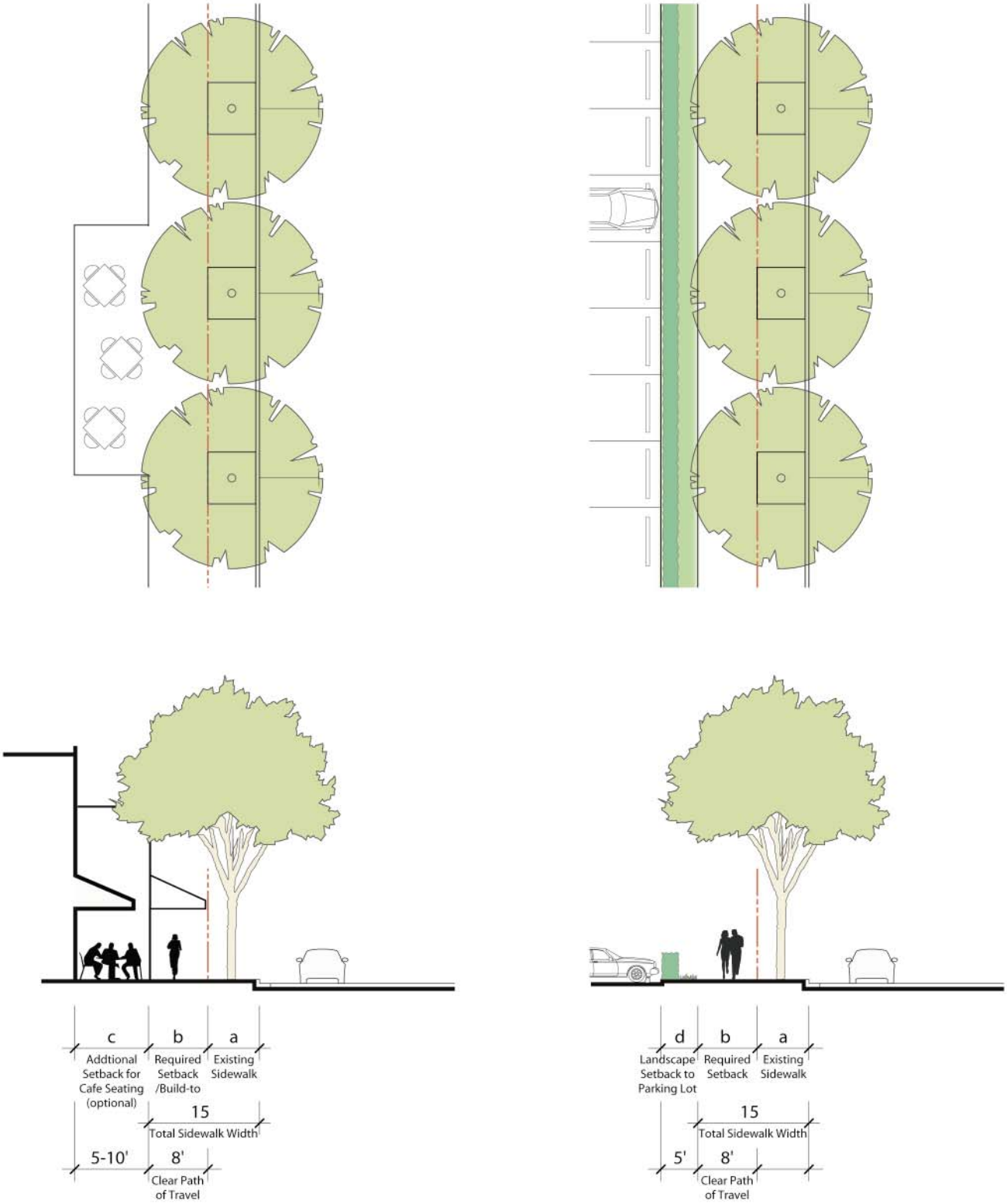


Diagram E: Setback and Parking Treatment

adjacent neighborhoods. While adherence to a particular style is not mandated, new development should respect the scale of historic structures, and is encouraged to incorporate and/or interpret key elements or features of early 20th century commercial and Victorian architecture as appropriate.

High quality wall treatments including precast concrete, masonry and stucco are encouraged within this Sub-Area.

Operable windows are to be provided where possible. Window areas should be significantly inset and/or framed by ornamental trim and should feature divided lights when consistent with the architectural style of the building. To reflect the historic character of the area, projecting windowsills are strongly encouraged. Where appropriate, shade devices should be incorporated into the architecture to provide solar heat gain protection, particularly on west facing façades.

Variation in roof forms, and treatments that reflect the industrial, Victorian or early 20th century heritage of the neighborhood are desired. All mechanical equipment placed upon roofs is to be screened from street and upper level views from nearby buildings.

Parking Access and Treatment

All structured parking provided in new projects should be encapsulated and hidden from public view from all streets in the Sub-Area. Surface parking should occur only in mid-block locations and its street frontage should preferably be only 60 feet wide (or one parking bay) but limited in size to a maximum of 120 feet (or two parking bays). Access to commercial parking should be from South First Street to discourage intrusion of traffic in the neighborhood; access to residential parking should be from the rear alley or mews.

Loading and Service

All loading, service or trash areas are to be screened from predominant public view. Loading and servicing should generally be managed from curbside loading zones along public streets or within surface parking areas; any dedicated loading docks should be screened from view, and should be configured so that trucks do not obstruct public vehicular or pedestrian movement. Trash collection receptacles and areas should be totally screened from public view, either within trash enclosures or within buildings.

Private and Common Open Space

A minimum of 60 square feet of private open space should be provided for at least 50% of all residential units. Common open space should be provided at a rate of 100 square feet for each residential unit.

VICTORIAN NEIGHBORHOOD SUB-AREA

The Victorian Neighborhood Sub-Area is located along the South Second and Third Street frontages, primarily north of Martha Street in the northwestern portion of the *Martha Gardens Specific Plan* area.

The neighborhood is characterized by an impressive collection of single-family Victorian houses, set back from the street with lawns and front porches. Many of the Victorian homes have intact carriage houses along the rear alley. Although many of the Victorian houses in the Sub-Area have been subdivided into multiple residential units and a few partially converted to commercial use, their historical residential character, and that of the neighborhood, has largely been preserved. The Victorian Neighborhood Sub-Area also includes a modern fire station and a 1940s mortuary, both expected to remain over the long term.

The predominant Victorian pattern is occasionally interrupted by newer, non-contextual multi-family housing development, much of it constructed in the 1950s and 1960s and interrupting the fabric of highly detailed and stately Victorian homes. In many cases, this newer housing stock is in a more deteriorated condition than the Victorians.

LAND USE POLICIES

Objective 2: Preserve and enhance the existing neighborhood of single-family Victorian era housing, while allowing for infill development to occur at a compatible scale.

A key objective of the *Specific Plan* is to preserve the historic character of the existing Victorian homes, and to encourage their continued stewardship as single or multi-family residences, or as limited mixed-use properties. Redevelopment of underutilized, non-contextual, or vacant sites is also encouraged in a manner that respects the scale and character of the existing neighborhood. Opportunities for Victorian era houses to be moved onto vacant sites from other parts of San Jose is also encouraged to further reinforce the historic character and continuity of the neighborhood.

Policy 2.1: The Victorian-era homes along South Second and Third Streets should be preserved and enhanced.

The *Specific Plan* calls for the preservation of the Victorian homes within the neighborhood; any modifications to the homes should maintain their character-defining exterior elements as described in the design guidelines below and in the City's new design guidelines for historic houses, *Your Old House*, *Guide for Preserving San Jose Homes*.

Policy 2.2: Continued residential use and limited and/or partial adaptive use of the historic homes is encouraged.

To encourage the restoration and survival of the historic homes, provision is made in the *Specific Plan* to allow for a variety of uses, including multi-family housing, bed and breakfast establishments and mixed uses that do not compromise the historic or architectural integrity or residential character of the structures. Mixed uses should be comprised of residential as the primary use with small-scale professional offices, small-scale food service or specialty food sales, art galleries or other similar compatible uses as secondary uses. The non-residential components of mixed-use should be limited to no more than 20% of the building's floor area and to uses which will not diminish the residential character of the building and will not lend a commercial appearance to the Victorian buildings or blocks. Most retail uses, with their need for prominent signage, display space and better proximity to the sidewalk, are not appropriate within the Victorian buildings.

Policy 2.3: Adaptive use and sensitive redevelopment of existing carriage houses is encouraged.

The existing carriage houses along the rear alleys reinforce the traditional and historic character of the Victorian neighborhood. The *Plan* calls for these carriage houses to be preserved and adaptively used, wherever possible. If the existing condition does not warrant reuse, redevelopment in a manner that maintains a similar scale and character is encouraged. The development of small residential units built above garages facing onto the mews will promote security and activity in the mews, and will enhance the grain and character of the neighborhood.

Policy 2.4: New residential infill development that complements and extends the fine-grained pattern and character of Victorian homes is encouraged.

Residential infill development of underutilized or vacant sites is encouraged. New construction should be built with a compatible scale, setback and footprint as the existing historic homes in the Sub-Area, and with a similar palette of materials and a complementary level of detailing. While the *Plan* does not require new buildings to replicate the historic treatment of Victorian homes, it should incorporate compatible materials, reflect a similar attention to detail, and provide a similar orientation and relationship to the street. Front entries for new development should be oriented toward the street, and the entrances of new buildings should adopt the character of the Victorian homes by providing a transition between the street and the front door of the building in the form of a porch or front stoop.

Policy 2.5: Rear alleys should be improved as pedestrian/parking mews.

The existing rear alleys should be maintained to provide parking and service access to the fronting properties. Direct garage access from the South Second and South Third Street frontages should be limited to those properties with no alley access. Further, the *Plan* encourages the alleys to be improved as pedestrian-friendly mews that can provide an attractive address for redeveloped carriage house and garage apartments.

Policy 2.6: The relocation of historic Victorian homes from other parts of San Jose is encouraged within the neighborhood.

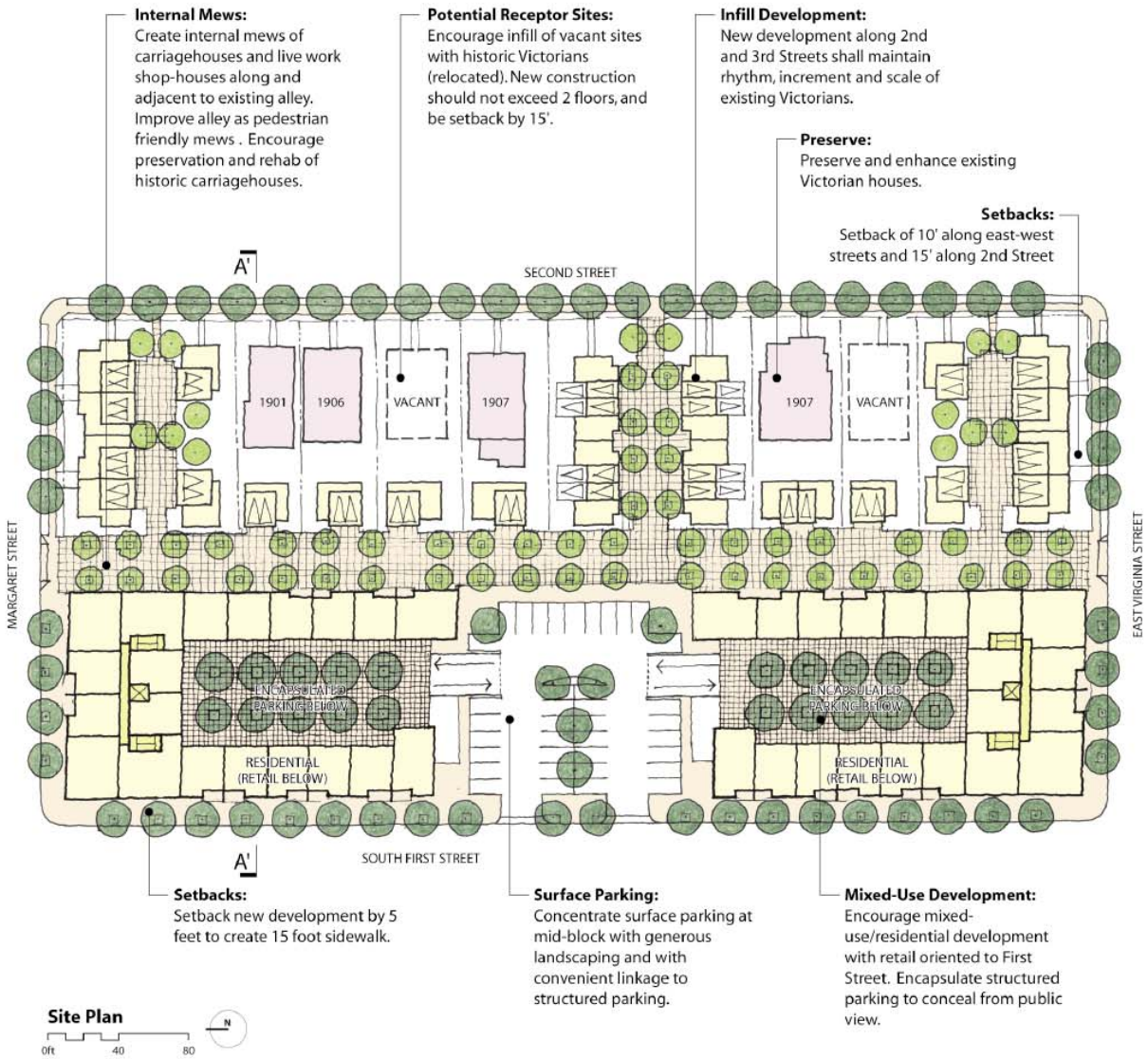
Vacant or underutilized sites within the Sub-Area should be considered as prime receptor sites for historic homes of a similar era and style, that need to be relocated from other parts of the City.

Policy 2.7: The City should prepare an intensive and comprehensive level historic resources survey of the Victorian Neighborhood Sub-Area, to identify historically and/or architecturally significant resources in this area.

Because the historic structures and other features in this area help make Martha Gardens a unique community and add to its charm and rich heritage, this *Plan* calls for the preservation of all of the Victorian era and other historic structures within this Sub-Area. A comprehensive survey for the *Martha Gardens Specific Plan* area has never been conducted. As part of a windshield survey for the *Plan's* Environmental Initial Study, a qualified historic resource consultant identified a number of potential historic properties in the Victorian Neighborhood Sub-Area that are not currently on the City's *Historic Resources Inventory* and have not been individually surveyed. A comprehensive historic survey could reliably identify those historic structures within the *Plan* area that are significant and should be preserved. Furthermore, the survey could provide the data needed to determine whether the Sub-Area is eligible to be designated a historic district.

Policy 2.8 Conduct a feasibility study to determine whether designating all or part of the Victorian Neighborhood Sub-Area as a Historic District is warranted.

The Victorian Neighborhood Sub-Area contains a collection of known significant, and likely significant, historic structures and may be warranted for designation as a historic district, including a National Register Historic District. Designating the area a Historic District would add a higher level of protection to the Victorian Neighborhood Sub-Area than currently exists.



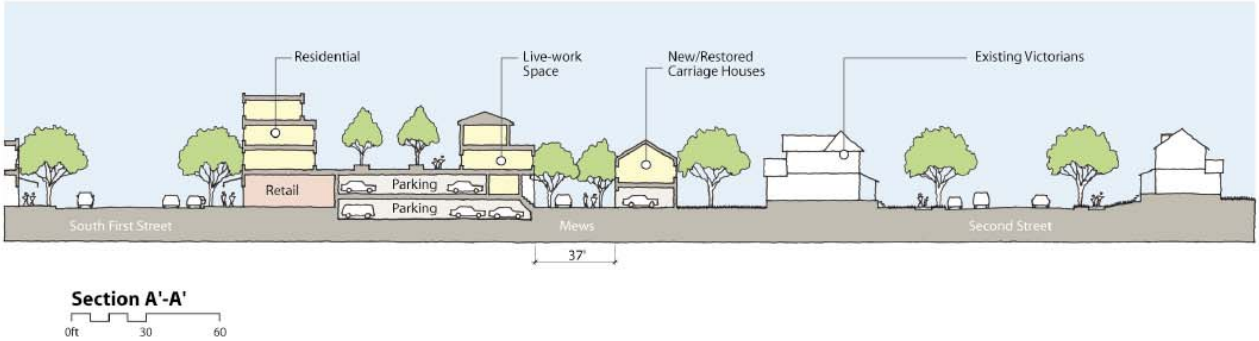


Diagram F: Victorian Neighborhood Infill Concept

Policy 2.9: Existing ordinance sized trees in the sub area should be preserved.

The Victorian Neighborhood Sub-Area has many attractive ordinance-sized trees, which add to the unique character of this older historic neighborhood and help to foster pedestrian use. Development projects should include the preservation of ordinance-sized trees wherever possible. Where removal of high-quality ordinance-sized trees is necessary, trees should be removed, boxed and replanted on the site as part of the project landscaping.

URBAN DESIGN GUIDELINES

Height and Massing

The Victorian Neighborhood Sub-Area should continue to have a height and mass compatible with the existing historic houses. The maximum height in the Sub-Area is thirty-five feet, or three floors. Non-habitable roof and architectural elements can exceed this height by an additional ten feet to provide for special expressions that are compatible with the existing homes (e.g., sloping roofs, tower elements, dormers, etc.). Floor-to-floor heights should be in the range of ten to twelve feet and first floors should be raised approximately three feet above grade, similar to what is found in the existing Victorian homes. Carriage houses built along the mews should be a maximum of two floors, with additional loft/roof space permitted on a third floor.

On-Site Open Space

Front and rear yards are the primary form of private and/or common on-site open space in the Sub-Area. On properties with existing Victorian era buildings, the existing front and rear yards should be preserved in order to maintain traditional neighborhood patterns. Rear yards may be reconfigured or only minimally reduced in size in order to accommodate minor building additions, new parking facilities or pedestrian paths. For buildings converted to multiple housing, at least 100 square feet of usable common and/or private open space should be maintained for each living unit on-site.

Utilizing the setbacks provided below, front yards in new projects should be established to complement and extend the streetscape and landscape character of the neighborhood. In addition, new multi-unit projects should provide at least 100 square feet of usable private and/or common open space (e.g., balconies, terraces, patios) for each dwelling unit.

Setbacks and Build-to Lines

A key characteristic of the Victorian neighborhood is the pattern and increment of individual houses along the street. A typical lot is 40 to 50 feet wide, a typical house has a frontage of approximately 25 to 35 feet, the front yard setback is between 12 and 20 feet, and the side yard separations between homes range from 10 to 18 feet. This pattern creates a distinctive rhythm and cadence along the street that is an important aspect of the neighborhood's character. The following setbacks are established to maintain and extend this character:

- Front Yards: Along South Second and Third Streets, setbacks should conform to the front yards established by the existing historic Victorian houses. The current front yard setback along South Second and Third Streets is generally between twelve and twenty feet. New development should be set back in an equivalent manner to the adjacent property, or an average between two adjacent properties whichever is greater. Setbacks from Margaret, Patterson, East Virginia and Martha Streets should be a minimum of ten feet, and a maximum of twenty feet.

Front yard fences are not permitted except for decorative fences to a maximum height of three feet.

- Side Yards and Building Frontages: Infill development on existing single-family residential lots should employ side yard setbacks of at least five feet. New infill development on aggregated lots should be designed to extend the rhythm of the historic street frontage through the massing and design of the building frontage. Buildings fronting onto South Second and Third Streets should be broken down into 25- to 30-foot primary front elevation increments, with alternating 10- to 20-foot sub-sections of the front elevation having an additional setback of 20 feet. This massing will correlate to the scale and character of the Victorian houses along the street.

- Encroachments: Within the front setback area, encroachments including stoops, porches, stairs, bay windows, etc. are permitted up to a maximum of 40% of the total setback area, as long as such encroachments do not constitute an inappropriate departure from the established front yard pattern on the block.

Architectural Treatment and Materials

The architectural character of the Victorian Neighborhood is well defined and rich in detail, color and articulation. These qualities should be preserved in the existing homes, and new infill development should adopt a similar level of richness in the treatment of building facades, material quality and finishes. More specifically:

- Adaptive Use: Adaptive use of existing Victorian homes should maintain the character-defining elements of the historic structures, including but not limited to: the exterior materials; windows and doors; porches; detailing, decorative features and moldings; chimneys; etc. To the maximum extent, efforts should be made to restore and repair rather than replace original elements; where original features cannot be repaired, efforts should be made to replicate them in a manner that preserves the character of the home.

- Adaptive Use Additions, Alterations and Signs: Any additions or alterations to existing Victorian homes should follow the Secretary of the Interior's Standards (SIS) for such changes.

  In addition to signs associated with residential uses, signs associated with non-residential uses are allowed and may be attached or detached and should be: no more than one half a square foot per linear foot of occupancy frontage; unobtrusive in appearance; and designed for consistency with the style of the building and the era of its construction. All or a portion of the permitted sign area may be painted on a window or windows but no other window signs of any kind in non-residential occupancies should be permitted.

- Windows: In new development, windows should match the scale and profile of the existing windows found in the historic homes of the neighborhood. Curtain glass walls, reflective materials and large expanses of glass are not permitted. To reflect the historic character of the area, projecting windowsills are strongly encouraged. Window placement should be composed within a façade to create a balanced and well-proportioned façade that provides visual interest along the street. Wood window construction is preferable to aluminum or vinyl alternatives and true divided lights should be employed where consistent with the building style. False divided lights should always be avoided.

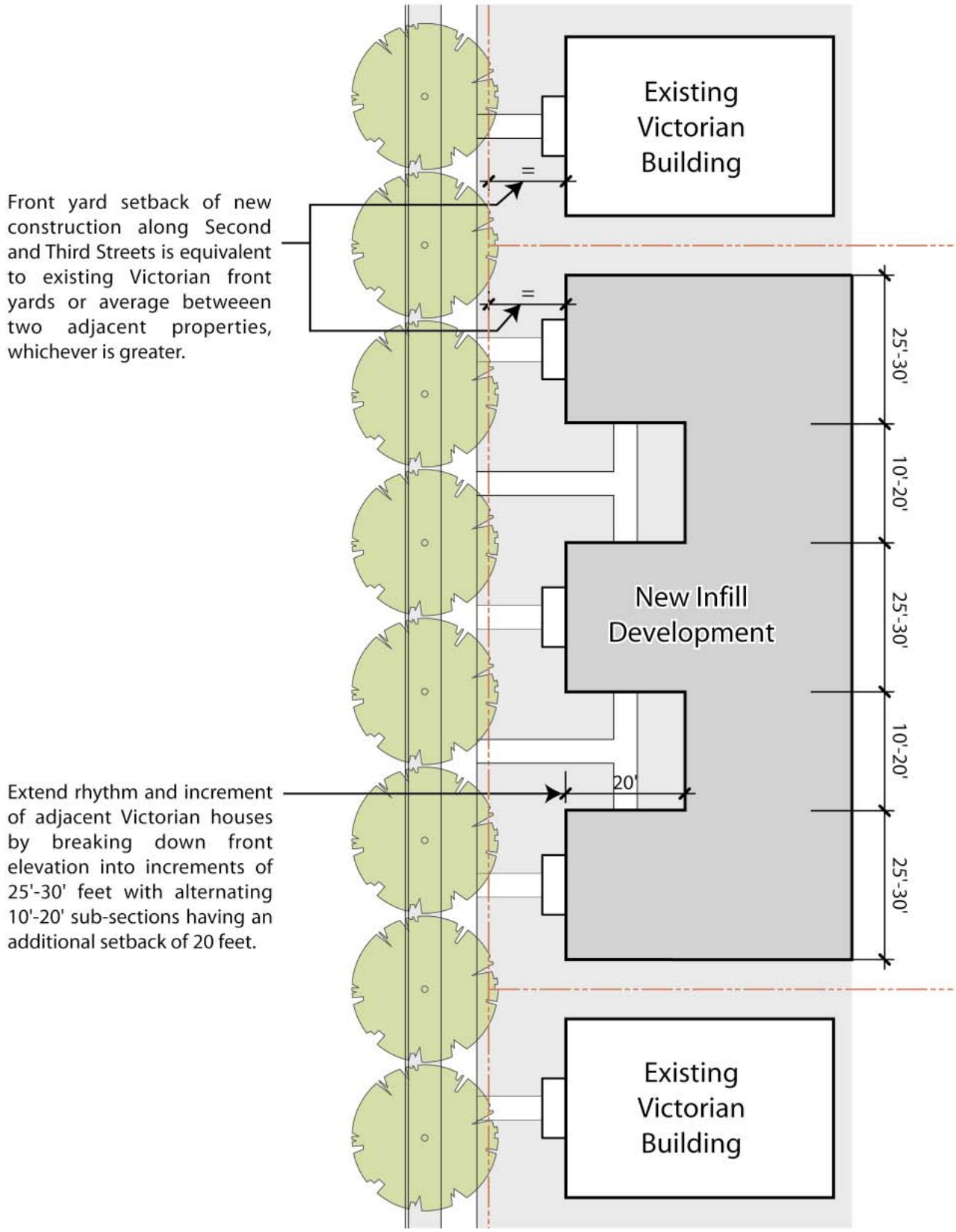


Diagram G: Aggregated Lot Front Setback

- Detailing: New construction should carefully consider the vocabulary and character of the existing historic homes to establish an appropriate level of detail for facades, roof lines, windows, doors, porches and railings. New construction can be modern in design, but should reflect the same richness in detailing and character found in the Victorian houses of the neighborhood.

- Roofs: The roof form of new construction should vary with the expression of gables, chimneys, dormers, brackets and cornices encouraged. The roof should be a key architectural element of the building, designed to express individual units or clusters of units, and to preserve the overall scale and character of the neighborhood. Roofing materials should be selected to be compatible with the historic homes (e.g., slate tile, standing seam metal roofing, etc.).

- Building Materials: Wood clapboard siding is recommended to extend the predominant building material of the neighborhood. Accent materials including masonry, stone, terracotta and metals are also encouraged.

- Ground Level Treatments: To extend the character of the Victorian homes, the ground floor level of new buildings, should be located between 18 and 36 inches above grade, as viewed from the main public streets. Porches or stoops should be utilized to provide a transition to the street. Access compliance with the American Disabilities Act is important, and should be carefully designed to maintain the street front character of the neighborhood, as allowed by State Historic Building Code alternatives.

Parking Access and Treatment

- Access and Siting: Access to parking should be provided from the rear mews to the maximum extent possible; driveway curb cuts from South Second or Third Streets should be limited and in no case should exceed 12 feet in width. No freestanding garages are permitted to face South Second or Third Streets unless the garage is located a minimum of fifty feet from the front property line and positioned behind or beside the primary street-oriented structure. For houses located on the east side of South Third Street (where a continuous rear alley does not exist), front driveway access is permitted to access garages located toward the rear of the property.

- Design Treatment: New residential infill development should incorporate well-designed auto mews and parking courts at the rear of the property, leading to individual garages and "tuck under" parking areas. The mews and courts should be designed in substantial conformance with the City of San Jose *Residential Design Guidelines*, and to contribute to the creation of a rich system of pedestrian ways and passageways through the neighborhood.

  Common parking structures should be designed as an integral part of the residential buildings, within below-grade podium structures or above-grade structures that are visually encapsulated by ground level uses. Below-grade parking floors should have no more than the upper three feet of the parking level exposed above grade, with such parking screened from predominant public

view and architecturally integrated within the overall building through the use of ornamental screens and other architectural elements. While landscaping is encouraged as a visual screen, it should not be the sole method employed.

ARTS QUARTER SUB-AREA

The Arts Quarter Sub-Area is bounded by East Virginia Street on the north, Bestor and Keyes Streets on the south, Third Street and the Victorian Neighborhood on the west, and South Fifth Street on the east. The area is distinguished by a collection of historic warehouse and manufacturing structures built in the late 19th and early 20th centuries. The American Can Company manufacturing plant, in business from 1912 to 1964, and the Dole Cannery in operation from 1954 to 1977 are the principal historic structures in the Sub-Area. Nearly all of the buildings between East Virginia and Martha Streets, however, have some significant historic value. The existing Victorian homes along South Third Street are included in the Victorian Neighborhood Sub-Area and are not part of the Arts Quarter or the park complex.

While several viable industrial and warehousing businesses remain within the area, many of the more intensive industrial uses have relocated to other parts of the City that provide fewer constraints and conflicts with adjacent residential neighborhoods. The area however, maintains a strong industrial character today, with warehousing and distribution, small-scale manufacturing, and some commercial retail businesses operating out of the historic structures. A vibrant artists community has emerged within the area over the past twenty years, with artist studios and workshops occupying a number of buildings, and successfully co-existing with warehouse and small manufacturing operations.

A significant amount of underutilized and vacant land exists in this area, including the abandoned Union Pacific rail corridor aligned close to, and replacing, the originally planned South Fourth Street. In addition to the rail right-of-way and the land planned for the park, there are some small under-utilized spaces tucked among the historic buildings north of Martha Street.

LAND USE POLICIES

Objective 3: Building upon the existing arts community, establish a new and intense core of arts related activities while promoting the viable reuse of historic warehouse and industrial buildings. Provide a neighborhood-serving park and community center to serve Martha Gardens and adjacent residents.

As industrial activity subsides within the area, a key objective of the *Specific Plan* is to enhance and expand the role of the existing arts community through adaptive use of the industrial buildings, and through sensitive infill development that maintains the industrial character of the Sub-Area. Adaptive use and infill development could result in loft housing, artist galleries and neighborhood serving retail uses as well as an expansion of the existing artist studios already located in the area. Limited light industrial uses compatible with the arts uses are also appropriate in existing industrial buildings in the most northern and most southern blocks of the Sub-Area.

On the middle block of the Sub-Area, the *Plan* calls for the creation of a neighborhood park and community center that can become a gathering place and focal point for the new Martha Gardens neighborhood as well as for the adjacent Spartan Keyes and Washington neighborhoods.

Policy 3.1: Adaptive use of existing warehouse and industrial structures for arts-related uses is encouraged.

As industrial and distribution uses relocate over time to other parts of the City, historic warehouse structures in the Sub-Area should be maintained and adaptively reused. Arts-oriented and cultural uses are particularly encouraged, including artists studios, loft housing, galleries, workshops, classrooms, neighborhood-serving retail and small commercial offices for individual practitioners of the creative industries, for example architecture, public relations, graphic design, etc. Adaptive use should maintain the character-defining elements of the historic structures as described in the design guidelines below. Mixes of uses, including remaining industrial uses, should be mutually compatible but, given the planned eclectic mix, compatibility should focus more on issues of safety than on expectations of avoiding typical irritations like perceptible noise, less desirable building finishes and fixtures, less-than-attractive views, etc.

Policy 3.2: The majority of housing established in the Arts Quarter should be affordable.

Housing established in the Arts Quarter should be affordable to a range of real working artists, a vocational group that is historically low income. The majority of Arts Quarter housing should be affordable to households that meet the standard low or very low-income criteria. In general, housing opportunities in this area should not be used to create market rate lofts or other housing types catering to non-artists seeking a trendy, non-traditional life style.

Policy 3.3: Adaptive use of the American Can Warehouse along South Fifth Street is encouraged.

The *Specific Plan* encourages the reuse of the historic timber American Can Warehouse building, located south of Bestor Street between the abandoned Union Pacific rail right-of-way and South Fifth Street, for uses that make a positive contribution to the neighborhood. Such uses could include loft housing, arts-related workshops and studios, small manufacturing operations and commercial uses. With the possible exception of loft housing, the Warehouse should be utilized for a mix of uses/businesses. If the Warehouse building cannot be usefully preserved, the site should be redeveloped with high-density residential and mixed uses in the same manner as the blocks in the adjacent Infill West and Infill East Sub-Area.

Policy 3.4: A neighborhood park and community center should be established at the heart of the new community.

As described in *Chapter 6: Community Facilities*, the middle portion of the Sub-Area between South Third and Fifth Streets presents an opportunity to provide a significant neighborhood-serving park and community center for Martha Gardens and adjacent neighborhood residents. The *Plan* calls for approximately 7.5 acres of land between South Third, South Fifth, Martha and Bestor Streets to be acquired and assembled for the creation of a park (4.8 acres) and community center (2.7 acres). This area includes the American Can Company complex, which is viewed as an ideal structure for an arts-oriented community center featuring studios and exhibit space, and meeting, classroom and assembly areas oriented to the park. The park should be designed as a multi-use facility to support active and passive recreational uses for a full spectrum of age groups.

The community driven Parks Master Plan process will be used to establish the specific design and programming of the park and the community center. Because the American Can Company buildings are large, there may be space in excess of that required for community center purposes. Should that be the case, the City should consider partnering with other entities to establish one or more arts-related uses in that excess space.

The Pedestrian Promenade described in Policy 3.6 below should continue through the park, connecting with pedestrian facilities in the street improvements planned for the Union Pacific right-of-way north and south of the park. Within the park, the promenade will be pedestrian only, and should offer frequent connections to other park facilities including activities programmed in the American Can Company community center.

Policy 3.5: Martha Street should be improved as a Pedestrian Corridor street.

As part of the park improvement, Martha Street will be reconfigured as a Pedestrian Corridor street, which will link the new open space and community center with other parts of the Martha Gardens neighborhood, as well as the Spartan Keyes and Washington neighborhoods. A generous level of pedestrian amenity, extensive landscaping and traffic calming will re-orient the street for pedestrian uses (see *Chapter 7: Streets and Circulation*).

Policy 3.6: The existing Union Pacific rail corridor should be improved as a pedestrian-oriented art promenade between Virginia and Martha Streets.

The *Plan* calls for the existing abandoned Union Pacific rail right-of-way to be converted into a Pedestrian Promenade, providing a valuable north-south link through the Sub-Area tying together the various elements of the artist community, and providing linkages all the way to the Hollywood neighborhood to the south. It is envisioned that the promenade would be lined with artist lofts, galleries and workshops, as well as some neighborhood-serving retail uses. Retail, neighborhood service and dining uses are encouraged at the south end of the promenade across Martha Street from the park. Arts and dining uses could spill out into the promenade particularly along its southern half.

Limited vehicular and service access will be provided along the promenade, particularly along its northern half, to permit some basic access to historic buildings that would otherwise have no vehicular access. Vehicular volumes and speeds should be limited to be compatible with planned pedestrian activity (see *Chapter 7: Streets and Circulation*).

Policy 3.7: Bestor Street should be extended as a Pedestrian Emphasis Street from South Fifth Street to South Third Street to form the south boundary of the Park.

To enhance local connectivity and public access to the neighborhood park, the *Plan* calls for a narrow Pedestrian-Emphasis Street to be constructed along the southern edge of the park, and along the Union Pacific rail right-of-way south to Keyes Street. This street connection will also be important in breaking down the existing "superblock", which has a length of over 1,100 feet between Keyes and Martha Streets, into an urban block structure more appropriately scaled to the Martha Gardens neighborhood. Fronting residential uses with ground level units oriented to the street will create an active southern edge to the planned park. See *Chapter 7: Streets and Circulation* for the Pedestrian Emphasis Street section.

Extending Bestor Street along the entire southern edge of the Park would require displacing perhaps two of the bays of the American Can Company Warehouse Building, located between South Fifth Street and the new South Fourth Street. The historic significance of the building may make the street extension infeasible. If Bestor cannot be extended as a street through the Warehouse building, a one-bay pedestrian access, at least, should be developed through it linking the west and east segments of Bestor Street and thus providing a pedestrian connection to the park for the neighborhood to the east. Assuming that the American Can Company Warehouse is retained, the street or pedestrian connections will need to be aligned through the north end of that historic building. Care should be taken to preserve the historic character and integrity of the remaining building while also assuring that any pedestrian way in particular is safe, attractive and useful.

Policy 3.8: Infill development that maintains the scale and character of existing buildings is encouraged.

Much of the Sub-Area contains industrial and warehouse structures that have architectural and historic value. Infill development on the few vacant and underutilized spaces within the north Arts Quarter block (north of Martha Street) is encouraged, but such development should be built in scale and character with existing structures respecting the height, bulk and materials, of these buildings. New construction should accommodate arts related uses only, not industrial uses.

Policy 3.9: Ground level uses and design treatments that contribute to active streets and open spaces are encouraged.

Galleries, workshops and studios that promote the arts orientation of the Sub-Area are encouraged along Martha Street, East Virginia Street, South Fifth Street and the Pedestrian Promenade along the Union Pacific Railroad right-of-way. In addition, active neighborhood-serving uses (e.g., retail shops, cafés, delicatessen, dry cleaner/ laundry, etc.) are allowed at those locations and are strongly encouraged near the Martha Street/Pedestrian Way intersection. Where residential uses front public streets, ground level workshops, front stoops or entries should be provided in support of a lively street environment.

Policy 3.10: On-street loading should be phased out along public streets and sidewalks.

The Sub-Area is currently impacted by truck loading for distribution facilities and warehouses. This activity, which typically occurs within the street right-of-way and across the sidewalk, restricts the flow of vehicular and pedestrian movement creating traffic and safety issues. On-street loading should be removed wherever possible and relocated internal to warehouse operations to avoid the obstruction of pedestrian and vehicular traffic. As set forth in the design guidelines, loading docks in historic buildings should be preserved and restored as part of the adaptive use program, but should not service trucks parked in any public right-of-way.

Policy 3.11: Off-site parking should be encouraged, and reduced parking requirements considered, for adaptive use projects that cannot provide sufficient parking on site.

To encourage the adaptive use of historic buildings in the Sub-Area, a neighborhood-wide parking program should be established to provide alternatives to on-site parking that in many cases could not feasibly be provided. This program should identify sites within and/or adjacent to the Sub-Area that can help meet the parking requirements for adaptive use projects. Such parking facilities could be part of new infill development in the adjoining Infill East and Infill West Sub-areas of the *Plan*.

In addition, the City may consider reduced parking requirements for historic buildings on a case-by-case basis as long as resulting parking can be found adequate for the proposed uses. The State Historic Building Code specifically allows local jurisdictions to consider regulation alternatives for historic buildings.

Policy 3.12: Limited industrial uses that are compatible with residential and other arts related uses in the Arts Quarter are permitted to operate in the Quarter's 20th century buildings.

Based on the general and arts communities' preference for maintaining some of the historic industrial character of the area, industrial uses are permitted in the Arts Quarter as long as they are small scale, compatible with other uses and share some building space with arts related uses. Preferred uses are those that are similar to businesses already established in the area: small cabinet and door manufacturers; food warehousing and distributing (subject to truck activity limitations); architectural components distribution and sales; printing and mailing services; etc. Industrial uses should share building space with arts related uses, occupying no more than 70% of any one building, in order to help maintain the existing fine grain mix of uses and the area's arts focus. While small-scale data service businesses are permitted, server farms are not, in recognition of their larger space needs and the inert nature of the business, which has no animation to contribute to an active arts community.

URBAN DESIGN GUIDELINES

Height and Massing

- Adaptive Use: Adaptive use efforts should maintain the existing height and roofline of existing buildings. Additional height is permitted up to a maximum of 55 feet, provided that: it is set back from the front building edge by at least two feet for each additional foot in height or a minimum of 20 feet whichever is greater; and that the additional height is largely out of predominant public view and that it maintains the historic integrity, scale and character of the original building.

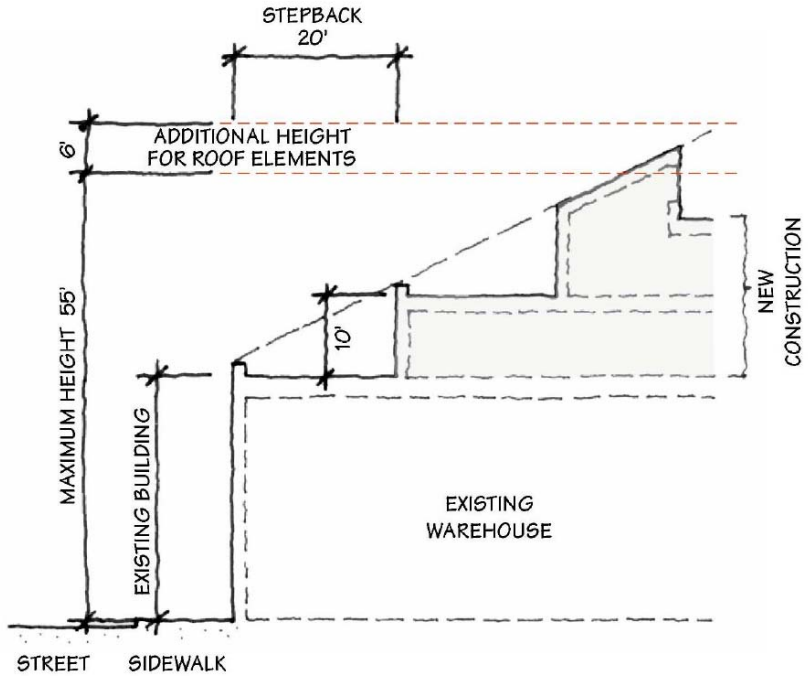


Diagram H: Adaptive Use and Height

- New Construction: In order to maintain the scale of the Sub-Area, new construction should not exceed the height of adjacent historic structures by any more than twelve feet, or one level. Additional height is permitted up to a maximum of 55 feet, provided that: it is stepped back from the building edge by at least two feet for each additional foot in height or a minimum of twenty feet whichever is greater, and that the additional height is largely out of predominant public view.

- Roof Encroachments: Minor roof elements and other uninhabitable architectural features may exceed the maximum height by an additional six feet, provided they meet the setback and visibility qualifications above. All mechanical equipment should be screened from public view.

Setbacks and Build-to Lines

- Adaptive Use: The existing buildings in the Arts Quarter Sub-Area generally are built to the edge of the public sidewalk. Any new construction should maintain the existing building walls and setbacks, or not exceed them by more than five feet.

- New Construction: New construction should be built to, or within five feet of, the property line along public streets to extend the historic pattern of warehouse structures. A setback of up to 10 feet is permitted along the railroad right-of-way.

Street Frontage Treatment

- Ground Level Uses: Ground level neighborhood-serving retail and arts-related uses are encouraged throughout the Sub-Area, but particularly along Martha Street and the planned Pedestrian Promenade along the Union Pacific right-of-way.

- Adaptive Use: Historic structures in the Sub-Area should be rehabilitated and the original ground level windows, doors and openings should be retained; openings that have been filled in or otherwise removed should be restored. Where appropriate and sensitive to the original design of the historic buildings, new openings for ground level uses may be considered in order to enhance the permeability between the ground floor uses and the public street or promenade. Existing warehouse loading docks should be retained and reused as an integral part of a new use (e.g., as an upper level promenade, gallery space or residential unit access). Metal canopies and other original features of the building should be preserved to the maximum extent possible.

- New Construction: Within the Sub-Area, new construction should provide ground level uses and design treatments that help to enliven the public street and promenade environment. Ground level commercial and workshop space should include storefront treatments that provide visibility between the public sidewalk and interior activities; large expanses of blank walls should be avoided. The use of high quality materials, appropriate to the pedestrian realm (e.g., masonry, stone, tile, terracotta) is encouraged. Awnings and canopies that provide shelter and shade along the streetfronts are encouraged. Ground level residential units should have an orientation to the street or promenade, and be located at least 18 inches but no more than 36 inches above the sidewalk level; porches and stoops should be provided to offer a suitable transition to the public street.

Architectural Treatment and Materials

- Adaptive Use: Adaptive use of all buildings with architectural and historic value is encouraged. The *Plan* recognizes that reuse will require significant adaptation of warehouse buildings, but calls for rehabilitation efforts to respect the historic integrity and character-defining elements of the building, including but not limited to: its roofline volume, form and profile; its original materials, window and door openings; its detailing and ornamentation; and special elements (e.g., water tanks, canopies, stacks, etc.). On the park block, the adaptive use of the historic American Can Building for community-serving uses should maintain and feature the historic water tower and smoke stack as an important part of the building composition. Where new elements and construction are introduced, the new architectural expression should be compatible with the original construction but should be clearly distinguishable from it; attempts at historic replication are discouraged.

- New Construction: New construction should support and enhance the industrial and warehouse character of the Sub-Area. New development should reflect the overall form and scale of adjacent buildings, utilize similar industrial materials (e.g., masonry, pre-cast concrete, metal, glass), and introduce details and features (e.g., canopies, towers, roof forms and skylights, etc.) that break up the façade and the roofline and provide visual interest for pedestrians. Mechanical equipment should be architecturally integrated and encapsulated within the structure.

- Interior Lighting: The windows and orientation of living units, whether within existing buildings or in new construction areas, should be designed to maximize the amount of north and east natural light for work and living areas. Skylights may be a particularly useful option for providing the quality of light most valuable to artists and craftspeople.

Parking Access and Treatment

- Adaptive Use: The adaptive use of historic buildings will pose significant challenges to meeting on-site parking requirements dictated by the City of San Jose as well as the real estate market. Off-site parking within 500 feet of adaptive reuse projects will be allowed to meet City parking requirements and parking ratio reductions will be considered. On-site parking should be encapsulated within existing or new structures, and screened from views from all public streets and pedestrian ways.

- New Construction: Parking for new construction should be located below grade and/or encapsulated and architecturally integrated within a building so that the parking is not visible from public streets and pedestrian ways.

- Access: Parking garage access is permitted from all public streets in the Sub-Area, except for the portions of the Union Pacific rail right-of-way that are reserved for pedestrian ways and open spaces.

Residential Compatibility

Mixes of uses, including remaining industrial uses, should be mutually compatible but, given the planned eclectic mix, compatibility should focus more on issues of safety than on expectations of avoiding typical irritations like perceptible noise, less desirable building finishes and fixtures, less-than-attractive views, etc. To be considered compatible, an industrial use should meet the following standards:

- Toxic Materials: Use, store or produce no hazardous or toxic materials of types or in quantities that might pose a danger, hazard, and health risk, be obnoxious or result in a nuisance to adjacent residents. Meet all requirements and performance standards of Title 20 of the San Jose Municipal Code, *San Jose 2020 General Plan*, the *Industrial Design Guidelines*, the Hazardous Materials Storage Ordinance and Toxic Gas Ordinance. Meet all Federal, State, and local regulations with regard to storage, use, production, building demolition, site cleanup and remediation, disposal and transport involving hazardous materials and/or toxic gases.

- Noise/Vibration: Produce no noise or vibration that is sufficiently loud, piercing, or shrill to significantly impact the residential living environment for reasonable individuals. For sites with mixed residential, commercial and/or industrial uses on the same site, maintain an interior noise level not to exceed 45DNL (with windows and doors closed and mechanical ventilation).

  Use "new technology" power construction equipment with state-of-the-art noise shielding and muffling devices. Equip all internal combustion engines used on the project site with adequate mufflers and maintain all equipment in good mechanical condition to minimize noise created by faulty or poorly maintained engine, drive train and other components suppression devices and techniques.

- Truck Operations: Limit truck activities outdoors to between 6 a.m. and 10 p.m. Do not use the public right-of-way for trucking activities such as loading/unloading and /or "parking" outside parking lanes.

  Encourage the routing of all truck traffic from industrial uses and construction operations onto major roads, arterials and freeways, and away from residential neighborhoods to the maximum extent feasible.

- Trash and Recycle Areas: Minimize views of trash, trash compactor, and recycling areas from public streets and adjacent residential properties, particularly residential properties in adjacent Sub-Areas. Meet as many of the requirements of the *Industrial Design Guidelines* for trash and recycle areas as is possible given the existing configurations of the historic buildings and complexities involved in establishing residential and industrial uses in such close proximity.

- Mechanical Equipment: Minimize visibility of mechanical equipment along public streets and nearby residential properties, particularly residential properties in adjacent Sub-Areas.

- Air Quality and Odors: Produce no odors that are noxious or sufficiently offensive to significantly impact adjacent residential living environments for reasonable individuals. Incorporate San Jose City's Best Management practices to mitigate dust during all phases of construction. Damp sweep public and private streets each day to

remove dust and debris, and minimize all air born matter form leaving the site. Remove all rubbish and debris from areas visible from public streets at least once a week. Meet all Bay Area Air Quality Management District air quality requirements.

- Buffering Treatment: To the maximum extent feasible incorporate buffer treatment including screen walls and driveways that provide separate on-site access and circulation to maximize compatibility between industrial and adjacent residential uses.

- Hours of Operation: Do not operate between midnight and 6 a.m. and produce no significant operational noise between 10 p.m. and midnight.

  Limit construction hours to hours between 7 a.m. to 7 p.m. Monday through Friday for any activity within 500 feet of residential use. Construction activities within buildings that do not generate any audible noise outside may be permitted on Saturdays between the hours of 7 a.m. and 7 p.m.

- Outdoor Storage or Use: Minimize the impacts of industrial and commercial storage activities on Arts Quarter residential uses to the extent feasible.

- Loading and Servicing: Minimize views of loading docks and service areas from residential properties in other Sub-Areas and from public streets to the maximum extent feasible. Minimize conflict with pedestrian or vehicular circulation within the public right-of-way.

- New Residential Use: New residential use should not be introduced in or adjacent to industrial buildings where they will be subject to a level of incompatibility from existing industrial operations that the new residential use cannot mitigate to acceptable levels of impact for this Sub-Area.

Loading and Servicing

Working loading docks and service areas should be shielded from views from all public streets. Loading and servicing will not be permitted in areas that result in the obstruction of pedestrian or vehicular circulation within the public right-of-way. In addition, any loading or delivery activities permitted from the pedestrian promenade should be severely limited in hours of use, incidence and/or size in order to facilitate the pedestrian use of the promenade.

Private and Common Open Space

Private and/or common open space is encouraged in association with residential uses in the Arts Quarter. The many issues related to reuse of historic buildings and the fact that most are built right to property lines, however, make it infeasible to quantify a requirement. In addition, the new park will be located in very close proximity to these buildings.

INFILL EAST AND WEST SUB-AREA

The Infill East and Infill West Sub-Area surrounds the Arts Quarter Sub-Area, and is bounded by Interstate 280 on the north, Keyes Street on the south, South Second Street and the Victorian Neighborhood Sub-Area on the west, and South Seventh Street properties on the east.

The Sub-Area is characterized by significant properties that are vacant or underutilized, and that are in the process of transitioning from industrial uses. One such property has recently been developed for multi-family housing (i.e., the Villa

Torre Housing Project on South Fifth and Martha Streets), and three additional projects are in the planning and approvals stage. The Sub-Area also includes two enclaves of single-family homes, along South Sixth Street (north of Bestor Street) and South Fifth Street (north of Virginia Street). The *Plan* calls for this housing to be maintained and further enhanced as the area shifts from its industrial base to a successful and vibrant inner-city neighborhood. In addition to housing in this area, the *Plan* encourages the maintenance of the University's "Foundry" arts facility and the development of the Bestor Park site, located on adjacent parcels at the southeast corner of Martha and South Fifth Streets.

LAND USE POLICIES

Objective 4: Promote residential infill and intensification that provides needed housing for artists and others. New housing should establish a strong sense of neighborhood while preserving enclaves of existing single-family housing.

This Sub-Area has a large number of underutilized and vacant parcels presenting the most substantial opportunities within the *Specific Plan* area for new infill development. The *Plan* encourages redevelopment and intensification of these properties with residential and mixed-use development that can establish a strong sense of neighborhood with a diverse population and a wide range of affordable and market housing opportunities for families, workers, artists, senior citizens, and others.

The concentration and intensification of new housing within the Sub-Area and the larger Martha Gardens area will also allow for local-serving retail uses and amenities to be introduced which can serve new and existing residents, and in so doing enhance the quality of life of the Martha Gardens, Spartan Keyes, Hollywood, and Washington neighborhoods. Within this Sub-Area, the Keyes Street corridor is envisioned as a neighborhood commercial street with ground level shops that are incorporated into new mixed-use projects.

Policy 4.1: Existing enclaves of single-family residential should be preserved and enhanced.

No increase in intensity or height is proposed for the existing residential enclaves within the Sub-Area: the east side of South Sixth Street (between Bestor and Virginia Streets) and the east side of South Fifth Street north of Virginia Street. Existing homes along these frontages should be preserved and rehabilitated wherever possible; any new development should consist of compatible single-family houses or duplexes depending on applicable zoning districts. These areas are currently located in a variety of residential and non-residential zoning districts.

Policy 4.2: Residential intensification of underutilized industrial and general commercial parcels is encouraged.

The East Infill and West Infill Sub-Area has a substantial number of vacant and underutilized properties that are suitable for a mix of housing types that could serve a diversity of income levels and age groups. The proximity of these sites to public transit and to major employment destinations including the downtown make them ideally suited for residential intensification. A variety of unit types are encouraged including: artist and loft style housing, a variety of condominiums and flats, street-oriented townhomes suitable for families, and studio and small flats for entry-level workers and seniors. A mix of ownership and rental housing is encouraged to promote a balanced community of long and shorter-term residents. To the extent possible, affordable housing units, including those required by Redevelopment regulations,

should be integrated with market-rate units to promote a diverse and heterogeneous community.

Policy 4.3: Appropriate setbacks and buffer treatments should be established between new residential development and remaining industrial uses.

While this *Plan* promotes the conversion of properties within this Sub-Area to residential and mixed-use, several industrial or other uses may choose to stay for some time or permanently. Examples of the latter may be San Jose State University's Foundry and businesses located in the American Can Company Warehouse on South Fifth Street.

The *Plan* recognizes that potential land use conflicts could occur between these uses and newly developing residential uses. To minimize such conflicts, the *Plan* calls for new development, including residential development, that creates or intensifies a residential/non-residential interface to incorporate appropriate buffer treatments, including building setbacks, screen walls, driveways and landscaping. In addition, new development should be designed to mitigate noise conditions in compliance with the City of San Jose General Plan noise compatibility goals.

Policy 4.4: An appropriate interface should be established between new residential development and the two parks adjacent to this Sub-Area. Projects facing a park across the street should be carefully designed to orient to the street and park with individual entries, significant windows, an exceptional pedestrian environment and high quality landscaping.

New housing adjacent to Bestor Park should be designed for compatibility with the park and mutual benefit. For example, low buildings, project open space and/or resident leisure activities should be located adjacent to the park. Siting of tall portions of buildings, noisy equipment and service yard activities should be avoided near the park.

Policy 4.5: Ground-level neighborhood-serving commercial uses are required along the Keyes Street frontage in support of the Plan's emphasis on Keyes Street as a neighborhood commercial/mixed-use street.

The Keyes Street corridor is envisioned as a mixed-use district that will include convenience retail, restaurant and neighborhood-serving commercial uses. In order to achieve this vision, ground floor spaces should be occupied by those uses and should be oriented to the Keyes Street sidewalks to promote retail continuity and an active pedestrian environment. Drive-through uses are not permitted.

Policy 4.6: New residential development should be designed with a strong street orientation.

A key component in creating a vibrant residential neighborhood lies in the interaction between the ground floor of new projects and the adjacent streets. As such, residential development in the Infill Sub-Area, but not on Keyes Street, should be configured to include ground level units with their primary access from adjacent streets to help foster a strong sense of community and ownership, and to promote a more secure street environment. Porches, stoops, and entryways set back from the street that activate the building façade and humanize the scale of buildings are required along all residential street frontages.

Policy 4.7: New residential development should be complimentary in scale and character to adjacent single-family homes in the Spartan Keyes neighborhood.

New development in the Sub-Area should make a positive contribution to the character and scale of the neighborhood,

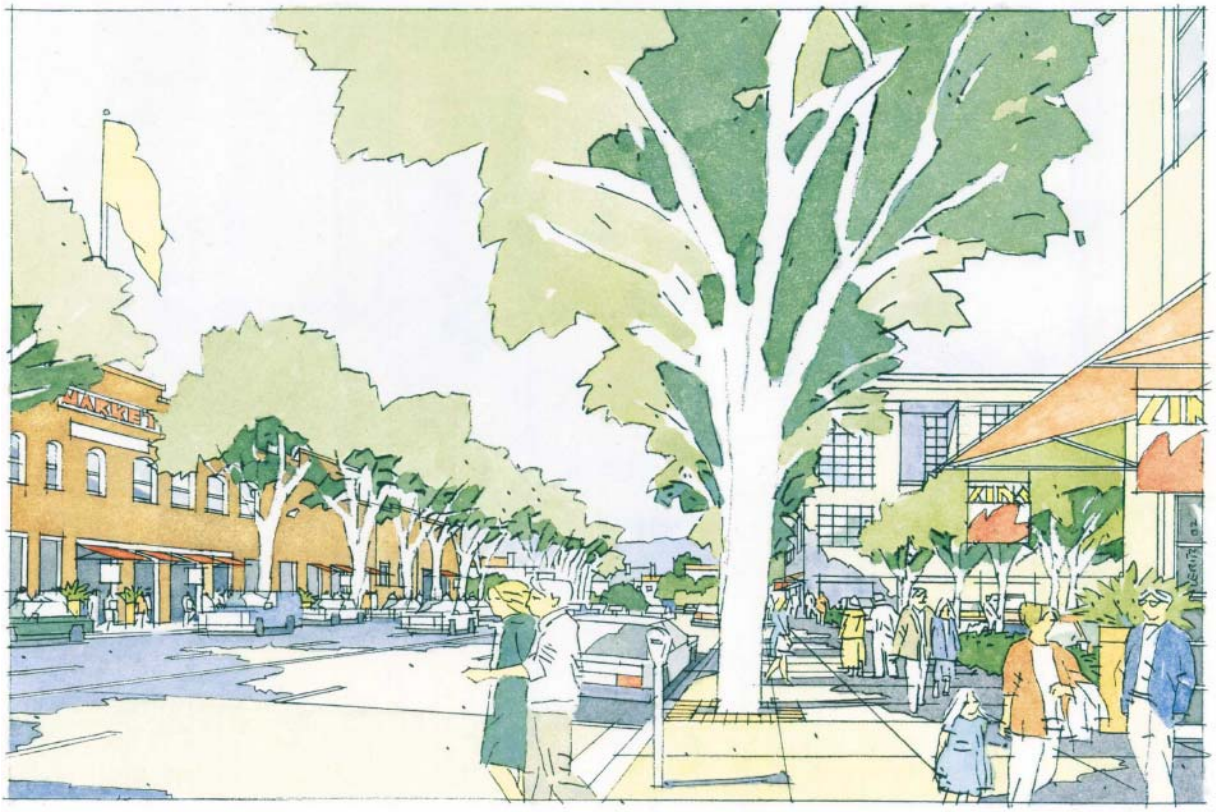


Diagram I: Keyes Street is envisioned as a neighborhood, pedestrian-oriented, commercial/ mixed-use street.

and offer an appropriate transition from the scale of single-family homes in the adjacent Spartan Keyes neighborhood and the residential enclaves within the Sub-Area. Large, monolithic buildings should be avoided, with building elevations broken down through creative use of horizontal and vertical expression. Changes in elevation profile and height, the use of balconies, bay windows, loggias, and clearly expressed windows and entryways should be combined to promote interest and scale in building elevations. Where multi-family residential development is located across the South Fifth and South Sixth Street frontages from existing single-family homes, special treatments should be established to establish an appropriate scale relationship.

Policy 4.8: A pattern of development that creates a rich system of pedestrian ways and common open spaces should be established.

As properties are assembled and redeveloped, the pattern of development should offer a finer-grained system of pedestrian ways and open spaces that break down the large blocks in the area. Mews and auto courts that are friendly pedestrian places, as well as courts and gardens that offer relief from the street environment are particularly encouraged.

Policy 4.9: Public streetscape improvements should be provided to facilitate the transformation of the area from a service-oriented industrial area to a pedestrian-friendly neighborhood.

As described in the Community Facilities and Street and Circulation System Chapters, public open space and streetscape improvements will be

important in transforming the Martha Gardens area into an attractive residential neighborhood. Within the Infill East and Infill West Sub-Area, two new pedestrian-oriented streets are proposed to enhance access to the planned park and community center and to break down the excessive scale of the block bounded by Keyes, South Third, Martha and South Fifth Streets. This includes a narrow Pedestrian Emphasis Street along the existing Union Pacific rail right-of-way linking Bestor Street with Keyes Street, and a new segment of Bestor Street between South Fifth and Third Streets. The Union Pacific rail right-of-way between East Virginia and Patterson Streets should also be developed as a Pedestrian Emphasis Street providing a north-south connection to the remainder of the Martha Gardens area. Martha Street will also be reconfigured to provide improved east-west pedestrian access between the Washington and Spartan Keyes neighborhoods and the new park and community center within the Arts Quarter Sub-Area.

Policy 4.10: Parking and servicing facilities should be well integrated within development sites and not detract from the pedestrian environment and neighborhood character of the area.

To maintain a vibrant and sustainable neighborhood, it will be important to provide sufficient on-site parking to meet City of San Jose parking requirements, and to avoid overflow parking impacts in adjacent neighborhoods. Structured parking should be designed in a way that does not impact the quality or continuity of the pedestrian environment. Encapsulated structured parking with ground floor uses, or sub-grade podium structures are encouraged. Small amounts of convenient surface parking not to exceed 120 feet of frontage are allowed along the Keyes Street frontage to support neighborhood-serving commercial uses.

To support the potential reuse of the historic industrial buildings in the Arts Quarter Sub-Area, a parking garage could be constructed nearby in the Infill Sub-Area. For instance, such a garage could be built as part of the redevelopment of the area north of East Virginia Street and west of South Fifth Street, which is partially occupied by the Gardner Health Clinic. The garage could be encapsulated by a new health clinic and housing could be built on the upper levels. The garage could provide parking for the clinic and existing and future uses on both sides of East Virginia Street including for Arts Quarter housing and other uses. The garage could also provide public parking for weekend and evening events in the adjacent Arts Quarter. The design of the garage should meet all design guidelines provided in the *Specific Plan*.

Policy 4.11: The City should prepare an intensive level historic resources survey of potential historic resources in the Infill West portion of the Sub-Area.

Based on a windshield survey conducted by a qualified historic resource consultant, as part of the Environmental Initial Study developed for this *Plan*, there is some number of potentially historic structures in portions of the Infill West Sub-Area designated for high density residential uses. If development is proposed in this area prior to completion of the City conducted survey, individual developers should hire a qualified historic consultant to conduct a survey of the potentially historic properties that would be affected by a given project proposal. This *Plan* encourages the preservation and reuse, if feasible, of any buildings determined to be historically significant. New development in proximity to historic structures in this or other Sub-Areas should be designed to be compatible with the historic character of the resource to preserve the overall historic fabric of the community.

Policy 4.12: In those portions of the Sub-Area for designated for single-family and duplex uses, the historic character of historic residential buildings should be preserved and maintained.

Within the Infill East portion of the Sub-Area there are a number of single-family homes and duplexes built in the early part of the last century. This *Plan* strongly encourages not only the preservation of the single-family and duplex uses in these areas but also preservation of the historic character of the area's older residences. Additions or modifications to these older residential structures should not detract from their historic character. In individual cases, a historic survey may be required to determine the best way to preserve the existing historic character of a given structure.

Policy 4.13: Existing ordinance sized trees in the Sub-Area should be preserved.

The Infill East and West Sub-Area has many attractive ordinance-sized trees which add to the unique character of the area and help to foster pedestrian use. Development projects should include the preservation of ordinance-sized trees wherever possible. Where removal of high quality ordinance-sized trees is necessary, trees should be removed, boxed and replanted on the site as part of the project landscaping.

URBAN DESIGN GUIDELINES

Height and Massing

- Preservation Single Family (PSF) (8 DU/AC) and Preservation/Single Family/Duplex (PSF/D) (8-16 DU/AC): The maximum height of new development for properties in these designations should be thirty feet and two stories.

- High Density Residential (20-50 DU/AC) and High Density Residential (40-70 DU/AC): The maximum height of development on properties designated for *High Density Residential (20-50 DU/AC)* and *High Density Residential (40-70 DU/AC)* should be an average of 55 feet or four floors which might be achieved by balancing equivalent building footprint areas of three stories and five stories (65 feet) within a single project. Diversity of building heights is encouraged with a minimum variation of ten feet for at least 25% of the development footprint. Height variations may include minor incursions above 65 feet for architectural elements (e.g., sloping roofs, tower elements, etc.), permitted to a maximum height of seventy feet.

  New construction facing existing single-family houses along South Fifth and South Sixth Streets should step down to a maximum height of thirty feet and two stories at the front setback line, with another half-foot of height allowed for each additional foot of setback, up to the maximum heights described above.

Setbacks and Build-to Lines

- Preservation/Single Family (PSF) (8 DU/AC) and Preservation/Single Family/Duplex (PSF/D) (8-16 DU/AC): The setback requirements should conform to the R-1-8 and R-2 Residence classifications of the City of San Jose Zoning Ordinance (Section 20.30), and the City of San Jose's *Single Family Design Guidelines* and *Residential Design Guidelines*.

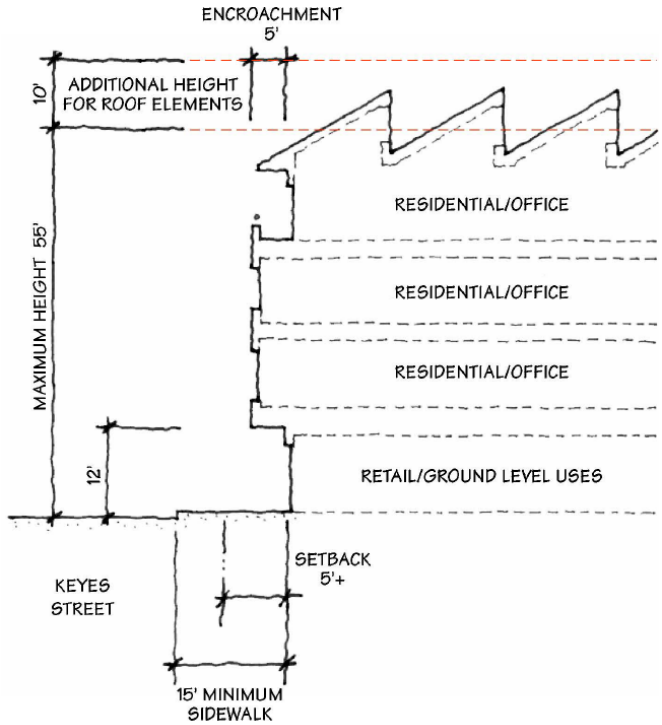


Diagram J: Keyes Street Setback

- Front Yards for High Density Residential: In order to promote a continuous street frontage, new development is encouraged to build to the setback line for at least 75% of the parcel boundary fronting any public street. For buildings designed for first floor commercial use along Keyes Street, a minimum setback sufficient to provide a sidewalk width of at least fifteen feet is required to support Keyes Street's role as a neighborhood-serving commercial street. This will generally require a setback and/or dedication of five feet from the property line and may include another five feet of setback as an option for commercial frontage buildings.

  A front yard setback of a minimum of ten feet and maximum of fifteen feet, behind the required sidewalk width, is required for residential frontages in this area. Along streets other than Keyes Street, buildings, or portions of buildings, with first floor commercial spaces, including the 'work' space of live/work units, should be set back a distance sufficient to achieve the required sidewalk width, plus an additional five feet as an option.

  In addition, small surface parking areas with up to 120 feet of frontage will be permitted along Keyes Street at mid-block locations to support retail uses, but not on corners. Surface parking areas should be set back a distance sufficient to accommodate the required sidewalk width on Keyes Street plus an additional five feet to provide a minimum five feet of landscaping along the frontage.

- Encroachments: The setback area along residential street frontages should be developed with turf and planting to enhance the landscape quality of the streetscape. Within this area, encroachments for stoops, porches,

bay windows and balconies will be allowed up to a maximum of 60% of the total setback area with a maximum encroachment of five feet. Along Keyes Street, awnings are encouraged within the setback zone to provide weather protection for pedestrians and can encroach into the street right-of-way to a maximum of two feet. This will typically allow for an awning with a depth of seven feet. On the Keyes Street frontage, upper level bay windows and balconies may project up to five feet into the setback area at twelve feet above the sidewalk for a maximum of 40 percent of a building façade.

The setback zone along Keyes Street is to be paved with a material complementary to the remainder of the sidewalk adjacent to the new development and should function as part of the sidewalk. The setback area can be used for restaurant/café seating, and the display of merchandise, however, the sidewalk should be maintained with a minimum clear path of eight feet at all times taking into account street landscaping, lighting and furnishing.

Setback encroachments for *Mixed-Use Residential* and *Preservation/Single-Family/Duplex Residential* are regulated by the City of San Jose Zoning Ordinance, and the City of San Jose *Residential Design Guidelines*.

Street Frontage Treatment

- Residential Frontages: Primary entries to ground floor dwelling units and to upper level "walk-up" flats should be encouraged along all streets within the Sub-Area, with the exception of frontages developed with ground level commercial storefronts. No parking garages should be permitted along the streets or front yard fencing above 36 inches. Residential street-front conditions should conform to the following requirements and options:

  - The South Second, South Third, South Fifth, Martha and East Virginia Street frontages provide attractive opportunities for ground level artist studios, workshops and live-work units. The treatment of these units could include ground level storefronts that permit views to interior activities; live-work units could also be elevated up to 36 inches above grade and include porches, stoop entries and/or converted loading dock/terraces. In all cases, the front door should be visible from the street. The setback area for live-work units should include paved areas that extend the sidewalk as necessary and could provide extension space for the display of art, for seating, and for landscaping.

  - South Fifth and Sixth Street frontages across from *Preservation/Single-Family/Duplex* homes should be developed with townhouses and/or walk-up flats that create a residential character and a complementary relationship with those existing single-family homes. The first floor elevation should be at least 18 inches, but no more than 36 inches, above the sidewalk level. Porches and stoops at intervals of no greater than 40 feet should be provided along these frontages. The setback area should be landscaped as described above under setbacks.

  - All other street frontages within the Sub-Area, except for on *Preservation/Single-Family/Duplex* blocks, could be developed with either live-work frontages or ground level residential units.

- Storefront Treatment and Materials on Keyes Street: Ground floor commercial spaces should be designed as an integral part of their mixed-use buildings, but should also be articulated as distinct parts of those building facades, with materials and treatments that offer visual interest to the pedestrian. Materials along storefronts should be carefully selected to be of a high quality and appropriate to the scale of the pedestrian realm. The use of materials that reflect the industrial character of the Martha Gardens neighborhood (e.g., masonry, steel, stone, pre-cast concrete, tile) should be used.

  Storefronts at the street level should be open in character, to provide generous views from sidewalks to interior activities. Clear untinted glass should be used to allow for the maximum visual connection between the public sidewalk and the ground level interior spaces. The ground level should achieve maximum transparency, avoiding areas of blank walls. The use of awnings should be encouraged to provide shelter and shade along shop-fronts.

- Orientation and Frequency of Commercial Entries: Commercial uses should have their primary entrances oriented to the street with entrances spaced no more than 70 feet apart. The floor elevation of entrances should be within two feet of the sidewalk elevation.

Architectural Treatment and Materials

The development of new housing in the Infill Sub-Area needs to respond to the historic residential and industrial character of the existing structures in the neighborhood. The quality of architectural treatment should be of the highest standards with a variety of robust materials employed. More specifically:

- Adaptive Use: Any adaptive use of historically significant structures should maintain the architectural integrity and character-defining elements of the structures in respect to: materials, façade treatment, window and door openings, rooflines and detailing. Restoration of previously altered, removed, replaced or filled in building elements is strongly encouraged. If new construction is necessary, it should not attempt to replicate the historic treatment but rather provide a clear delineation, using complementary or similar materials.

- New Construction: New buildings should avoid the appearance of monolithic projects. Individual units and/or clusters of units should be clearly expressed through overall massing and roof treatment, as well as changes in building plane, colors and/or materials. In order to create a lively street frontage, all buildings should have a maximum perceived length of 125 feet to discourage long and monotonous façades. Façades should be further modulated at intervals of approximately fifty to sixty feet and broken down into smaller discrete elements whenever possible.

  Devices such as floor level variation, fenestration changes, and the introduction of architectural elements like belt courses, moldings, cornices, and pediments are strongly encouraged. The use of sloping roofs, dormers, gables, balconies, bay windows, chimneys, etc., is also encouraged to achieve this variety and articulation.

- Building Materials: Façade materials, articulation and colors should be respectful of adjacent buildings and reflect the industrial and historic character of the immediate neighborhood. For instance, new construction adjacent to the Arts Quarter (i.e., part of South Third Street, new South Fourth Street, South Fifth Street, Martha Street, East Virginia Street) or along Keyes Street should reflect the industrial character of the surrounding structures with the use of complementary materials including masonry, metals, and pre-cast concrete. Other new construction adjacent to or across from existing residential uses should employ complementary materials and treatments including wood siding and trim, stucco and masonry as appropriate.

- Roofs: Roof treatments should also relate to the adjacent context. For instance new construction adjacent to the Arts Quarter or along Keyes Street should employ roof forms reflecting the industrial heritage of the neighborhood (e.g., monitor, shed and flat roofs), while new development adjacent to residential areas should employ dual sloping roofs (e.g., gable and hip roofs with dormers). All mechanical equipment placed upon roofs is to be screened from street and upper level views from nearby buildings.

- Windows: Operable windows are to be provided unless style or circumstances make them infeasible. Windows are to have divided lights/multiple panes where these are consistent with the style of the building. To reflect the historic character of the area, projecting windowsills are strongly encouraged. Where appropriate, shade devices should be incorporated into the architecture to provide solar heat gain protection, particularly on west and south facing facades. Fenestration of all buildings should employ a "punctured wall" treatment, with high quality window casings that are recessed from the building face to provide shade and detail. False window mullions should always be avoided.

- Interior Lighting: The windows and orientation of living units should be designed to maximize the amount of north and east natural light for work and living areas. Skylights may be a particularly useful option for providing the quality of light most valuable to artists and craftspeople.

Parking Access and Treatment

- Keyes Street Frontage: Parcels fronting Keyes Street may have limited surface parking and access provided at mid-block locations. Surface parking is to be a maximum of two bays wide, or 120 feet along the street frontage, and should be well landscaped with one tree for every four cars, and with appropriate planting in the front and other setbacks.

  Any structured parking should be located behind frontage uses. Garage entries may be located along Keyes Street but not in prominent locations or near corners.

  On-street parking is strongly encouraged on Keyes Street to serve the commercial businesses and their customers, to provide a buffer for pedestrians between sidewalks and travel lanes and to generally enliven the street.

- Residential Street Frontages: Off-street parking on other street frontages within the Sub-Area should be below grade and/or encapsulated and hidden from views from all public streets. Off-street surface parking is not permitted within view of the street; any surface

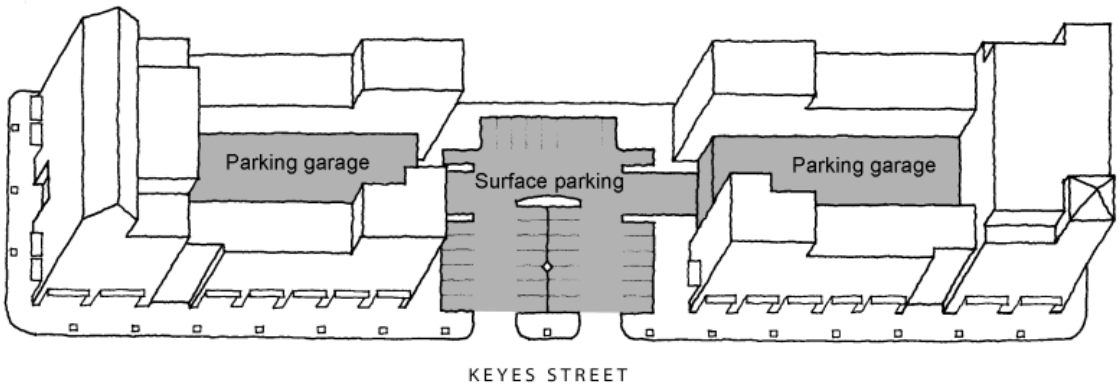


Diagram K: Keyes Street Commercial Parking

parking should be confined to rear parking drives, alleys or mews that are designed to also serve as a pedestrian-friendly urban space.

On-street parking, on the other hand, is strongly encouraged wherever possible to provide a more protected sidewalk environment for pedestrians and to enliven the street.

For new high density projects located along South Fifth Street, north of Virginia Street, and along South Sixth Street, parking entryways and exists should not to be located on South Fifth and Sixth Streets, across from the existing single family uses, but located, where possible, on the other streets abutting the new development.

- Loading and Service: All service areas and dedicated loading areas are to be screened from views from any public street. Loading however, should generally be managed from public streets or surface parking areas and not from dedicated loading docks.

On-Site Open Space

- Preservation/Single Family (PSF) (8 DU/AC) and Preservation/Single Family/Duplex (PSF/D) (8-16 DU/AC): The provision of on-site open space should be in accordance with the R-1-8 and R-2 Residence classifications in the City of San Jose Zoning Ordinance (Section 20.30), as appropriate for the relevant use.

- High Density Residential (20-50 DU/AC and 40-70 DU/AC): As described in *Chapter 6: Community Facilities*, the Martha Gardens neighborhood has two planned parks for public use. To supplement these parks, new residential development should also provide common and private open space for the use of residents. For each dwelling unit, 100 square feet of usable common space should be provided on site. This common space could include courts, swimming pools, decks, playgrounds and turf areas. In addition, a minimum of 60 square feet of private outdoor space in the form of balconies, terraces, or patios should be provided for at least 50% of the units within the project.

KEYES/ HOLLYWOOD SUB-AREA

The Keyes/Hollywood Sub-Area occupies the southern portion of the *Martha Gardens Specific Plan* area, defined by Keyes Street on the north, the south edge of the Hollywood Avenue and South Sixth Street residential properties on the south, South First Street on the west, and mid-block between South Sixth and South Seventh Streets to the east.

Except for properties fronting on Keyes Street, single-family housing located in the Spartan Keyes and Hollywood neighborhoods, is the predominant building type in this Sub-Area. These neighborhoods are viable and stable, but suffer from poor connections with adjacent neighborhoods, the impact of warehouse operations and the effects of regional cut through traffic using local streets.

The Hollywood neighborhood is separated from the Keyes Street frontage by the Herbert Packing Company warehouse, a brick structure constructed in 1915 and currently utilized for storage and distribution, and small industrial, commercial and vacant properties between South Second and South Third Streets. The abandoned Union Pacific rail right-of-way and adjacent industrial/commercial buildings complete the Keyes Street frontage. The Herbert Packing Company warehouse is a building with significant historic value and its adaptive use as a neighborhood-serving commercial use is strongly encouraged. The sites to the east of the historic warehouse, across the Union Pacific rail right-of-way, are currently occupied by viable, potentially long-term businesses. They do, however, have redevelopment potential for a variety of uses, including an elementary school site that could serve the Martha Gardens, Washington and Spartan Keyes neighborhoods.

LAND USE POLICIES

Objective 5: Reinforce and protect the existing Hollywood and Spartan Keyes single-family residential enclaves and redefine Keyes Street as a neighborhood-serving retail street.

While the area can support some new development along South First and Keyes Streets, the single-family enclaves in the Keyes/Hollywood Sub-Area should be preserved similarly to the single-family blocks north of Keyes. Keyes Street is an important element of this Sub-Area, and is currently ill defined with many vacant and poorly utilized parcels along most of its passage through the Martha Gardens neighborhood. Improvements made to traffic flows throughout the neighborhood will greatly enhance the long-term viability of this residential mixed-use area.

Policy 5.1: The existing single-family character of the Hollywood neighborhood is to be preserved and enhanced.

No change in land use or additional density is proposed within the Hollywood neighborhood. Any new development within this area should conform to the existing single-family detached character and should continue to be governed by the development standards of San Jose's current *Medium Low Density Residential* (8 DU/AC) General Plan land use designation, R-2 Residence Zoning and applicable residential design guidelines.

Policy 5.2: Keyes Street and South Second Street should be developed with a mix of uses including streetfront retail combined with upper level housing or commercial uses where possible.

Keyes Street is envisioned as a neighborhood-serving retail street with an improved pedestrian environment. Because opportunities and constraints on the south side of Keyes Street are variable,

some differences can be expected in development configurations. Streetfront uses, however, should be neighborhood-oriented commercial, including food markets, convenience retail, restaurants, live-work and/or other neighborhood-serving commercial businesses in vertical mixed use or single use configurations depending on the land use designation. South Second Street between Keyes and Humboldt Streets should be developed as an extension of the South First Street neighborhood commercial corridor. South First and South Second Streets merge between Keyes and Humboldt Streets to create a continuous frontage along South First Street. Upper level residential or office uses will further enhance the character of these retail corridors by providing extended hours of occupation and use, and a greater diversity of activities in this area.

Policy 5.3: The Herbert Packing warehouse should be reused for neighborhood-oriented uses as an important catalyst for the re-creation of the Keyes Street corridor.

As part of the creation of a neighborhood-serving retail corridor along Keyes Street, this *Plan* encourages the adaptive reuse of the historic Herbert Packing warehouse, located at the southeast corner of Keyes and Third Streets, for neighborhood serving uses. For instance, the reuse of this building could include a local-serving grocery market with parking accommodated within the rear of the building.

Policy 5.4: New development should be complementary in scale and character to adjacent single-family homes in the Keyes and Hollywood neighborhoods.

New development in the Keyes/ Hollywood Sub-Area should make a positive contribution to the character and scale of the neighborhoods, and offer an appropriate transition in scale from the single-family homes. Large, monolithic buildings should be avoided. Building elevations should be broken down through creative use of horizontal and vertical articulation. Changes in elevation, profile and height, the use of balconies, bay windows, loggias, and clearly expressed windows and entryways should be combined to promote interest and scale in building elevations.

Policy 5.5: New development should be designed with a strong street orientation.

New development in the Keyes/Hollywood Sub-Area should be configured to include ground level uses with the primary access from adjacent streets to help foster a strong sense of community and ownership, and to promote a more secure street environment. Porches, stoops, and entryways that are set back from the street and activate the building façade and humanize the scale of buildings are required along all non-commercial street frontages.

Policy 5.6: Parking and servicing facilities should be well integrated within development and not detract from the pedestrian environment and neighborhood character of the area.

To maintain a vibrant and sustainable neighborhood, it will be important to provide sufficient on-site parking to meet City of San Jose parking requirements, and to avoid overflow parking impacts in adjacent neighborhoods. Structured parking should be designed in a way that does not impact the quality or continuity of the pedestrian environment. Encapsulated structured parking with ground floor uses, or sub-grade podium structures are encouraged. Small amounts of convenient surface parking not to exceed 120 feet of frontage are allowed along the Keyes Street frontage to support neighborhood-serving commercial uses.

Policy 5.7: Local vehicular and pedestrian access should be improved, while reducing through traffic in the neighborhood.

The street configuration in the Keyes/Hollywood area should be modified to alleviate problems of cut-through traffic on residential streets, and to improve local vehicular and pedestrian linkages to the remainder of the Martha Gardens area and to the adjacent Spartan Keyes neighborhood. As described in *Chapter 7: Street and Circulation System*, the conversion of the one-way street system and the introduction of well-designed traffic calming devices should be utilized to address these issues and to re-route through traffic away from South Third Street in the Hollywood/Humbolt neighborhood.

Policy 5.8: In those portions of the Sub-Area designated for single-family and duplex uses, the historic character of historic residential buildings should be preserved and maintained.

Within the Keyes/Hollywood neighborhood there are a number of single-family homes and duplexes built in the early part of the last century. This *Plan* strongly encourages not only the preservation of the single-family and duplex uses in these two neighborhoods but also preservation of the historic character of their older residences. Additions or modifications to these older residential structures should not detract from their historic character. In individual cases, a historic survey may be required to determine the best way to preserve the existing historic character of a given structure.

Policy 5.9: New Residential development should mitigate potential land use conflicts with existing and planned industrial and commercial uses.

Appropriate setbacks and buffer treatments should be established between new development and the remaining industrial uses. In addition, new development should include standard measures to mitigate noise generated from existing surrounding uses.

URBAN DESIGN GUIDELINES

Height and Massing

- Preservation/Single Family/Duplex (8-16 DU/AC) and Preservation/Single Family (PSF) (8 DU/AC): The maximum height of new development on properties designated for *Preservation/Single-Family/Duplex* or *Preservation/Single Family* uses is thirty feet and two levels. The development of parcels in this area should follow the City of San Jose *Residential Design Guidelines*, and/or *Single Family Design Guidelines*, as applicable.

- Commercial/Mixed-Use (CMU) (up to 1.5 FAR): South First and Keyes Streets provide the west and northern boundaries of the commercial/mixed-use section of the Keyes/Hollywood Sub-Area. These parcels are a part of the neighborhood serving retail corridor envisioned for Keyes Street, and the district serving retail corridor on South First Street. Height and massing for this section of the Keyes/

Hollywood Sub-Area should be three to four levels with a maximum height of fifty-five feet for habitable space. This height can be exceeded to a maximum of sixty-five feet for architectural features and roof elements. Variation in building height is encouraged with more building mass oriented toward the corners of Keyes, South First and Third Streets. The variation in building height should be a minimum of ten feet or one floor across the South First and Keyes Street façades of new development should include a minimum of 25% of the development footprint. A minimum street wall of thirty-five feet or two levels is required along the South First and Keyes Street façades. The height of new development should step down to twenty-five feet and two levels within twenty-five feet of the adjacent single-family parcels on Humboldt and South Sixth Streets, with an additional half-foot of height allowed for each additional foot of setback.

Commercial/Light Industrial (CLI) (up to 0.5 FAR): Development of commercial/light industrial parcels should be compatible with the scale and density of the adjacent enclaves of single-family housing. The maximum height for habitable space is thirty-five feet, or three levels. Extra height to a maximum of forty-five feet can be employed to provide for architectural expression and roof elements. The adaptive use of the Herbert Packing Company building is encouraged, which will generally see no change in the existing height for this parcel, however, the above height requirements, including the relationship with adjacent residential uses, are applicable for any new construction.

On-Site Open Space

- Preservation/Single Family/Duplex (8-16 DU/AC) and Preservation/Single Family (PSF) (8 DU/AC): The provision of on-site open space should be in accordance with the applicable R-1 or R-2 Residence classifications in the City of San Jose Zoning Ordinance (Section 20.30).

- Commercial/Mixed Use (CMU): New mixed-use with residential development should provide common and private open space for the use of residents. For each dwelling unit, 100 square feet of usable common space should be provided onsite. This common space could include courts, swimming pools, decks, playgrounds, garden areas and community rooms. In addition, a minimum of sixty square feet of private outdoor space in the form of balconies, terraces, or patios should be provided for at least fifty percent of the units within the development.

Setbacks and Build-to Lines

- Preservation/Single Family/Duplex and Preservation/Single Family: The setback requirements should conform to the R-1 and R-2 Residence classification of the City of San Jose Zoning Ordinance (Section 20.30), and the *Single Family Design Guidelines* as applicable.

- High Density Residential (20-50 DU/AC and 40-70 DU/AC): Higher density residential uses will typically occur only on upper floors above commercial uses. Therefore residential setbacks will be determined by the first floor use but may be stepped back from the

first floor wall for architectural design or residential amenity reasons. Also see setback exception under "Street Frontage Treatment" below for live/work units.

- Commercial/Mixed-Use (CMU) (up to 1.5 FAR): New commercial mixed-use development along South Second and Keyes Streets should be set back to create a minimum sidewalk width of fifteen feet from the curb to allow for an enhanced pedestrian experience. This will generally require a setback or dedication of five feet from the property line and may include an additional five feet of setback. The setback can be used for restaurant/café seating, and the display of merchandise, however, the sidewalk should be maintained with a minimum clear path of eight feet at all times taking into account street landscaping, lighting and furnishing. New development is to maintain a build-to line along at least seventy-five percent of the facades fronting South Second and Keyes Streets. Some variation is encouraged in the building façade to provide variety and interest.

- Commercial/Light Industrial (CLI) (up to 0.5 FAR): Commercial and/or light-industrial uses should be set back from the Keyes Street frontage by a minimum of five feet to provide for a wider sidewalk and an enhanced pedestrian environment. A larger setback may be appropriate for uses that provide no street-oriented activity. If ground level retail is provided, use of the most minimum setback is encouraged to reinforce the urban character of the Keyes Street neighborhood retail corridor. The commercial/industrial setback required on the other streets in this Sub-Area is a minimum of fifteen feet.

Encroachments

Along South Second and Keyes Streets, bay windows and balconies may project five feet into the setback at twelve feet above the sidewalk for a maximum of 40% of the facade. Awnings are also encouraged to provide weather protection for pedestrians and can encroach upon the existing right-of-way by a maximum of two feet. This will typically allow for an awning with a depth of seven feet.

The setback zone along Keyes Street is to be paved with a material complementary to the remainder of the sidewalk adjacent to the new development. The setback can be used for restaurant/café seating, and the display of merchandise, as long as the sidewalk is maintained with a minimum clear path of eight feet at all points taking into account street landscaping, lighting and furnishing.

Side-yard encroachments for *Mixed-Use Residential* and *Preservation/Single-Family/Duplex Residential* will need to be in accordance with the City of San Jose Zoning Ordinance, *Residential Design Guidelines* (1999) and *Single Family Design Guidelines*.

Street Frontage Treatment

- Residential and Commercial Frontages: Primary entries to ground floor dwelling units and to upper level "walk-up" flats are encouraged along all streets within the Sub-Area, with the exception of South Second and Keyes Streets which should be developed with ground level commercial storefronts as described below. No parking garages should be permitted along the streets or front yard fencing above 36 inches.

The South Third Street frontage provides an opportunity for ground level artist studios, workshops and live-work units. The treatment of these units could include ground level storefronts that permit views to interior activities and in all cases the front door should be visible from the street. The setback area for live-work units could include paved areas that extend the sidewalk and provide space for the display of art, for seating, and for landscaping. Where live-work units are provided with a ground floor at or near grade of the adjacent sidewalk, the required setback for the building can be reduced to five feet behind the sidewalk for the extent of the building façade with live-work units. Live-work units for the purpose of this setback reduction should be at least two stories in height and provide a workspace on the ground floor visible from the street.

- Storefront Treatment and Materials on Keyes Street: Ground floor commercial spaces should be designed as an integral part of their mixed-use buildings, but should also be articulated as distinct parts of those building facades, with materials and treatments that offer visual interest to the pedestrian. Materials along storefronts should be carefully selected to be of a high quality and appropriate to the scale of the pedestrian realm. Building materials should reflect the industrial character of the Martha Gardens neighborhood (e.g., masonry, steel, stone, pre-cast concrete, tile). Storefronts at the street level should achieve maximum transparency, provide generous views from sidewalks to interior activities and avoid areas of blank walls.

- Orientation and Frequency of Commercial Entries: Commercial uses should have their primary entrances oriented to the street with entrances spaced no more than 70 feet apart. The floor elevation of entrances should be within two feet of the sidewalk elevation. Clear untinted glass should be used for the maximum visual connection between the public sidewalk and the ground level interior spaces. The use of awnings is encouraged to provide shelter and shade along shop-fronts.

- Herbert Packing Company Building: To ensure the successful adaptive use of this historic structure, appropriate and respectful improvements to the Keyes Street façade may be required. Entryways should be located primarily on Keyes Street, with secondary entries permitted on South Third Street and Rose Place. Careful placement of awnings is also encouraged to shelter and protect the sidewalk on Keyes Street.

- Preservation/Single Family/Duplex (8-16 DU/AC) and Preservation/Single Family (PSF) (8 DU/AC): New single-family houses should address the street in a positive manner. Windows, front entries, stoops and porches overlooking the street are encouraged in the new development or improvement of single-family housing. The City of San Jose's *Single Family Design Guidelines* will provide further specific design criteria.

Architectural Treatment and Materials

New development and redevelopment in the Keyes/Hollywood Sub-Area needs to respond to the historic and industrial character of the existing structures in the

neighborhood. The quality of architectural treatment needs to be of the highest standards with a variety of robust materials employed. More specifically:

- Adaptive Use: Any adaptive use of historically significant structures should maintain the architectural integrity and character-defining elements of the structures in respect to: materials, façade treatment, window and door openings, rooflines and detailing. If new construction is necessary, it should not attempt to replicate the historic treatment but rather provide a clear delineation, using complementary or similar materials.

- New Construction: New buildings should avoid the appearance of monolithic projects. For residential buildings, individual units and/or clusters of units should be clearly expressed through overall massing and roof treatment, as well as changes in building plane, colors and/or materials. In order to create a lively street frontage, mixed-use residential buildings should have a maximum perceived length of 125 feet to discourage long and monotonous façades. Façades should be further modulated at intervals of approximately fifty to sixty feet and broken down into smaller discrete elements whenever possible. Devices such as floor level variation, fenestration changes, and the introduction of architectural elements like belt courses, moldings, cornices, and pediments are strongly encouraged. The use of sloping roofs, dormers, gables, balconies, bay windows, chimneys, etc. is also encouraged to achieve this variety and articulation.

- Building Materials: Façade materials, articulation and colors should be respectful of the adjacent buildings and reflect the industrial and historic character of the immediate neighborhood. The use of masonry, metals, and precast concrete are good examples of complementary materials that could reflect the industrial character of the surrounding structures for new construction adjacent to the Herbert Packing Warehouse (i.e., South Third Street) or along Keyes Street. New construction adjacent to existing residential uses (i.e., along Humboldt, Hollywood and South Sixth Streets, and Rose Place) should employ complementary materials and treatments including wood siding, stucco and masonry as appropriate.

- Roofs: Roof treatments should also relate to the adjacent context. For instance new construction adjacent to the Herbert Packing warehouse or along Keyes Street should employ roof forms reflecting the industrial heritage of the neighborhood (e.g., monitor, shed and flat roofs), while new development adjacent to residential areas should employ dual sloping roofs (e.g., gable and hip roofs with dormers). All mechanical equipment placed upon roofs is to be screened from street and upper level views from nearby buildings.

- Windows: Operable windows are to be provided where possible. Windows should have divided lights when consistent with architectural styles; divided lights should never be false. Where appropriate, shade devices should be incorporated into the architecture to provide solar heat gain protection, particularly on west facing

facades. Fenestration of all mixed-use residential buildings should employ a "punctured wall" treatment, with high quality window casings that are recessed from the building face to provide shade and detail. To reflect the historic character of the area, projecting windowsills are strongly encouraged.

Parking Access and Treatment

- Keyes Street Frontage: Parcels fronting Keyes Street may have limited surface parking and access provided at mid-block locations. Surface parking is to be a maximum of two bays wide, or 120 feet along the street frontage, and should be well landscaped with one tree for every four cars, and with appropriate planting in the front and other setbacks.

  Any structured parking should be located behind frontage uses. Garage entries may be located along Keyes Street but not in prominent locations or near corners.

- Residential Street Frontages: Parking on other street frontages within the Sub-Area should be below grade and/or encapsulated and hidden from views from all public streets. Surface parking is not permitted within view of the street; any surface parking should be confined to rear alleys, parking drives or mews that are designed to also serve as a pedestrian-friendly urban space.

- Herbert Packing Company Warehouse: The reuse of the Herbert Packing Company warehouse could allow some of the interior of the warehouse to be modified to accommodate parking for new uses fronting Keyes Street. Access for an internalized garage should be from South Third Street and/or Rose Place and the parking should be located at the rear of the building.

- Loading and Service: All loading and service areas are to be screened from views from any public street. Loading activity should generally be managed from public streets or surface parking areas and not from dedicated loading docks. However, a dedicated loading dock may be required for the on-going use or re-use of the Herbert Packing Company warehouse and should be incorporated, if feasible, within the existing building structure.

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CHAPTER 6: COMMUNITY FACILITIES

The livability of the *Martha Gardens Specific Plan* area will be greatly influenced by parks, schools, community centers and other public facilities which will be developed to serve the needs of future residents and existing residents. The purposes of this Community Facilities Chapter is to identify the need for public facilities to support planned new development, as well as to enhance the quality of life for existing residents, and to identify facilities that will support the goals and objectives of the *Plan*. This Chapter establishes what types of community facilities should be provided in the *Plan* area, and the approximate size, location and design parameters for these facilities.

PARKS AND RECREATION FACILITIES

The *Martha Gardens Specific Plan* area, as well as the Spartan Keyes neighborhood within which it is contained, is currently underserved by parks and open space. There are no existing parks within the Spartan Keyes or Martha Gardens areas or are there any schools, which often have play fields and facilities that are accessible to the public. Given not only the existing deficiencies in the area, but also given the number of new housing units envisioned in the *Martha Gardens Specific Plan* area, developing new parks and community facilities will be paramount to creating a livable and desirable community.

Objective 1: Provide a system of parks and recreational facilities that serves the needs of and is accessible to Martha Gardens residents as well as residents of the Spartan Keyes neighborhood and other surrounding neighborhoods.

A key ingredient in creating a livable and balanced neighborhood is providing usable, accessible, safe and attractive parks and recreation facilities. From Backesto Park in the Northside Neighborhood to Biebrach Park in the Gardner Neighborhood, a park system also contributes to the identity of the neighborhood and helps to give an area a sense of place. Furthermore, parks help build a sense of community in a neighborhood by providing a "third space" where community members can interact informally and spontaneously in their daily lives, allowing an opportunity for residents to "bump" into each other. The intent of the *Martha Gardens Specific Plan* is to create a vibrant new residential community, as well as to strengthen and enhance the surrounding existing communities. Providing parks and recreation facilities in Martha Gardens will be an important factor in meeting both of these goals.

Policy 1.1: At least 6.3 acres of public parks and open space should be developed in Martha Gardens in three neighborhood parks.

These three parks are designated in locations that will enhance the livability for existing and future residents and will enhance the marketability of potential new residential development. Another 2.7 acres is planned for community center and other public uses adjacent to Martha Park, the large central park. The locations of the three green space parks are discussed below.

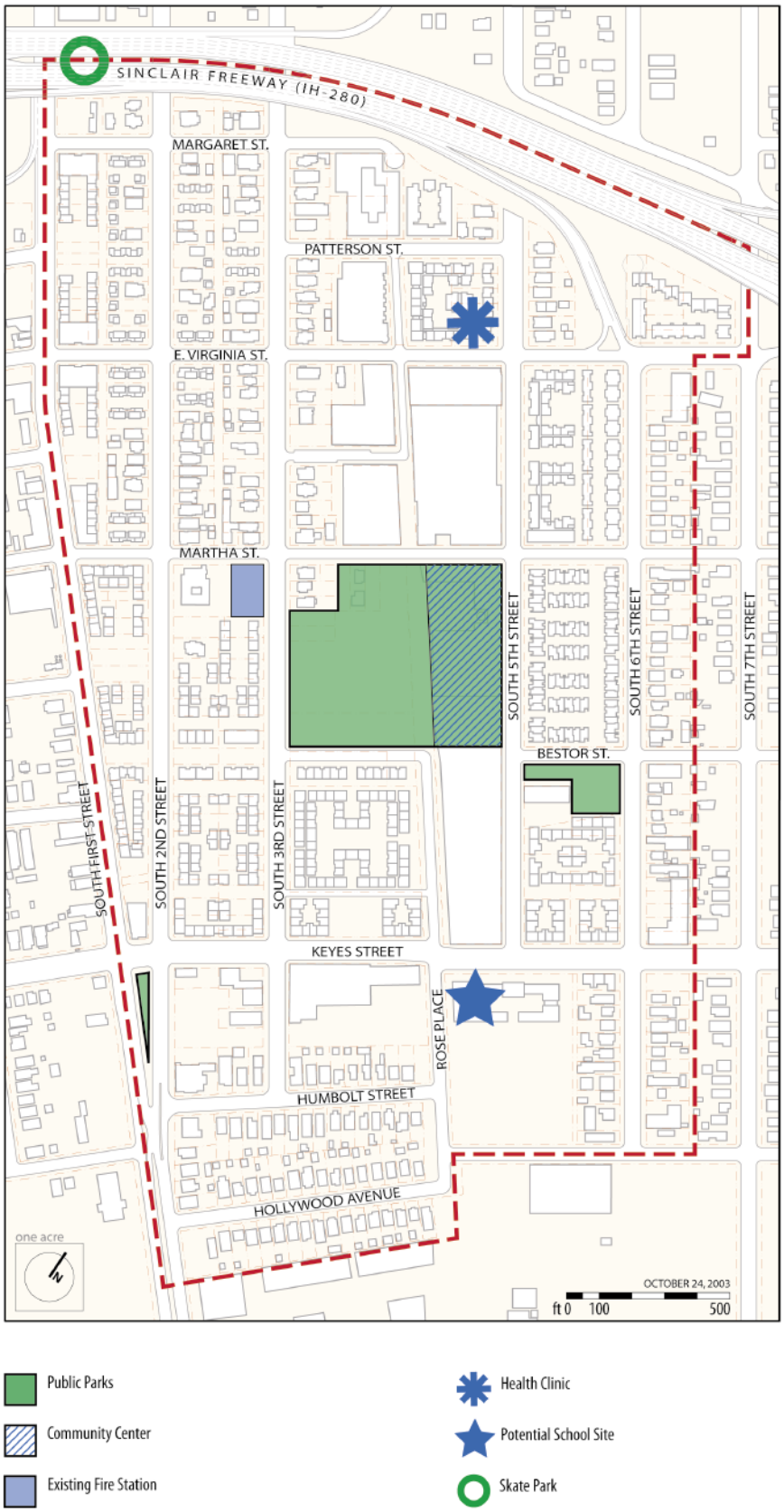

Figure 6: Parks and Community Facilities

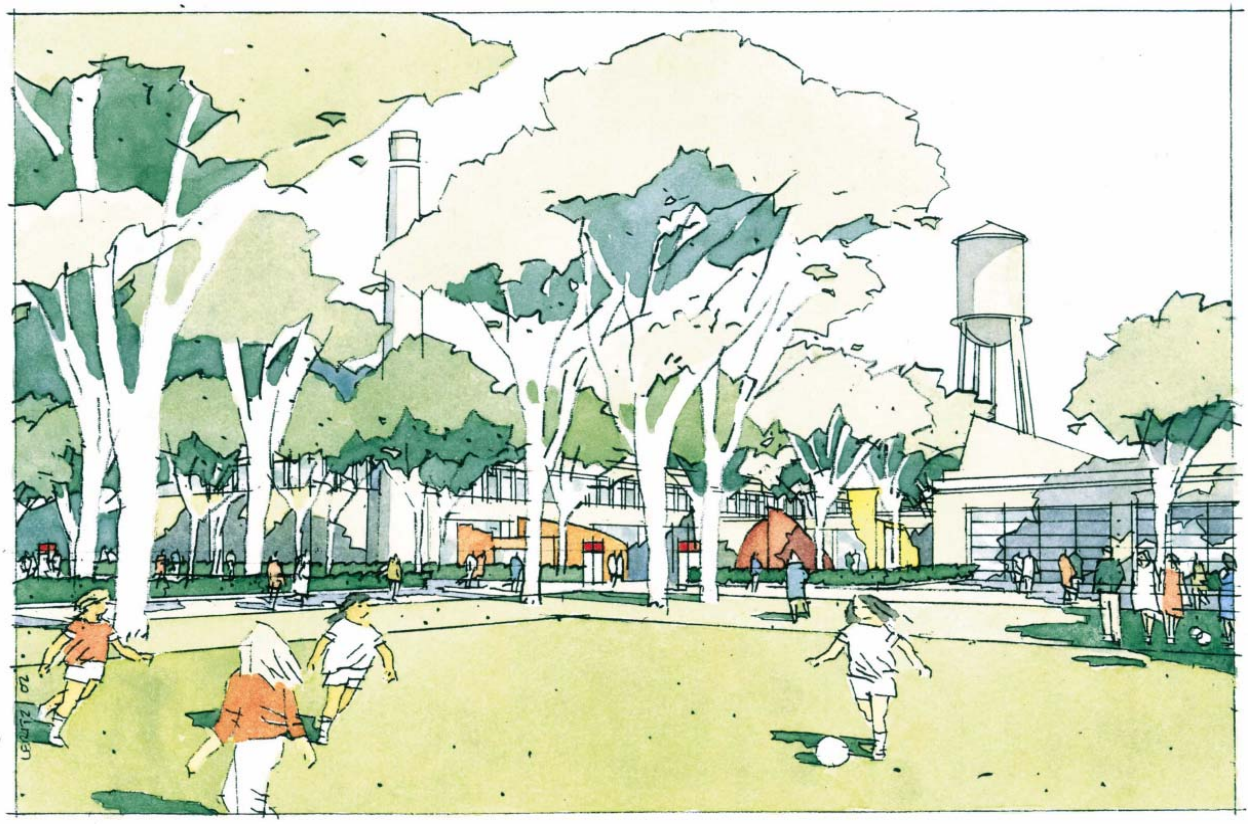

Diagram L: Martha Park, which includes the preservation and reuse of the American Can Company building as a community center, is envisioned as the largest public park in the Martha Gardens community.

Martha Park

The largest park space (7.5 acres, with 4.8 acres of green space and 27.7 acres of community center), referred to in this *Plan* as Martha Park, will be located on the block bounded by Martha Street, South Third Street, South Fifth Street, and what is shown in the *Plan* as the future extension of Bestor Street. The location and size of the larger open space was carefully considered in relation to a variety of factors, including accessibility and usability by residents, and feasibility and consistency with the other goals and objectives of this *Plan*.

The Martha Park block is at the geographical center of the new community and thus provides the most convenient accessibility to all residents and will be the natural focus for a wide range of organized and informal community activities. Other important characteristics of this site include the opportunity to preserve and reuse the historic American Can Company Building for community purposes, the potential for developing a lively synergy between the park and the "arts block" adjacent to the north, and the park's location at the heart of an extensive pedestrian network which extends into all of the surrounding neighborhoods. The preservation and reuse of the American Can Company Building as a community facility is integral to the overall function and design of the park. The use of the American Can Company Building as a community center (2.7 acres) is further discussed in the Community Center section of this chapter.

Bestor Street Park

Bestor Street Park will be approximately 0.75 acres in size and is located on the south side of Bestor Street between South Fifth and South Sixth Streets. The park was

Table 4. Park Acreage Per City Policy and Proposed by Specific Plan

Projected Number of Housing Units	Projected Population (2.29 per household)	Parks per General Plan Goal (3.5 acres/1,000 population)	Parks per Park Land Dedication Ordinance (3 acres/1,000 population)	Parks and Open Space Proposed (excluding community center)	Proposed Community Center site, including courtyard	Total Parks and Community Facilities Proposed
1,520	3,481	12.18 acres	10.44 acres	6.3 acres*	2.7 acres	9.0 acres

** Note: 6.3 acres includes 4.8 acres of green space in Martha Park, 0.75 acres of Bestor Park and 0.75 acres of Skateboard Park.*

planned and the land acquired by the City prior to the initiation of this *Specific Plan* process. The City's Parks Division is in the process of conducting a Parks Master Plan process with the community to determine the design and mix of amenities at this park.

Skateboard Park under Interstate 280

This park is envisioned as an urban skateboard park that would not only serve the Martha Gardens and Spartan Keyes area but would also serve the greater Central San Jose region. This park could be located on the underutilized land underneath Interstate 280, either on the block between South First Street and South Second Streets or between South Second and South Third Streets. The park, which could include not only a skateboard park but also other activities such as basketball courts, is recommended to be approximately 0.75 acres in size. There is additional land area under the freeway that could be used for parking for the skateboard park as well as for other nearby uses. It should be noted that this skateboard park is also recommended in the City Council approved *South First Area (SoFA) Strategic Development Plan.*

Policy 1.2: If the intensity of development exceeds projections, opportunities for additional park acreage within or near the Planning area should be explored.

The 9.0 acres of parks and open space was based in part on the number of projected new residential units that will need to be provided with public open space as well as several urban design considerations, including the need for a central open space, the location and size of the City owned park land on Bestor Street and the opportunities available under Interstate 280. Because of the level of uncertainty regarding the final population within Martha Gardens, it is not possible at this time to determine whether the City's park goals will be met within the *Plan* area. Table 4 illustrates the City's parks goals under the medium density scenario, which assumes that the properties designated for the highest density residential development are developed at an average density of 55 dwelling units to the acre.

The City should monitor development in relation to park goals. Should development and new populations meet or exceed projections, the potential for additional park space should be explored. An opportunity that should be considered is the potential for using a portion of the Story Road landfill site, located east of South Twelfth Street, for new park space.

Park development of part of the landfill site is one of the "Top Ten" priorities in the Strong Neighborhoods Initiative *Spartan Keyes Neighborhood Improvement Plan* but the feasibility of using this area for park purposes is not known at this time.

Policy 1.3: The neighborhood parks should be designed and configured in a manner that provides secure and usable open space for both active and passive uses and maximizes accessibility to the surrounding community.

The ultimate design of each park, including what amenities, programs, and facilities will be included, will be determined by a Master Plan process conducted by the Parks Division of the Department of Parks, Recreation and Neighborhood Services in close collaboration with the community. This *Plan* does not intend to supersede this process and only provides general design objectives that are described below.

Design Objectives

Martha Park

Martha Park is envisioned to be the main or central park of the *Plan* area and is generally bounded by South Third Street on the west, Martha Street on the north, South Fifth Street to the east and the extension of Bestor Street to the south. Given its approximate size of 7.5 acres (4.8 acres of green space and 2.7 acres of community center), it is not large by City standards; however, it will be significantly larger than Bestor Park to accommodate a wider variety of uses. The majority of the land required for Martha Park is currently in light industrial use. The Park site also includes a few residential properties along Martha Street as well as along South Third Street. The three historic Victorian homes on South Third Street are intended to remain in private residential use and will not be part of the Park. The following are general design guidelines that should be met in the development of the park:

- To maximize its value as a central public space with good accessibility and visibility and to maximize surveillance of the site, the Martha Park green space should, as much as possible, front on public streets – South Third, Bestor and Martha Streets. Although Bestor Street along the southern edge of the proposed park currently does not exist, this Plan envisions that Bestor Street will be extended from South Third Street to South Fifth Street to improve access to the park for residents residing to the east and south. If it is not feasible to extend Bestor Street through the American Can Company Warehouse building then, at a minimum, a pedestrian passage should be provided through the warehouse building connecting South Fifth Street to the western portion of Bestor Street and the southern edge of the park.

- On-street parking should generally be provided on all of the streets fronting the Park. Since the park is not large enough to easily accommodate an off-street parking lot, curbside parking will serve those community members who decide to drive to the park.

- To further maximize accessibility, Martha Park should be integrated into the proposed pedestrian network. The pedestrian network, which is described in further detail in *Chapter 7: Street and Circulation System*, consists of Martha Street abutting the park on its north side and the redevelopment of the abandoned Union Pacific Railroad line which runs through the *Plan* area, approximating the alignment of the originally planned South Fourth Street. North and south of the park, "Fourth Street" is planned to accommodate some vehicular traffic, but it should be continued through the park as a paved and well-lit pedestrian and bicycle only corridor.

- Active uses within the park should not be located directly adjacent to these homes on South Third and Martha Streets and should be situated to minimize the negative impacts of noise and stray balls on the adjacent residential uses. Additional techniques for buffering the houses from park activities should be developed.

- Given the existing arts community within the neighborhood and the arts focus of this *Plan*, the development of public art, including sculptures and murals, is encouraged within the park and in the interior courtyard of, as well as inside the American Can Company Building. Such artwork could possibly reference the history of the Martha Gardens area, particularly its history as a center for the food processing industry and as the location of the former Southern Pacific Railroad mainline between northern and southern California.

- The "courtyard area" of the American Can Company Building should be open to and integrated into the design of the open green space portion of Martha Park.

Bestor Street Park

At 0.75 acres, the planned Bestor Street Park, between South Fifth and Sixth Streets at the present terminus of Bestor Street, is relatively small by City standards and will constitute what is commonly called a "pocket park." The types of activities and amenities that can be accommodated at this park will be limited by its size. Nevertheless, the park should be designed to accommodate both active and passive type uses. In addition, the park should include facilities and amenities that are desirable to community members of all ages, from young children to adults.

Skateboard Park under Interstate 280

The underutilized land under Interstate 280 provides a unique opportunity to develop a skateboard park (0.75 acres) for the residents of Martha Gardens and the larger downtown community. As noted above, and in the recently completed *SoFA Strategic Development Plan*, the park could be located either between South First and South Second Streets or between South Second and Third Streets. While this under-the-freeway location is not suitable for many traditional park activities, other active uses, such as basketball could be included on the site.

A Master Plan process that includes outreach to and the active participation of members of the skateboard community, as well as surrounding property owners and residents, should be conducted to design and program the park. Particular issues that will need to be addressed as part of this planning process will include public access to the park, supervision, hours of operation, and site security. Park improvements should include, where feasible, pedestrian enhancements such as the installation of pedestrian scale lighting and land or hardscape treatments along the adjacent north-south sidewalks to improve the link between the Martha Gardens area and the South of First Street (SoFA) area.

To build upon the arts focus of both the SoFA area and the Martha Gardens area, the City should also partner with artists to develop public art, such as murals and sculptures, within the park and/or within the adjacent public right of way connecting Martha Gardens with the SoFA District.

COMMUNITY CENTER

Objective 2: Provide a community center that will serve the residents of Martha Gardens and the surrounding neighborhoods.

Policy 2.1: Community facilities and activities should be established within the American Can Company Building on the Martha Park site.

This community center (2.7 acres) is intended to be a key component of the Martha Gardens Arts Quarter and should serve not only the residents of the *Martha Gardens Specific Plan* area but also residents from the surrounding communities, including the Spartan Keyes, Washington and University neighborhoods. The preferred location identified for this facility is the American Can Company Building located at the corner of Martha and South Fifth Streets. This American Can Building is a historic structure that greatly contributes to the unique character of the Martha Gardens area and is a vestige of the area's past as a center of food processing. In readapting this structure into a community facility every effort should be made to retain the architectural and historic integrity of the building both in the exterior and the interior of the structure.

Policy 2.2: The community facility should contain publicly accessible programs and facilities that serve residents of the Martha Gardens Plan area and surrounding neighborhoods.

The community facility should be a City owned facility that is accessible to residents from throughout the City of San Jose and addresses the needs of the many diverse groups within the community. To identify the uses, programs and amenities desired in this facility by the community a Master Plan process, allowing for extensive community input, should be conducted.

While traditional community center activities should be the main focus of the American Can Company facility, the large size of the building (approximately 100,000 square feet of floor space) affords an opportunity to provide space for a variety of arts related uses that could contribute to the vitality of the community. For example, publicly accessible arts classes could be provided in this facility, offered as part of the community center or offered by non-profit arts related organizations. Class topics offered could include visual arts, such as painting, sculpture, photography and ceramics, and could also include classes on and rehearsal space for the performing arts, including dance and music.

Because the American Can Company Building is so large, it could potentially be shared with compatible non-profit organizations or public institutions, most ideally San Jose State University's School of Art and Design. If the University's fine arts programs outgrow their "foundry" site on South Fifth Street and/or should the University need to relocate additional arts programs from the main campus, the American Can Company Building would provide a unique opportunity for both the University and the community. The City should be prepared to explore this opportunity with the University. As discussed in *Chapter 4: Land Use Plan*, excess space could also be made available to other compatible non-profits including housing non-profits. Any housing established on this property, however, should not displace any identified community or arts related needs; should not occupy more than 50% of the building space; should be affordable, and should be designed to accommodate artists.

SCHOOLS

Objective 3: Provide adequate school facilities for existing and new residents of the area and encourage the development of innovative education facilities and programs within Martha Gardens.

The *Martha Gardens Specific Plan* area is located in the San Jose Unified School District. Children from the Martha Gardens area currently attend Lowell and Washington Elementary Schools located in the South University and Washington neighborhoods respectively. Currently there is very poor access to elementary schools for children from the *Plan* area as well as from the Spartan Keyes Neighborhood. Children from the area who attend Lowell School have to walk under Interstate 280 and cross streets and ramps that serve as the access and exits to I-280, and children who attend Washington Elementary School have to cross South First Street, a busy arterial.

While the City does not have direct control over where new schools are located, this *Plan* recommends that the San Jose School District explore the possibility of developing a new elementary school in or adjacent to the *Martha Gardens Specific Plan* area. Based on the student generation rates provided by the San Jose Unified School District, it is projected that Martha Gardens could generate between 336 and 620 K-12 students , depending on how many and what type of residential units are developed. Of this student population it is estimated that 117 to 215 students would attend elementary school (K-5), and the remainder middle and high school. While these numbers alone would not justify or support a new elementary school in the area, projected higher density residential development in the surrounding neighborhoods, including Spartan Keyes and downtown, could result in a need for a new elementary school to remedy overcrowding in the existing schools.

Policy 3.1: The City should work with the San Jose Unified School District to explore the need for a new elementary school within or adjacent to the Plan area that can serve the needs of both the Martha Gardens Specific Plan area and the Spartan Keyes neighborhood. The City should further provide appropriate assistance to the District in its efforts to locate an optimal site for the school and to engage in dialog and decision making with the surrounding community.

The Land Use Plan uses a "floating" star on a site on the south side of Keyes Street at South Fifth Street to illustrate the potential need for a new school. The star has been used to reflect the Spartan Keyes neighborhood's frequently expressed desire for an elementary school within their own community, as well as for additional school facilities to serve the new families who will live in Martha Gardens. While the location shown could have important community benefits as a school site, the star is "floating" to avoid designating any particular site as a school site.

Any decision to select a school site and build a new school in this area will be entirely at the discretion of the San Jose Unified School District. This *Plan* only intends to communicate the desire for and potential need for a school to its audience, including the School District. Should the School District, however, decide that a new school is necessary, it might seriously consider selecting a site that has community benefits beyond the school itself. For example, the "starred" location would help connect the Hollywood/Humbolt and Spartan Keyes neighborhoods, thus ending Hollywood/ Humbolt's isolation, as well as providing some much needed green space for these south of Keyes Street neighborhoods.

SAN JOSE STATE UNIVERSITY

Objective 4: Encourage San Jose State University's art facilities and programs to remain active in the area.

Policy 4.1: Assist San Jose State University with locating space for any needed expansion and/or relocation of their arts facilities in the Martha Gardens Specific Plan area.

The active presence in the *Plan* area of San Jose State University's School of Art and Design has played and should continue to play an important role in creating a vibrant and active arts community and its future presence in the *Plan* area should be encouraged. The School of Art and Design currently has some of its fire arts studios located within the *Plan* area, in The Foundry on the east side of South Fifth Street just south of Martha Street. The University currently has no plans to relocate this facility and this *Plan* in no way encourages its relocation. If, however, SJSU becomes interested in relocating The Foundry activities or in relocating other arts related facilities into the *Plan* area, the City of San Jose should work with the University to explore this opportunity.

Policy 4.2 Seriously consider developing a partnership between the City and San Jose State University for the development and use of the American Can Company Building for arts related purposes.

A partnership with San Jose State University would present an opportunity for the City and the community to move forward with the development of the American Can company building for community and arts related uses. Given the significant size of the American Can Company Building, the building could accommodate both a community center as well as one or more SJSU School of Art and Design facilities, including the fire arts facilities, should the University decide to relocate this facility.

ARTS ORIENTED FACILITIES AND PROGRAMS

Objective 5: Create a vibrant Arts District with opportunities for both artists and the general public to learn about and practice a wide range of arts.

Policy 5.1: Encourage the development of arts focused education programs and opportunities within the Martha Gardens Specific Plan area.

In addition to the development of a new elementary school this *Plan* also recommends the development of Arts oriented educational facilities and programs within the *Plan* area.

As discussed in *Chapter 1: Introduction*, the Martha Gardens area is envisioned as an arts oriented district that will become a regional center for arts in the South Bay where professional artists, as well as amateur and student artists, will both live and create. A significant component of this arts district will be the establishment of arts oriented educational facilities and programs that will serve not just the surrounding neighborhood, but the City as a whole. The SJSU School of Art and Design could be a major provider of these programs. In addition, non-profit arts organizations could provide such classes and programs. As discussed in the community center section, arts education programs could be a significant component of the proposed community facility in the American Can Company Building.

FIRE DEPARTMENT

The City of San Jose Fire Department currently has a fire station located on the south side of Martha Street between South Second and Third Streets. This Fire Station has the capacity to handle the demand for additional future emergency services generated by the projected new residential development in the *Plan* area.

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CHAPTER 7: STREET AND CIRCULATION SYSTEM

INTRODUCTION

The Martha Gardens area has a long history in San Jose, and before the construction of Interstate 280, was an integral part of San Jose's Downtown area. Martha Gardens is located in what used to be the southern end of Downtown San Jose's comprehensive street grid. With the construction of I-280, and the severing of many street connections with the Downtown and the neighborhoods to the north, the distribution of traffic changed significantly, with some streets experiencing major traffic volume reductions and others experiencing major traffic volume increases. This *Plan* seeks to accommodate new area traffic and avoid any significant traffic impacts on adjacent neighborhoods by: restoring a more balanced distribution of traffic through the area; establishing traffic calming measures throughout; and providing compelling encouragement for walking and biking as alternatives to driving.

HISTORY

The Martha Gardens area was originally part of a 500-acre ranch owned by James Frazier Reed, a community leader in the early days of San Jose and member of the Reed-Donner Party. Subsequent subdivision of Reed's land in 1849 resulted in the naming of Reed, Margaret, Virginia, Martha, Carrie, Patterson, Lewis, and Keyes Streets in honor of Reed family members. The subdivision, called Reed's Addition, established a complete grid of streets and was comprised almost exclusively of residential lots.

In the late 1800s, the Southern Pacific main line was established on Fourth Street Downtown and on what would have been the Fourth Street right-of-way through Reed's Addition into the Martha Gardens area. Between the early 1900s and the 1930s, the area of Martha Gardens located east of South Third Street and south of Virginia Street began to develop into warehouses and factories as part of Santa Clara County's burgeoning fruit industry. By 1940, San Jose was the largest fruit canning and dried-fruit-processing center in the world, and the Martha Gardens area was a hub of fruit-related activity.

As a result of the construction of industrial buildings along the Southern Pacific Line on South Fourth Street and later on South Fifth Street, some of the streets envisioned in the original subdivision were never constructed. For example, many segments of Bestor Street in the Martha Gardens area were never built and portions of the street right-of-way were merged into residential and industrial lots. Lewis Street was intended to connect from South Third to South Fifth Street; in present times, the street is 125 feet in length and dead-ends into an existing industrial building.

The construction of Interstate 280 in the early 1970s separated the Martha Gardens area from the University Neighborhoods and eroded the existing grid system by eliminating a large portion of Margaret Street and creating dead-end streets at South Fifth and South Sixth.

EXISTING CIRCULATION CONDITIONS

Martha Gardens is located south of Downtown San Jose, separated from the Downtown Core by Interstate 280, which forms the northern boundary of the *Specific Plan* area. Access to I-280 southbound is provided directly adjacent to the *Plan* area on South First Street and South Seventh Street. Access to northbound I-280 is located immediately north of the *Plan* area via South Third Street to Reed to South

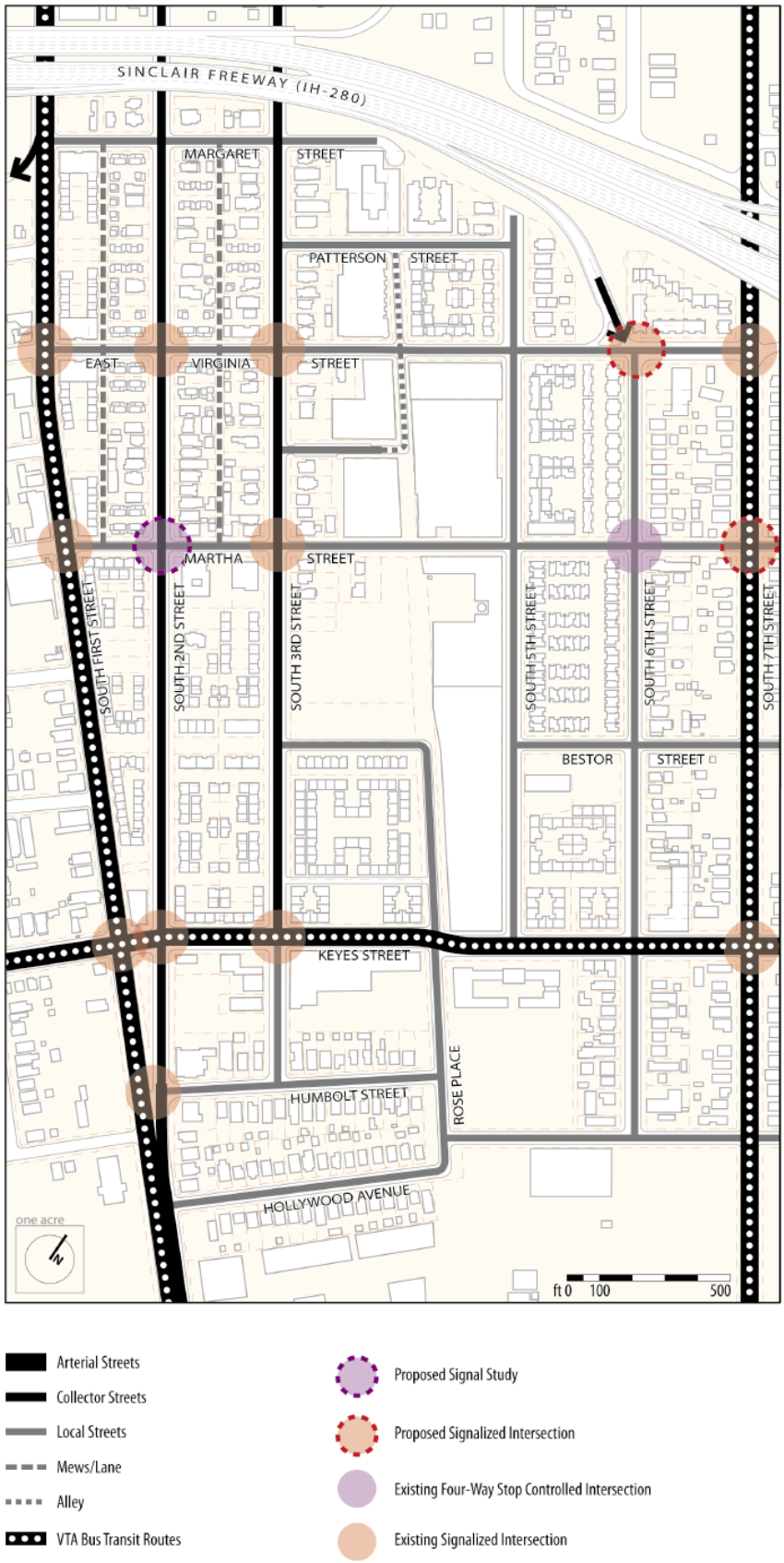

Figure 7: Vehicular Circulation

Fourth Street. There is a northbound off-ramp within the *Specific Plan* area located at South Sixth Street and Virginia Street. Access to SR-87 is provided within 0.70 miles of the *Specific Plan* area, and U.S.-101 is within 1.5 miles, both via I-280.

Within this area, South First Street is a north-south major arterial. South Second Street is currently one-directional and is a southbound minor arterial. South Third Street is currently one-directional and is a northbound minor arterial. Keyes Street is an east-west arterial.

Patterson, Margaret, Virginia, Hollywood, Humboldt, Bestor, South Fifth and South Sixth Streets are neighborhood streets. Martha Street is a planned east-west Pedestrian Corridor that connects the Washington Neighborhood located west of the *Specific Plan* area to the Spartan Keyes Neighborhood located within and east of the *Plan* area. Bestor Street provides an east-west connection from South Seventh Street to South Sixth Street, and is being extended west to South Fifth Street in conjunction with a new housing development. Adjacent to the *Specific Plan* area, South Seventh Street is a north-south Major Collector.

In addition to the street system, there is the existing railroad line bisecting the Martha Gardens area, between Patterson Street and Hollywood Avenue, along a north-south alignment that roughly approximates the originally planned South Fourth Street. No longer needed for railroad purposes, the railroad right-of-way should be converted to a variety of circulation elements and integrated into the Martha Gardens Park and street system.

STREETS/VEHICULAR CIRCULATION

New streets, both vehicular and pedestrian oriented, should provide improved access to the existing and new uses within the *Specific Plan* area. One of the goals of the *Specific Plan* is to re-establish a network of pedestrian-serving streets, and to strengthen the existing grid. New grid streets will help maximize local circulation opportunities, minimize trip lengths, and dilute traffic impacts throughout the Martha Gardens area and its surroundings. The *Plan* contains several key objectives for improved circulation:

- Maintain arterial connections to freeways and other parts of the City.
- Maintain, enhance, and improve the existing street grid system.
- Convert South Second and Third Streets to two-way operation.
- Provide vehicular and pedestrian connections among neighborhoods: Martha Gardens, Washington, Spartan Keyes, and Hollywood/Humboldt.
- Calm traffic.
- Maintain, enhance, and improve pedestrian orientation and connections.

Street Types and Characteristics

Arterials

An Arterial is a street that accommodates major movements of traffic not served by expressways and freeways. It is designed mainly for the movement of through traffic. The number of lanes depends on the function of the Arterial, its location, and the volume of traffic it is expected to handle. South First Street and Keyes Street will continue to function as key Arterial streets in the regional traffic circulation system.

Collectors

Collector Streets are intended to serve internal traffic within the *Martha Gardens Specific Plan* area and to provide connections to adjacent arterials, such as Keyes Street, and destinations, including the Downtown. When South Second and South Third Streets are converted to two-way operation, their General Plan designation should be re-evaluated and possibly downgraded from Minor Arterial to Major Collector.

Neighborhood Streets

Neighborhood streets are designed to provide access to properties fronting on them and to carry local traffic through the neighborhood. Patterson, Virginia, Hollywood, Humboldt, and Bestor Streets are examples of neighborhood streets. Neighborhood streets provide important connections within and between neighborhoods and frequently function as the stage for the public life of the neighborhood. These streets are intended to carry traffic at slow speeds and to serve pedestrians and bicycles. The *Plan* includes traffic calming measures as an important way to enhance the quality of the neighborhood streets.

Pedestrian Corridor Streets

Martha Street, east of South Seventh Street is a designated Pedestrian Corridor in the City's General Plan. Upon adoption of the *Martha Gardens Specific Plan* that designation will be extended west to South First Street. In addition, upon a designation of *Neighborhood Business District* (NBD), Keyes Street will also become a Pedestrian Corridor. Pedestrian Corridors are streets that are intended to increase neighborhood connectivity and linkages to important community destinations and services including shopping areas, parks and transit. The characteristics of development adjacent to Pedestrian Corridors and features within the right of way should be conducive to higher levels of walking.

Pedestrian Emphasis Streets

Pedestrian Emphasis Streets are narrow public streets with ample sidewalks and/or other features designed to enhance the pedestrian environment and to allow only limited numbers of vehicles to travel at slow speeds through the area. Area development should be designed to minimize vehicular movement on these streets. On-street parking should be included on these streets.

The Pedestrian Emphasis Street located between Lewis and Virginia Streets, in the Arts District, should be designed to function more like a Pedestrian Way. However, while motor vehicle traffic should be discouraged, it would not be prohibited along this segment and on-street parking also would not be required.

Pedestrian Ways

The Pedestrian Way is intended as an open space/walkway for strolling through the Arts District, for pedestrian access to adjacent buildings and as a location for various arts related and public events and services. Vehicles should be prohibited from utilizing the Pedestrian Way except for very limited delivery activities or when needed for emergency access.

Street System Modifications

South Fourth Street Railroad Right-of-Way

The major circulation change proposed in this *Specific Plan* is the conversion of the former South Fourth Street railroad right-of-way to a sequence of public street segments, Pedestrian Emphasis Streets, Pedestrian Ways and a pedestrian spine through Martha Park. The common thread through the reformatted length of the right-

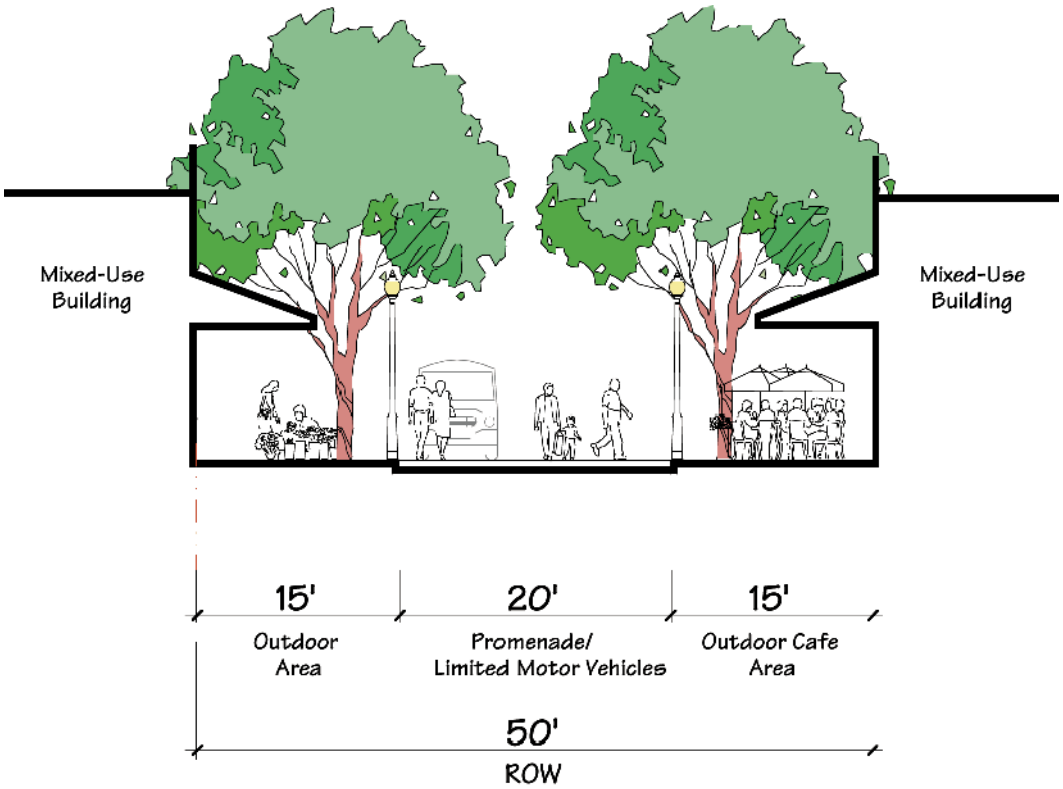

Diagram M: Pedestrian Emphasis Street – Fourth Street between Lewis and Virginia Streets

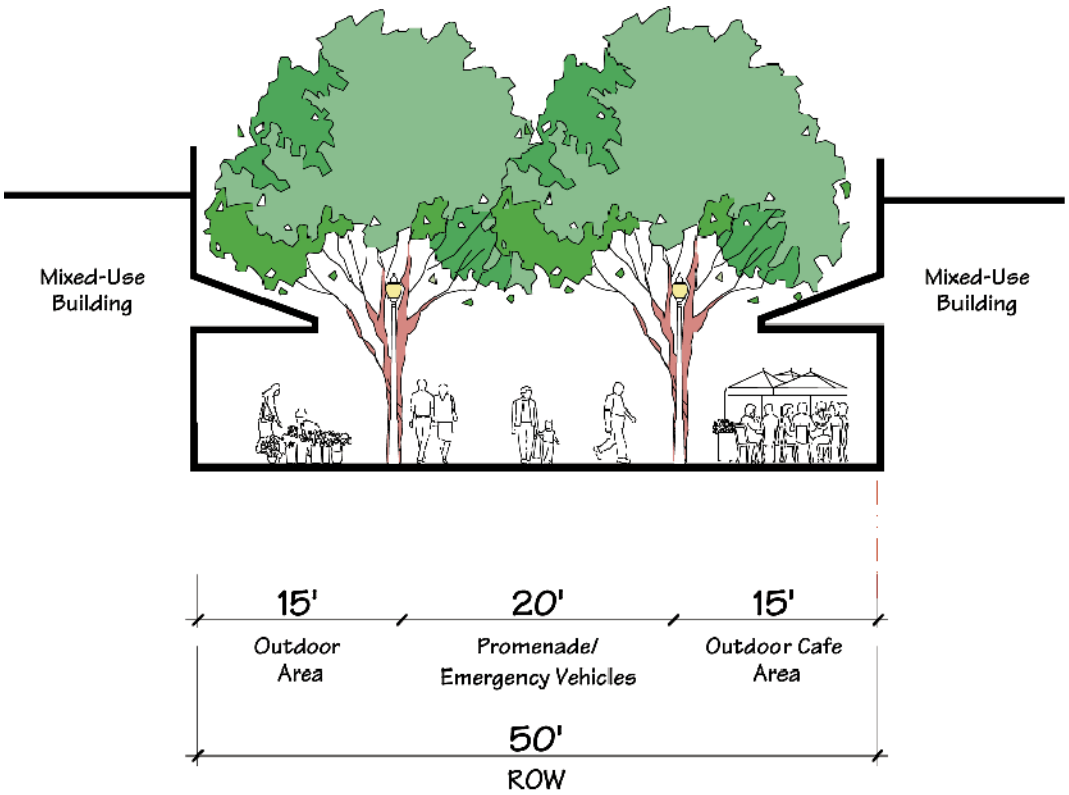

Diagram N: Pedestrian Way between Martha and Lewis Streets

of-way will be pedestrian convenience and comfort, with several segments also planned for some level of vehicular circulation.

The former railroad right-of-way should be incorporated into the Martha Gardens street system between Patterson and Martha Streets and between Bestor Street and Hollywood Avenue as a Pedestrian Emphasis Street, a Pedestrian Way, or a Neighborhood Street. The segment of the South Fourth Street railroad right-of-way located between Lewis Street and Martha Street, within the Arts District, should be converted to a Pedestrian Way. The segment located between Bestor and Keyes Streets should be converted to a Pedestrian Emphasis Street to strengthen the connection between Keyes Street and the future park, as well as to provide direct vehicular and pedestrian access to new housing located along the new street.

Martha Street

As a designated Pedestrian Corridor, Martha Street should be improved consistent with the Pedestrian Corridor standards discussed below and under Traffic Calming. A new traffic signal was installed at Martha and South Third Streets in 2003. While the Martha and South Second intersection does not appear to warrant any additional measures to enhance traffic flow, it may warrant a future signal warrant study to assess the need to facilitate pedestrian circulation.

Proposed Pedestrian Corridor improvements consist of either narrowing Martha Street's curb-to-curb dimension or, alternately, adding "long" bulbouts or chokers at the corners to make it appear narrower, and widening sidewalks and adding consistent rows of shade trees, other landscaping, trash receptacles and any appropriate street furniture. Martha Street should evolve into a comfortable walking environment where pedestrian comfort and circulation take precedent over circulation. An important element of pedestrian comfort will be the shortened street crossings created by bulbouts or chokers at intersections.

According to Department of Transportation standards, the Martha Street should be no narrower than 38 feet curb-to-curb, with two 11-foot travel lanes and two eight foot parking lanes. The bulbout or choker options will require future study and design. With either the narrowed street or the bulbout/choker options, sidewalks and parkstrips should be generously dimensioned.

While both sides of Martha Street should represent special pedestrian environments, the south side of the street, which will front the new central park, should have particularly wide sidewalks and abundant landscaping.

Lewis Street

Lewis Street, intersecting South Third Street midway between Virginia and Martha Streets, should be converted to a Pedestrian Emphasis Street and extended to connect with the former South Fourth Street railroad spur. The segment of the South Fourth Street railroad spur located between Patterson Street and Lewis Street should also be converted to a Pedestrian Emphasis Street.

Bestor Street

Bestor Street should be extended between South Third and Fifth Streets if it becomes feasible to displace a portion of the historic American Can Warehouse to accommodate the street. This extension could provide considerable convenience, security and public access benefits for users of the park and adjacent residents. An extended Bestor would provide an east-west connection between the Spartan Keyes neighborhood and the future park

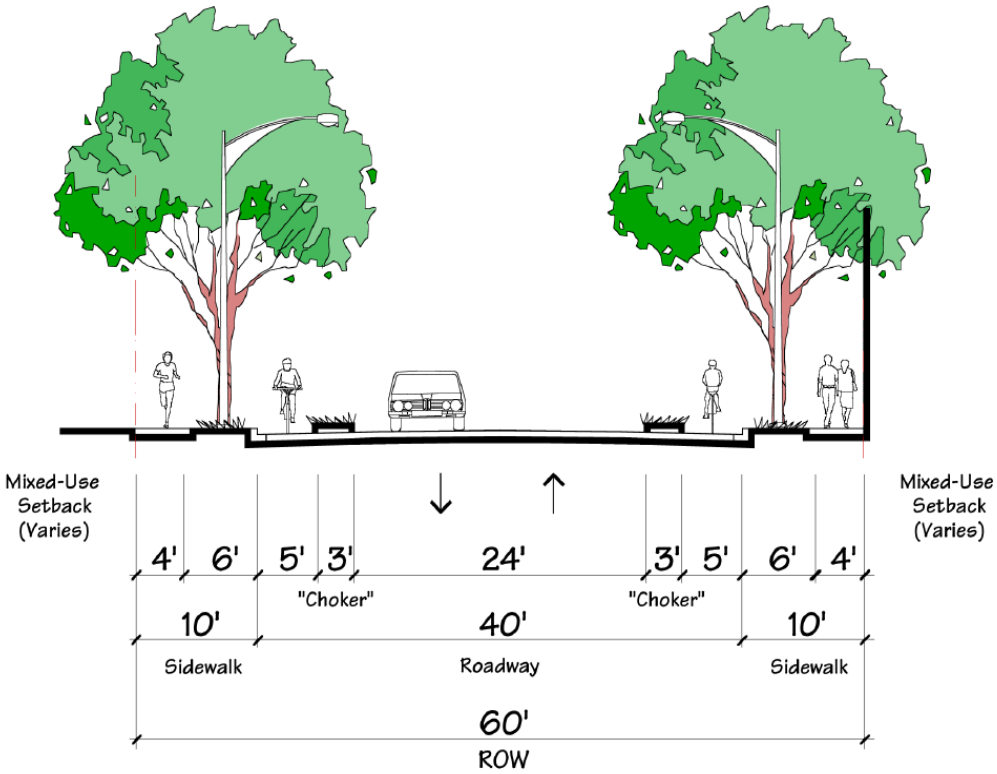

Diagram O: Martha Street Alternative One – Existing Curbs with Chokers Near Intersections

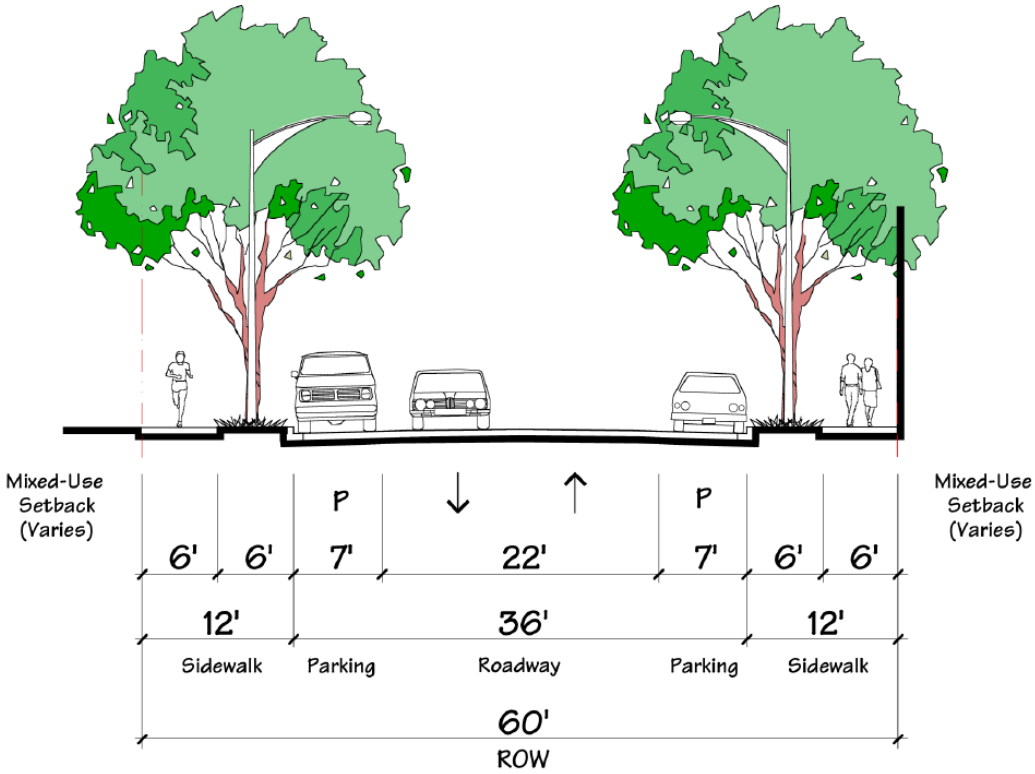

Diagram P: Martha Street Alternative Two – Narrowed Street and Widened Sidewalks

and would provide an opportunity for on-street parking to serve the future park as well as nearby residents. A street at the south edge of the park would also enhance security in that part of the park through the process of natural surveillance and would characterize that edge of the park as an accessible and public place.

In addition, the extension of Bestor Street would break up the "super block" of South Third, Martha, South Fifth and Keyes Streets and would tend to keep traffic associated with uses south of the park in that area, thus reducing the incidence of traffic circulating all around the park on South Fifth, Martha and South Third Streets. Without a street at the south edge of the park, even traffic straying off Keyes Street, for example, would be drawn deep into the neighborhood in order to loop around and get out again.

Should it not be possible to extend Bestor Street along the entire south edge of the future park, Bestor Street should be extended from South Third Street to the new South Fourth Street in order to achieve as much of the park frontage road and neighborhood grid system as possible.

South Second and Third Streets

South Second and Third Streets should be converted to two-way operations south of I-280. This is consistent with other City policies, including the recommendations from the recently completed *Downtown Access Study*. Funding is needed to implement the conversion of the two streets.

South Second Street Diagonal Parking

The *Plan* proposes diagonal parking along South Second Street north of Keyes Street as an option. Any plans or studies to install diagonal parking, however, should be postponed until South Second Street is converted back to its planned two-way configuration.

South Sixth Street

The segment of South Sixth Street located between East Virginia Street and Martha Street should be converted to two-way operation and the street width reduced.

East Virginia Street

The *Plan* proposes that East Virginia Street, between South Sixth and Seventh Streets be converted from its current one-way configuration to two-way. In addition, a signal is proposed at the intersection of South Sixth and East Virginia Streets. Because a southbound I-280 off-ramp feeds traffic through this intersection, the proposed signal and conversion of East Virginia Street to two-way traffic will need to be coordinated with and approved by Cal Trans to ensure that any circulation modifications due not cause vehicles to back up on the freeway.

Streets Around Public Parks

New public parks should be bordered by public streets to ensure maximum public access consistent with long-standing City policies, including policies within the General Plan. The objective is to help achieve a safe and lively public environment for park users and park neighbors as well as the passing public.

KEYES/HOLLYWOOD SUBAREA

Rose Place

The segment of the South Fourth Street railroad right-of-way located south of Keyes Street should be converted to a Neighborhood Street, connecting with the west segments of Humboldt Street and Hollywood Avenue. The new street, called "Rose Place", would improve circulation and access for residents of the Hollywood/ Humboldt neighborhood, provide a

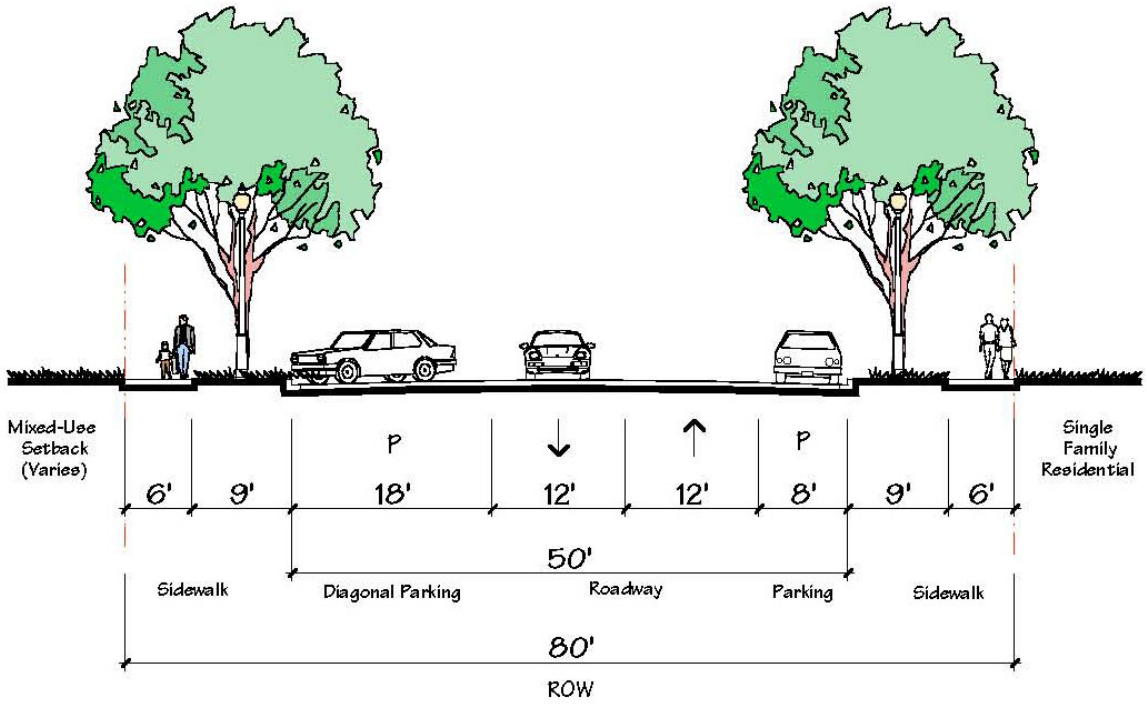

Diagram Q: Proposed Fifth Street – North of Virginia Street

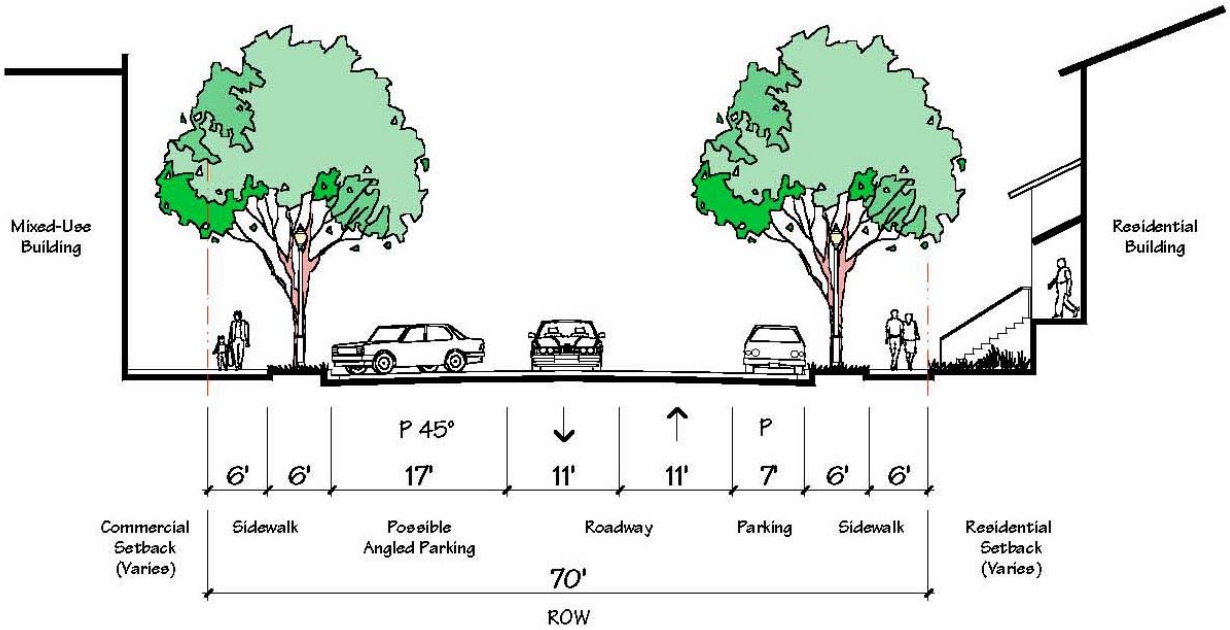

Diagram R: Fifth Street between Virginia and Keyes Streets – Angled Parking Alternative

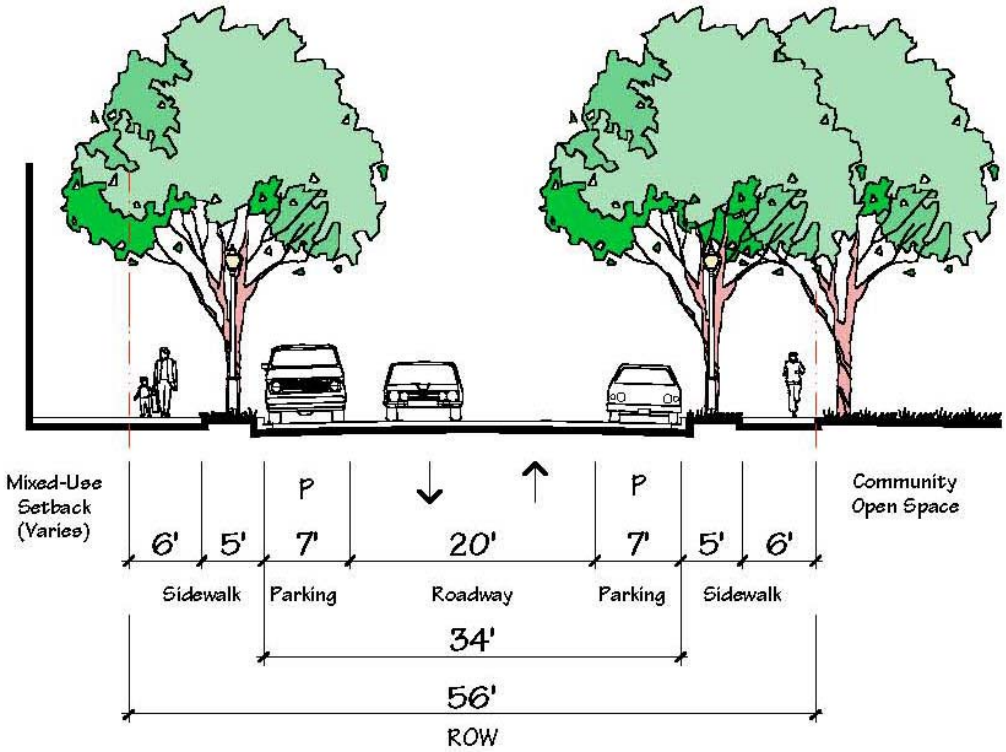

Diagram S: Bestor Street Extension between Third and Fourth Streets

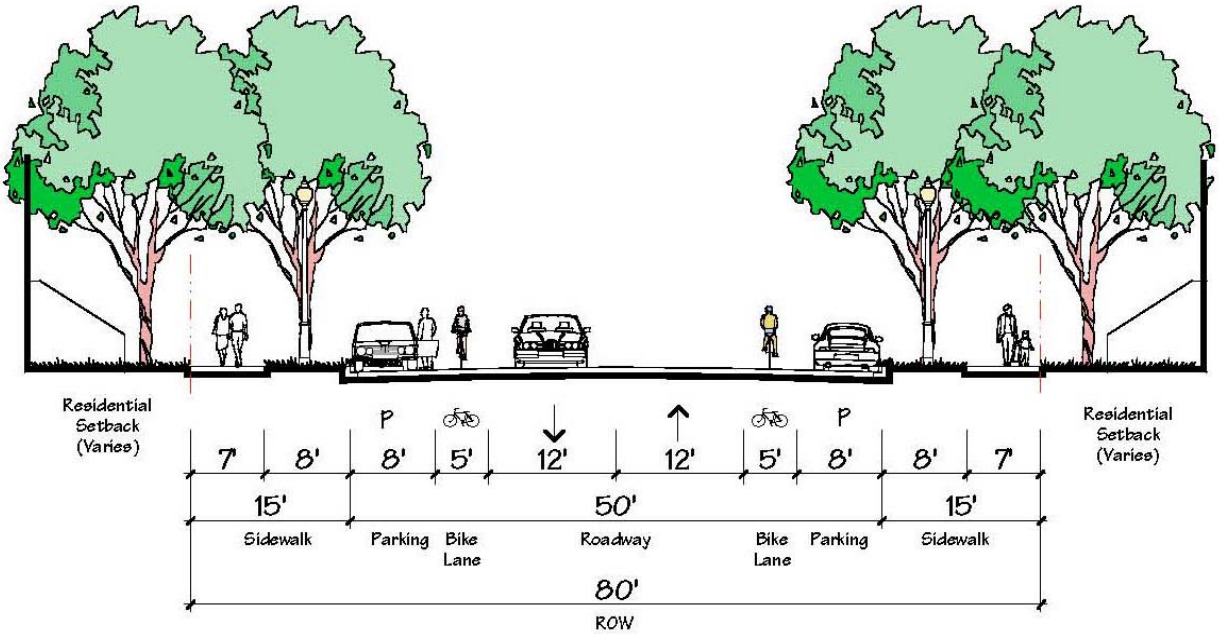

Diagram T: Proposed South Third Street between Margaret and Keyes Streets

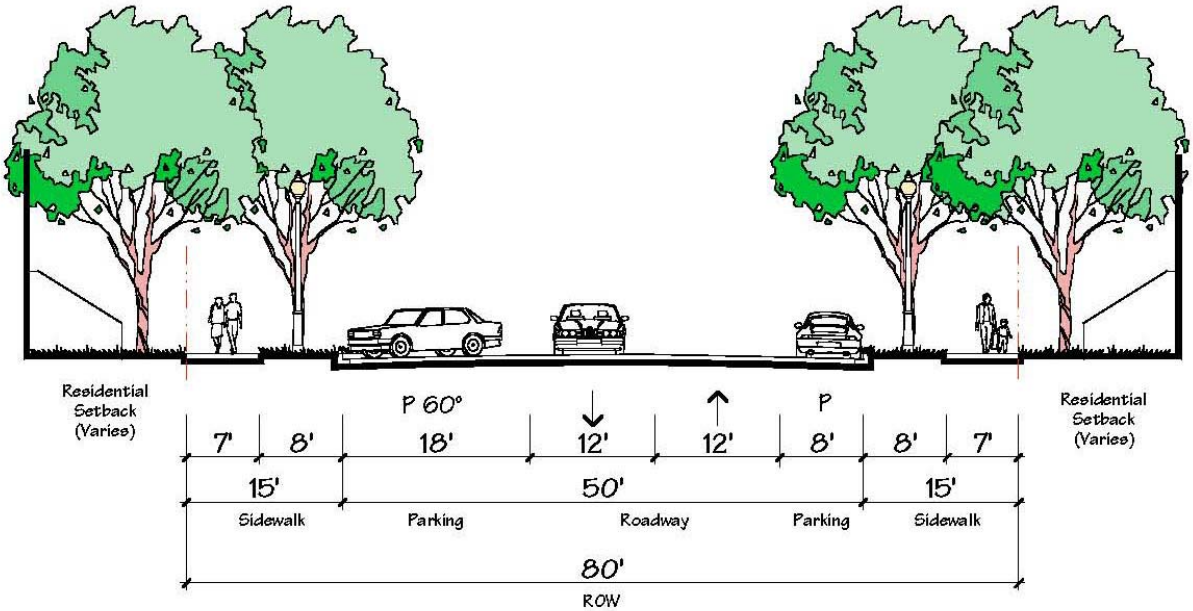

Diagram U: Proposed South Second Street between Margaret and Martha Streets

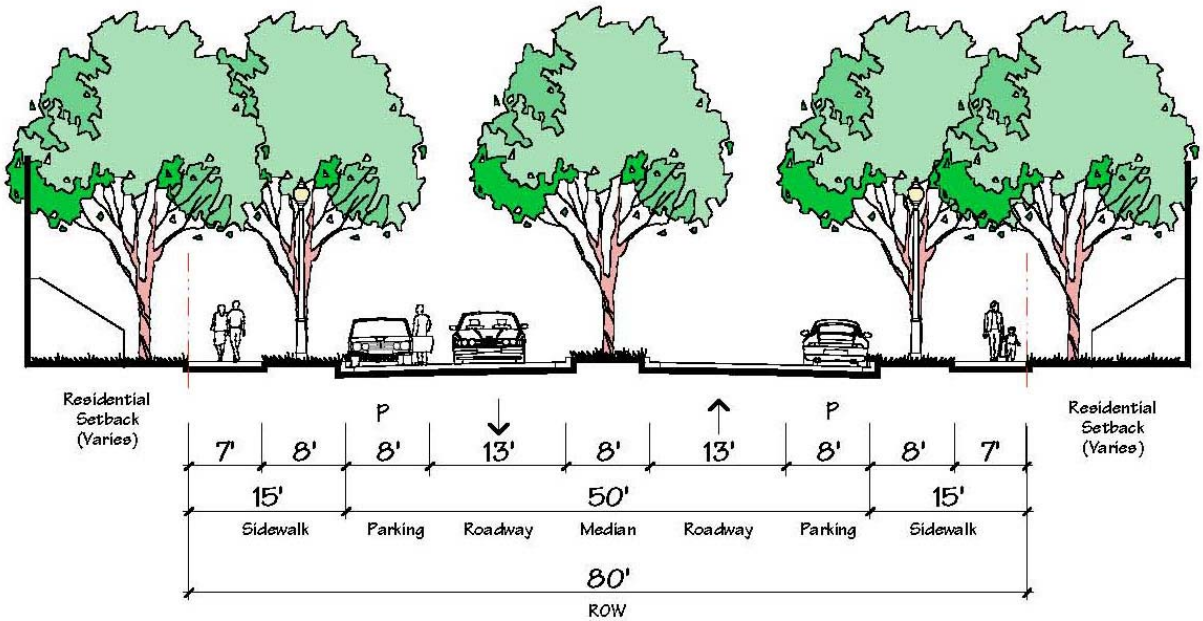

Diagram V: Proposed South Second Street between Martha and Keyes Streets

connection with the future park to the north, and provide side street access to the large properties on either side of it at Keyes Street. If the conversion of the rail right-of-way between Humboldt and Keyes Streets should prove not feasible, then Rose Place should be constructed to at least connect Humboldt Street and Hollywood Avenue. The dedication for and development of Rose Place between Keyes and Humboldt Streets is not anticipated to occur until the industrial properties to the east are redeveloped and the Herbert Packing Company building adaptively reused.

South Second Street/South Third Street

Currently, a large volume of northbound traffic makes a "dog leg" movement from South First Street to South Third Street via Humboldt Street through the Hollywood/Humboldt neighborhood. Traffic is unimpeded and therefore makes these turning movements at relatively high speeds. To reduce the number of through vehicles and improve the quality of life in the Keyes/Hollywood area, this *Plan* includes circulation improvements that should be implemented as part of the planned conversion of South Second and Third Street, south of Interstate 280, from their present one-way configuration to two-way.

In the Keyes/Hollywood Sub-Area, South Second and Third Streets, between Keyes and Humboldt Streets should be converted to two-way operation and Humboldt Street should also be converted to two-way operation. Once street conversion has occurred the intersection of South Third and Humboldt Streets should be studied for the installation of stop signs on all approaches. The Keyes Street intersections with South Second and South Third Streets would continue to be signalized. New signals would be added to the southbound Third Street and the northbound Second

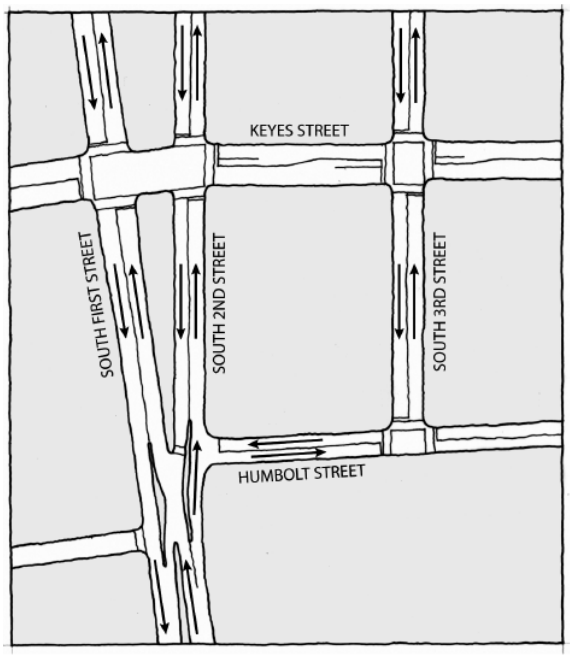

Diagram W: Hollywood Neighborhood Circulation Plan

Street approaches. The South Second and Third Street approaches at Keyes Street would either have one lane accommodating all movements or two lanes: one for left turns and one shared between through movements and right-turns. Vehicles traveling westbound on Humboldt would continue to be forced to turn right onto South Second Street and controlled by a stop sign.

Connect east and west segments of Humboldt Street

In addition to the changes associated with Rose Place described in the above text, the *Plan* shows another new street segment connecting Rose Place with the east section of Humboldt Street in the Spartan Keyes neighborhood. The extension of Humboldt could provide additional pedestrian and vehicular connections for residents of the Hollywood/Humboldt and Spartan Keyes areas and end Hollywood/Humboldt's relative isolation. Residents, however, have expressed concerns about traffic associated with Spartan Stadium

utilizing the extended Humboldt Street as an additional exit from the stadium events. Traffic calming measures could assist in discouraging and/or preventing cut-through traffic but it is unclear to what extent. Humboldt Street should be extended for its positive benefits but only if residents in both neighborhoods are confident that Spartan Stadium cut through traffic can be avoided.

PEDESTRIAN CIRCULATION

A major objective of the *Martha Gardens Specific Plan* is to create a lively and diverse new community that is particularly attractive and convenient for pedestrians. Successful implementation of a satisfactory pedestrian network will, however, take some time and effort. While most of the rights-of-way planned to accommodate pedestrians exist, the Martha Gardens area is not currently very conducive to pedestrian activity. Drawbacks include broken, missing or narrow sidewalks, a preponderance of vehicle and rail oriented land uses, an absence of pedestrian oriented land uses, significant automobile and truck traffic, few pedestrian oriented traffic controls and unattractive streetscapes.

Martha Gardens is envisioned as a community where residents and others can walk to most of their daily activities. Features planned to encourage pedestrian orientation include a reinforced grid street system; parks within easy walking distant of all new and many existing residents; neighborhood serving commercial uses on Keyes and South First Streets, and on Martha Street if possible; a large variety of community and arts related activities readily available throughout the neighborhood, particularly at the planned community center; walkable proximity to Downtown; and the pleasant pedestrian circulation network integrated into the *Specific Plan*.

In addition to having compelling destinations, pedestrian corridors should be particularly pleasant walking environments, equipped with shade trees, wide sidewalks, enhanced crosswalks, pedestrian-scale lighting, optional benches, trash receptacles and traffic calming features. Sidewalks on minor residential streets should be a minimum of six feet wide, exclusive of any parkstrips or tree wells. Designated Pedestrian Corridor sidewalks should be a minimum of eight feet wide exclusive of any parkstrips or tree wells and sidewalks on commercial streets such as South First and Keyes should be a minimum of 15 feet wide including parkstrips and tree wells with a total width of 20 feet preferred. While every street and path in Martha Gardens should provide a pleasant walking environment, several of them are designed to be particularly accommodating for pedestrians, both as pleasant environments and as connectors to important neighborhood destinations.

Martha Street

Martha Street is a designated Pedestrian Corridor in the City's General Plan and its improvement to pedestrian and bicycle corridor standards is Action Item No. 10 of the "Top Ten" priorities in the SNI *Spartan Keyes Neighborhood Improvement Plan*. Martha Street is perfectly situated within Martha Gardens to carry pedestrians from Oak Street (western continuation of Martha Street) in the Washington Neighborhood through the Martha Gardens area into the remainder of the Spartan Keyes neighborhood.

Destinations along Oak and Martha Streets, from west to east, include Washington School, the Youth Center, the Biblioteca, businesses along South First Street, the new Martha Park and Community Center, the Arts Lane in the Arts Block, arts activities along and near Martha Street, potential neighborhood commercial businesses across Martha Street from the Park and

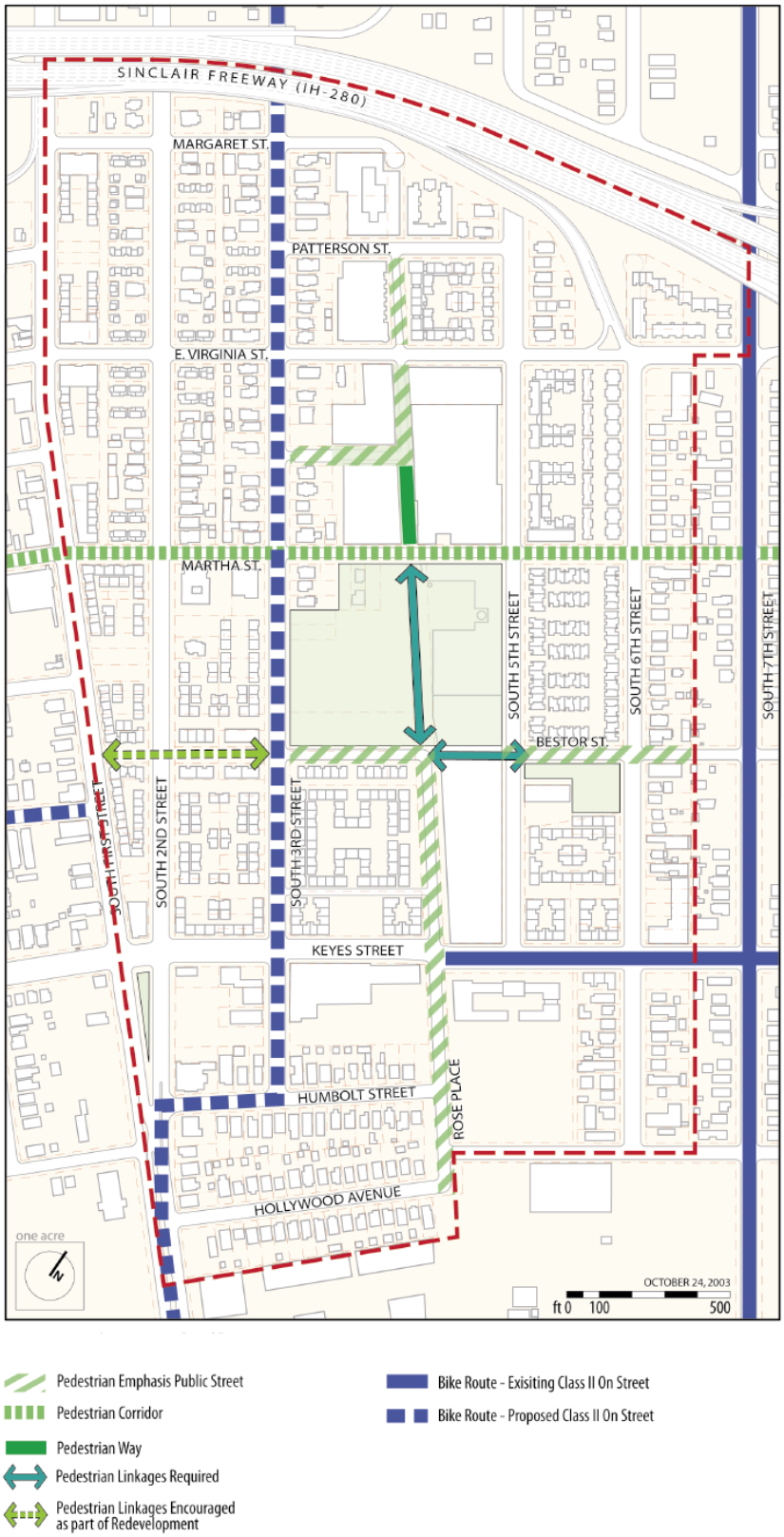

Figure 8: Pedestrian and Bike Access

potential access to the future Coyote Creek Trail to the east. Virtually every Martha Street intersection also provides access via cross streets to other important destinations, for example: Downtown, adjacent residential neighborhoods, "Oklahoma Park" between South Fifth and Sixth Streets, the Gardner Health Clinic on East Virginia Street, San Jose State University, Lowell Elementary School, commercial businesses on Keyes Street, Kelly Park at Keyes Street and Senter Road and the San Jose State University and Municipal sports facilities to the south.

Bestor Street

Bestor Street also provides an important east west pedestrian connector to many destinations in the area, similar to Martha Street, but shorter. In particular, Bestor Street will provide pedestrian access to the new Martha Gardens park for residential areas to the east and south. Optimal park access for those residents will depend on the City's ability to construct a pedestrian path, or a street, through a portion of the historic American Company Warehouse on South Fifth Street, to provide direct access to the Park from South Fifth Street.

"Fourth Street", Arts Lane, Rose Place

The future "Fourth Street" is currently an abandoned railroad right-of-way running nearly the whole length of the *Specific Plan* area in a north-south direction. The *Plan* transforms the former rail line into lengths of public street, the Arts Lane, a pathway through the Park, Rose Lane south of Keyes Avenue and a public or private street segment north of East Virginia Street. The common thread along all of these segments will be their continuous pedestrian orientation.

Lewis Street

Lewis Street, currently only a "stub" from South Third Street, will become a Pedestrian Priority Street connecting to the Arts Lane and the remainder of the South Fourth Street pedestrian system and its destinations.

South First Street and Keyes Street

Because development along these streets is planned for pedestrian orientation, street right-of-way standards should include features such as wide sidewalks (minimum 15 feet including parkstrip or tree wells, preferably 20 feet with parkstrip and tree wells), large canopy street trees 30 to 40 feet on center, enhanced and/or signalized crosswalks, curb bulbouts to shorten crossing distances where appropriate, pedestrian-scale lighting, trash receptacles, optional sitting areas and careful coordination with any outdoor activities approved for adjacent private businesses.

Pedestrian Connections Under Interstate 280

The pedestrian environment under Interstate 280 is relatively bleak and unfriendly. To improve the pedestrian linkage between the *Martha Gardens Plan* area and the SoFA District and the University neighborhoods to the north, this *Plan* recommends that pedestrian scale lighting be installed along the sidewalks on South First, Second, Third and Seventh Streets underneath the I-280 overpasses. To make the pedestrian environment more inviting and attractive this *Plan* also recommends that murals be painted and/or other public art be installed adjacent to and/or underneath the overpasses. Any pedestrian improvements adjacent to the

proposed skate park between either South First or Second Streets or South Second or Thirds Streets, could be coordinated with the development of this skate park.

BICYCLE CIRCULATION

The circulation needs of bicyclists through the Martha Gardens area should be accommodated similarly to pedestrians in order to encourage bicycling as an alternative to driving as well as to encourage it as an interesting and healthy exercise. While most off street pathways will be designed to accommodate both pedestrians and bicycles, sidewalks along streets are intended exclusively for pedestrians. On streets, bicycles will be accommodated by bike lanes or bike routes. Bike lanes are approximately five-foot wide lanes for the semi-exclusive use of bicycles. Bicycles share space with other vehicles on bike routes, which are streets, identified as particularly amenable to bicycle use.

Because Martha Gardens is an older area where streets tend to be narrow, on street bicycle facilities have been limited to bike routes. While the objective of this *Plan* is that all minor streets should be comfortable environments for bicycling, several bike routes are existing or planned on major streets or collectors. There are existing bike routes on South Seventh Street and on Keyes Street east of the railroad. While the City's Bicycle Network includes a proposed bike route on South Third Street, this *Plan* recommends that the City consider installing bike lanes on South Second and South Third Streets as part of the process to convert these streets back to two-way operation.

In addition to providing for the circulation of bicycles in Martha Gardens, development decisions for properties in the area should incorporate requirements for bicycle access and safe bicycle storage within both private and public projects.

TRAFFIC CALMING

The surrounding communities have expressed a great deal of interest in avoiding undue traffic impacts both within the Martha Gardens area and on adjacent neighborhood streets. The larger Spartan Keyes neighborhood is already working with the City of San Jose to develop a traffic-calming plan for existing residential streets primarily outside of the Martha Gardens area.

The major new development and rehabilitation projects anticipated in the Martha Gardens area will provide useful opportunities to build in traffic calming as a standard component of the street rights of way. Traffic calming should be an integral part of the Martha Gardens community. The expectation is that most of the traffic calming improvements proposed in this *Plan* will be funded by and implemented as adjacent private development occurs. It most be noted that the specific traffic calming improvements proposed in this *Plan* are conceptual and further analysis will likely be required to determine the feasibility and appropriateness of the proposed traffic calming improvements at the specified locations. If the proposed conceptual traffic calming improvements are not feasible at a given location, other traffic calming strategies should be developed and implemented with community input.

Traffic calming measures are proposed at a number of intersections within the *Plan* area. See Figure 9. While specific traffic calming measures are not proposed on South Second and Third Streets, traffic calming measure should be seriously considered when the conversion of these streets to two-way operation occurs. Furthermore, additional intersections not identified in Figure 9 for traffic calming improvements, should be studied for the installation of pedestrian amenities,

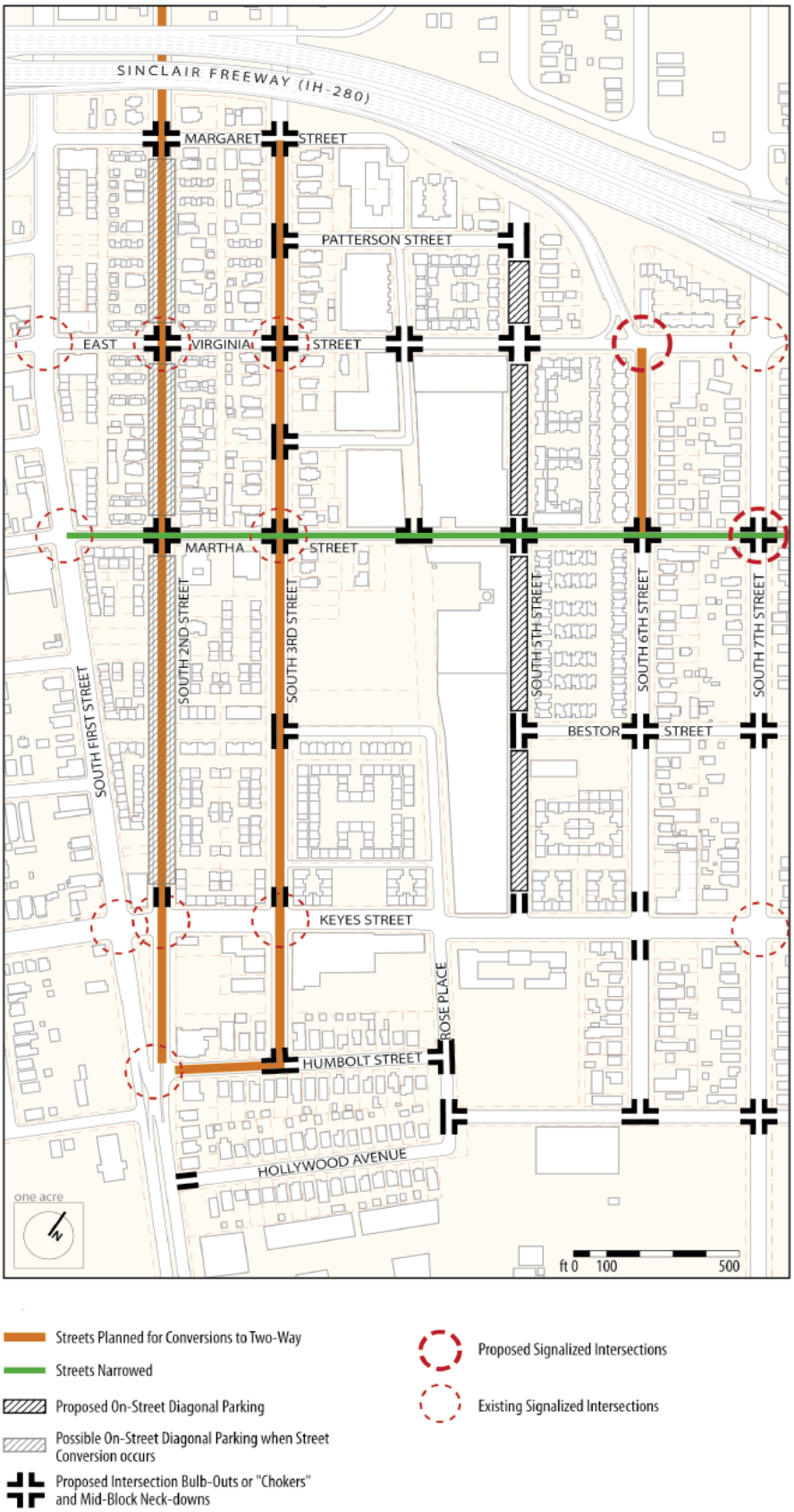

Figure 9: Traffic Calming Strategy

which could include bulb outs, enhanced crosswalks or other improvements. The locations to be studied for pedestrian amenity improvements should include South Fifth and Bestor Streets and South Fifth and Patterson Streets.

Proposed traffic calming measures consist primarily of bulb outs or chokers at intersections and at several mid-block or "T" intersection locations. Before each intersection is improved, studies will be conducted to select the bulbout or choker option and determine its design parameters. The bulbout or choker options should be as consistent as possible along a given street. Bulb outs or chokers should be provided at each of the intersections shown on Figure 9, Traffic Calming Strategy, unless it is determined that these options are not feasible for safety reasons. This *Plan* does not propose to bulb outs or chokers at the intersection along South Second and South Third Streets. However, once conversion of these streets back to two-way operation has occurred, this *Plan* recommends that the need and feasibility of installing traffic calming along South Second and South Third Streets be studied.

The bulbouts and neckdowns are intended to narrow the right-of-way for limited distances to slow but not impede traffic. In addition to slowing traffic for pedestrians, the bulbouts and neckdowns are intended to provide for shorter street crossing distances and slower and more careful vehicle turns at corners. The traffic calming measures will be particularly important on the designated pedestrian oriented streets such as Martha, Bestor and South Fourth Streets.

New traffic signals, which will facilitate pedestrian crossings, are proposed at Keyes and South First Streets, Keyes and South Second Streets, East Virginia and South Sixth Streets, Martha and South Seventh Streets, Martha and South Second Streets and Bestor and South Seventh Streets. The need for any additional traffic control measures should be the subject of future traffic warrant studies, particularly where traffic controls may be deemed necessary to reduce vehicular speeds and/or facilitate pedestrian circulation around parks or along pedestrian corridors. After a significant amount of new development is constructed in the Plan area, the City should in particular study whether four-way stop signs are warranted at the intersections of South Fifth and East Virginia Streets, South Fifth and Martha Streets, South Fifth and Bestor Streets, and South Sixth and Bestor Streets.

STREETSCAPE DESIGN GUIDELINES

Sidewalks and Park Strips

Residential areas

In the residential and Arts District Sub-Area portions of the *Plan* area the existing sidewalk widths are six feet and park strips vary between two and half feet and eight feet. With the exception of Martha Street, which is discussed below, the six-foot sidewalk width should be maintained, as new development occurs, consistent with the existing sidewalks in the area. With the exception of South Second and Third Streets and Martha Street, those residential streets that have park strips that are less than six feet should have these strips expanded to six feet when new development occurs. This could require a dedication of up to three and half feet for the public right of way. On South Second and Third Streets, where the existing park strips are eight feet in width, an eight-foot parks strip should be maintained adjacent to new development.

Along Martha Street the existing sidewalk width is six feet the park strip width is four feet. Because it is a pedestrian corridor, the sidewalks along Martha Street should be

expanded to eight feet where possible and the park strips expanded to six feet. Given that most of the development along Martha Street is anticipated and, in many cases is encouraged to remain, widening the side walk and park strip may be difficult to achieve. Where new development occurs six feet should be dedicated to the public right of way to allow for a total sidewalk and park strip width of fourteen feet. Where widening of the sidewalk and park strip is not feasible – adjacent to the American Can Company building in the arts quarter for example – five-by-five foot tree wells should be installed in the park strip to accommodate street trees. This would in effect narrow the width of sidewalks to five feet adjacent to street trees wells. In the Art Quarter, however, grates should cover the tree wells so that the wells are integrated into the adjacent sidewalk and pedestrian traffic could easily walk over them.

The park strip along all streets should always be located between the curb and the sidewalk to facilitate the planting of street streets as close as possible to the street, allowing for the tree canopy to extend over the street, and to act as buffer between the sidewalk and park cars.

Commercial Areas

Along Keyes Street and South First Street the combined width of the sidewalk and the park strip should be fifteen feet. This will generally require a dedication of six feet from the property line. Surface parking areas should be setback a distance sufficient to accommodate the required sidewalk width plus an additional five feet and the area between the sidewalk and the parking lot should be landscaped. For storefronts that are intended to facilitate sidewalk café seating, the development should also be setback an additional five feet from the property line.

Streetlights

Streetlights currently exist throughout most of the *Plan* area. However these existing lights are the "cobra" style lights that extend over the street and are intended to light primarily the street, and secondarily the sidewalk. As new development occurs, pedestrian scale lighting should be installed within the park strip. Given the historic character of the area, streetlights should be historic in character. An example of the type of light standard that would be desirable in the Victorian Sub-Area is the "acorn" type light standards typical of the early part of the 20th century. In the Arts Quarter Sub-Area more industrial style lighting reminiscent of the industrial lighting or architecture used in the first half of the last century would be preferred.

Street Trees and Landscaping

To create a more attractive street environment and to provide shade in the summer months to reduce heating costs and create a more pleasant walking environment, street trees should be planted within the park strips at a spacing of approximately twenty-five feet. When planting street trees and/or installing light fixture, trees and light standards should not be installed in locations where street trees would block streetlights when the trees are mature. The species of street tree selected should be one that provides a large canopy of shade over the street and front yards. On block segments where an existing particular species of street tree predominates, new street trees should be of the same or similar species, where feasible, to contribute towards providing the given street segment a consistent identity. In locations with high voltage power lines in the public right-of-way, it may be necessary to plant trees that will stay below power lines when mature. When street trees are planted root guards should be installed adjacent to sidewalks and curbs to reduce

the incidence of buckled concrete. The City Arborist should be consulted in selecting the appropriate street tree species and in locating the planting of street trees and to obtain the appropriate permits. It should be noted that the planting of any tree in the public right-of-way requires obtaining a permit from the City Arborist.

In addition to the planting of street trees, park strips – the area located between the curb and the sidewalk – should be landscaped in residential areas with low shrubs and ground cover and an irrigation system should be installed in the park strip. Ground cover should not grow higher than two feet when mature. Textured pavers are permitted as long trees wells are provided for the planting of street trees. Paving park strips with concrete or asphalt is discouraged, however, installing decomposed granite in the park strip is acceptable.

Chokers or bulb outs installed through out the *Plan* area should be designed to accommodate landscaping and planted with drought tolerant ground cover that would not grow more than eighteen inches high when mature. The maintenance of this landscaping would need to be adopted by adjacent property owners and/or the management of adjacent development. In selecting the planting material in the chokers/and or bulb outs, the residents and property owners along the street should be consulted. Uniform landscaping materials and plants should be used along a give street to contribute towards giving that street a consistent identity.

Along Keyes Street and South First Street, and adjacent to other commercial uses within the *Plan* area the park strip can be paved to create a larger sidewalk area in front of commercial business.

CHAPTER 8: UTILITIES

Martha Gardens is located within the City of San Jose's Urban Service Area and is currently served by all major utilities, including sanitary sewers, storm sewers, water, electricity, gas and telephone. In general, the overall capacity and condition of the City's utility systems is adequate to support planned development in Martha Gardens. However, as high-density residential development replaces some of the low-intensity industrial and service-oriented uses in portions of the *Plan* area, some upgrading of local utilities within the *Plan* area will be necessary.

The Utility Chapter of the *Martha Gardens Specific Plan* establishes policies for the orderly upgrading and construction of utilities, taking into account the long-term development objectives for the planning area. In this way, the Utility Chapter provides individual property owners and developers, as well as the City, with an overall framework of improvements that will be necessary to support the full buildout of the planning area.

STORM DRAINAGE

Objective 1: Provide and upgrade storm drainage facilities within Martha Gardens to adequately serve new development and meet current City standards.

The existing storm drainage system within Martha Gardens provides drainage generally in a northerly and westerly direction to the Guadalupe River. The present storm drainage system does not meet City standards that require all drainage systems to accommodate a 10-year storm. To meet City Standards will necessitate upgrades and the construction of additional facilities to increase flow capacity. In addition, some of the drainage facilities located north of Interstate 280 may require upgrading to meet City Standards. New development may be required to contribute toward the upgrading of and/or the construction of new storm drainage lines.

Policy 1.1: Construct relief storm drainage lines to serve new and existing development in portions of the planning area.

In order to meet City standards, several storm drainage lines will be required to be constructed to supplement existing facilities. Thirty-inch supplementary storm drains will be required on South Sixth and Seventh Streets with local feeders attached. Twenty-four to forty-two inch storm drains will be required on South Third Street as well as on East Virginia Street with local feeder drains attached. In addition, the forty-two inch storm drain on East Virginia Street may require an extension to the Guadalupe River.

Objective 2: Minimize the volume, peak flow, and level of pollutants in runoff entering the storm drain system.

Policy 1.2: All new development in the Martha Gardens Specific Plan area should conform to City Council Policy on Post Construction Urban Runoff Management.

The City's Policy on Post Construction Urban Runoff Management identifies measures for minimizing the volume of stormwater runoff that is created by new development. In addition, the Policy provides techniques for preventing the flow of pollutants into the storm sewer system and local waterways. Adhering to this Policy will help reduce the future costs to the City for storm drain system construction and maintenance. Adhering to this Policy will also help preserve the water quality and the beneficial uses of the waterways within the Santa Clara Basin as well as the water quality of the San Francisco Bay.

SANITARY SEWERS

Objective 2: Provide for the sanitary sewage needs of existing and future development within Martha Gardens.

Wastewater Treatment for Martha Gardens is provided by the City of San Jose at the San Jose/Santa Clara Water Pollution Control Plant (Plant) located in North San Jose. The Plant provides tertiary treatment of wastewater with a capacity of 167 million gallons per day. The Plant discharges to the South San Francisco Bay. The Regional Water Quality Control Board has imposed a 120 million-gallon per day, dry weather flow trigger on the Plant to prevent degradation of the saltwater marshes in the South Bay. The 2002 average dry weather flow was 102 million gallons per day. While the *Martha Gardens Specific Plan* will not significantly impact the capacity of the Plant or the discharge to the Bay, the City encourages water and wastewater conservation to continue to allow the Plant to meet the flow cap.

Policy 2.1: Sanitary sewage lines should be constructed and/or upgraded beneath existing and new streets within Martha Gardens.

While the existing sewage facilities are adequate for existing uses, it is anticipated that the intensification of development and the construction of new streets will require upgrading and replacement of portions of the system as well as the construction of new feeder lines. If upgraded or new facilities are needed, new development may be required to pay for the upgrading of existing and/or the construction of new sewage lines or pay an in-lieu fee.

WATER SUPPLY

Objective 3: Provide adequate water facilities to serve the needs of new development, and apply water conservation techniques to reduce overall demand.

Martha Gardens is located within the service area of the San Jose Water Company. Existing facilities are not anticipated to be adequate to meet the City of San Jose Fire Department's requirements for water flow. As new projects are developed, upgrading of the existing water lines to increase water flow could be required as a condition of development. Potentially, other mitigation measures could be required in place of or in addition to the upgrading of existing water lines.

Policy 3.1: Water distribution lines should be constructed and/or upgraded beneath existing and new streets within Martha Gardens.

The San Jose Water Company will provide fire and domestic water service to future development beneath existing and new streets. At the time of development, the precise sizes of pipes will be determined to ensure adequate water and fire flow capacity.

Policy 3.2: Water consumption and wastewater flows should be reduced through a program of water conservation measures.

The *Plan* calls for use of low-flow showerheads, water-conserving appliances, and low water use toilets that can reduce indoor water use. In addition, the plan recommends the use of drought-resistant landscaping and water-conservative irrigation methods. By so doing, the development will not only encourage a reduction in water consumption, but will also reduce wastewater flows to the Water Pollution Control Plant.

ENERGY

Objective 4: Provide adequate electrical and gas service to support future development, and encourage a program of energy conservation.

Policy 4.1: Adequate underground electrical service should be provided to support development.

PG&E is planning to upgrade its Substation A, which serves the *Martha Gardens Specific Plan* area. With the upgrading of this substation, there will be sufficient electrical service to meet the demands generated by the projected new growth in the *Plan* area.

It should be noted that the City has long-range plans to underground utilities in the *Plan* area on South First, South Second, Humbolt between South Second and South Third Streets, South Third and Keyes Streets. Most new development or property improvements requiring planning permits will be required to pay a fee that will contribute toward the undergrounding of overhead utility lines. This fee is based on the linear frontage of the given property on any of the above streets. In addition, the City may require, as a condition of approval, that large development projects fronting other streets in the *Plan* area underground overhead utilities directly adjacent to the project. Furthermore, any new utilities developed along the proposed extension of Bestor and South Fourth Streets in the plan area will need to be placed underground when these streets are constructed.

Policy 4.2: Adequate gas service should be provided to support development.

The existing gas infrastructure is anticipated to be sufficient to meet the demand generated from projected new development in the *Martha Gardens Specific Plan* area. Some upgrading of the existing gas lines may be necessary however.

Policy 4.3: Future development should incorporate energy-conserving devices to promote conservation.

The development of a high-density mixed-use project adjacent to Downtown, close to a major transit hub, and within an area of the City already served with infrastructure, represents an energy-conservative approach to regional planning and development. Through the reduction of automobile trips and the consolidation of services, energy consumption can be controlled. By so doing, the *Martha Gardens Specific Plan* reinforces the broad energy policies of the City's General Plan. Beyond these policies, the *Plan* encourages future developers to work collaboratively with PG&E to participate in energy efficiency programs and to employ state-of-the-art technologies and techniques in the construction of buildings and in the design of electrical and mechanical systems.

While private developers are not required to do so at this time, this *Plan* also encourages the developers of Martha Gardens to consider Green Building principles in the design of their projects. Green Buildings are designed to promote resource conservation by using renewable energy sources and encourage energy efficiency and implement water conservation. In 2001, the City adopted the Green Building ordinance to require new public buildings with greater than 10,000 square feet to conform to Green Building standards. The purpose is to demonstrate the City's commitment to environmental, economic and social stewardship.

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CHAPTER 9: IMPLEMENTATION

This chapter provides the framework for the practical steps required to implement the *Martha Gardens Specific Plan.* Many of the uses, characteristics and concepts that make this *Plan* unique are complex and may be difficult to achieve with standard land planning tools. It will take continued community interest and political will for Martha Gardens to become the family, arts and pedestrian oriented community envisioned in this *Plan*.

Many of the planned uses are straightforward and will generate early developer interest, in particular the proposed housing sites, while others will take significantly more effort and time to realize. Among the latter are the park and community center, achieving a sufficient balance of arts related uses, and the renaissance of Keyes Street. Implementation of the entire *Plan* area will in all likelihood require many years. Implementation issues addressed in this chapter include:

- Consistency with the General Plan
- Consistency with other City Plans and Policies
- Land Use Regulations
- Implementation Policies
- Administration of the *Martha Gardens Specific Plan*

CONSISTENCY WITH THE GENERAL PLAN

The *Martha Gardens Specific Plan* is consistent with the *San Jose 2020 General Plan*. The *Specific Plan* furthers the implementation of most of the Major Strategies of the General Plan: Downtown Revitalization, Growth Management, Neighborhood Conservation/Preservation, the Greenline/Urban Growth Boundary, Housing and Sustainable City.

In addition, the major features of the *Martha Gardens Specific Plan* are incorporated into the General Plan as the Martha Gardens Planned Community. The Planned Community references the remainder of the *Specific Plan* document as the source of direction for those items that may be beyond the scope of the General Plan, for example, the vision, design guidelines and details of implementation.

LAND USE REGULATION

The *Martha Gardens Specific Plan* is a long-term plan for development and redevelopment in this area and covers the same timeframe as the General Plan. Actual development, whether public or private, will be reviewed and approved through subsequent processes and additional public review and input. All projects and other land use decisions and changes will have to be consistent with the General Plan designation for the specific property. The General Plan designations for the Martha Gardens area are the uses and policies contained in this *Specific Plan*.

City Initiated Policy and Land Use Regulation Changes

There are some number of properties with discrepancies between existing land uses intended to remain, General Plan/Specific Plan designations and/or existing zoning districts. Where these discrepancies may foster inappropriate development or fail to encourage appropriate and desirable forms of development, the City will consider initiating or supporting appropriate policy and/or land use regulation changes for the purpose of promoting the intended build out of this *Plan*.

City Initiated Rezoning

Examples of inappropriate zoning districts include residential and commercial blocks with industrial zoning, for example, along the east side of South Sixth Street and the north side of Keyes Street. The City is most apt to consider using the Council-initiated rezoning process where several properties in a group are inappropriately zoned. Otherwise, property owners should be responsible for initiating appropriate zoning for their properties. In any case, the views of property owners and tenants should be important factors in making rezoning decisions.

Historic Preservation

Because a major intent of this *Plan* is to preserve and build upon the existing historic character of the Martha Gardens area, it is extremely important that the historic components of this area be well documented, as early as possible, so that development and/or preservation may proceed as proficiently as possible. The Land Use Policies in *Chapter 5: Land Use Policies and Design Guidelines* include provisions for conducting historic surveys or for otherwise protecting historic resources in the individual Sub-Areas. These policies typically suggest that the City undertake the historic survey work by Sub-Area or other area but, where such studies have not been completed, require that project applicants provide appropriate historic surveys of any buildings or areas that might be affected by their projects.

Since utilizing this area-by-area or project-by-project approach might take a long time and put currently unsurveyed historic buildings at risk, the City should conduct an intensive historic survey of the whole Martha Gardens area as soon as is practical. In addition to fostering the preservation of appropriate historic buildings and the development of a unique new community, such a survey would relieve the City and/or project applicants of the need to perform a whole series of small and time consuming surveys over the course of the build-out of Martha Gardens.

Public Projects

Decision making for and construction of public projects will occur through established procedures for specific public use projects.

Parks and Community Center

Park decisions will be made through the City's budgeting process and the Parks Master Plan process. The Bestor Park land is in City ownership and is currently undergoing the Parks Master Plan process to determine the exact features that will be provided in it.

Land for the larger community park between South Third, South Fifth, Martha and future Bestor Streets will be acquired through the provisions of the City's Parkland Dedication Ordinance and any additional funding that may be needed and/or available to accelerate that acquisition, for example future Strong Neighborhoods Initiative or Redevelopment funds. Acquisition of

the American Can Company buildings for community center, education, arts and perhaps other uses within the park is apt to be expensive and may take some amount of time and creativity to achieve. Once the land and buildings are acquired, a Parks Master Plan process, coordinated with the community, will determine exactly what improvements and activities should be accommodated in the park and community buildings. The timeline for full acquisition and development of this park and community center is expected to be a long one that will take persistent City and community effort.

Because the American Can Company buildings are so large, it is possible that they may be able to house other uses in addition to the intended community center activities. Joint use of these buildings could help provide the funding necessary to establish the community center facilities in them. Joint uses might include San Jose State University (SJSU) arts uses, with class and studio space both for SJSU art students as well as the general public, as well as the activities of other arts organizations and even private non-profits if the uses are fully compatible with the planned park and community center. Housing may be considered an appropriate use in up to 50% of the floor area if it is designed to complement the community center and arts activities otherwise housed in the buildings, and to contribute to their financial feasibility.

Should it become infeasible for the land planned as the central park, located between Martha Street, South Third Street, the extension of Bestor Street and the historic American Can Company buildings, to be acquired as a public park for the new Martha Gardens Planned Community, that land should be developed consistent with the primary adjacent planned uses: *Arts Related Mixed-Use* and/or *High Density Residential 40-70 DU/AC*.

Land use decisions for this property should be made with the full acknowledgement that losing the park option on all or part of this site will leave this community and existing surrounding neighborhoods extremely park deficient. An alternate nearby park site, or sites, should be identified before any non-park development is approved for this land. The proximity and size of any alternative park site or sites should become a considerable factor in making land use decisions for this property. For example, should it not be possible to fully replicate the planned park at a nearby location, any alternate land uses should be selected with the objective of providing community resources, such as the non-residential uses permitted under the *Arts Related Mixed-Use* designation, rather than adding to the number of households with unmet park needs.

In the event that the City is unable to acquire the historic American Can Company Buildings, along the west side of South Fifth Street between Martha Street and the Bestor Street extension, for public community center and other community service uses, either wholly or in partnership with non-profit organizations per the Public Parks and Community Facilities Land Use Designation, the buildings may be used publicly and/or privately for any of the uses permitted under that designation as well as for *Arts Related Mixed-Use* purposes. Preferred alternate uses are those that provide cultural, commercial or recreational resources for the surrounding community, rather than residential uses which add to the unmet need for those resources. This *Plan* strongly encourages the preservation of the historic buildings and the installation of any planned or alternative uses within them.

Street and Infrastructure Projects

Streets and other public infrastructure will be planned, designed and constructed through routine Department of Transportation and Department of Public Works procedures. Planning and design for these projects will be consistent with this *Plan* and will also incorporate input from the community and other relevant City Departments.

Street and public infrastructure projects will be financed and implemented through a combination of public and private funding mechanisms. In general those will be private development projects, City General Funds and Strong Neighborhoods Initiative (SNI) funds. Street improvements, particularly for Minor Streets, and local utility upgrades are most commonly funded through private projects that are required to pay for those public street and other public infrastructure improvements for which they are generating the need. Private developers may also in some cases be interested in funding improvements that add obvious and substantial appeal to their projects, for example historic style streetlights.

Public funding will occur through General Funds allocated for specific purposes and with SNI funds that are being allocated through the Spartan Keyes SNI process. Present SNI funds are most apt to pay for streetscape improvements along Keyes Street and pedestrian corridor improvements along Martha Street. Additional City or Redevelopment funding may be available in the future but not in any foreseeable timeframe. Other potential sources of funding include various grant programs.

Circulation Modifications at Humbolt, South Second, and South Third Streets

The *Plan* proposes to reroute through traffic out of the Hollywood/Humbolt neighborhood in two phases, an interim phase before South Second and South Third Streets are converted back to two-way streets, and the second and final phase after the conversion is implemented. If funding is not available in the near term, however, the interim phase can be eliminated if it is determined that the conversion project will take place in a timely manner and that it will include the rerouting of the through traffic outside of the neighborhood.

Removal of Union Pacific Railroad Tracks

A special public project requirement in the Martha Gardens area is the removal of abandoned railroad tracks. None of the tracks in the area, including those on South Fifth Street and those running roughly along a South Fourth Street alignment, are any longer in use and are slated for removal. The cost and timing for removing them will in all likelihood be part of the public or other improvements that will replace them. For example, street improvement projects, including the removal of the tracks, associated with private projects will be the responsibility of the private developers. Removing the tracks from the new park site will be a cost of establishing the park. Existing tracks are located in areas planned for the community park, the pedestrian way and pedestrian emphasis streets in the arts block, other portions of the new South Fourth Street, and existing South Fifth Street.

Private projects

Most projects within the Martha Gardens area will be proposed and constructed by private property owners and developers. Project proposals will be initiated at the discretion of the property owner. The discussion below is based on current land use entitlements and requirements, which could change over time.

Planned Development Rezonings and Permits

Private projects will most frequently be considered and approved through the City of San Jose's Planned Development (PD) Zoning and Permit processes. The PD Zoning identifies the specific uses and intensities for the subject property and establishes the general scale and character of the project and specifies the development standards, for example, project setbacks, height, etc. The zoning also will identify any public facility and infrastructure needs related to the project.

The PD Permit process will identify the details of architectural, site and landscaping design as well as the design of some elements of public infrastructure. The public will be amply noticed for both processes and public input will be a significant component of the project review process.

The *Martha Gardens Specific Plan* includes a number of non-traditional land uses or combinations of land uses, such as the arts oriented uses and some significant mixed use potential in many of the historic buildings. Because current City of San Jose land use regulations do not routinely accommodate most of these, they will typically be considered through the PD Zoning process.

Conventional Zoning and Site Development Permits

Some projects and other changes in the area, particularly straightforward ones, will be approved through different entitlement processes, primarily through Conventional Zoning Districts and Site Development Permits. The major difference with this approach is that there is little or no project specificity at the zoning stage. Conventional zonings sometimes allow a broad range of uses and a standard set of development standards. The details of the project are then determined through the Site Development Permit process. Both of these processes will be subject to the same level of public review and input as are the Planned Development processes.

Where existing blocks of single-family homes and/or duplexes, or commercial businesses, are inappropriately zoned, rezoning to conventional R-1-8 and/or R-2 Residential or CP Commercial Pedestrian Zoning Districts would be the most straightforward approach.

Conditional Use Permits, Special Use Permits and Other Permits

Many other project proposals, particularly for changes to existing uses, will be processed through one or more of the City's other entitlement processes. Public input opportunities vary among these projects, from full noticing and public hearings for Conditional Use Permits to no noticing or public hearings for Adjustments, which are very minor changes to existing developed properties. A good working relationship between City staff and community members should assure that the public is always aware of project proposals that may be of interest to the community.

Any new single-family houses or single-family additions in the *Plan* area, as well as in the remainder of the City, will be approved most often only with a Building Permit which involves no discretionary review. In some cases, single-family home construction is subject to the Single Family House Permit process, which can, but does not always, include public review.

IMPLEMENTATION POLICIES

Existing and Interim Uses

This *Plan,* by itself, will have little or no direct effect on existing uses in the area. Legal existing uses, whether they are consistent with the *Specific Plan* or not will be able to remain as long as owners wish to continue them. The one exception could be properties planned for public uses although establishing those uses will be a very long term effort and the City will make every attempt to establish common objectives with owners, avoid undue hardships and be flexible in terms of timing and phasing. Changes in the Martha Gardens area will in fact be primarily market driven.

Interim Uses and Structures

For existing uses, businesses or structures that may be inconsistent with the *Specific Plan* and General Plan, it is recognized that owners may need to make some reasonable improvements to maintain their economic viability in the interim until redevelopment consistent with the *Plan* becomes feasible. Therefore, this *Plan* allows some limited level of expansion, improvement or change for any existing use or structure.

Policy 1: Existing uses of properties and structures may continue indefinitely even if they are inconsistent with the Plan.

Use or other changes which do not require a discretionary development permit will not be subject to the policies below but will be subject to all applicable zoning and development related regulations.

Physical changes to sites or buildings and certain use changes will typically be subject to discretionary development permits and are subject to the policies below.

Policy 2: Uses within an existing structure or of a property that is currently in some use and not vacant may be changed if:

- The new use is permitted in the existing zoning district.
- The new use is compatible with surrounding existing and planned uses.
- Any improvements to accommodate the new use are consistent with Policy 3 below.

Policy 3: Because upgrading an existing use should not be so extensive as to act as a significant deterrent to ultimate planned uses, property improvements and expansions inconsistent with this Plan should be limited:

- Improvements should be limited to no more than a 25% improvement in the value of the particular building or other element being improved.
- Building additions should be limited to no more than 20% of the existing floor area.

- Any new structures should be limited to no more than 20% of the floor area of existing buildings on the site.

- City requirements for site improvements such as landscaping and fencing should be as minimal as possible consistent with safety and environmental requirements and community aesthetic values.

- It is not the intent of the *Plan* to preclude the replacement of structures, which have been destroyed by fire or other events beyond the control of the property owner.

Policy 4: Proposed improvements to existing uses or structures that may be nominally consistent with the Plan, for example, a low intensity and/or suburban type commercial business in an area designated Commercial or Combined Industrial/Commercial, may be considered interim and may be exempt from certain Specific Plan-related public and private improvements and design guidelines if:

- The existing and proposed development is significantly less intense than permitted by the *Plan* and reasonable options for full scale development remain for the future,

- The project proposal does not exceed improvement limitations in Policy 3 above,

- The new use is permitted in the existing zoning district,

- The project is deemed to be compatible with uses on surrounding properties,

- All improvements consistent with routine practice and Policy 3 above are provided,

- Project features do not unreasonably preclude the future implementation of any *Specific Plan*-related public or private improvements, and

- The foregone public or private improvement(s) in question would cause a considerable hardship for the financial viability of the project or use if required with an interim project.

Policy 5: New uses that require a change in Zoning District or a Conditional or Special Use Permit and will be located within existing structures that are inconsistent with the Plan, may be permitted as interim uses if:

- The new use is arts related or clearly and specifically supports the local arts community.

- The new use is a neighborhood serving commercial use of a type needed in the community and not currently found there in adequate supply.

- Any project changes or enhancements are consistent with the limitations of Policy 2.

- The new use is consistent with the uses on surrounding properties.

Vacant Property

Vacant property should be used and/or developed only for uses consistent with the *Specific Plan,* except if:

- The new use or activity is permitted in the existing zoning district,

- The new use or activity is reliably temporary and short-term,

- The new use or activity is very low intensity, requires only minor physical improvements and will generate no significant vehicular traffic or storage, and

- The new use or activity is compatible with existing and planned uses on surrounding properties.

Interfaces and Mitigations

As new development occurs over time, new projects should include any measures or mitigations required for sufficient compatibility with existing adjacent long term uses and/or planned new uses. Compatibility may include, but is not limited to: fences or walls to screen undesirable activities or mitigate noise; placement of site components to avoid undue traffic related or parking impacts; placement of loading and service areas to avoid nuisance to adjacent properties; avoidance of noise, odors, dust, vibration, etc. that may impact adjacent uses; respect for scale of adjacent property; etc.

ADMINISTRATION OF THE MARTHA GARDENS SPECIFIC PLAN

This section explains how the *Martha Gardens Specific Plan* is used and the process for maintaining and amending it. In order for the *Plan* to guide development over the long-term, as intended, it should be implemented consistently and adjusted as necessary to keep its objectives on course.

How the plan is used

In association with the General Plan, the *Martha Gardens Specific Plan* will guide development, land use and physical changes in the *Plan* area for the remaining 17-year timeframe of both *Plans*. The fundamental aspects of the *Specific Plan* are directly incorporated into the General Plan. In addition, the *Specific Plan* provides the detailed development policies and neighborhood character requirements for implementation of the basic land uses.

Some Land Use Flexibility

The *Martha Gardens Specific Plan* includes a number of land uses and land use policies that provide for degrees of flexibility far greater than is typical in the General Plan or other Specific Plans. Therefore, many of the planned uses or mix of uses are non-traditional and will require flexible entitlement processes such as Planned Development Zonings and Permits. Unusual *Plan* flexibilities also include allowing for improvements of existing and interim uses that are not consistent with the Land Use Plan.

Entitlements

All entitlements necessary for development, land uses and/or other improvements are required to be consistent with both the General Plan and *Specific Plan*. In Martha Gardens, land use consistency may sometimes be achieved in the variety of ways described in the Land Use and Implementation Chapters. Project design and development standards should be consistent with the Land Use Plan and the intent of *Chapter 5: Land Use Policies and Design Guidelines* as well as relevant standards in the this Chapter.

Public Improvements and Facilities

In addition, the *Plan* documents the City's intent to acquire and/or develop a variety of public facilities such as parks, trails, streets, etc. Where these planned facilities are located on private property, project proposals will need to reflect them. In some cases, such as minor streets, the project will provide the finished facility while in others the City may be totally or partially responsible for acquiring the land and constructing the facility. Where the City may be unable or unwilling to acquire private lands planned for those uses, however, the alternate planned uses will be the adjacent planned uses.

Property Owners and Community Members

Area property owners and community members should be encouraged to become familiar with the *Martha Gardens Specific Plan.* Common awareness of the intent and major concepts of the *Plan* will create an environment where project proposals can be addressed effectively and expeditiously. Both developers and community members will benefit from having a sound understanding of the *Plan* and realistic expectations of what can and should occur in the *Plan* area.

How changes are made to the plan

Occasionally, it may be necessary to modify one or more of the components of the *Specific Plan* either to reflect changing conditions or to update City goals and policies. Any proposed amendments to the *Plan* may only be considered during one of the City's regular General Plan Review processes. In general, proposed amendments must be consistent with the goals and objectives of the *San Jose 2020 General Plan* and the *Martha Gardens Specific Plan* and should be guided by the following criteria:

- Any modification should further, and be consistent with, the Major Strategies and Goals and Objectives of the General Plan.
- Any modification should be consistent with the goals, objectives and policies set forth in the *Martha Gardens Specific Plan*.
- Any modification on a specific site should be compatible with surrounding land uses.
- Any modification should be consistent with other applicable City policies

Specific Property or Public Improvement Issues

Combined Industrial/Commercial Properties on the South Side of Keyes Street

The existing types of uses currently occupying the properties designated for *Combined Industrial/Commercial* uses are generally consistent with that land use designation.
Should the owners of the *Combined Industrial/Commercial* properties on the south side of Keyes Street between Rose Place and the residential properties fronting on South Sixth Street wish to redevelop their properties with uses other than the designated Commercial and/or Industrial uses, they will need to secure a General Plan Amendment to effect the change. In order to support the overall intent of the *Specific Plan* the owners and the City might consider a change to a mix of uses that are consistent with the intent, goals and objectives of the *Plan* and compatible with surrounding *Plan* uses. Compatible uses could include neighborhood serving commercial or arts related commercial uses on the ground floor fronting on Keyes Street and high density housing above or behind the commercial spaces.

Because the "JRT Warehouse" property located on the southeast corner of Keyes Street and South Third Street is historically significant, this *Plan* allows some flexibility in its planned uses similar to flexibilities permitted under the General Plan's Discretionary Alternate Use Policy for Structures of Historical or Architectural Merit. Alternate uses such as those permitted in the *Arts Related Mixed-Use* designation should be given priority consideration.

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