

# RINCON SOUTH SPECIFIC PLAN

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*City of San Jose*

*November 1998*

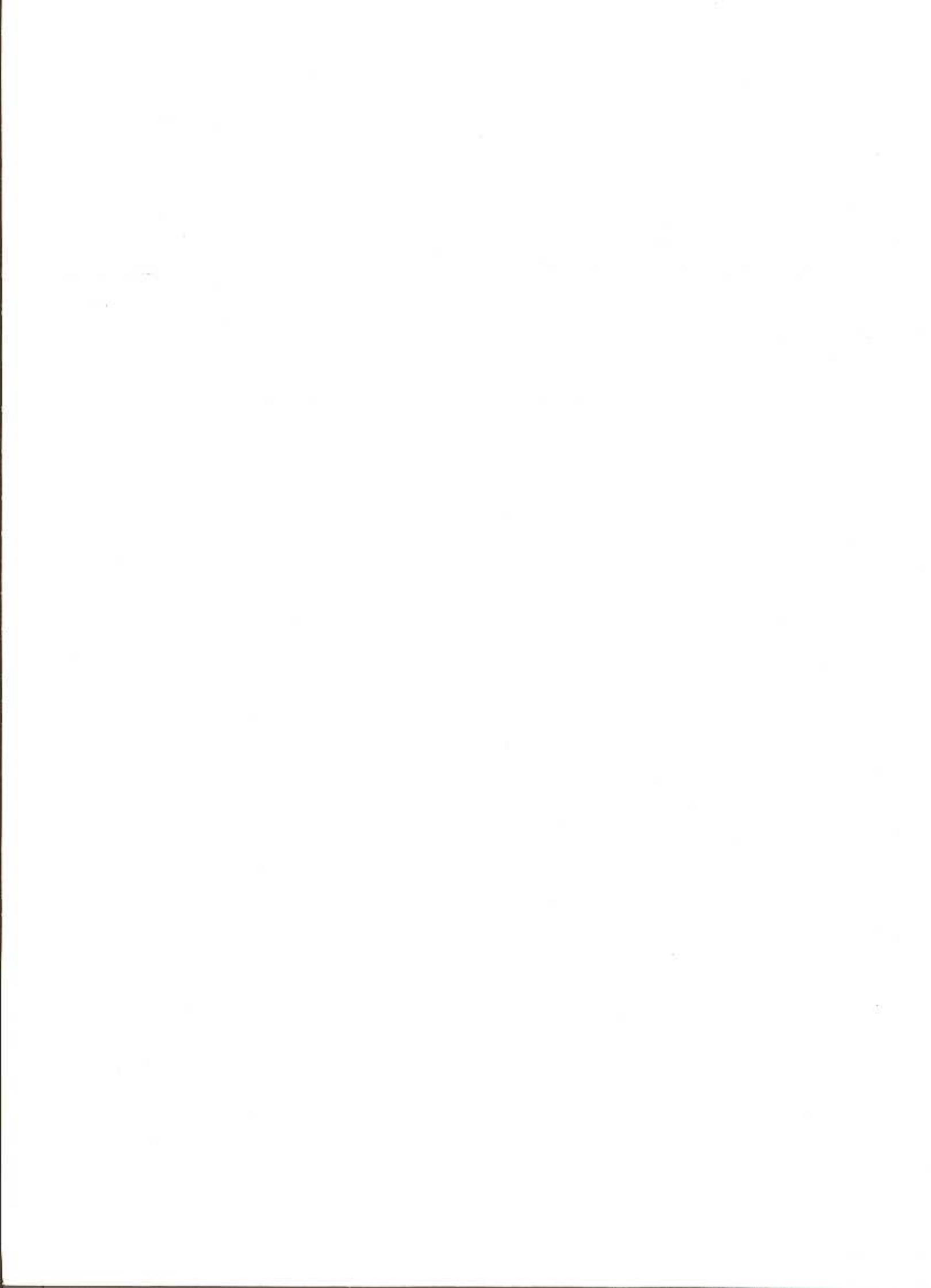
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*Adopted by the City Council  
November 12, 1998*

*City of San Jose*

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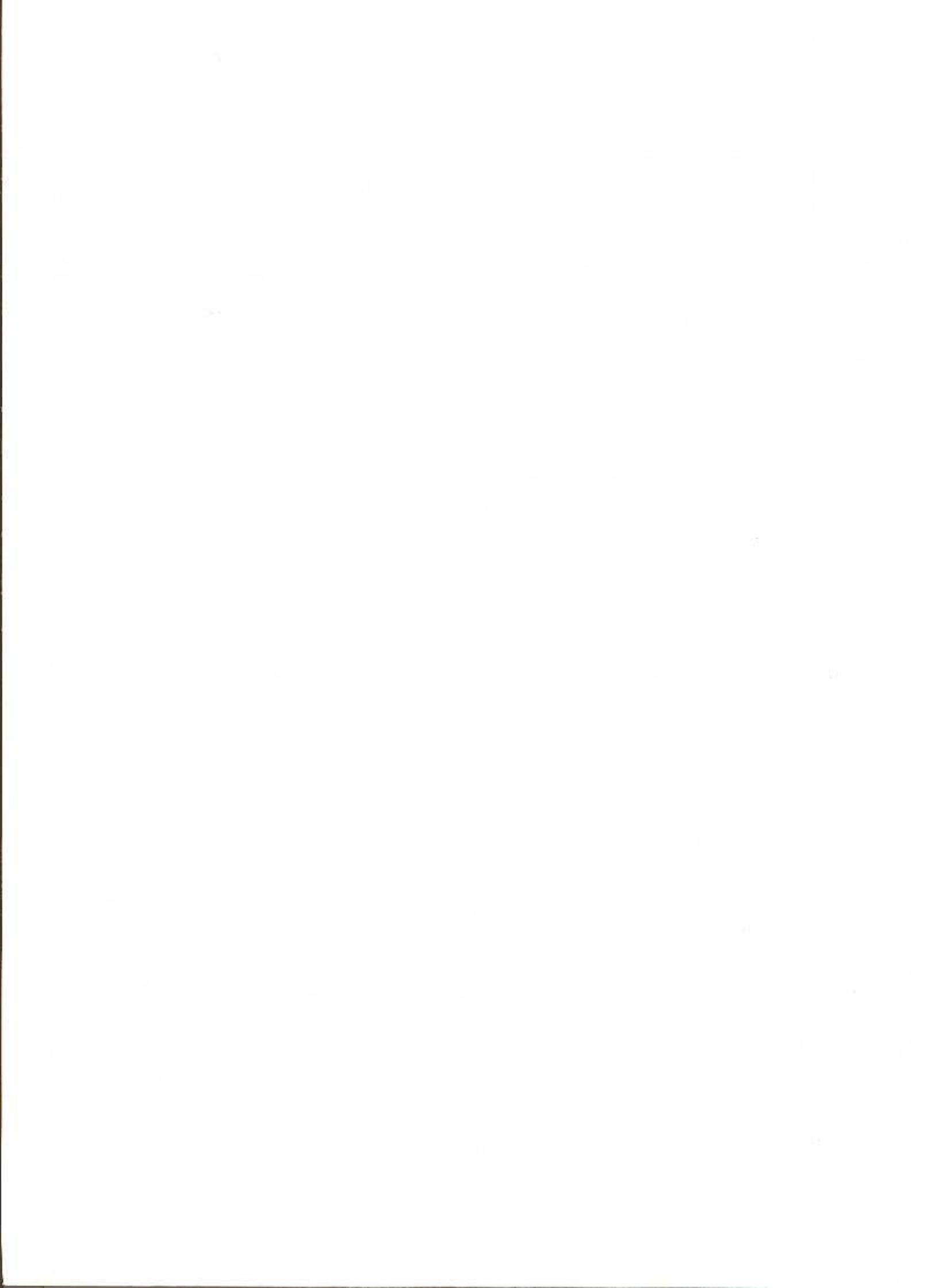
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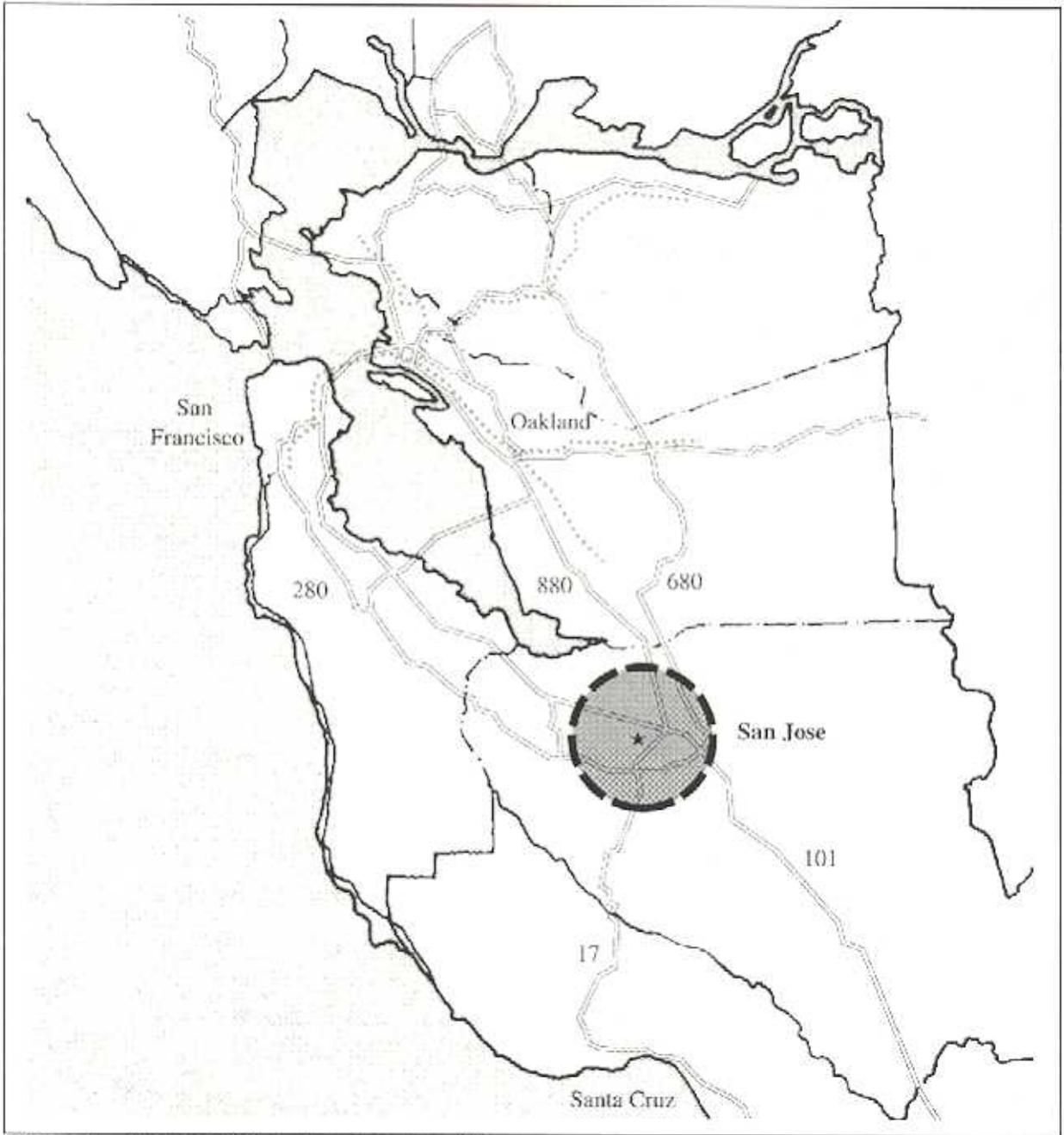


Figure 1 – Regional/ Bay Area Location Map

# INTRODUCTION

## SUMMARY

The Rincon South Specific Plan outlines a vision for the redevelopment of an area of San José that is almost fully developed with a large variety of land uses. The Rincon South area also acts as a conduit for large volumes of traffic related to Silicon Valley jobs, the Airport, and the presence of three freeways. In addition, the Guadalupe Light Rail Transit Line runs through the area, along North First Street. The presence of extensive transportation infrastructure has done much to shape the Rincon South area. Historically, access to Downtown and to local jobs has encouraged some residential construction, proximity to the San José International Airport has resulted in office, hotel and retail development, and easy access to freeways has fostered transportation service uses. In the most recent two decades, increased office and industrial development has occurred in the area. The existing light rail system and the planned airport expansion will provide opportunities to transform the area to meet new, more urban land use demands and opportunities. (Figure 2)

Rincon South is strategically located between the employment centers of North San José and the Downtown. This proximity to jobs and transportation facilities, in combination with the current strength of the regional economy, creates tremendous growth pressure within the area. The Specific Plan addresses how the area will develop in recognition of these pressures and in response to citywide and regional objectives as well as local and neighborhood considerations. A key goal of

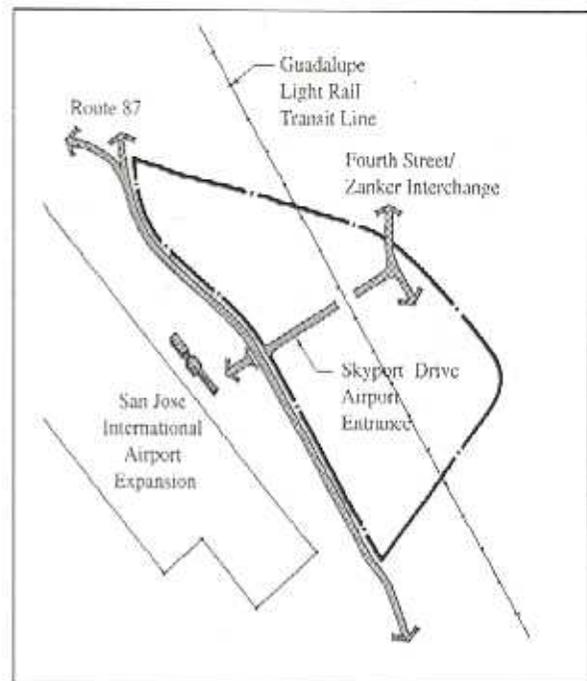


Figure 2 - Proposed and Existing Infrastructure

the Plan is to develop the North First Street (Guadalupe) Intensification Corridor, as identified in the General Plan, while balancing commercial, industrial and residential development against traffic capacity limitations.

The intent of the Specific Plan is to direct development through revised land use designations and the establishment of development policies specific to Rincon South. Coordination of the Skyport Drive, Zanker Road and Fourth Street improvements with the objectives of the Specific Plan is also an important part of the Plan (Figure 2). The Plan provides policies and guidelines that encourage new development to complement and enhance those existing uses that will remain for the long term. Other existing uses will remain for the interim but are planned for

conversion to other uses in time, primarily to residential use or mixed-use.

Specifically, the Rincon South Specific Plan addresses nine key objectives:

***Support Transit Use and Create a Pedestrian Friendly Environment***

The Plan provides for the intensification of development in proximity to the Metro and Gish Light Rail stations and the establishment of a new multi-family residential and mixed-use district. Ideally the Rincon South area will support a mixture of residential and commercial uses that will create an employee and resident population in close proximity to transit and to local jobs, and that will strengthen the entire area as a pedestrian-oriented activity center within San José.

***Improve Visual Character of the Area, Including Streetscapes***

The Plan proposes landscaping improvements for North First Street, North Fourth Street, Gish Road, Kerley Drive and other streets within the Plan area. The landscaping of North First Street, Skyport Drive and other streets within Rincon South will encourage the maintenance of a high quality office environment, encourage pedestrian movement between the Light Rail stations, support use of the existing hotels, and support the development of other commercial uses. The provision of adequate sidewalk space, street trees, and other streetscape elements is a central component of this Plan. The landscaping of North Fourth Street, Kerley Drive, Gish Road, Rosemary Street, Archer Street and North First Street will foster the development of the new multi-family residential neighborhood.

***Promote New and Protect Existing Viable Residential Development***

The Plan preserves the Rosemary Gardens single-family residential neighborhood and establishes general and site specific urban design guidelines for new multi-family residential development. These will help to insure compatibility between the new and existing residential development. This new multi-family residential and mixed-use district will be located between North First Street and North Fourth Street, extending from the proposed extension to Skyport Drive south to Interstate 880. This area is projected to incorporate 1900 new housing units, sufficient new parklands to support the residential development, and supporting mixed-use retail development. This area will also provide for the strategic maintenance or expansion of existing retail and hotel uses. New retail activity in the area will provide important support services for existing and new residential development.

***Promote Retail Development***

The Plan promotes retail uses to support the existing office and residential development and the new multi-family residential neighborhood. The extension of Skyport Drive will significantly increase the visibility of adjacent properties and enhance their suitability for retail development. Specific locations along Skyport Drive and North First Street have been identified as most suitable for new retail development in support of the existing and proposed office and hotel uses, as well as nearby residential uses. Both sides of Gish Road, east of North First Street, have been identified as most suitable for new retail development in support of residential uses.

### ***Promote and Maintain Existing Light Industrial Development***

The Plan designates a specific area for light industrial uses. Light Industrial activity plays an important role in the San José economy and also supports other industrial and commercial activities within Rincon South. Intensification of other uses within Rincon South should also support on-going light industrial uses.

### ***Promote and Maintain High-quality Office Development***

The Plan provides urban design guidelines for new office development and encourages such development within the Plan area. Planned area infrastructure improvements and the improvement of the visual character of key streets within Rincon South will support additional high-end office development. Additional retail development will provide support for the office users as well.

### ***Add New Parklands***

New parklands will be integrated within the new residential development areas and connection to the Guadalupe River will be improved. Landscaping and trail improvements along the Guadalupe River will provide additional recreational opportunity for existing and new residential development, as part of a network of pedestrian and/or bicycle paths.

### ***Promote Economic Development***

The Plan preserves the existing hotels and office areas within the Plan area, identifies potential new and expansion sites for hotels,

and accommodates hotel and commercial service needs related to the expansion of the San José International Airport. The area includes a number of older hotels that were constructed at lower densities. Redevelopment of these sites can provide for a considerable number of new hotel rooms, additional space for supporting commercial use, and the improvement of the area's visual character. Infrastructure and landscaping improvements will further promote economic development. Land will also be preserved for light industrial and mixed industrial/commercial uses important to the City's economy.

### ***Minimize Traffic Impacts and Encourage Transit Use***

The Plan seeks to minimize traffic impacts by the encouragement of transit use and pedestrian movement, by promoting a balanced approach to growth within the Plan area, and by providing new housing within proximity to the City's employment centers and transit systems.

## **SCOPE OF THE SPECIFIC PLAN**

The Rincon South Area Specific Plan establishes the location, intensity and character of land uses, addresses anticipated changes in the vehicular circulation pattern, proposes 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. As such, the Specific Plan provides detailed policy direction, elaborating upon the *San Jose 2020 General Plan* which is the principle document governing long term growth and development within the City.

The *Rincon South Specific Plan* has been incorporated into the *San Jose 2020 General Plan* as the Rincon South Planned Community. The Planned Community designation describes the land uses permitted within the Rincon South area and incorporates the major objectives and policies described in this Plan.

## **ORGANIZATION OF THE SPECIFIC PLAN**

The *Rincon South 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 Rincon South area. It also describes the opportunities and constraints of the Rincon South area, which form the basis for the development of the Plan.

*Chapter 3 - Goals and Objectives*, discusses the major strategies or themes of the *Rincon South Specific Plan*. These are expressed as goals and objectives and include the development of the transit corridor, the promotion of new and existing residential development, the promotion of retail development, the promotion and maintenance of high-quality office development and the minimization of traffic impacts.

*Chapter 4 - Land Use Plan and Land Use Designations*, describes the land use plan for the specific plan, explains the plan's land use designations, and describes the four sub-areas which compose the Rincon South area: Rosemary Gardens, Technology Park, the

Kerley Neighborhood, and the Fourth Street Industrial Area.

*Chapter 5 - Land Use and Design Policies*, sets forth the land use design policies and urban design guidelines for the specific plan's four sub-areas. This chapter also includes a comprehensive urban design scheme for the Rincon South area as a whole.

*Chapter 6 - Street and Circulation System*, contains policies designed to improve pedestrian and vehicular circulation and discusses the planned extension of Skyport Drive.

*Chapter 7 - Community Facilities, Services and Utilities*, describes the various community facilities, including parks, and urban services planned to serve existing and new development.

*Chapter 8 - Implementation*, explains the processes required to carry out the Rincon South Specific Plan and contains additional policies for achieving the objectives of the Plan. It also describes how the Specific Plan is consistent with the *San Jose 2020 General Plan* and other City policies and how it should be administered in the future.

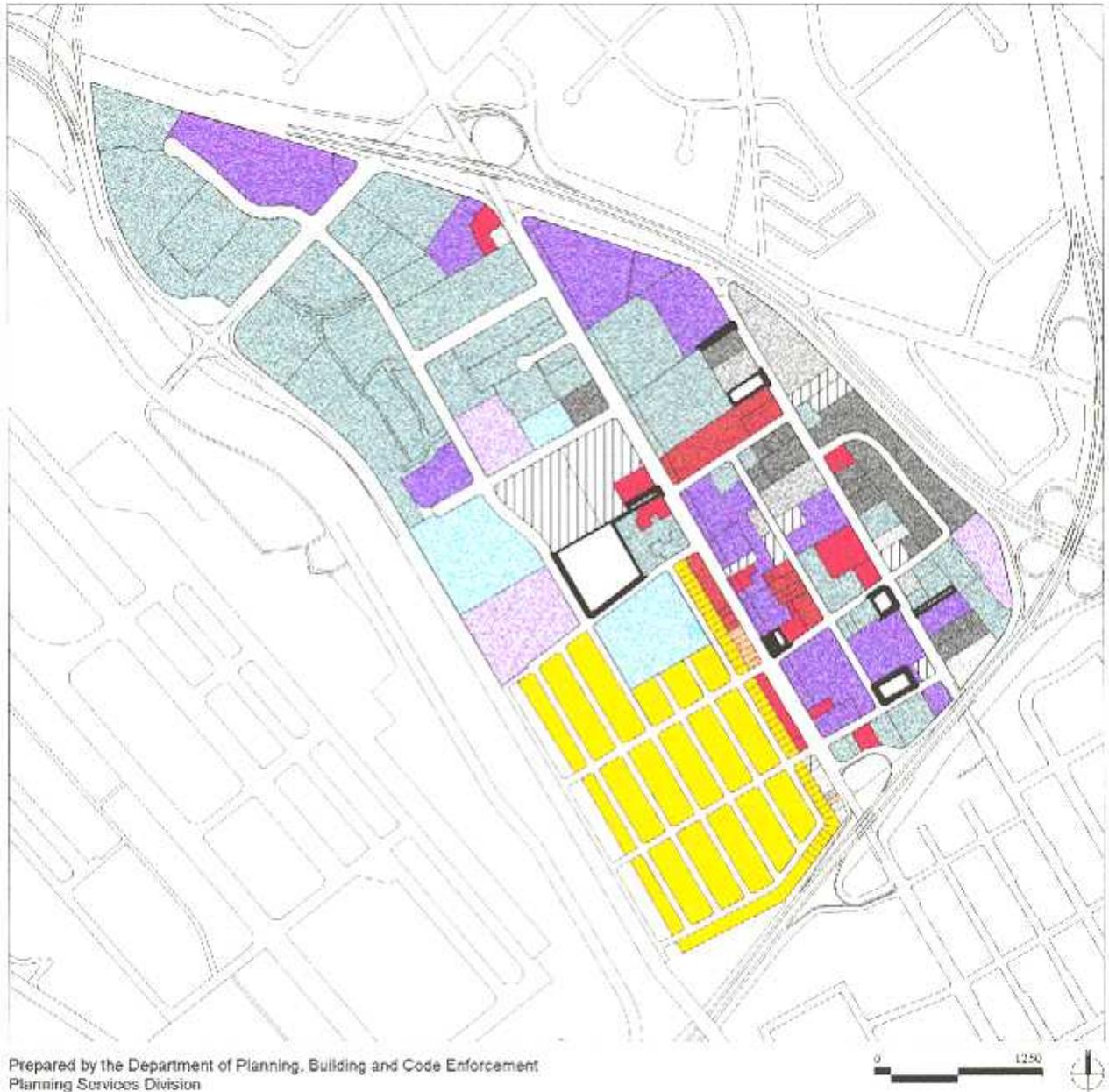
## **THE PLANNING PROCESS**

In February of 1998 the San José City Council selected a nineteen-member Focus Group composed of property owners, businesspersons, local residents and agency representatives to assist in the preparation of the Specific Plan. From February 1998 to September 1998, the Focus Group held a series of public meetings to consider the direction of the Plan.

The Focus Group began by reviewing and discussing background information concerning land use, transportation facilities, community services and facilities, demographics, infrastructure and land use issues. They were also briefed by various public agencies and City departments on housing, transportation infrastructure and likely development scenarios. The Focus Group discussed desired community character and plan objectives while considering the opportunities and constraints in the Rincon South area. Staff prepared a series of possible land use alternatives and after receiving input from the Focus Group, developed the land use plan incorporated within the Specific Plan.

A consultant was hired to propose urban design improvements consistent with the Goals and Objectives of the Specific Plan to govern new development within Rincon South. The consultant worked with Planning staff to develop the design guidelines and met with the Focus Group to discuss the guidelines. The consultant's work was then integrated with other work produced by the Planning staff.

The resulting document was then presented to the Planning Commission for recommendation and submitted to the City Council for consideration and action.



- |                 |                         |                                     |
|-----------------|-------------------------|-------------------------------------|
| Vacant Land     | Retail/Service          | Incubator / Mixed Light Industrial  |
| Vacant Building | Office                  | Technology / Research & Development |
| Single Family   | Hotels/Lodging          | Public/Quasi Public                 |
| Multi-Family    | Auto Related Commercial |                                     |

*Figure 5 - Existing Land Uses*

# BACKGROUND

## LOCATION

The Rincon South Specific Plan covers an area of about 465 acres bounded by US Highway 101 to the north and east, Interstate 880 to the southeast, and the Guadalupe Parkway (Route 87) to the west. Approximately 360 acres of this land are developed or available for development while the remainder is road right-of-way. The Rincon South area is located about one and a half miles north of Downtown and lies on the southern edge of the North San José industrial area, an important employment center. The Study Area is bordered on the west by the San José Airport, by industrial areas to the north and the east and by the City/County government center and an older residential neighborhood to the south (*Figure 4*). The entire Study Area is contained within City Council District Three.

## EXISTING LAND USES

The most significant land uses in the area are office and light industrial, an established single-family neighborhood (Rosemary Gardens) and hotel uses. The area west of North First Street and north of Sonora Avenue is composed primarily of office buildings, many of them built within the last 15 years. The older structures are generally between one and two stories in height while those built since 1980 are often between six and eight stories in height. The southwestern portion of the Rincon South area, known as Rosemary Gardens, is predominately single family homes built in the late 1940's and early 1950's. Adjacent to the neighborhood, and fronting on North First Street, is a row



*Figure 4 – Neighborhood Context*

of duplexes, apartment complexes, and small-scale commercial buildings containing restaurants, offices, a gas station, car rental, and other businesses. Rincon South, east of North First Street, consists of a mix of light industrial uses, hotels, apartments and restaurants (*Figure 3*). Most of the buildings date from the mid 1950's to the mid 1970's.

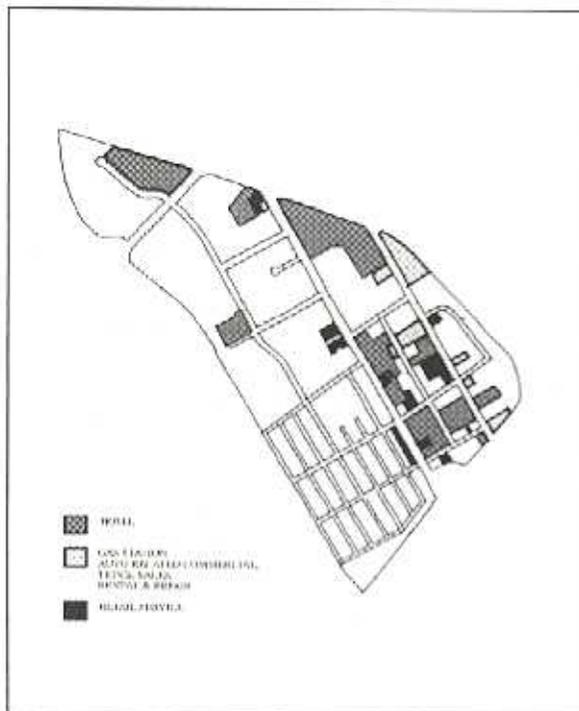


Figure 5 – Existing Commercial Uses

Commercial uses in the area consist of hotels, restaurants, auto-related activities and a small assortment of other uses (Figure 5). Among these, hotels have the strongest presence. The Fourth Street Bowling Alley is a unique commercial recreational facility for the area. Several of the hotels incorporate restaurants and there are additional independent restaurants distributed throughout the area.

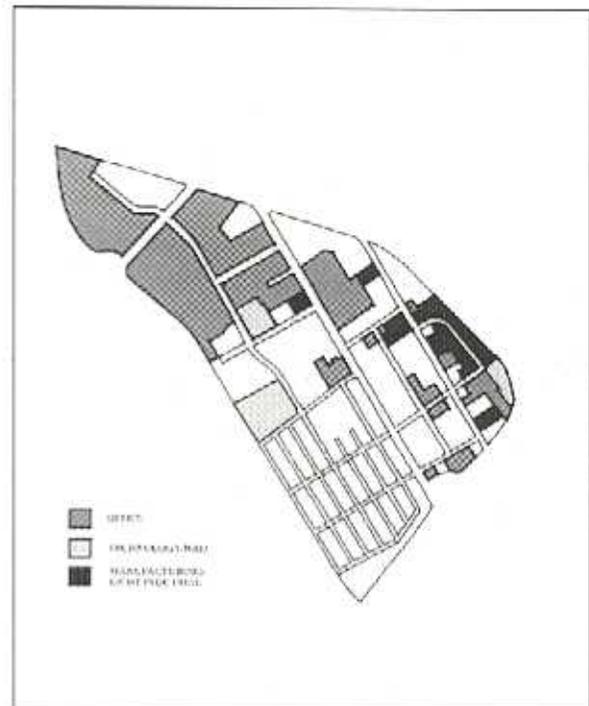


Figure 6 – Existing Office & Industrial Uses

Office Industrial uses occupy nearly 40% of the Rincon South area and consist primarily of financial, insurance, real estate and technology based office uses (Figure 6). The majority of these uses are located in the modern office park north of Rosemary Gardens. Manufacturing and Research and Development Industrial uses make up another 13% of Rincon South and are located predominantly on the eastern side of North Fourth Street. These include a number of newer, purpose built research and development/incubator industrial buildings along the eastern edge of Rincon South.

Public/quasi-public uses consist primarily of the Bachrodt Elementary School, located on the northern edge of the Rosemary Gardens neighborhood, and government agencies occupying office space. The latter are housed within older office buildings that have a high probability of redevelopment. The school and the Guadalupe River Park

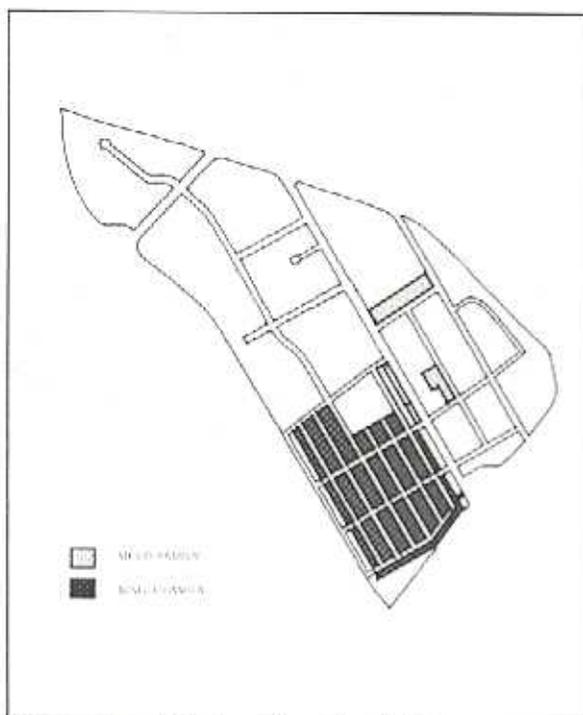


Figure 7 – Existing Residential Uses

provide the only public open space in the area.

The existing residential uses within Rincon South include the single-family neighborhood, Rosemary Gardens, duplexes and apartments along the western side of North First Street, an older group of apartments near the corner of Gish Road and Kerley Drive and new apartment buildings north of Archer Street (Figure 7). The total amount of existing housing in the area includes 411 units of single-family housing and, including projects under construction, 412 units of multi-family housing.

The existing land uses in most cases conform and reflect the underlying zoning of their sites. Exceptions include non-industrial uses -- apartments, one and two story offices and a hotel -- in the M-1 zones located east of North First Street. With the exception of the older apartment buildings east of North First Street, existing land uses are generally consistent with the General Plan land use

designations for their sites. Except for the Rosemary Gardens neighborhood, which is designated Low Density Residential (8 DU/AC), most properties are designated Combined Industrial/Commercial. The site located on the north side of Archer Street, currently being developed with a large apartment complex, is designated for Transit Corridor Residential (20+ DU/AC) use.

## ENVIRONMENTAL SETTING

The Rincon South Study Area has already been studied in part through three Environmental Impact Reports (EIR's). These reports include:

- Route 87 Freeway Project EIR
- San José International Airport Master Plan Update EIR
- San José 2020 General Plan Update EIR

### *Geologic Hazards*

- The nearest known earthquake fault lines are the Crosley and Quimby Faults, located approximately four miles to the northeast of the project site. An unnamed trace fault line is located immediately adjacent to the northeast boundary of Rincon South. Much of Rincon South has a high liquefaction potential and has been classified as having weak soils at relatively shallow depths.
- Because the area is flat, there is no erosion potential. The area, however, is susceptible to flooding, although this risk will be reduced by the proposed flood improvements for the Guadalupe River.
- The area includes both moderate and high expansive soil zones.

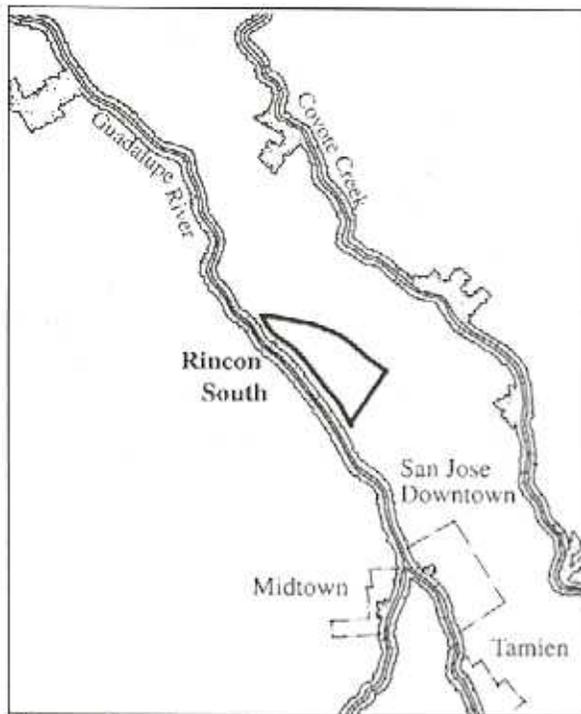


Figure 8 – Open Space Context

- The area is already urbanized and devoid of any unique geological characteristics or features.

#### *Open Space and Vegetation*

- The Guadalupe River is the most significant natural feature in proximity to the Rincon South area (Figure 8). The Guadalupe River and the Guadalupe River Park system are also currently the area's most significant open space feature. The river is also the most significant wildlife habitat in the area. The river lies along the western boundary of the Rincon South Study Area, just opposite the Guadalupe Expressway (Route 87).
- Most of the Rincon South area has been converted from its natural state through past agricultural adaptations and more recently through industrial and residential development activity. At present, among the former agricultural

lands, only a single six-acre parcel remains undeveloped.

- Except along the Guadalupe River, vegetation in Rincon South is limited to ornamental landscaping associated with residential or office park development and some street trees of varying types and conditions. Most streets could benefit from additional landscaping.
- The Guadalupe River Park and the Guadalupe Gardens provide open space and landscaped areas adjacent to or near the vicinity of the Rincon South area.

#### *Other Issues*

- Urban development in the area has generated environmental impacts such as increased traffic and noise, reduced air quality, and potential exposure to hazardous materials from industrial activities.
- The Airport, US Highway 101, Interstate 880 and the Guadalupe Parkway all generate additional environmental impacts that affect the Rincon South area. A small portion of Rincon South lies within the Airport 65 CNEL zone.
- New traffic associated with new industrial development is also of particular concern.
- Each of these issues as well as the overall environmental setting have been carefully considered in the preparation of the Airport and North San Jose Environmental Impact Reports.

## OPPORTUNITIES AND CONSTRAINTS

The location, setting and conditions of the Rincon South area present a variety of opportunities and constraints which are addressed in the Specific Plan (Figure 9). This section summarizes some of these key opportunities and constraints.

### *Transportation Opportunities*

#### *1. Light Rail Service*

The Guadalupe Light Rail Transit (LRT) Line occupies the center of North First Street, the primary north/south route in the study area. Two LRT stations (Metro and Gish) are located within the study area. The designation of the area along the light rail as an Intensification Corridor in the *San José 2020 General Plan* encourages higher intensity and infill mixed use commercial/residential development.

#### *2. Freeway Access*

The study area has immediate access to three freeways: Interstate 880, Highway 101, and Route 87 (planned for completion by the end of 2001). The Fourth Street/Zanker interchange will further improve the area's accessibility.

#### *3. New Skyport Drive Airport Entrance*

The planned airport connection and improvement of Skyport Drive will create opportunities for increased commercial and industrial activity as well as opportunities to create a

particularly attractive new entryway for the airport.

### *Transportation Constraints*

#### *1. Traffic Capacity Limitations*

Most local freeway access points and important connectors are currently at or beyond capacity. The funding and schedules for sustained infrastructure improvement are uncertain, with the exception of the Route 87 project (planned for completion by the end of 2001), making it difficult to accommodate long-term traffic needs. In the short-term, the city is considering a connection between the Route 87 and I-880, which should help alleviate traffic congestion.

#### *2. Development of Skyport Road and Zanker Road Connector*

Construction of the Zanker Road and Highway 101 interchange/connector, could help improve local traffic conditions. Land purchases for right-of-way to accommodate this improvement will reduce the land available for other types of development.

### *Locational Opportunities*

#### *1. Economic Energy*

Economic growth within the North San José Industrial Area provides the area with employment opportunities and a high demand for additional, more intensive commercial, industrial and residential uses. This market demand can be directed and partially accommodated through the Specific Plan. The area is associated with the

high-tech industries of the Silicon Valley.

**2. Proximity to Airport**

The site is in close proximity to the airport and a new entryway to the airport will be provided by Skyport Drive. The improvement of pedestrian and existing shuttle bus access to the airport would benefit commercial, industrial and residential uses in the area.

**3. Access to the Civic Center and Downtown**

Easy access to the Civic Center and Downtown is provided by light rail and bus transit and by Route 87. The area could potentially benefit from closer connection with Downtown San Jose.

**4. Image of First Street**

First Street acts as a gateway for San Jose for both airport and freeway traffic. As such, it plays a key role in determining the City's image for visitors and is an attractive site for new development.

**5. Scale of Area**

The three freeways that form the boundaries of the study area, in conjunction with the existing residential neighborhood, create an area of manageable scale in which to focus planning activities and to foster the establishment of a strong sense of identity.

**Locational Constraints**

**1. City Hotel Policy**

Current City policy restrictions on hotel type and size outside of the Downtown area discourage new hotel development and the expansion of existing hotels within Rincon South. Rincon South falls mostly within the hotel policy's "North First Street Corridor" area, which however allows for more hotel development than in other areas of the city.

**Land Use Opportunities**

**1. Jobs/Housing Balance**

The development of commercial and industrial activity in the study area will improve the overall jobs/housing balance for San Jose within the region. New residential development within the area will improve the geographic jobs/housing balance in this area and will help minimize the growth of traffic congestion.

**2. Residential Development**

Market demand supports multi-family residential development in the Rincon South area. New high-density residential development could help to alleviate traffic congestion and take advantage of the existing transit system. Such development should focus primarily upon the Guadalupe Light Rail Transit corridor.

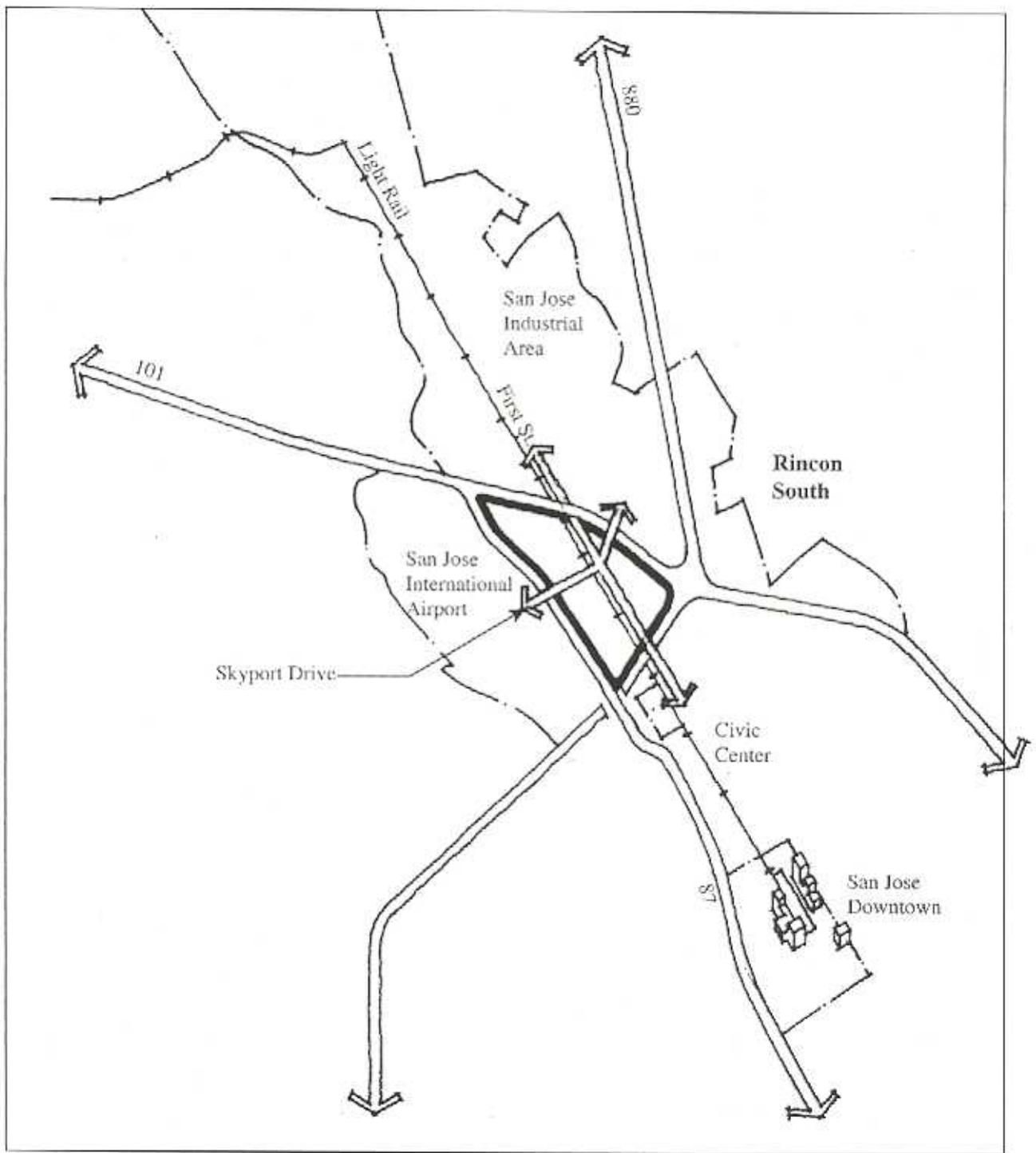


Figure 9 – Transportation Opportunities

### **3. *Guadalupe River***

The Skyport Drive extension will incorporate a pedestrian access route to the river. The river, with its riparian corridor and trails, will provide an open space resource in an area where such resources are limited.

### **4. *Route 87 Landscape Buffer***

Under the adopted plan for the Guadalupe Parkway upgrade, a strip of land will be set aside as a buffer between Route 87 and Rosemary Gardens.

### **5. *Availability of Undeveloped/ Underutilized Parcels***

The study area includes several vacant and underutilized lands that can be developed or intensified to accommodate both economic and residential development.

### **6. *Existing Land-Use Heterogeneity***

The established mixed land use pattern allows support services to locate in proximity to the commercial, industrial and residential uses they serve. The variety in type and scale of uses also adds to neighborhood character.

## ***Land Use Constraints***

### **1. *Established Land Uses***

Recent development within the Rincon South study area has proceeded without a specific vision for the area's desired character. Flexibility and the opportunity to develop the area with a specific character or

direction for new development diminish as new development occurs. At this point, there is a limited supply of open land for new development.

### **2. *Streetscape Urban Design***

Existing streetscapes along North First Street, Fourth Street and Skyport Drive are not particularly attractive or pedestrian friendly. It is important to develop a street plan that will create an attractive entry for the City and for the airport.

### **3. *Land Use and Land Use Compatibility***

The interface between residential and non-residential uses is of particular concern, as is the integration of new residential development with existing residential development.

### **4. *Residential Services***

New residential development will require increased services. The potential impact upon the existing school is of particular concern to current residents of Rosemary Gardens. Existing commercial uses provide limited support services. The area currently does not have any public open space, except for the school and the river and it will be difficult to find and acquire land for necessary open space and recreational purposes as new residential development occurs.





# GOALS & OBJECTIVES

## INTRODUCTION

The following goals and objectives were developed using input from the Focus Group regarding the key issues facing the area. They were formulated as a direct response to the specific opportunities and constraints presented by the conditions of the Rincon South area and provide a general vision of the community's desired future. The purpose of the Specific Plan for this area is to make this vision a reality. While these goals and objectives are not inherently contradictory, they represent competing demands upon limited land and infrastructure capacity. Compromise will be an important part of their implementation. These goals and objectives are to be considered as part of a single integrated vision for Rincon South.

## SUPPORT TRANSIT USE AND CREATE A PEDESTRIAN FRIENDLY ENVIRONMENT

### *Goal Statement:*

The Specific Plan for the Rincon South area seeks to create a combination of land uses and land use intensities that will implement the Intensification Corridor Special Strategy Area described in the *San José 2020 General Plan*. The presence of light rail facilities and proximity to the North San José industrial area make the Rincon South area a desirable candidate for increased land utilization through intensification. The key components in the proposed combination of land uses are the high-density residential uses (including those in vertical mixed-use configurations) proposed to be located close

to the Gish Light Rail station. Higher density residential development should help to support existing and new residential services and should provide housing for people who can either walk or use light rail to commute to jobs in the area. The Plan for this area addresses the location of new office and industrial uses and new or redeveloped commercial uses to support the office and industrial uses as well as the Airport and area hotels.

### *Objectives:*

1. Create a combination of land uses that effectively support transit use, reduce dependency on the automobile, and attract pedestrian activity.
2. Locate the most intense uses and highest residential densities on sites in close proximity to transit facilities. Replace existing low intensity land uses near light rail facilities with more intensive land uses as opportunities arise.
3. Locate uses that will attract pedestrian activity or meet day-to-day shopping needs on the lower floors of the buildings at strategic locations along the North First Street Transit Corridor and in close proximity to new residential development.
4. Design sidewalks and the lower levels of buildings to create a secure, comfortable and interesting pedestrian walking environment.

5. Establish strong pedestrian and bicycle links to the Guadalupe River.
6. Enhance transit and pedestrian connections between the San José International Airport and the Light Rail system.
7. Support and promote vertical intensification of research and development and industrial type office development
8. Encourage projects designed to utilize Traffic Demand Management (TDM) techniques to maximize employee commuter patronage.
9. Encourage commercial and service uses at the intersection of North First Street and Skyport, oriented toward the Metro Light Rail station and along Gish Road, between North First Street and North Fourth Street, oriented toward the Gish Light Rail station, to serve local residents, employees and airport users.
10. Establish a pedestrian connection to the Guadalupe River Park at Ferrari Street, if supported by a majority of the Rosemary Gardens residents.

**IMPROVE VISUAL CHARACTER OF THE AREA, INCLUDING STREETSCAPES**

*Goal Statement:*

Because the area is an important entry point for San José, the promotion and enhancement of its visual character is important. As Rincon South undergoes redevelopment and intensification, the improvement of the street environment, particularly with respect to pedestrians, will

be important for those who live and work within the area. Rincon South will play a significant role in the cumulative visual improvement of San Jose's urban centers.

*Objectives:*

1. Give Rincon South a clear, distinct, and attractive visual identity through the use of special landscape treatment along street frontages and pedestrian areas.
2. Encourage pedestrian movement and street level activity.
3. Improve the appearance of the North First Street Corridor and Skyport Drive streetscapes to better act as gateways into the Rincon South area and to the Downtown.
4. Create visual interest for the area as a stimulus to economic and residential development.
5. Design a new visual character for Fourth Street to accommodate and reflect the dual nature of the street - service commercial on the east side and residential on the west side.

**PROMOTE NEW AND PROTECT EXISTING VIABLE RESIDENTIAL DEVELOPMENT**

*Goal Statement:*

This Specific Plan creates opportunities for the City to increase its housing supply and to use existing infrastructure more efficiently. The provision of high-density housing within the North First Street Intensification Corridor, and in proximity to jobs located within Rincon South and North San José is

consistent with the *San José 2020 General Plan* and other supporting policies. Also consistent with City policies and redevelopment law (Rincon South is part of the Rincon de Los Esteros Redevelopment Area), some portion of the new housing should be reserved for households with below median incomes. New residential development should be designed to be compatible with the existing Rosemary Gardens neighborhood and indirectly benefit that neighborhood by providing additional demand for increased residential services in the area.

**Objectives:**

1. Protect the positive characteristics of the Rosemary Gardens residential neighborhood.
2. Encourage the development of new, Transit Corridor Residential housing, as sites become available.
3. Foster the development of new residential support activities (particularly retail and service commercial) and the expansion of existing ones.
4. Create better, pedestrian connections between residential areas and residential amenities.
5. Encourage the assemblage of parcels to promote their reuse for housing and mixed-use.

**ADD NEW PARKLANDS**

**Goal Statement:**

Additional parklands will be necessary to support new residential development within

Rincon South and will enhance recreational opportunities for the area's current residents. This Plan identifies a recommended strategy for the development of new park areas and proposes locations and configurations for new parklands that would best serve area residents, employees, and transit users. New parks will play an important role in the establishment of a new visual character for Rincon South.

**Objectives:**

1. Provide new park space at an appropriate level to support new residential development consistent with the requirements of San José's Parkland Dedication Ordinance.
2. Locate at least a portion of new parklands so that they may be shared with existing residents.
3. Coordinate parks with landscaping, paths and buffer areas to form a green space network throughout Rincon South.
4. Improve access to the Guadalupe River Park from within Rincon South.
5. Develop a strategy for acquiring and improving new parklands that are well located and designed for the convenience of area residents.
6. Integrate new parklands with streetscape improvements to enhance visual character.

**PROMOTE RETAIL DEVELOPMENT**

**Goal Statement:**

This Plan promotes the expansion of retail activity in Rincon South to provide new

commercial uses that will support the neighborhood and enhance the development of the light rail corridor. Locations along North First Street and Light Rail are highly accessible and thus well suited for retail use. The connection of Skyport Drive to the Airport will make Skyport Drive an important commercial street as well, with particular emphasis upon commercial activity related to the hotels in the area and to the Airport. New and existing retail activities along Gish Road and North Fourth Street should be promoted as part of the establishment of new residential neighborhoods. With new office, hotel and residential development, Rincon South will have a growing demand for local retail activity.

***Objectives:***

1. Establish retail commercial clusters at or near the intersection of North First Street and Skyport Drive, with the emphasis on serving Airport and business related customers.
2. Establish retail commercial uses along Gish Road between North First Street and North Fourth Street to serve residents and transit users.
3. Identify transitional sites in existing buildings along Gish Road to establish early retail activity to support the development time frame of the new residential neighborhood.
4. Allow minor retail development within mixed-use projects throughout Rincon South, but particularly along North First Street, North Fourth Street and Skyport Drive.

**PROMOTE AND MAINTAIN  
EXISTING LIGHT INDUSTRIAL  
DEVELOPMENT**

***Goal Statement:***

Light industrial uses play an important role within the City's economy and historically have been one of the important land uses located within Rincon South. Preserving space for these types of uses, including warehousing, wholesaling, light manufacturing and service establishments for the employees of businesses located in the immediate area, will serve the structural economic needs of Rincon South as well as the City as a whole. During periods of economic growth and a strong economy, these lands will be under pressure to be adapted to other uses. Preserving space for light industrial uses within Rincon South is an important goal of this Plan.

***Objectives:***

1. Preserve land for light industrial uses within Rincon South.
2. Protect and help ensure the continued operation of existing light industrial uses in the area east of North Fourth Street.
3. Ensure adequate buffering between light industrial and non-industrial uses.

**PROMOTE AND MAINTAIN HIGH-  
QUALITY OFFICE DEVELOPMENT**

***Goal Statement:***

The Specific Plan seeks to maintain and promote development of the high-quality office area west of North First Street and north of Sonora Avenue and east of North

Fourth Street, north of Skyport Drive. High-quality office development is an important component of the City's economic development strategy since the jobs created: improve the City's overall jobs/housing balance, create employment opportunities for City residents, and enhance City revenues. The area's high visibility and proximity to numerous important roadways and the Airport make it attractive for high-quality office development. Most new office development in the Rincon South area is expected to occur on the vacant or older industrial properties as much of the area is already occupied by fairly recent office development which is expected to have a relatively long economic life.

**Objectives:**

1. Maintain existing high-quality office uses.
2. Encourage new, high quality research and development and industrial office development.
3. Improve the quality of streetscape/landscape throughout the Office Park area.
4. Develop commercial/retail uses in support of the existing office development.
5. Promote increased transit use by office employees.

**PROMOTE ECONOMIC DEVELOPMENT**

**Goal Statement:**

The Rincon South study area is an important location for jobs within the City of San José. *San José 2020 General Plan* policies require the promotion of employment centers within the City to improve the City's jobs housing balance. The Specific Plan seeks to protect existing, and promote new, office, industrial, research and development, and hotel development, consistent with the City's Hotel Policy. The small-scale industrial sites located along the Eastern edge of the Rincon South area play an important role in the San José and regional economics. Maintaining such uses should help serve the City's long-term economic needs. This Plan also promotes the development of commercial uses that support local businesses, employees and business visitors and also activities related to the Airport.

**Objectives:**

1. Protect and promote employment centers within Rincon South.
2. Encourage industrial and commercial uses of appropriate size and which fit niches unique to the area, such as Airport support activities and small-scale industrial activities.
3. Ensure compatibility between new and existing non-residential economic development and new and existing residential development.
4. Encourage the highest intensity development within the North First Street Intensification Corridor and

somewhat lower intensity development closer to North Fourth Street.

## **MINIMIZE TRAFFIC IMPACTS AND ENCOURAGE TRANSIT USE**

### ***Goal Statement:***

Traffic studies and observations from residents indicate that much of the road infrastructure in the Rincon South study area is already at or very near full capacity. With several new office and hotel projects already approved and under construction, increased demands upon the transportation system can be expected in the near future. The Specific Plan includes measures for the alleviation of local traffic congestion. One of the goals of land use plans is to help mitigate the impacts of new development upon the transportation system by internalizing commute trips, by providing housing closer to jobs, and by encouraging transit use and other alternative modes of transportation.

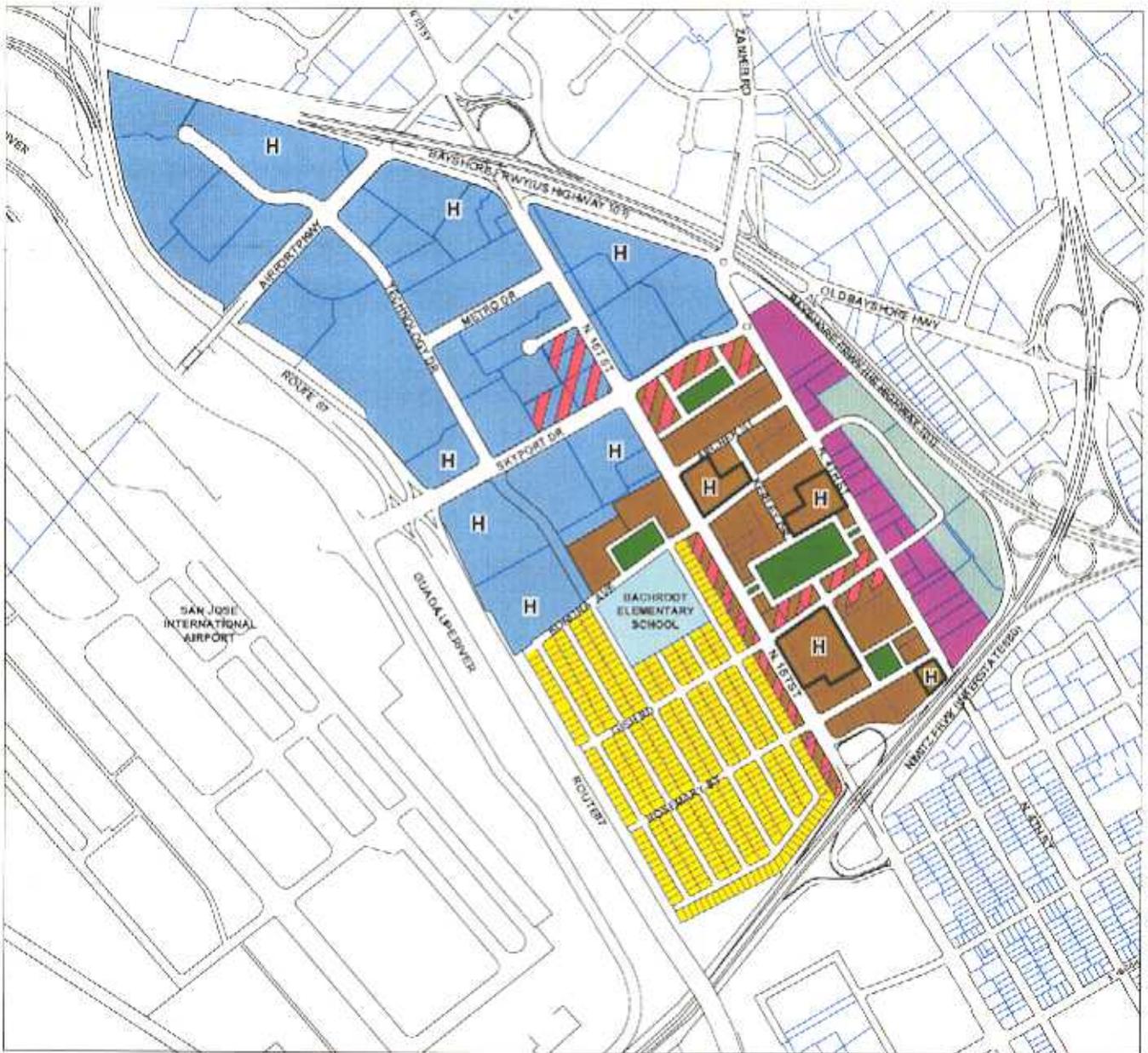
The expansion and extension of Skyport Drive to North Fourth Street may have a significant impact upon the Rincon South area. The selected new Skyport Drive alignment could play a significant role in determining the character of both North First Street and North Fourth Street. The design of Skyport Drive needs to be consistent with the goals and objectives of the Plan for this area and meet the access needs of the Airport.

### ***Objectives:***

1. Provide a mix of land uses that reduces impacts upon the existing transportation infrastructure and maximizes utilization of light rail facilities and other alternate modes of transportation.

2. Regulate new construction to maintain Level of Service (LOS) standards for Rincon South.
3. Integrate the Skyport Drive improvement project with the goals and objectives of the Specific Plan.
4. Select and locate new land uses for convenience for pedestrians and substantially improve the walking environment in Rincon South to encourage walking as a substitute for driving.
5. Enhance transit and pedestrian connections between the San José International Airport and the Light Rail system.





Prepared by the Department of Planning, Building and Code Enforcement  
 Planning Services Division  
 Date: October 30, 1998

Scale 1:1250



- |   |                                |                         |
|---|--------------------------------|-------------------------|
| Medium Low Density Residential (8.0 DU/AC)                      | Combined Industrial/Commercial | Public/Quasi-Public     |
| Transit Corridor Residential (25-65 DU/AC)                      | Industrial Park                | Public Park/Open Space* |
| <b>H</b> Existing or Preferred Hotel Site (Expansion Permitted) | General Commercial             |                         |
| Existing Hotel Site (Limited Expansion)                         | Light Industrial               |                         |

\* As described in the texts of the Rincón South Planned Community and Specific Plan, the lands shown as Public Park/Open Space have alternate land use designations and may vary in their location, size, and configuration.

Figure 10 - Proposed Land Use Plan

# LAND USE PLAN

## SPECIFIC LAND USE PLAN

The specific land use plan for the *Rincon South Specific Plan* is designed to achieve the Specific Plan objectives described previously and was developed after evaluating a series of plan alternatives during the preparation of the Plan (*Figure 10*). The specific land use plan seeks to take full advantage of the light rail stations within Rincon South and to allow new industrial and office development while also mitigating the traffic impacts associated with such development. To accomplish this, this plan proposes the intensification of residential and commercial uses in proximity to the light rail stations and existing employment centers. The land use plan, in combination with the land use and design policies of the specific plan, seeks to ensure that new development will be compatible with existing adjacent neighborhoods. The intent of the land use plan is the creation of a transit-oriented, pedestrian friendly community.

The Plan recognizes and builds on the very successful office and industrial development located within the northwestern portion of Rincon South. This type of development is important to the fulfillment of the Economic Development Major Strategy of the *San Jose 2020 General Plan* and the City's desire to improve its jobs/housing balance. The specific land use plan also seeks to preserve the Rosemary Gardens Neighborhood and to protect the industrial support services located in the easternmost portion of Rincon South. The industrial support services are essential to the success of other industrial uses in North San Jose. The importance of

existing and new hotel development is also recognized in the Plan.

Most of the new land uses in the Rincon South area will be high-density residential or mixed commercial/residential uses generating approximately 1,900 new multi-family dwelling units. Substantial amounts of new park space are planned for the area to support new residential uses but park locations and design are flexible to accommodate park development opportunities as they may arise over time. New commercial development is encouraged to occur at specific locations where it can best support neighboring residential and office uses and transit users. The Plan also makes provision to preserve existing hotel, residential, office and industrial uses. New hotel development is encouraged by the Plan at several sites.

The existing land uses within the Rincon South area, which are inconsistent with the Plan, are nevertheless allowed to remain indefinitely. The Plan does, however, limit the expansion of such uses. While any new uses must be consistent with the Plan, the timing of change from existing uses is left to the discretion of property owners.

## LAND USE DESIGNATIONS

The land use designations of the *Rincon South Specific Plan* are based on the land use designations found in the *San José 2020 General Plan*. Some areas have been given two designations, allowing development consistent with either. Additionally, existing and potential future hotel sites have been identified, reflecting the unique

supporting role of this use in the Rincon South area. Development within these designations is more specifically guided by the land use and design policies established for each of the four sub-areas identified in the Specific Plan: **Kerley Neighborhood, Rosemary Gardens, Technology Park, and Fourth Street Industrial.** The land use designations and key characteristics for the *Rincon South Specific Plan* are described below.

***Medium Low Density Residential  
(8.0 DU/AC)***

This land use designation has been, and will remain, applied to the Rosemary Gardens neighborhood. Because preservation of the Rosemary Gardens neighborhood is a primary goal of the Specific Plan, the Plan proposes no change to any of the lands that currently have this designation. This density is typified by the 6,000 square foot subdivision lot which is prevalent in San José. It is characteristic of many residential neighborhoods including Rosemary Gardens. Single-family detached housing on standard lots is the preferred land use in Rosemary Gardens. Smaller-lot, detached patio homes and single-family attached residences however may also be considered appropriate uses at scattered locations.

***Transit Corridor Residential  
(25-65 DU/AC)***

This designation promotes high-density residential uses, and allows retail and/or commercial office uses on the first two floors of a vertical mixed-use development for suitable sites in proximity to the Light Rail facilities. Residential development under this designation is expected to be oriented to transit and to encourage transit

use. Auto-oriented development is strongly discouraged and drive-through uses are prohibited. While the density range for this designation in the *San José 2020 General Plan* has no upper limit, this Plan limits densities to 25-65 DU/AC and an average density of 45 DU/AC is strongly encouraged for all of the identified Transit Corridor Residential sites. This density range is more compatible with existing and new uses in Rincon South and will enable the establishment of an urban and stable multi-family neighborhood within the Plan area.

Sites with this designation are located along the north side of Sonora Avenue, the west side of North First Street between Sonora Avenue and Archer Street and in the area bounded by Skyport Drive, North First Street, North Fourth Street and Interstate 880.

***General Commercial***

This designation is used as an alternative to or in combination with the Industrial Park and Transit Corridor Residential land use designations. It has been applied to areas in which it is appropriate to allow a combination of General Commercial and either high density residential or industrial and office land uses.

This designation has been applied to the properties at the northwest corner of Skyport Drive and North First Street, the south side of Skyport Drive between North First Street and North Fourth Street, the west side of North First Street, between Sonora Avenue and Highway 880 and along Gish Road between North First Street and North Fourth Street.

The planned extension of Skyport Drive from North First Street to North Fourth

Street will give the adjacent properties a high degree of visibility and accessibility conducive to commercial development. If the entire south block face of Skyport Drive can not be developed with commercial uses, at a minimum any development at the southeast corner of Skyport Drive and North First Street should include commercial uses. For the properties on the northwest corner of this intersection, industrial development consistent with that on adjacent properties is also considered an appropriate land use. Because the properties located on the southeast corner are part of the new planned residential community, a mix of commercial and residential development should create the most appropriate transitional use for this location. Specifically, retail development at both of these locations should be provided in a mixed use configuration, preferably as vertical mixed-use, but always as a single mixed-use project. While mixed-use is optional at most of these locations, at least 10,000 square feet of retail or service commercial uses is required at each of the two local corners (northwest and southeast) of North First Street and Skyport Drive. Free standing retail components should occupy no more than one third of a site. Retail development should be built up to or near setback lines and should be oriented toward the corners of North First Street and Skyport Drive to encourage access from the Metro Light Rail station.

Commercial development along Gish Road should provide retail support for new residential development in the Kerley Drive area. At least 80% of the block faces along Gish Road, with the exception of the south side of Gish Road between North First Street and Kerley Drive, should be developed as neighborhood serving retail. Retail uses may be established in existing buildings, but as new development occurs, commercial development should be

integrated with residential development consistent with the Transit Corridor Residential designation. No more than one third of the block faces should be developed with new freestanding commercial uses.

The properties along the west side of North First Street currently are occupied by a mix of residential and commercial uses. The Plan supports the continuation of these uses and allows for the intensification of these uses, particularly in mixed-use configurations, as part of the implementation of the Guadalupe Intensification Corridor. New retail development along North First Street should be oriented to the Gish Light Rail Station and should serve the Rosemary Gardens neighborhood, the new planned residential community and area employees. New development on these properties should be designed to be compatible with the existing Rosemary Gardens neighborhood.

#### *Hotel (with Alternate Use)*

Specific existing and potential hotel sites within Rincon South (labeled with an "H" on the specific land use plan) are considered appropriate for hotel expansion or new hotel development in addition to the allowed uses consistent with the underlying General Plan designations. All hotel sites have a base land use designation of either Transit Corridor Residential or Industrial Park. These hotel sites have been identified within the *Rincon South Specific Plan* with the purpose of maintaining and promoting existing hotels and encouraging new hotels in appropriate locations. Hotel use is considered an important activity within Rincon South and the maintenance and improvement of existing hotels and the establishment of new hotels is encouraged within the limits of the

City Council's adopted Hotel Policy and Implementation Standards.

All of the hotel sites with a base land use designation of Transit Corridor Residential are existing hotel sites that could be allowed to expand on those sites but not beyond. If these existing hotel uses were to be terminated, they should be replaced by uses consistent with the Transit Corridor Residential land use designation.

Four existing hotel sites with an Industrial Park base land use designation are located north of Skyport Drive and three potential hotel sites are located south of Skyport Drive. All of these hotels could be considered for expansion beyond their existing or proposed sites. The locations of the three potential hotel sites may vary from that shown on the specific land use plan but they should, in general, be located for visibility and convenient access by Airport users and business travelers. If the existing hotels are removed or the potential hotels are not realized, Industrial Park uses on these sites is appropriate.

#### ***Combined Industrial/Commercial***

This category of use is designed to allow for development containing a mixture of compatible commercial and industrial uses. It is also intended to allow continued commercial and industrial use in areas which already exhibit such a mixed land use pattern as to make it difficult to define rational boundaries for each of these categories.

This designation has been applied east of North Fourth Street to preserve existing industrial support and service commercial uses and to allow for flexibility in meeting market demand within Rincon South. Light

industrial, research and development incubator facilities, hotel and retail/service commercial development are considered appropriate uses for this area. This area will also serve as a buffer between the Light Industrial uses to the east and the mixed-use and residential uses on the west side of North Fourth Street.

#### ***Industrial Park***

This designation represents the largest single land use in the Rincon South area. Industrial uses are consistent with this designation insofar as any functional or operational characteristics of a hazardous or nuisance nature are small and can be mitigated through design controls. Office uses and research and development uses, as well as supportive retail sales, are appropriate uses in this designation.

This designation has been applied in the area north of Sonora Avenue on the west side of North First Street and north of Skyport Drive on the east side of North First Street. This area is substantially developed with existing industrial and research and development office uses and this Plan recognizes that vacant and redevelopment sites should most appropriately be developed with similar uses. Buildings should be oriented toward the street and new site improvements should be installed to facilitate pedestrian movement and access to transit.

#### ***Light Industrial***

Like the Industrial Park designation, the Light Industrial designation is also intended for a wide variety of industrial uses and excludes uses with unmitigated hazardous or nuisance effects. Examples of typical uses

within this designation are warehousing, wholesaling, and light manufacturing. Properties designated for Light Industrial uses may also contain service establishments that serve employees of businesses located in the immediate industrial area.

Because of the limited supply of land available for industrial suppliers/services firms in the City, the preservation of existing light industrial uses within Rincon South is considered of strategic importance. The area east of North Fourth Street has historically been the location of a variety of light industrial uses. The Light Industrial land use designation is used in this area to preserve space for these uses along the edges of US Highway 101 and Interstate 880, east of North Fourth Street.

#### *Public Park and Open Space*

Public Park and Open Space should be provided within the Rincon South area consistent with the requirements of the City's Parklands Dedication Ordinance. These new parklands should primarily serve the residents living within the Rincon South area but could also serve area employees and transit users. Specific properties with this land use designation may be used, alternatively, for Transit Corridor Residential uses at densities and intensities comparable to adjacent properties if the City is not able to acquire the properties at the time development is proposed for these properties.

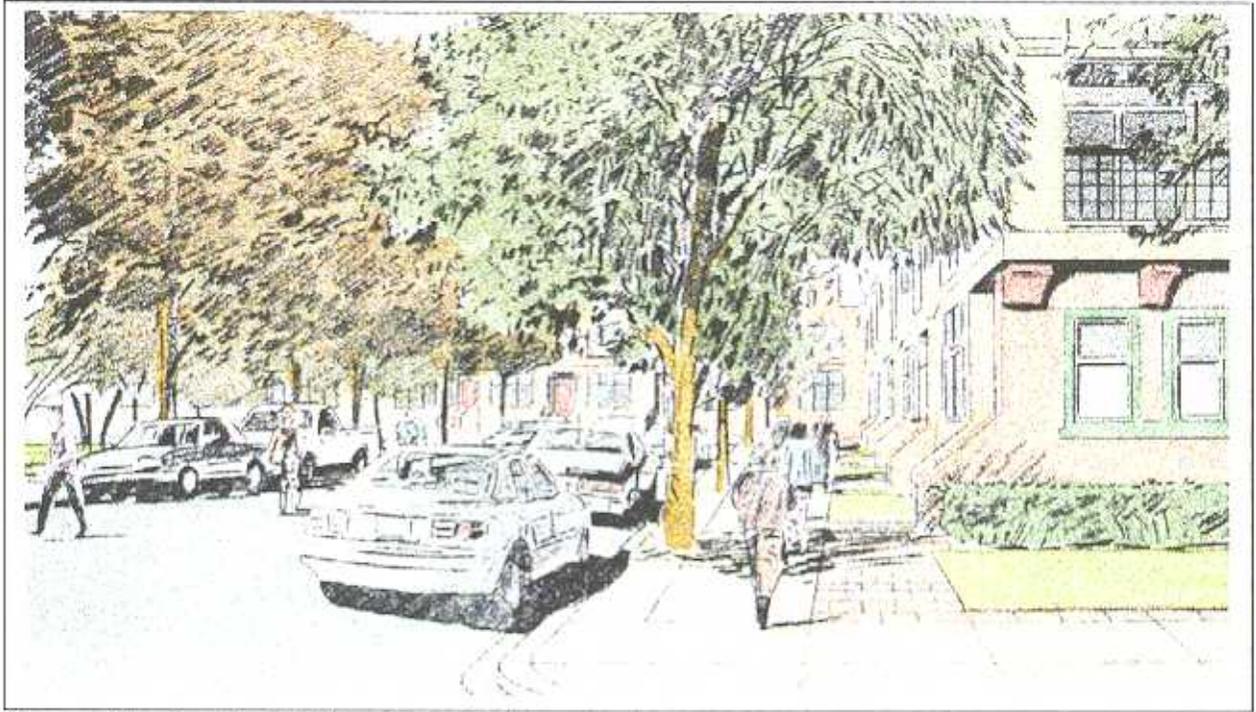
The specific land use plan identifies potential public park locations and configurations that should provide existing and future residents, employees, and transit users adequate access to parks and open space. While these sites and their configurations were selected for optimum

proximity to new residents and other users, they do not preclude the City from considering other park locations and configurations that achieve the parkland goals and objectives of the Rincon South Specific Plan. The proposed locations and configurations of parklands may vary based on: the ability of the City to fund parkland acquisitions; the timing, density, and location of new residential development leading to the dedication of parkland; and the opportunities that might arise for acquisition of individual properties on the open market.

Wherever parklands are located, all new public parks should be bordered by public streets to ensure maximum public access consistent with long-standing City policies, including the General Plan. Parks should provide a key organizing element for the new Rincon South neighborhoods; they should be located and designed to help provide neighborhood cohesion and a focus of activity for new residents.

#### *Public/Quasi-Public*

This category is used to identify public land uses, such as the Bachrodt Elementary School site or lands owned by public agencies. The intent of the Specific Plan is to maintain the existing Public/Quasi-Public land use designation for the school site and recognize those lands held by the State of California.



*Figure 11 – Residential Development Along Parks*

# LAND USE & DESIGN POLICIES

## BACKGROUND

Existing urban development in Rincon South has occurred over a period of about 30 years. While the area is characterized by a large variety of land uses, these land uses form identifiable sub-areas with fairly distinct boundaries. Recent industrial development, composed primarily of modern office buildings occupied by hi-tech and financial, insurance and real estate firms, predominates in the area north of Sonora Avenue and west of North First Street. Rosemary Gardens, an established single-family neighborhood, is located immediately south of Sonora Avenue. The uses between North First and North Fourth Streets are less cohesive, being a mix of small apartment buildings, hotels, older offices and industrial and commercial uses. The area east of North Fourth Street is developed with a variety of industrial uses including trucking companies, industrial services and incubator industrial. The area also contains offices and a hotel. Hotels and motels are located throughout the study area except within Rosemary Gardens.

This chapter is organized into five sections: Overall Land Use and Design, Kerley Neighborhood Sub-area, Rosemary Gardens Sub-area, Technology Park Sub-area and Fourth Street Industrial Sub-area.

## OVERALL LAND USE AND DESIGN

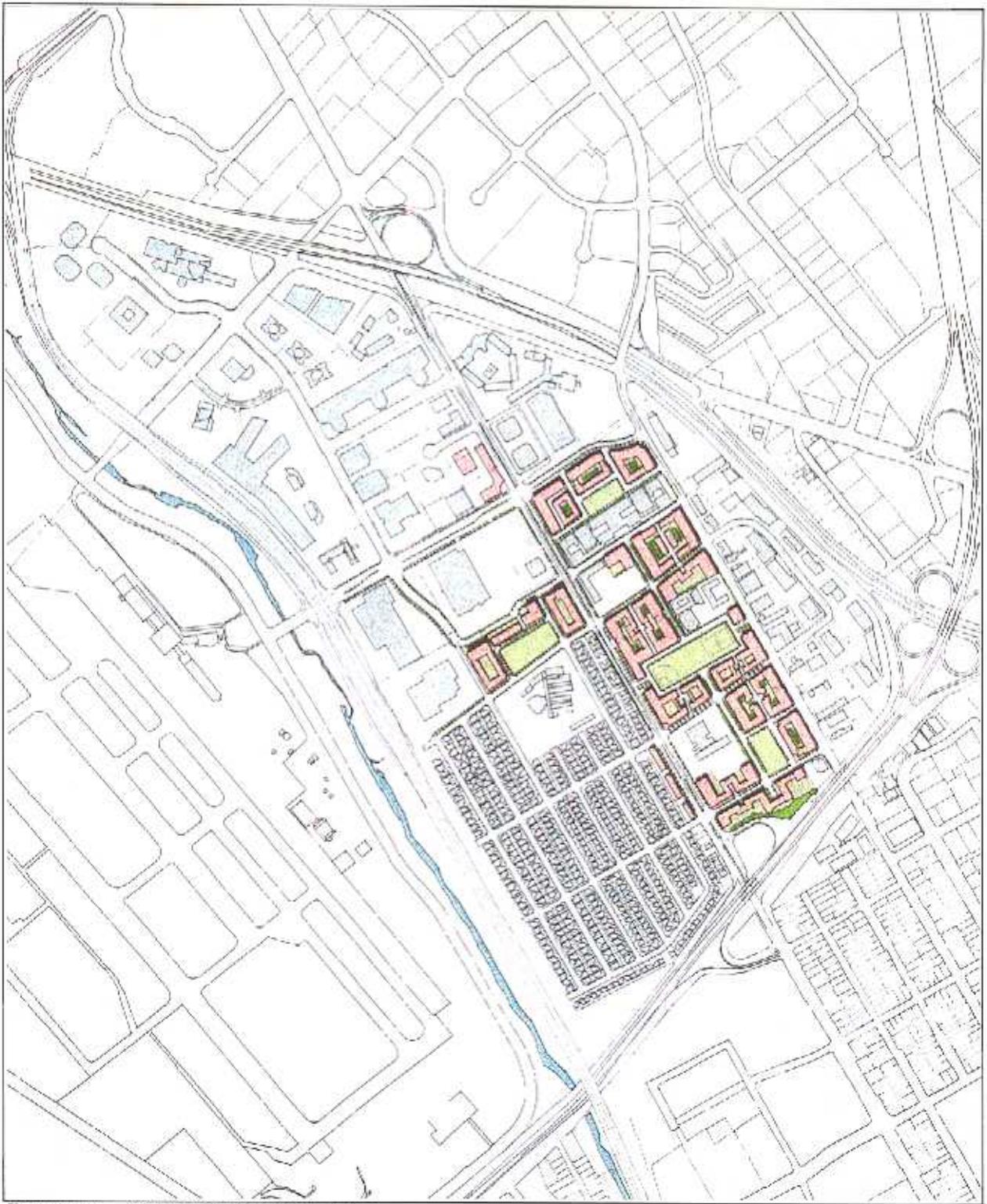
### LAND USE POLICIES

#### 1. Existing Uses

Where different uses have been identified as most suitable for future development, existing uses should be eventually converted consistent with this Plan. Existing inconsistent uses, however, are allowed to continue indefinitely.

#### 2. Mixed-Use

Rincon South is intended to be a generally mixed-use community with housing, commercial goods and services and jobs located within walking distance of each other or a short light rail ride away. Jobs already abound in the area and current demand for housing in San José and the region will probably make housing a relatively easy reality. The challenge then is achieving the modest concentrations of neighborhood serving and business and airport serving commercial uses called for in this Plan at North First Street and Skyport Drive and along Gish Road. In order to guide new commercial uses to these locations, only limited and scattered retail uses are intended outside these areas in the industrial park and transit corridor residential areas. In addition, mixed-use should occur only in vertical configurations outside the concentration areas and is the preferred configuration within them.



*Figure 12 – Overall Illustrative Plan*

### 3. Density and Intensification

Because Rincon South falls within a General Plan Intensification Corridor, the intensification of land use is a long-term goal for the area. Intensification of residential and commercial uses in the area is expected to occur over the long-term and will take advantage of the existing light rail transit facilities in the Guadalupe Corridor. The Rincon South Specific Plan encourages this intensification primarily by changing the land use designations of many sites within walking distance of the Guadalupe Corridor from Combined Industrial/Commercial use to Transit Corridor Residential or mixed-use.

- Projects are encouraged to use land efficiently and to develop sites to their full potential.
- Open space and setback areas should be designed and landscaped to promote the pedestrian-oriented, urban character planned for this area.

### 4. Green Streetscape/Pedestrian System

One of the major changes that the Rincon South Specific Plan seeks to make in the study area is to encourage significant pedestrian activity in an area that is now overwhelmingly dominated by vehicular activity. The challenge is to overcome the dampening effects of wide congested streets, large buildings typically set back on their sites behind surface parking, unappealing marginal sidewalks aligned next to travel lanes, and few pedestrian oriented businesses or land uses. Without any accompanying landscaping, particularly street trees, sidewalks are exposed to the weather and are uncomfortable for pedestrians, particularly in warm weather. Besides providing shade, trees and other plants soften and contrast with the hard, built environment and result in an

aesthetically attractive environment. To achieve a significant level of pedestrian activity, new development must be pedestrian oriented and the walking environment should be attractive and appealing.

The Rincon South Focus Group was also particularly concerned that "park" character not be limited to the formal parks but that it be carried throughout the community as a network which provides very attractive connections among parks and other neighborhood features. Thus was born the "Green Streetscape" which is described in Figures 35 through 45.

### 5. Transit Orientation

Encouraging more people to travel to or within Rincon South by foot, bicycle, bus, or the light rail will improve the long-term viability of the area. The Plan seeks to encourage people who live and work within Rincon South to walk or take public transportation rather than drive by ensuring that new development in the area is designed with pedestrian needs in mind. Drive through uses, therefore, are prohibited in Rincon South.

## DESIGN POLICIES

The following design policies are intended to promote urban character in the Rincon South area, to create an attractive living environment, to ensure that new development will be designed to be compatible with existing neighborhoods, and to avoid impairing the viability or character of existing neighborhoods. These goals are graphically summarized within the Overall Illustrative Plan for Rincon South (*Figure 12*). The Illustrative Plan depicts possible future building locations and streetscape improvements consistent with

the goals and policies of this Plan. As land use intensifies, the design of public spaces becomes more critical and design must do more to ease the transition between different land uses. The nature of landscaping will also need to change as the area becomes more oriented toward pedestrians rather than automobiles.

## GENERAL

### 1. Design Guidelines

- New development should conform to the applicable Residential, Commercial or Industrial Design Guidelines of the City of San José unless otherwise stipulated in the following policies.

### 2. Security

- Residential, industrial, commercial and mixed-use development should be designed to enhance the security of residents, building users and pedestrians

in the vicinity. Site and building design should not produce potential hiding places, should provide adequate light, and should create space that is actively used and observable.

- Lighting should be installed over each doorway or entry of residential and non-residential structures. Lighting should also be provided for sidewalks, driveways, and parking lots. Lighting should be of sufficient illumination to allow identification of people at a distance of 50 feet.

### 3. On-site Amenities

As Rincon South becomes more urban, the inclusion of on-site amenities becomes critical. Advance planning for an amenity rich urban environment can have tremendous impact upon the future quality of life within the area.

- New residential, industrial and commercial projects will be expected to

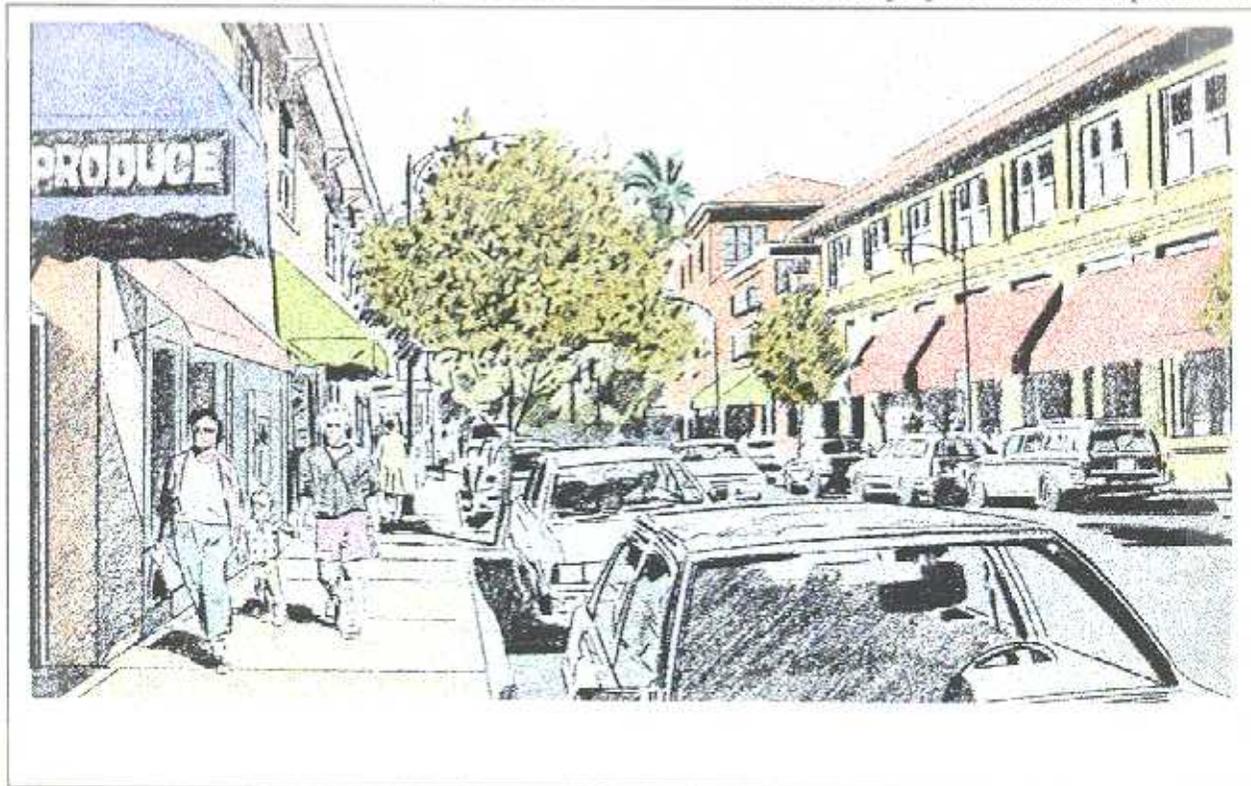


Figure 13 – Gish Road Retail

provide recreational opportunities on-site for the enjoyment of the residents or employees of those projects.

#### **4. Main Street Character**

New retail development within Rincon South should be pedestrian-friendly, consistent with traditional "main street" development and should be planned to serve area residents and businesses (*Figure 13*).

- The design of new development should promote pedestrian access and safety. All retail and mixed-use buildings should face onto the most significant bordering street, with primary entries off the street.
- Buildings, particularly retail shops, should be sited with no or minimal side setbacks and should present a relatively unbroken façade to the street.
- Retail buildings should be built up to the setback lines or to the sidewalk and storefronts should be accessible from the street.
- Retail buildings or portions of buildings should be relatively small in scale, providing a contrast with larger residential or industrial buildings and a more intimate, human-scale shopping environment. Smaller, more diverse businesses provide a wider range of goods and services and perhaps more long-term economic security for area businesses.

#### **5. New Commercial Centers**

- Gish Road should develop as the focus for retail activity supporting the new residential development in the Kerley Drive area as well as the Rosemary Gardens neighborhood and should also serve as the primary link between the Kerley Drive and the Rosemary Gardens neighborhoods. Retail development along Gish Road should be of a scale appropriate to serve the needs of local

residents within Rincon South and conducive to the establishment of a pedestrian oriented neighborhood.

- Commercial uses at or near the intersection of North First Street - Skyport Drive should include retail activities that serve local residential, industrial and commercial development and patrons of the Airport. Any development at the northwest or southwest corners should include at least 10,000 square feet of retail development which is well integrated with any other uses on the site. These centers should be oriented toward potential pedestrian traffic from either the Metro Light Rail Station or neighboring development.

### ***BUILDING ORIENTATION AND DESIGN***

#### **6. Building Orientation to Streets and Parks**

The development of "street presence" is an urban design goal for Rincon South. This is particularly important for North First Street, as part of the implementation of the Guadalupe Intensification Corridor. In general, it is a desirable quality for all of Rincon South and should be specifically promoted for new development along Skyport Drive, Sonora Avenue, Metro Drive, North Fourth Street, Archer Street, Kerley Street and Gish Road.

- Site design and building architecture should place activities close to the street and promote visual and pedestrian connections between the street and the on-site uses.
- Ground floor street façades should allow views into and between buildings via windows, doors, courtyards and grillwork walls and openings.
- Blank building façades along these streets should always be avoided.

- Parking, parking structures or the rears of buildings should be avoided or at least minimized along any of the streets listed above. If these elements cannot be avoided entirely, they must occupy no more than a small portion of any block frontage and should be screened to minimize their impact on the streetscape. Commercial uses, either in a freestanding building or in the lower levels of a mixed-use residential development, should be oriented toward the street and should provide direct pedestrian access from the street into the building.

### 7. Building Design - General

Because of the high value of land and limited land supply within Rincon South, all structural improvements should be of the highest quality. Such an investment will have long term economic and quality of life benefits for the community.

- High quality architectural design of an urban nature will be expected for all new construction throughout Rincon South. Distinctive design proposals are encouraged.
- In general, building design should promote a visually diverse and rich fabric, complement the planned neighborhood scale, and reinforce pedestrian orientation.
- All mechanical equipment should be screened from public view.
- Signage directed primarily at automobile traffic should be discouraged.
- Tall buildings should have clearly articulated tops, middles and bottoms, distinguished by variations in architectural treatment, including human scale elements at the ground floor level.

### 8. Building Design - Residential

- Multi-family residential structures on all streets, but particularly on North First Street, North Fourth Street and Skyport Drive, should project a very urban presence on the street while achieving compatibility with the Rosemary Gardens single-family neighborhood (*Figure 11*).
- Site design should accommodate pedestrian access and limit automobile access points to the minimum required.

### 9. Building Design - Commercial

- Architectural elements, such as decoration, awnings, window displays, and outdoor seating, should be used to create a lively pedestrian environment along the street.
- Where commercial and residential properties adjoin, design of the commercial use should not unduly detract from the privacy of the residential properties and should be of compatible architectural style.

### 10. Pattern of Development

The transition from suburban to urban place is essentially a change in development pattern. Increasing land values will produce more intense urban development patterns. Urban development patterns can be supported by existing transit facilities. Transit use, in turn, can be enhanced by increased density levels. Policies regarding the pattern of development are intended to facilitate this transition, to optimize use of the existing transit systems and to ultimately produce a cohesive, attractive urban environment.

- A pattern of development and street improvements should be established that reinforces and extends the pedestrian

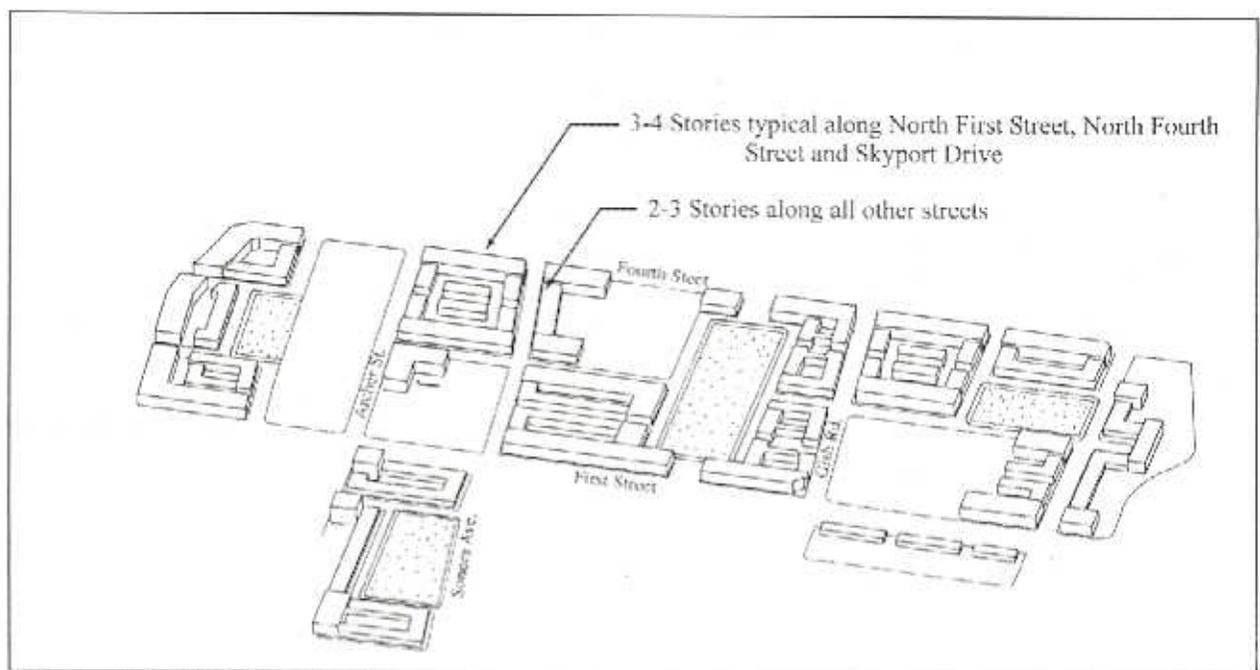


Figure 14 - Building Heights

character of adjacent areas and enhances linkages to the Guadalupe Corridor (North First Street). This can be accomplished through frequent spacing and orientation of building entries, incorporation of porches, improved street landscaping and lighting, interesting building materials, and other suitable improvements.

- Buildings should be given a prominent location on the site with a strong street presence and parking or other spaces used primarily by automobiles should be less prominent.
- Buildings should be oriented toward transit and located in a manner that encourages transit use.
- Buildings should work together to establish a continuous street facade.
- No drive through uses should be allowed in Rincon South.

## MASSING AND HEIGHT

### 11. General

In the long-term, Rincon South is expected to reach a fairly high level of urbanization as part of the development of the Guadalupe Corridor (North First Street). Taller buildings with smaller setbacks will be necessary to create such an urban area (Figure 14).

- Building heights should conform to limits established in this Plan, the City's General Plan, the Zoning Ordinance, and the City's design guidelines.
- Buildings fronting primarily on Skyport Drive, North First Street, and North Fourth Street should be three to four stories in height. (Figure 14)
- Buildings fronting primarily on Kerley Drive, Archer Street, Sonora Avenue, Gish Road and park frontage streets should be two to three stories in height.
- Minor portions, including occupiable portions, of buildings may exceed the three and four story limits for no more than 20% of any building footprint in

- order to introduce architectural variety in projects.
- As intensification occurs, care should be taken to insure that all residential units are provided with adequate privacy and sunlight.
- The massing of new development should not be significantly different from that of existing buildings at their shared interface.

## ***SETBACKS AND BUFFERS***

### **12. Setbacks - General**

- Buildings should be set back from the street a minimum distance consistent with the "green streetscape" plans detailed in the Streets and Circulation System chapter of this Plan.
- Setbacks should be landscaped along inactive frontages.

### **13. Commercial Setbacks**

- Commercial development is encouraged to actively engage the sidewalk and should be sited with little or no setback.
- Commercial properties should be sited to establish continuous, coherent street facades.

### **14. Industrial Setbacks**

- Industrial office properties should be oriented toward the street with minimal setbacks.
- In the case where the location of light industrial activity close to pedestrian areas could result in unpleasant or unsafe conditions, deeper setbacks should be maintained.

### **15. Buffering of Commercial and Industrial Uses**

- All new commercial and industrial development, adjacent to sites containing existing or planned residential development, should use appropriate buffering and screening techniques to avoid negative impacts on the adjacent residents.
- Spaces between buildings should be designed as useable outdoor space when possible. Benches and paths are encouraged in these landscaped areas and berms are discouraged.

## ***PARKING AND SERVICING***

### **16. Parking Standards**

- The parking standards of the San José Zoning Code will apply to the Rincon South area. Modification of these standards may be considered in light of the area's significant transit facilities if supplemental parking need studies warrant changes in parking standards based on transit ridership, pedestrian use of commercial facilities, shared parking, or other appropriate factors.

### **17. Treatment of Parking Facilities**

Highly visible parking facilities promote automobile use and detract from the creation of an attractive, pedestrian friendly, urban area. The design of development, including parking areas, in Rincon South should reflect the importance of planned alternative modes of transportation.

- Parking facilities should be designed and located to minimize visibility from North First Street, Skyport Drive, and North Fourth Street.
- Throughout Rincon South, parking should be screened from view from the

street by buildings, landscaping, and low architectural walls.

- Driveway curb cuts and garage entries should be limited to the minimum necessary.
- The majority of above grade parking should be located within parking structures and should be encapsulated by at least ground-level commercial or residential uses.
- Porches, stairways, or other architectural features should be used to help screen parking story openings other than those necessary for driveways. Landscaping may be used to supplement the screening provided by architectural treatments.
- Because blank walls tend to make pedestrian environments less attractive and less active, walls more than four feet high should not be used to screen parking areas from the street.

#### **18. Service Facilities Screening**

- All garbage and refuse facilities, and mechanical equipment should be included within buildings or screened from view in a manner compatible with the overall building design and streetscape treatment of the project.
- Truck loading docks should be designed as an integral part of a building or project and should be oriented away and/or screened from any public right-of-way or open space.

### ***OPEN SPACE AND LANDSCAPING***

#### **19. On-Site Open Space**

With the intensification of future development, open space will become increasingly important within Rincon South. The identification, utilization and design of any available open space should be carefully considered in new development.

- Usable common open space and private out-door open space should be provided at levels required in the City's Industrial, Residential and Commercial Design Guidelines.
- A system of attractive, on-site open spaces and common areas should be integrated into all new projects to serve as an amenity to on-site employees and residents.

#### **20. Landscape Plans**

- Landscape plans and landscaping for public and private development should conform to the City of San José Landscape and Irrigation Guidelines.
- Streetscape continuity should be supported through the repetitive use of the same, or similar, tree species along each entire street frontage.
- Species diversity is encouraged from street to street to reduce the impacts of tree diseases.

#### **21. Street Frontage Landscaping**

- Properties which front upon public streets should have front landscaping integrated with the public street space, consistent with the Streetscape Guidelines included in the Streets and Circulation chapter of this Plan.
- Street trees should be placed in the continuous planted area between the sidewalk and curb. Where sidewalk width is limited, trees may be placed in tree wells which are covered by grillwork to allow pedestrian movement.
- Matching or complementary trees and other plantings should be placed between the sidewalk and building fronts.
- Pedestrians should have access from the sidewalk to the street at frequent intervals.

- Where a larger sidewalk is not indicated by the Streetscape Guidelines included in this Plan, an unobstructed sidewalk, at least six feet in width, should be provided between street trees and any other landscape or vertical elements.
- Benches, fountains, public art, bicycle parking areas, and other streetscape elements are strongly encouraged.

intended to provide these connections functionally as well as visually.

## **22. Useable Open Space**

- When open space is included within a site plan, the open space should be landscaped in a manner that maintains accessibility. The inclusion of paths, benches and other such elements is strongly encouraged.

## **23. Park Design**

- The locations of new park lands may vary from the locations shown on the Land Use Plan to accommodate flexibility in future development planning and to accommodate the actual chronology of redevelopment and availability of City resources, but new parks should be located in the same general areas proposed in this Plan.
- New parks should be compact, generally rectilinear in form and designed to be clearly accessible and usable by the public.
- A four to five acre central park, similar to the one depicted in the Land Use Plan, should be established as soon as possible both to provide open space for new residential development and to act as a central organizing element for new residential development.
- New connections should be established and existing connections strengthened between new and existing parks or open space. The street frontage landscaping and sidewalks described above are

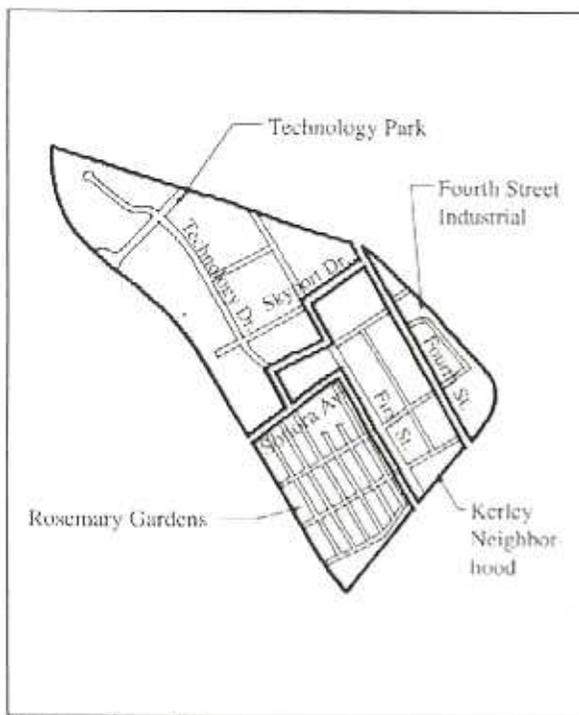


Figure 15 – Sub-areas

#### LAND USE AND DESIGN POLICIES - SUB-AREAS

Four sub-areas have been designated within Rincon South (*Figure 15*). Each sub-area has a distinct character and is treated differently by the Specific Plan. Specific policies, intended to supplement the general policies outlined above, have been formulated for each of four sub-areas:

- Kerley Neighborhood Sub-area
- Rosemary Gardens Sub-area
- Technology Park Sub-area
- Fourth Street Industrial Sub-area



Figure 16—Kerley Neighborhood

## KERLEY NEIGHBORHOOD SUB-AREA

### *General*

The Kerley Neighborhood sub-area provides the greatest opportunity within Rincon South to establish a viable, transit-oriented residential community and to achieve the Plan's housing goals. This sub-area currently includes the largest number of low-intensity and under-developed sites that have the best potential for short-term redevelopment. The establishment of a new, residential neighborhood in this sub-area will support and encourage the use of the two Rincon South light rail stations (*Figure 16*).

The sub-area will include a dedicated neighborhood commercial street – Gish Road – as well as a mix of established hotel sites alongside new high-density housing. The latter may include incidental retail or other commercial activity in a vertical mixed-use configuration along any street frontages. The lands designated for transit corridor residential or mixed-use could generate about 1900 new dwelling units, ranging in density from 25 dwelling units per acre (DU/AC) to 65 DU/AC with an average density of 45 DU/AC.

This sub-area includes a total of 49.8 acres designated for multi-family development, 22.8 acres designated for a mix of multi-family and commercial development, and 28.3 acres of existing hotel sites with base land use designations that would also allow Transit Corridor Residential use.

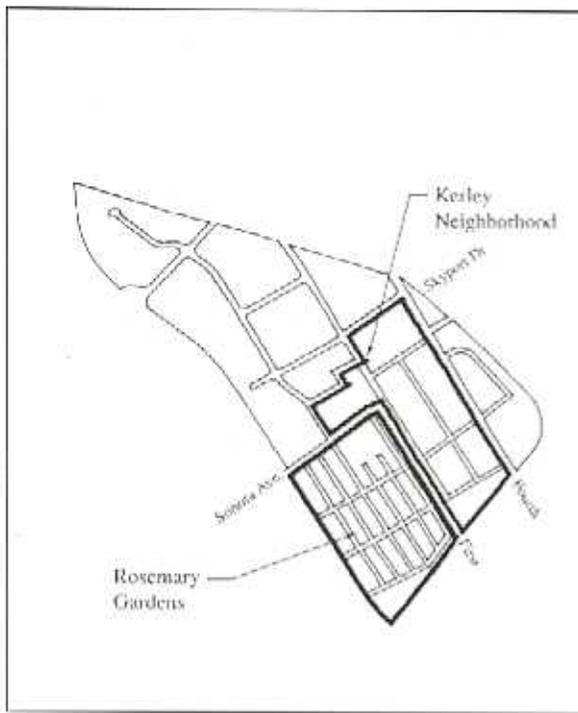


Figure 17 – Residential Framework

### Sub-area Boundaries

The Kerley Neighborhood Sub-area is bounded on the south by Interstate 880, and on the east by North Fourth Street. The west boundary is North First Street, Technology Drive, and the rear lot lines of properties on the west side of North First Street; the north boundary is a stair step line beginning with Sonora Avenue and ending with the proposed extension of Skyport Drive (Figure 17).

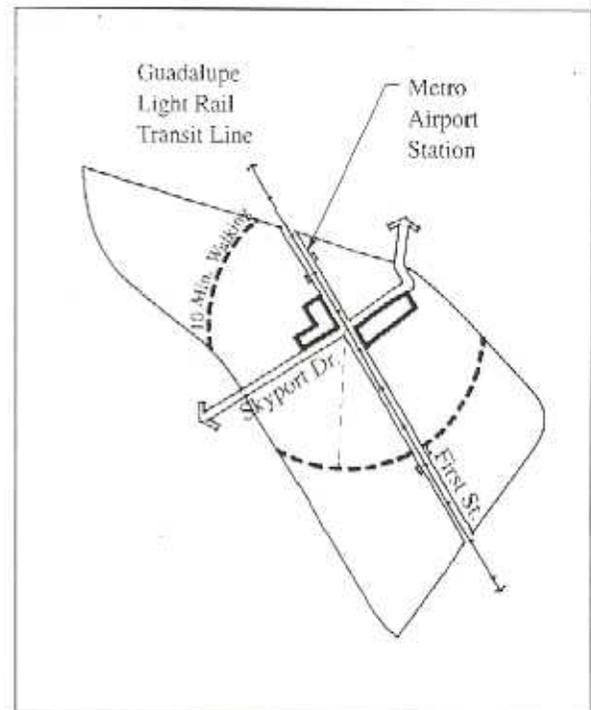


Figure 18 – Commercial Framework:  
Skyport Drive and  
North First Street

### Commercial Development

The Plan places the focus of new commercial activity at two main locations within the sub-area: the south side of Skyport Drive between North First and North Fourth streets (Figure 18) and along Gish Road between the same two streets (Figure 19). Gish Road will serve as the commercial/retail center for this new neighborhood. Commercial space, oriented toward serving the entire Rincon South Specific Plan area, transit users, and Airport patrons, should be provided on the south side of Skyport, between North First Street and North Fourth Street. The character of these retail areas is described in the Land Use and Land Use Designations chapter of the Specific Plan.

A number of hotels currently located within this sub-area are identified on the Land Use

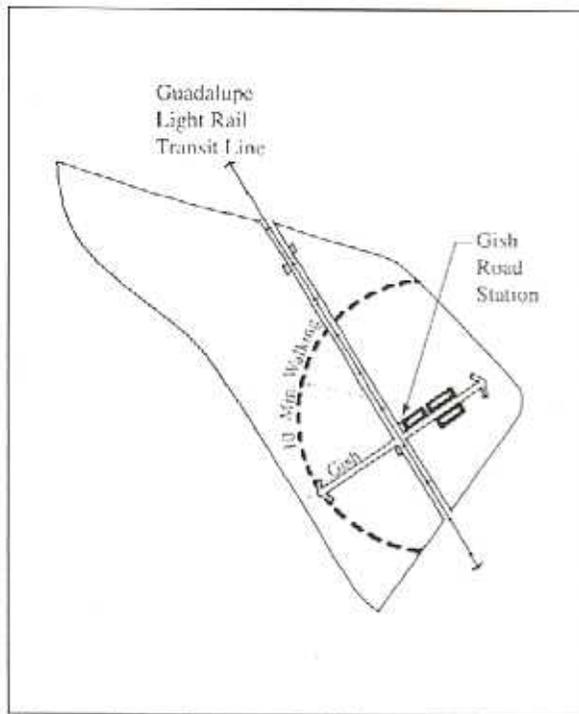


Figure 19 – Commercial Framework:  
Gish Road

Plan. These include the Homestead Village site (on the corner of North First Street and Archer Street), the Radison Hotel site (at mid-block between Archer Street and Gish Road and in-between North Fourth Street and Kerley Drive) and the Executive Inn site (on the block bounded by North First Street, Kerley Drive, Gish Road and Rosemary Street). These are newer hotels and are thus less likely to redevelop within the timeframe of this Plan. The Plan acknowledges the long term presence of these hotels and allows for their maintenance and improvement on their existing sites. The addition of retail activity and other adaptations that make these sites more conducive to pedestrian street life and foster transit use are encouraged. Similarly, auto-oriented development practices are discouraged.

### *Residential Development*

Although there are few vacant parcels in this sub-area, a number of sites are considered to be good candidates for residential redevelopment in the near future. Current uses on these sites include several low-intensity hotels/motels and commercial developments, a small amount of office development, and some light industrial development. With the exception of the hotel sites noted above, all parcels within the sub-area, are considered good candidates for redevelopment as high-density residential use and are designated as Transit Corridor Residential. This sub-area also includes an existing group of apartment buildings on the northwest corner of the Gish Road - Kerley Drive intersection and several duplexes and small apartment buildings (totaling about 77 dwelling units) along the west side of North First Street. These multi-family sites could also be redeveloped under this Plan to provide additional housing or a mix of commercial and residential uses. New development in this area should be designed to be compatible with the Rosemary Gardens neighborhood.

Buildings constructed under the Transit Corridor Residential designation should be urban in character with articulated façades along all street frontages. Investment in urban amenities, mixed-use development, multiple street entries, and parking within parking structures are strongly encouraged.

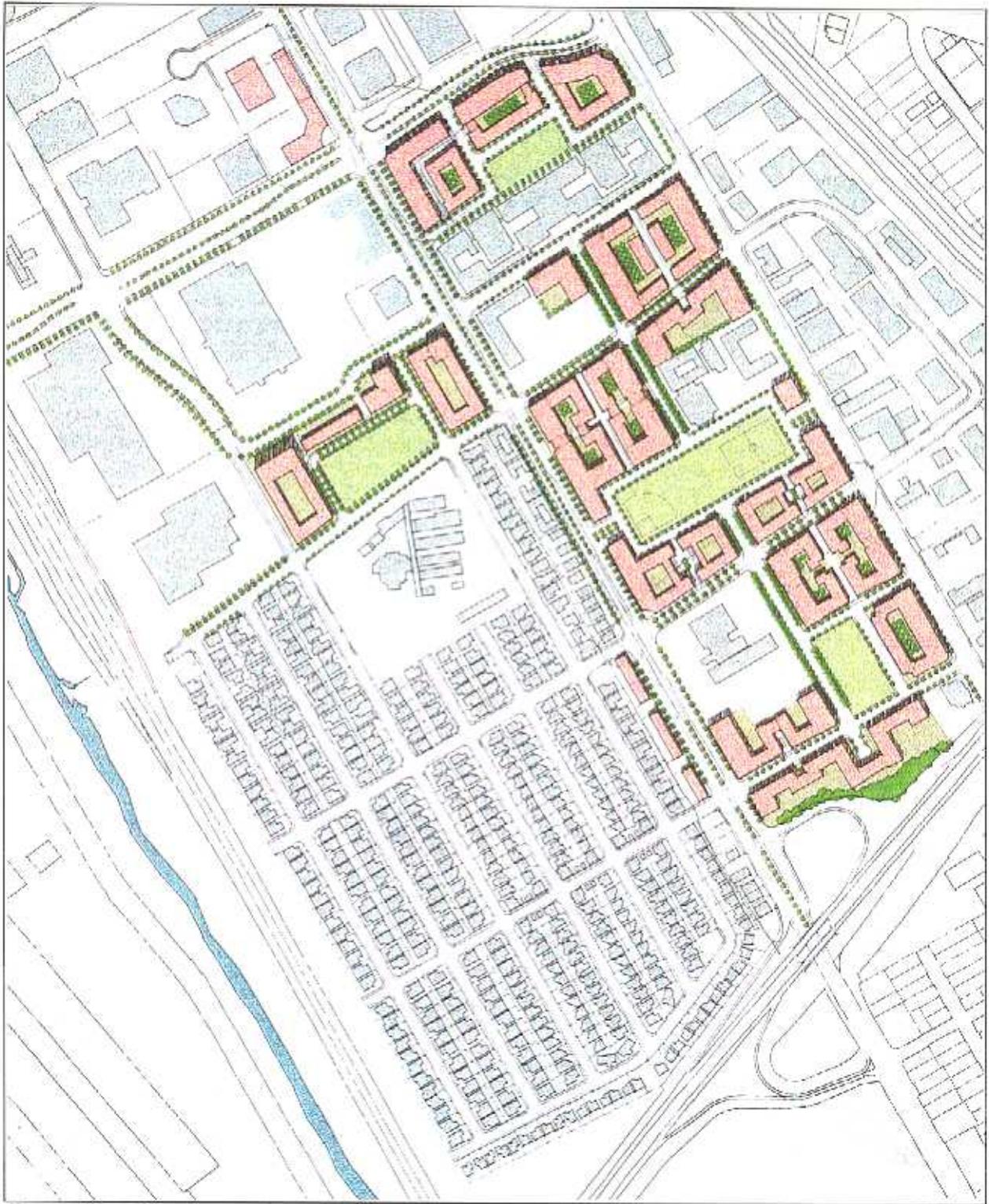


Figure 20 Illustrative Plan of Kerley Neighborhood

### *Park and Community Facilities*

New parklands should be located within the new residential neighborhood to be created in this sub-area. The Plan includes proposed locations and configurations for these parklands. These parklands should be designed as described in Policy 23 (Park Design) on pages 41-42 of the previous section. The Plan also calls for a unique system of public and private landscaping along most streets. This landscaping is intended to function as extensions of the park environment into the community as well as parks connectors and enhanced walking environments.

### **LAND USE POLICIES**

#### **1. Housing Variety**

- A range of high density housing types, suitable for a variety of household sizes is encouraged.
- A mix of rental and ownership housing is encouraged.

#### **2. Transit Corridor Residential**

- New residential development on land designated Transit Corridor Residential should occur within a density range of 25-65 DU/AC.
- An average density of 45 DU/AC is strongly encouraged.

#### **3. Commercial**

- A minimum of 10,000 square feet of commercial development is required at the southeast corner of North First Street and Skyport Drive and additional commercial development is encouraged all along the south side of Skyport Drive to North Fourth Street.

- Except for sites along Gish Road, commercial development should always occur as part of a mixed-use (residential/commercial) project, preferably in a vertical mix.
- Commercial development not located on Gish Road may occur in a horizontal mix if any freestanding commercial components occupy no more than one third of the site.
- New commercial development along Gish Road should, as a strong preference, occur only in mixed-use configurations. Independent commercial projects are allowed, however, if they meet all of the other policy objectives of this Plan, are designed to function integrally with adjacent projects, and do not make it difficult or impossible for adjacent properties to develop in mixed use configurations.
- At least 80% of the frontage of each block of Gish Road should be developed with commercial uses.
- In the near term, neighborhood retail and service uses are strongly encouraged to occupy and/or reuse existing buildings along Gish Road.
- Drive through uses are prohibited in this area.

### **DESIGN POLICIES**

The design policies for the Kerley Neighborhood Sub-area are intended to guide the transition of this area from its present mix of low intensity auto oriented uses to a very urban, primarily high density residential community. The new community should feature an attractive pedestrian environment that draws patrons to the light rail stations, encourage residents to walk to shopping and jobs, and contribute to creating an overall pleasant living environment.

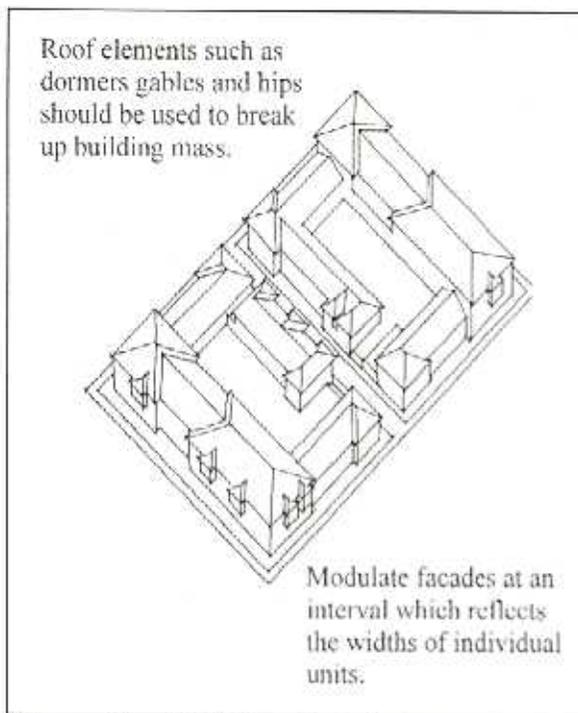


Figure 21 – Building Articulation

The intended character of the Kerley Neighborhood is graphically depicted by the Kerley Neighborhood Illustrative Plan (Figure 20). The Illustrative Plan depicts possible future building locations and streetscape improvements consistent with the goals and policies of this Plan.

Design elements not addressed in this Plan are subject to the City of San Jose's Residential or Commercial Design Guidelines.

### **BUILDING ORIENTATION AND DESIGN**

#### **1. Building Orientation/Design Relative to Streets and Parks**

- New commercial and residential buildings should have a strong street presence, be built to or near setback lines, and be clearly oriented to and integrated with pedestrian and transit circulation routes.

- New buildings near public park sites should be oriented to the park and reinforce its identity as a public space serving the community (Figure 11).
- Building façades should not be obscured by fencing or other screening material and should include elements such as multiple entries, balconies, and windows that face the street.

#### **2. Residential Entries**

- First floor residential uses should have primary entries oriented to the street.
- Primary entries for high-density residential development should be oriented to the street rather than interior courts or parking garages.

#### **3. Street Wall Articulation and Silhouette**

- In order to maintain an appropriate scale for residential streets, facades should be modulated every 50 feet, or at an interval which reflects individual units and/or clusters of units, whichever is less. These intervals should be clearly articulated through building massing and roof treatment as well as changes in building plane, colors and materials. The use of bay windows, dormers, balconies, chimneys and sloping roofs is also encouraged to reinforce this effect.
- The first floor level of residential buildings should be articulated as a distinct part of the building façade by means of a change in materials, planes, window sizes or shapes, and/or decorative trim.

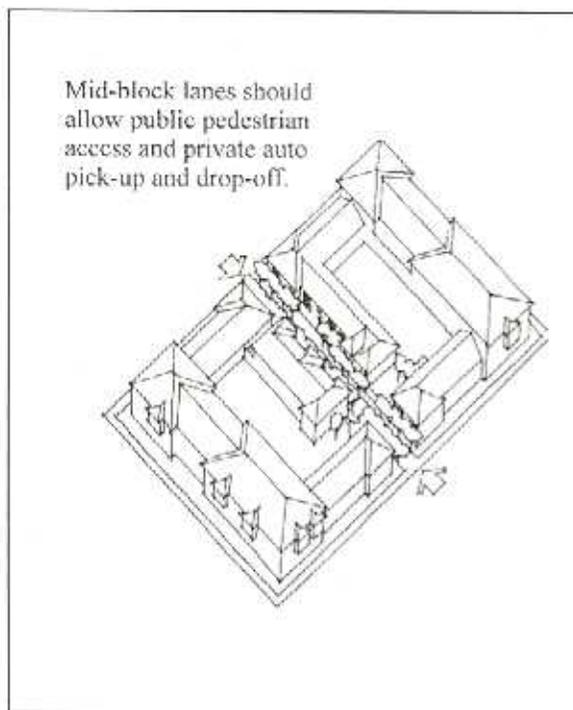


Figure 22 – Mid-block Lanes

#### 4. Roof Treatment

- Roof elements such as dormers, gables and hips should be used to break up the scale and massing of buildings. Decorative elements, such as corbels, brackets and cornices, will also help humanized the scale of large buildings.
- Rooftop mechanical equipment should be concealed from view.
- Cornices should be used to add definition to the tops of flat roofed and hipped roof buildings.
- Roof design should conform to legitimate forms, e.g., hipped, gabled, or flat. Superficial application of artificial roof elements, such as the so-called mansard, to disguise a flat roof should not be used. This does not preclude roof top equipment wells when set behind conventional roof forms.

#### 5. Building Materials

- Exterior finishes should be of high quality materials, such as better quality wood siding, concrete, decorative concrete block, and/or brick. Stucco is also an appropriate material if it is detailed to have some depth.
- Roof construction should use materials such as metal, heaviest quality asphalt shingles and/or tiles.

#### 6. Window Openings

- Typical window openings should be vertical or square in orientation.
- Window casings should be recessed from the building face to provide shade and detail.
- Street level openings of parking garages should be screened with grill systems that have six or more inches of depth and/or are completely obscured by landscaping.
- Venting with forced air should not vent directly onto a public area or sidewalk.

#### 7. Outbuildings and Accessory Structures

- Accessory structures such as clubhouses, common facilities, and utility and storage buildings, should be compatible in design, use of materials, scale and proportion and detail to their attendant residential buildings.

#### 8. Mid-block Lanes

- Mid-block lanes are private driveways or alleys with at least one walkway and are encouraged on specific blocks within the Plan area (*Figure 22*).
- Mid-block lanes should allow pedestrian access, private automobile pick-up and

drop-off, and limited access to garage parking.

- Building facades facing a mid-block lane should be set back no more than five feet from the lane.

## 9. Commercial Design

- Ground floor commercial space should be designed as an integral part of a mixed-use building, but should also be designed as a distinct part of the building façade, with materials and treatments that offer visual interest to the pedestrian.
- Clear glass display windows, awnings, outdoor dining areas, and/or landscaping planters should be used to create attractive entryways and encourage street activity.

## *MASSING AND HEIGHT*

### 10. Maximum Building Heights - East of North First Street

- The predominant height of development within this subarea should be two to four stories which may be over one half story of parking.
- A maximum height of 65 feet or five floors is permitted at locations along the east side of North First Street, Skyport Drive, both sides of Kerley Drive and the west side of North Fourth Street and only on sites which are at least 100 feet from a park. A minimum height of three stories, not including a semi-depressed parking level, is strongly encouraged at these locations.
- The height of street walls should be scaled to promote a sense of spatial definition, continuity and a comfortable pedestrian environment. New residential development should have a minimum

street wall height or two stories above parking.

- Chimneys and vent stacks may exceed these height limits.

### 11. Maximum Building Heights - Sonora Avenue

- The front 25 feet of buildings that face Sonora Avenue or the Sonora Avenue park should be limited in height to 35 feet (e.g., 2 and 1/2 stories).
- Beginning at a setback distance of 25 feet from the building's street façade, residential building height may gradually increase to 75 feet and building elements, consisting of 20% of the building or less, may extend to 85 feet. At a setback distance of 150 feet from the street curb, building height may increase to 120 feet.
- Non-residential buildings should maintain a one and one-half foot separation for every foot of building height from residential properties on the south side of Sonora Avenue.

### 12. Maximum Building Heights - west of North First Street, South of Sonora Avenue

- Buildings along the west side of North First Street south of Sonora Avenue should be limited in height to 35 feet (2 and 1/2 stories).
- Buildings along the west side of North First Street should be limited to 75 feet in height.

## *SETBACKS AND BUFFERS*

### 13. Residential Setbacks

- Residential setbacks are measured primarily from face of curb, a standard unique to Rincon South. This unusual approach was developed as a way of

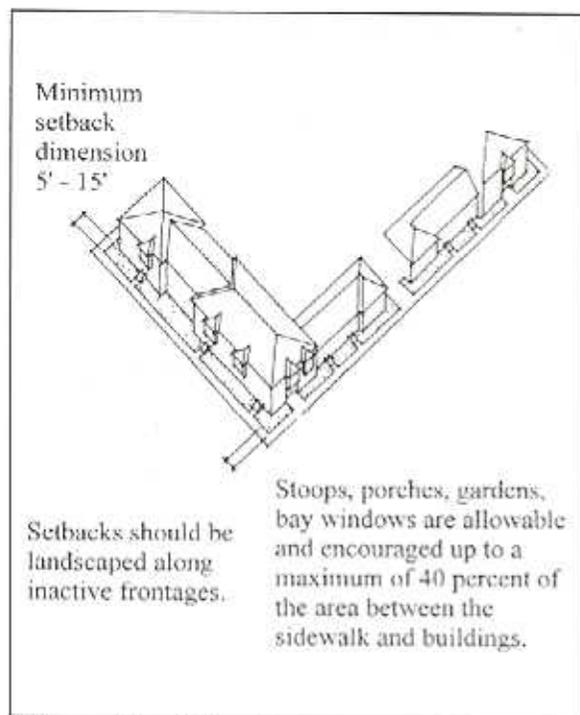


Figure 23 – Setbacks

facilitating the implementation of the Plan’s “Pedestrian System”, a network of park-like corridors which combines the traditional sidewalks, parkstrips and front yards to form particularly pleasant and non-traditional walking environments as well as unique street frontages. Setbacks are:

North First Street	27 feet
Sonora Avenue	25 feet
Kerley Avenue	25 feet
North Fourth Street	18 feet
Park Frontage Roads	15 feet
Gish Road	15 feet
Gish Road Commercial	10 feet
Skyport Drive	10 feet

See Figures 35 through 44 under the Street and Circulation System section for dimensions of individual components within this unique “setback”. If the dimension of any component should be reduced, another component(s) should

be increased by that amount to maintain the overall setback.

- Within a building setback area, encroachments, including stoops, porches, gardens, and bay windows, are allowable and encouraged up to a maximum of 40 percent of the area between the sidewalk and buildings (Figure 23).
- The use of ornamental gates, garden walls, railings and hedges is encouraged along the property line at the street. The maximum height of walls, railings, hedges, and gates is 36 inches.
- Setbacks should conform to the Streetscape Design Guidelines included in the Street and Circulation System chapter of this Specific Plan.

#### 14. Retail Setbacks

- Retail setbacks may vary from residential setbacks on a given street by the elimination of the area between the sidewalk and buildings.

### PARKING

#### 15. Off-Street Parking and Driveways - General

- Structured parking below residential should be set at half-level below grade to minimize the visual impact on the building façade and street frontage (Figure 24).
- Driveways and access to parking areas should meet City of San José standards. Shared access is encouraged to limit driveway cuts.
- Garage entries should be inset into building facades when located along streets.
- Driveways should be located a minimum of 50 feet away from street intersections.

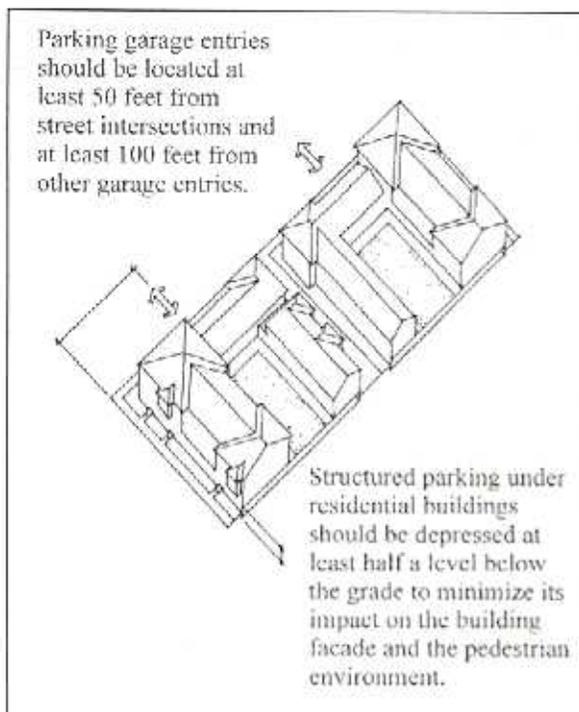


Figure 24 – Off-street Parking

- All street-facing garage entries should be spaced at least 100 feet apart.
- Parking garages and/or garage entries should not dominate the frontage of buildings on any street or interfere with pedestrian movement.
- Driveways should be located on the more minor streets, if at all possible, rather than on North First Street, North Fourth Street, Kerley Avenue, or Skyport Drive.

#### 16. Off-Street Parking and Driveways - Commercial

- For commercial parking, at grade, mid-block parking courts should be provided for convenience parking. These courts should provide through-block public pedestrian access and should have hard-scaped semi-public spaces appropriately designed for this use.

- The size of surface parking areas should be limited to a maximum of 40 parking stalls.

### OPEN SPACE AND LANDSCAPING

#### 17. On-Site Open Space

The provision of open space plays an important role in the establishment of a successful, multi-family residential neighborhood.

- A system of attractive, on-site open spaces and common areas should be integrated into all new residential and mixed-use projects to create comfortable areas for people to meet, interact, and enjoy outdoors.
- Usable common open space and private out-door open space should, at a minimum, be provided at levels required in the Residential Design Guidelines.
- Common open space may be reduced on site if an equivalent proximate area is dedicated and improved as a public park.

## **ROSEMARY GARDENS SUB-AREA**

### *General*

It is the intent of the Rincon South Specific Plan to maintain Rosemary Gardens as a high-quality, single-family residential neighborhood. This neighborhood makes a positive contribution to San José and is, and will continue to be, a key factor in maintaining the positive characteristics of the Rincon South area. The Plan supports the potential redevelopment of the residential and commercial properties along the west side of North First Street as long as it is compatible with the existing neighborhood. New retail development will provide new neighborhood oriented services and uses that should support and enhance transit use and the long-term viability of Rosemary Gardens.

### *Sub-area Boundaries*

The Rosemary Gardens Sub-area is bounded by the Guadalupe Parkway (Route 87) on the west, by Sonora Avenue on the north, by the rear property lines for the sites facing North First Street on the east and by Interstate 880 on the south.

### *Residential Development*

This sub-area is an established single-family residential neighborhood. Currently the area has 411 single-family dwelling units on 49.8 acres. The Specific Plan does not propose any changes to the single-family neighborhood, although redevelopment of the adjacent multi-family residential properties along North First Street may be suitable in the future.

### *Public / Quasi-Public Development*

The Bachrodt Elementary School is located within Rosemary Gardens and serves as a focus point for community activity. Maintaining this school and its open space is an important objective for Rosemary Gardens particularly as development of new residential uses within Rincon South proceeds.

## **DESIGN POLICIES**

### *Single Family Neighborhood*

- New single-family detached development is subject to the development standards of its zoning district and any applicable Residential Design Guidelines.
- Any new single-family detached development should acknowledge and incorporate representative characteristics of the Rosemary Gardens Neighborhood.
- New Single-family detached development should continue existing functional relationships within the Rosemary Gardens Neighborhood. For example, entries facing the street, front porches, and parking at the rear on blocks where these features and relationships apply.



## **TECHNOLOGY PARK SUB-AREA**

### *General*

This sub-area contains the majority of Rincon South's high technology office and industrial development and is an important part of North San Jose – the key economic engine of the City. The Rincon South Specific Plan supports the continued development and improvement of office and industrial uses in this area consistent with the existing policies of the City. In addition to office and industrial uses, a major existing and planned land use feature is hotel use. New development in this area should be designed to be transit oriented and pedestrian friendly in support of the goals and objectives of this Plan.

### *Sub-area Boundaries*

The Technology Park Sub-area is bounded on the west by the Guadalupe Parkway (Route 87) and on the north by Highway 101. The south and east boundaries are more complicated, consisting, from west to east, of the edge of the Rosemary Gardens residential neighborhood, the planned residential properties on the north side of Sonora Avenue, North First Street, and the proposed Skyport Drive extension.

### *Industrial Development*

This sub-area currently includes nearly 3 million square feet of office development. These industrial office uses are anticipated to remain into the foreseeable future. They provide the City with an important employment center and are a logical use for

Rincon South, given its high degree of accessibility and connection to the North San José and other industrial centers. Redevelopment of the Industrial Park site between Skyport Drive and Sonora Avenue is anticipated to occur in the near future. Existing development in other portions of this sub-area is fairly recent, which limits likely candidates for further redevelopment, but it is expected that properties near the intersection of North First Street and Skyport Drive may be redeveloped or improved when Skyport Drive becomes the major entrance to the Airport.

### *Commercial Development*

The Plan focuses new commercial activity at the northwest corner of North First Street and Skyport Drive. The character of this retail area is described in the Land Use and Land Use Designations chapter of the Specific Plan.

This sub-area also contains existing hotel properties and some supporting commercial uses, all of which are considered to be suitable land uses for the area. The Plan identifies three potential new hotel sites south of Skyport Drive to support the Airport and its planned expansion, as well as industrial uses in North San Jose. The eventual development of new hotels in the area should be consistent with the City's Hotel Policy and implementation standards.

## **LAND USE POLICIES**

### **1. Industrial Park Use**

Industrial Park use will remain the primary land use in this sub-area. The entire sub-area, including the industrial uses, should

become more urban and more transit oriented as new development occurs.

- Office development within the Technology Park Sub-area should be of the highest design quality and oriented toward pedestrian and transit use.
- Amenities and support services should be located on-site.
- Large scale and small scale tenants are both appropriate, but building design should incorporate human scale elements that encourage pedestrian access.
- Industrial/office development within the Technology Park sub-area should have no vehicular connection to Sonora Avenue.

## 2. Commercial Use

Commercial development within this sub-area may be closely related to the expansion of the Airport but should also serve local businesses and workers, visitors, and residents.

- Commercial development that supports the Airport is encouraged.
- All commercial development within Rincon South should have entries near the sidewalk and be oriented to transit facilities.
- Commercial and retail uses should generally consist of smaller facilities that serve the local residential, commercial and industrial populations. Large, more regional commercial businesses are not appropriate in this sub-area.
- Commercial development within the Technology Park sub-area should have no vehicular connection with Sonora Avenue.

## DESIGN POLICIES

The primary purposes of these design policies are to facilitate the sub-area's transition from an auto-oriented industrial

park to a more urban, transit-oriented type of office, industrial, commercial, and hotel development. They are also meant to foster pedestrian movement throughout the sub-area and to create a positive, human scale urban environment.

## *BUILDING ORIENTATION AND DESIGN*

### 1. Building Orientation to Street

Bringing buildings closer to the street is an important part of the urbanization of the sub-area. This is most critical for properties along North First Street, Skyport Drive and Metro Drive. These streets have a high degree of visibility. Development along Sonora Avenue will need to be set back to ensure compatibility with the Rosemary Gardens neighborhood.

- The placement of industrial and commercial buildings within the site should reinforce the general grid development pattern found throughout the sub-area.
- Industrial and commercial development in the Technology Park Sub-area should have a strong "street presence".
- Buildings should have entries oriented toward the nearest street and be located as close to the street as setbacks allow.
- Parking or parking structures should be avoided along streets, if possible. If not possible, these elements should be limited to only minor portions of a site frontage and should be sufficiently screened to minimize their impact on the streetscape.
- All building faces along streets should be treated as "fronts".

### 2. Architectural and Site Treatment

- Architectural style should anticipate an urbanized environment and provide

forms appropriate to such an environment.

- The architectural treatment of industrial and commercial buildings should be varied and articulated to create interest and encourage activity.
- Development should utilize smaller building elements to create a human scale of development at the ground level.
- A strong architectural relationship between building entries and outdoor plazas and pedestrian walkways is highly encouraged.
- Site plans should include richly landscaped outdoor eating, recreational and pedestrian areas.
- Building entrances should be clearly delineated through architectural design and detailing.
- Building surfaces should have depth and texture typically achieved through varied planes and three dimensional decoration and trim.
- Architectural styles which employ well defined windows are much preferred to flat, glass wall and/or strip window suburban styles.

### 3. Relationship between Properties

- New development should incorporate pedestrian connections to adjacent properties and should design buildings and provide landscaping in a manner that creates articulated, pedestrian friendly, and useable spaces between properties.
- Buildings should have a clear relationship with and connection to buildings on adjacent properties.
- Over time, the Technology Park Sub-area should become a comprehensible community of connected and related buildings and outdoor urban spaces.
- Buildings adjacent to residential properties should be designed to respect residential privacy and should be

oriented to avoid significantly obstructing sunlight to residential units.

## SETBACKS

### 4. Setbacks

- Building setbacks are measured primarily from face of curb, a standard unique to Rincon South. This unusual approach was developed as a way of facilitating the implementation of the Plan's "Pedestrian System", a network of park-like corridors which combines the traditional sidewalks, parkstrips and front yards to form particularly pleasant and non-traditional walking environments as well as unique street frontages. Setbacks are:

North First Street	27 feet
Sonora Avenue	25 feet
North side Skyport Drive, west of Technology Drive	10 feet
South side Skyport Drive, west of Technology Drive	37 feet
Both sides Skyport Drive, east of Technology Drive	33 feet

See Figures 35 through 38 under the Street and Circulation System section for dimensions of individual components within this unique "setback". If the dimension of any component should be reduced, another component(s) should be increased by that amount to maintain the overall setback.

## BUILDING SCALE AND HEIGHT

### 5. Building Height - General

- Building height, in the absence of other specific limitations, is limited to no more than 120 feet consistent with the height

limit policies of the *San Jose 2020 General Plan*.

**6. Building Height - Sonora Avenue**

- The first 25 feet of new industrial and commercial buildings along Sonora Avenue should be limited in height to 35 feet.
- Beyond the first 25 feet, industrial and commercial buildings should maintain a one and one-half foot setback from residential properties on the south side of Sonora Avenue for every foot of building height.
- At a setback distance of 150 feet from the street curb, the building height may increase to 120 feet.

**7. Treatment of Parking Facilities**

- The visual impact of parking structures should be minimized.
- Small walls and heavy landscaping should be used to reduce the visibility of existing surface parking lots.
- Parking floors should be developed at least one-half story under buildings.
- Freestanding parking garages should be located at or toward the rears of sites and should never have a significant presence on a public street.

## **FOURTH STREET INDUSTRIAL SUPPORT SUB-AREA**

### *General*

The industrial support activities historically located on the eastern edge of Rincon South continue to play an important role in the regional economy. The Specific Plan seeks to preserve land for these uses while minimizing their impact upon neighboring residential and commercial development.

### *Sub-area Boundaries*

The Industrial Support Sub-area is bounded on the west by North Fourth Street. The north and east boundaries are delineated by US Highway 101 and the south boundary by Interstate 880.

### *Existing Uses*

The sub-area currently houses a number of light industrial and research and development facilities. These are small-scale units often used by new start-up businesses or by manufacturers or services that support the specialized needs of other industrial activities in the area. Because these industrial uses play an important role in the regional economy, their protection is one of the goals of this Specific Plan. Low-intensity office uses are currently located on the east side of North Fourth Street. Trucking companies and auto repair facilities also have a presence in the sub-area although recent development trends suggest that their activity will be displaced in the near future.

### *Commercial Development*

New hotel development has begun to occur in the southern portion of this sub-area. Hotels in this sub-area are relatively small and provide limited service and are expected to remain that way.

## **LAND USE POLICIES**

### *Industrial Use*

Industrial use is the preferred use for the Fourth Street Industrial Support Sub-area. Commercial and office uses should not be allowed to supplant the sites designated for Light Industrial use. New industrial development should make efficient use of the site, given the limited amount of suitable land available within Rincon South.

#### **1. Industrial Uses Along North Fourth Street**

- No industrial uses generating dust, noise, odors or vibration should be located along North Fourth Street.
- Parking, loading, and other outdoor activities should be located away from North Fourth Street.

### *Commercial Use*

New commercial development which is compatible with or associated with light industrial uses in the sub-area is appropriate along the east side of North Fourth Street.

Hotel development is also an acceptable commercial use for the Fourth Street Industrial Support Sub-area.

## **2. Location of Uses**

- Parking, loading, and other outdoor activities should be located away from North Fourth Street.
- Any office or commercial space should be located at the fronts of sites with the industrial activities located behind.

## **DESIGN POLICIES**

New development should be consistent with the City's Industrial and Commercial Design Guidelines and the applicable design policies of this Plan.

### **1. Residential/Non-Residential Interface**

- Care should be taken that development along North Fourth Street is compatible with the residential uses planned for the west side of that street.
- Street front setbacks and landscaping should meet or exceed the residential standards.



*Figure 25 – Central Park*

# COMMUNITY FACILITIES, SERVICES & UTILITIES

## GENERAL

The purpose of this chapter is to describe, in general, the community facilities, services, and utilities that are or will be available to residents and businesses in the Rincon South area. The Bachrodt Elementary School is the only existing publicly owned community facility within the Plan area. The Guadalupe River and park located outside and along the western boundary of Rincon South, is an important public recreational amenity and developing access to it is one of the goals of this Plan. The Plan also proposes the addition of new parklands intended to serve new development within the Plan area.

## PUBLIC PARKS AND OPEN SPACE

The Rincon South area is currently served by two open space facilities: the playing fields of Bachrodt Elementary School and the Guadalupe River (Figure 26). Historically, the school playing fields have had to serve all of the local park needs of the Rosemary Gardens neighborhood. A connection to the Guadalupe River Park should be provided to Rincon South area residents as described in the Street and Circulation System Chapter of this Plan. The addition of about 1900 dwelling units in the Rincon South area would generate the need for about 13 acres of new parkland based on the City's Parkland Dedication Ordinance (PDO) standard of 3 acres of parkland for every 1,000 persons. The intent of this Plan is to accommodate as much of this new parkland as possible within the boundaries of the Rincon South area. This Plan recognizes, however, that

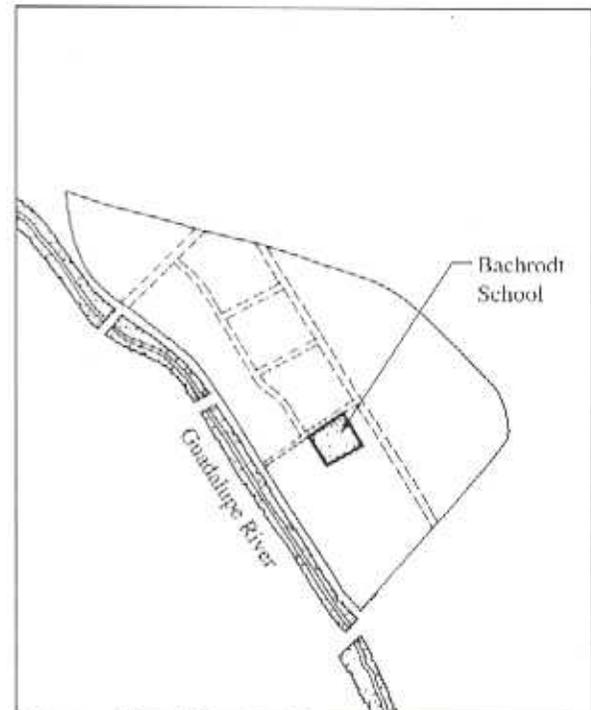


Figure 26 – Existing Open Space

it may not be feasible to accommodate all of these parklands within the Rincon South area. Some portion of the PDO funds generated by new residential development may be used to acquire or improve neighborhood parklands outside the boundaries of the Rincon South Specific Plan area if they are reasonably accessible to Rincon South residents for neighborhood park use. PDO funds may also be used to improve new parklands within the Plan area which would reduce the resources available to purchase parkland, therefore, the actual parkland acquired in the Rincon South area may be less than 13 acres.

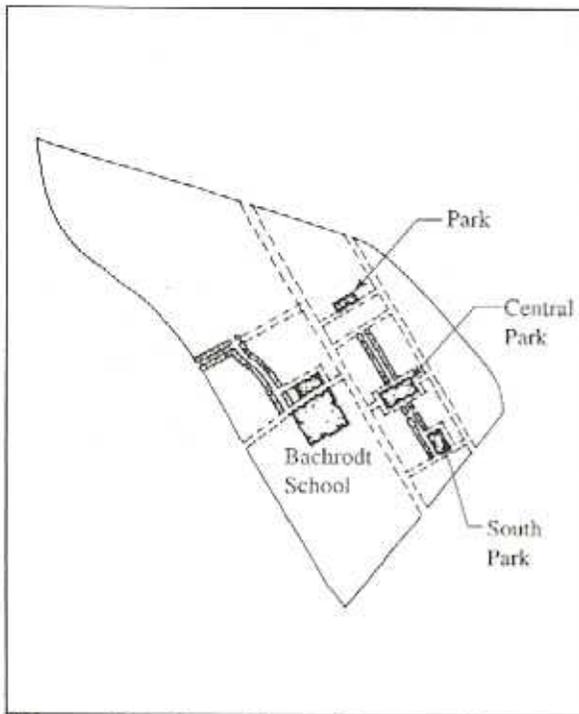


Figure 27 – Open Space Framework

The Specific Plan identifies potential public park locations and configurations that provide existing and future residents, employees, and transit users optimum access to parks and open space (Figure 27). While these sites and their configurations were selected for optimum proximity to new residents and other users, they do not preclude the City from considering other park locations and configurations that achieve the parkland goals and objectives of this Plan. The City should also explore other alternatives for improving access to park facilities from within Rincon South, including the possible and perhaps temporary use of the buffer space between Route 87 and Rosemary Gardens.

This Specific Plan proposes the addition of new parklands within the Rincon South area as generally described below. A key priority is the establishment of a 4-5 acre park in the central area of the new planned residential community (Figure 25). The preferred location for this park is slightly to the north

of Gish Road between North First Street and North Fourth Street. A frontage road should be created around the park to: provide maximum vehicular, pedestrian and visual access to the park; provide a clear separation of the public park from private housing; provide a strong focal point and connector for the new neighborhood; interrupt the long straight alignment of Kerley Drive; and, discourage through traffic and speeders while maintaining free access throughout the neighborhood. Small plazas, located at either end of the park, should be established to act as entry points from North First Street and North Fourth Street. In addition to serving the park needs of the residents living in new multi-family buildings surrounding the park, the park could serve area employees and hotel guests. This park should be linked by landscaped street frontage areas to smaller parks which will serve the north and south ends of the Kerley neighborhood and the new residential area north of Rosemary Gardens immediately opposite the Bachrodt Elementary school. The exact sizes and configurations of these small parks will be determined with review and approval of surrounding residential projects, consistent with the PDO.

## SCHOOLS

The area is currently served by the Bachrodt Elementary School, which is a part of the San José Unified School District. The nearest middle school is Burnett Middle School, located less than a mile to the south. The nearest high school is the San José High Academy, located approximately 2.5 miles to the southeast.

The Rincon South area is located partially within the San José Unified school district and partially within the Orchard school district. With the exception of the Archer

Street Apartments, which are still under construction, all existing residential development within the Plan area lies within the boundaries of the San José Unified district. The Archer Street Apartments and other new residential development on the blocks north of Archer Street and north of Sonora Avenue will likely generate a small number of school age children within the boundaries of the Orchard School District. The Orchard Elementary School is located about one mile to the northeast. This division of school districts in the Rincon South area would result in some children in the new residential neighborhood attending the neighborhood school (Bachrodt School) while others have to be bussed to the Orchard School, approximately two miles away. Such a situation would create something of an artificial division in the new residential neighborhood. This Plan suggests that the school districts might consider revising their jurisdictional boundaries to avoid splitting the new residential neighborhood.

development proposed in the Rincon South Specific Plan will place increased demands on these services and will require some minor service infrastructure improvements or upgrading. On-site water service and storm drainage improvements should be incorporated within new development to reduce its impact upon the City's water and storm drainage systems and energy conscious design methods should be incorporated to reduce impacts upon electrical and natural gas supply infrastructure.

## **OTHER COMMUNITY SERVICES**

The Rincon South area is within San Jose's Urban Service Area and can be adequately provided with services such as police and fire protection. The same is true of library and solid waste disposal. Because the Rincon South area is located near the center of San José, residents have ready access to most community services.

## **UTILITIES**

The Rincon South area is well provided with utility services. These services include sanitary sewer/wastewater treatment, water, storm drainage, electricity and natural gas, and communications. The level of

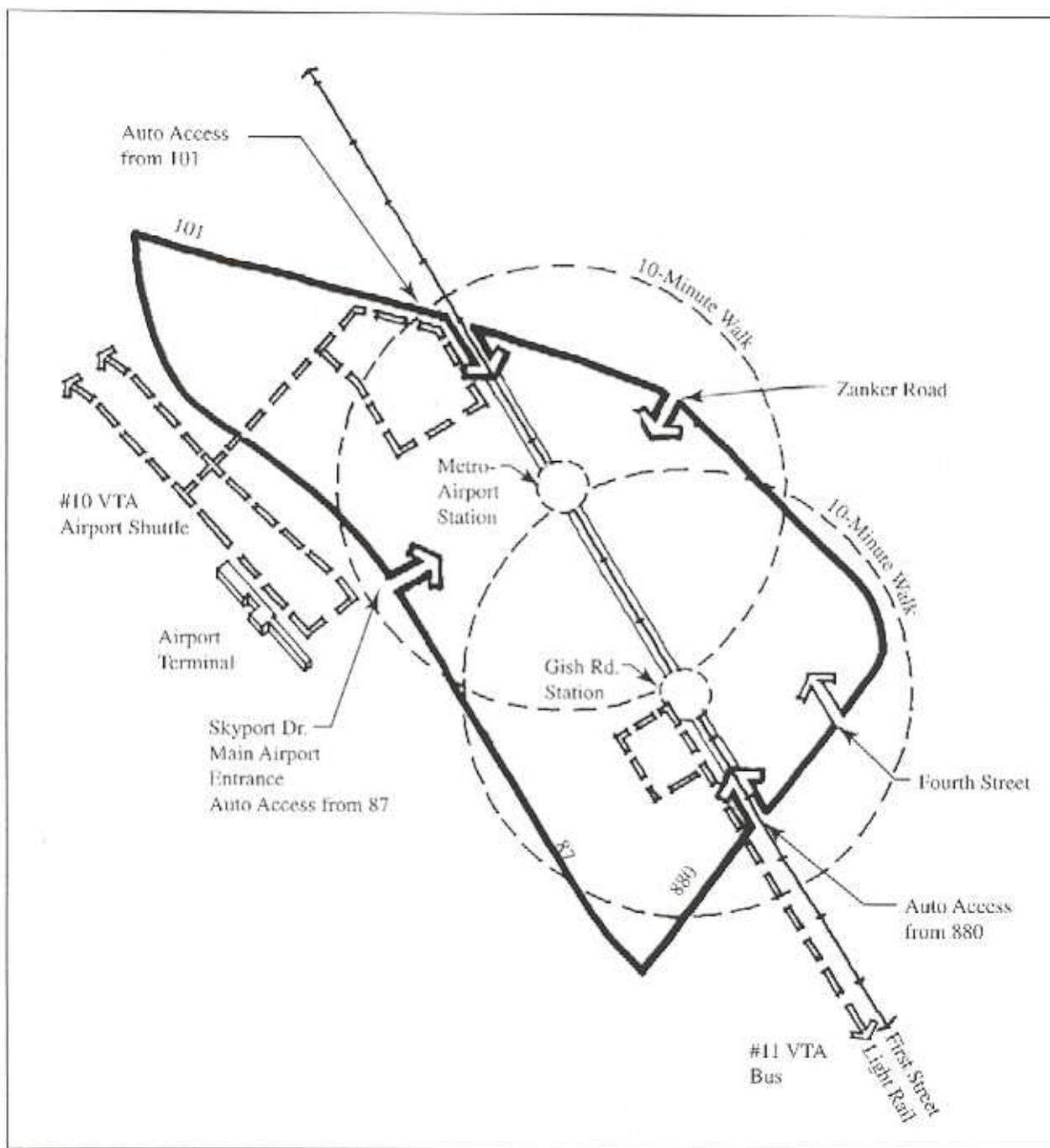


Figure 28 – Primary Access

## STREET & CIRCULATION SYSTEM

The Rincon South area is bounded by Interstate 880 to the southeast, US Highway 101 to the northeast and the Guadalupe Parkway to the west. Within this area, North First Street is the primary north-south arterial and an important commuter route for the City as a whole (*Figure 28*). This Plan proposes the extension of Skyport Drive from North First Street to North Fourth Street. North Fourth Street will eventually link up to Zanker Road at the planned Zanker Road/Fourth Street interchange with US Highway 101. When these planned improvements are completed, Skyport Drive will become the primary access to the Airport and both Skyport Drive and North Fourth Street will experience increases in traffic. Pedestrian access throughout Rincon South is not yet well defined, but the Specific Plan identifies several strategies for the improvement of pedestrian movement opportunities. The Guadalupe Corridor Light Rail line has two stations in the area at Metro Drive and Gish Road.

### STREET AND CIRCULATION POLICIES

#### STREETS

##### *Key Arterials*

North First Street, North Fourth Street, Skyport Drive and Airport Parkway should continue to function as key arterial streets in the regional traffic circulation system. North Fourth Street will be connected to Zanker Road at the planned interchange with US Highway 101. Skyport Drive will

function as an arterial connecting the San José

International Airport to North Fourth Street (*Figure 33*).

##### *Skyport Drive Extension*

The most significant modification to the Rincon South street system proposed within the Specific Plan is the extension of Skyport Drive east to North Fourth Street and from there across Highway 101 to Zanker Road, and west to the Airport. The eastern terminus will curve slightly to the south in order to allow adequate spacing between intersections on North Fourth Street. With the upcoming construction of Route 87 as a freeway, Skyport Drive will be extended under the freeway to become the new main entrance to the Airport.

##### *Freeway Access and Egress*

Current freeway connections will be maintained and new ones are planned for the near future. Construction of the Zanker Road/US Highway 101 interchange will improve access to and from US Highway 101 within Rincon South and there will be a new interchange at Route 87 and Skyport Drive. New development in the Rincon South area should not significantly interfere with access to and egress from the area freeways.

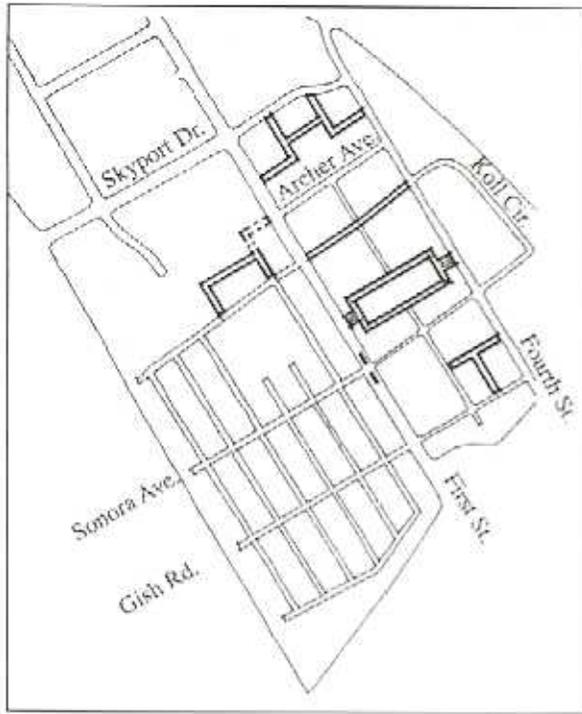


Figure 29 – New Streets

### **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 the General Plan, and to provide a key organizing element for the new Rincon South neighborhoods.

### **New Streets**

Additional new streets should provide improved access to the new residential development east of North First Street (Figure 29). All new streets should comply with the City of San Jose's street standards. Except for the concept of "park frontage roads", the new streets are conceptual and primarily indicate the probable locations of required public access.

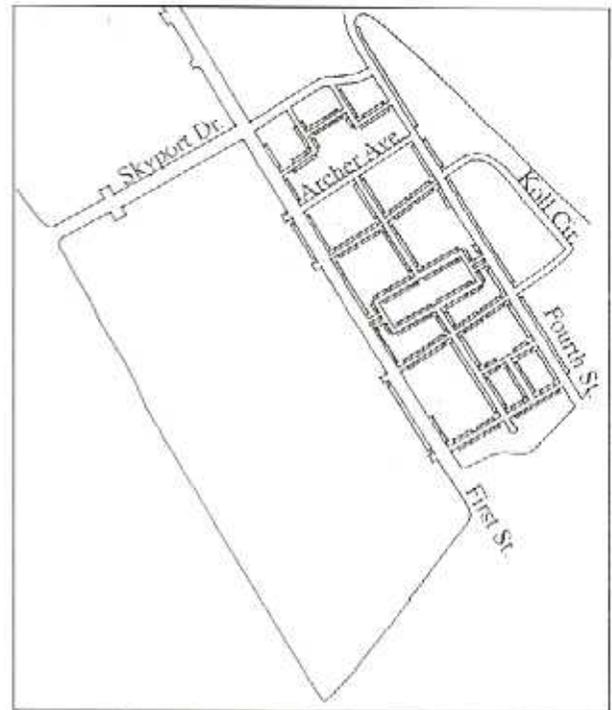


Figure 30 – On-street Parking

### **PARKING**

#### **On-Street Parking**

On-street parking should be developed along the east side of North First Street between Rosemary Street and Skyport Drive, along Gish Road between North First Street and North Fourth Street and along the entirety of Kerley Drive (Figure 30). The on-street parking is necessary to serve new residential and new retail development along these streets and to promote them as urban, pedestrian oriented residential and shopping districts. The on-street parking will visually help to establish an urban character for the neighborhood and will provide a buffer between pedestrian and street traffic, making the sidewalk area more comfortable.

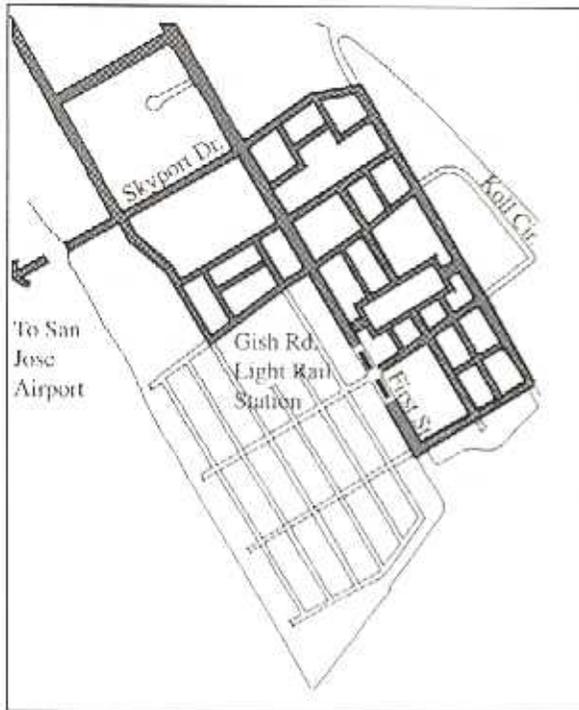


Figure 31 – Pedestrian Linkages

## PEDESTRIAN WALKWAYS

### *Pedestrian System*

A Pedestrian Linkages diagram (Figure 31) has been developed within the Plan to inform the development of district-wide pedestrian and bicycle trail systems. A system of improved walkways, consistent with the circulation policies of this plan, should be created to improve linkages between new residential development, transit facilities, and pedestrian shopping and to serve users of the existing office developments and hotels.

A conceptual street landscape plan (Figure 32) has been developed to guide the landscape development for this system of walkways and to allow coordination of specific streetscape improvements with the

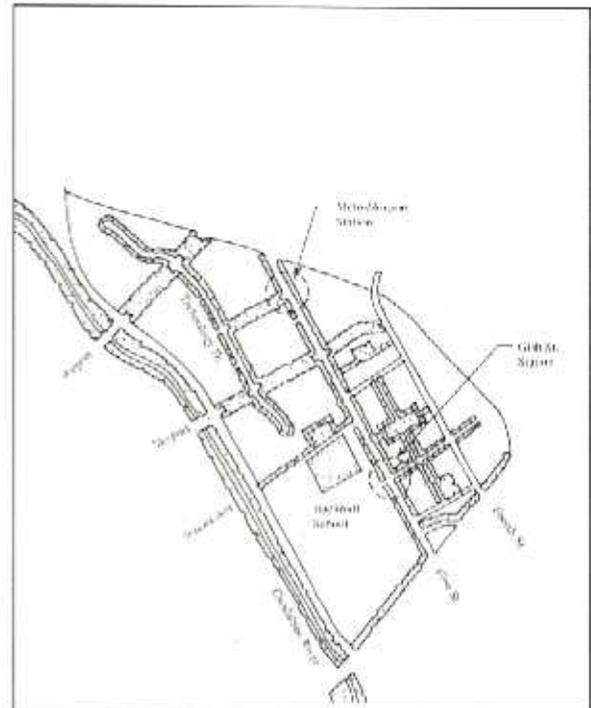


Figure 32 – Landscape Concept

goals of the pedestrian circulation plan. Specific design standards for these pedestrian areas are illustrated in the Streetscape Design Guidelines.

### *Transit Linkages*

Major pedestrian links originate from the two Light Rail Stations: Metro and Gish. The Skyport Drive/North First Street Intersection is a four-minute walk from the Metro station. New commercial development at the intersection of Skyport Drive and North First Street should be oriented to the intersection and linked to the Metro station with improved pedestrian facilities along North First Street. Pedestrian access to the Gish Street station extends along North First Street to Sonora Street to the north, and Rosemary Street to the south and along Gish Street with it new



*Figure 33 – Skyport Drive*

commercial development, to the industrial area to the east. Improved pedestrian areas and street-oriented retail development along these streets will increase the appeal of the pedestrian linkages to the Gish Street station.

#### *Circulation within the Kerley Neighborhood*

In addition to Archer Street and Gish Road, a new park and new streets will provide east-west circulation through the proposed new residential neighborhood. Kerley Drive will act as the major "spine" and internal circulation route for the Kerley Neighborhood. Pedestrian areas along this and other routes should be developed consistent with the Pedestrian System Guidelines discussed below to provide a safer and more comfortable pedestrian and bicycle circulation system. These streets should be designed and improved with sidewalks of sufficient width to accommodate pedestrians, on-street parking as a buffer from traffic for pedestrians, and a pleasant pedestrian environment with street trees, landscaping, and street furniture

Design guidelines have been developed for North First Street, North Fourth Street, Kerley Drive and Gish Road to promote pedestrian circulation throughout the area.

#### *Access to the Guadalupe River Park*

Skyport Drive will provide pedestrian access to the Guadalupe River and to the San José International Airport. The Rosemary Gardens neighborhood should be linked to Skyport Drive through the site designated for Industrial Park use located east of Highway 87, between Skyport Drive and Sonora Avenue. The specific location, nature, and design of this pedestrian access should be determined through the development permit process associated with the development of this property. The possibility of a second access point to the Guadalupe River at the western terminus of Ferrari Avenue will be preserved and can be implemented in the future at the request of the residents of Rosemary Gardens.



*Figure 34 – First Street Crossing*

### ***Pedestrian Crossing of North First Street***

For the long term, the City should study feasible options for improving the pedestrian crossings of North First Street, primarily at Gish Road (*Figure 34*) and, secondarily, at Rosemary Street, Sonora Avenue, Archer Street and Skyport Drive. Improvements may include pedestrian bulb-outs to narrow the length of crossings, re-timing of traffic signals to allow longer periods of time for pedestrians to cross the street, and, under the appropriate circumstances, the eventual removal of some traffic lanes. In order for the removal of traffic lanes to be appropriate, the balance of automobile and pedestrian traffic must shift at a regional level so that traffic capacity is not impaired beyond City Level of Service policy goals. Improvement of pedestrian access across North First Street is very important to connect new retail activity along Gish Road.

### ***BICYCLE CIRCULATION***

#### ***Street Improvements for Bicycles***

A combined bicycle/pedestrian path will be added along the south side of Skyport Drive, west of Technology Drive to provide bicycle connection to the Guadalupe River. As new development takes place throughout Rincon South, strategies for the accommodation of bicycle use should be explored.

#### ***Bicycle Parking Facilities***

New development located within proximity to either the Gish or Metro Light Rail Stations should include bicycle parking facilities.

## ***LINKAGES TO THE AIRPORT***

### ***Light Rail Connection***

The improvement of transit accessibility for the Airport is an important strategy for encouraging transit use and will play an important role in establishing the long-term viability of the City's transit system. The City should work with the Santa Clara Valley Transportation Authority to explore opportunities to better connect the Light Rail system to the Airport. Explorations should include consideration of a possible rail transit linkage between the Airport and North San José using the Airport Parkway right-of-way. In the interim, the City should continue to support the bus shuttle connection provided between the Airport and the Metro Light Rail station.

In addition to exploring a new rail linkage to the Airport, the City should also explore the feasibility of using the vacant land located just outside the Rincon South area, near the intersection of East Brokaw Road and Bering Drive, for use as a satellite parking lot for the Airport.

## ***STREETSCAPE DESIGN GUIDELINES***

### ***Green Streetscape Improvement Guidelines***

The Green Streetscape utilizes both the public right-of-way and private property frontages, treated as a single unit, to establish a park-like network of sidewalks and landscaping which will make walking such a pleasant and convenient experience that people may tend to walk instead of drive to local destinations. The landscaped areas between the front faces of buildings and the curb should be part of a single design theme along each block face or street,

should form comfortable separations between parking or travel lanes and sidewalks, and should provide shade trees on both sides of the sidewalk and a separation between the public sidewalk and the adjacent private windows, decks, courtyards, etc. of residential development. This approach, in most cases, requires that the "parkstrip" – the area between the curb and sidewalk – be fully landscaped with trees and low shrubs and groundcover.

The sidewalk can be aligned in a straight line or meandered as appropriate in each case. In front of retail buildings, landscaping is not required on the property side and street trees in some cases can be installed in tree wells or grated strips. By treating the area as a single unit, maximum effect can be achieved with minimum land. The location of the present or ultimate property line should not be a factor in the design of the Green Streetscape, although the dedication of private property or abandonment of public property may be used to achieve the typical public/private separation. The "front yards" of residential buildings may be defined by low fences or walls as long as they are part of a unified landscape design from building face to curb.

The dimensions of the elements of the Green Streetscape are summarized in Figure 35 and illustrated in Figures 36 – 44. The "setback" dimensions are intended for use only with the fully implemented Green Streetscape. If it should become necessary or desirable to reduce the width of the sidewalk or "parkstrip", the dimensional reduction must be transferred to the "front setback".

The planned streetscape configurations for North First Street, North Fourth Street, Skyport Drive, Gish Road, Kerley Drive, the north side of Sonora Avenue, park frontage

roads and other new streets in the Kerley Neighborhood are illustrated in the following figures (*Figures 36-44*) and summarized in the accompanying table (*Figure 35*). These illustrations specify sidewalk and planting widths and recommend planting materials and configurations. New development along these streets should incorporate the appropriate improvement of streetscape areas to implement these guidelines. Development consistent with these guidelines will establish a system of well landscaped sidewalk and setback areas that support pedestrian movement and improve visual character throughout Rincon South. These guidelines vary to a small degree based upon the specific landscape goals and the physical limitations of each street. For North First Street, North Fourth Street and Skyport Drive, new landscaping will improve the visual character of these important "gateway" streets. Landscaping between the sidewalk and street, along with on-street parking to separate pedestrians and busy automobile traffic flow and new street

trees will provide shade for pedestrian comfort. For North First Street, this landscaping will also support the residential character of the new Kerley neighborhood. For North Fourth Street, the landscaping will serve as a buffer between industrial and residential uses. For Kerley Drive, the landscape guidelines support the development of residential neighborhood streets, closely tied to local parks. The guidelines for Gish Road reflect its role as a neighborhood serving retail street. For the park frontage roads, a smaller setback is indicated in order to help achieve the objective of a strong street wall along the park edge and because of the proximity of the park. For all streets within the Plan area, detached sidewalks and planting strips or attached sidewalks with trees in tree wells should be provided, consistent with the illustrated concepts.

To strengthen the visual identity of the Rincon South Area, the Plan recommends use of select species of street trees (*Figure 45*).

Street	Park Strip	Sidewalk	Tree Wells	Front Yard	Parking
North First Street	9'	8'	No	10'	Yes
North Fourth Street	N/A	10'	Yes	8'	Yes
Skyport Drive (east of Technology Drive)	10'	8'	No	15'	No
South Side of Skyport Drive (west of Technology Drive)	10'	8'	No	15'	No
North Side of Skyport Drive (west of Technology Drive)	N/A	N/A	No	10'	No
Gish Road	N/A	10'	Yes	5'	Yes
Sonora Avenue	8'	8'	No	9'	Yes
Kerley Avenue	8'	8'	No	9'	Yes
Park Frontage Roads	N/A	10'	Yes	5'	Yes

\*Setback on Gish Road is optional for retail use.

Figure 35 – Guidelines for Green Streetscape



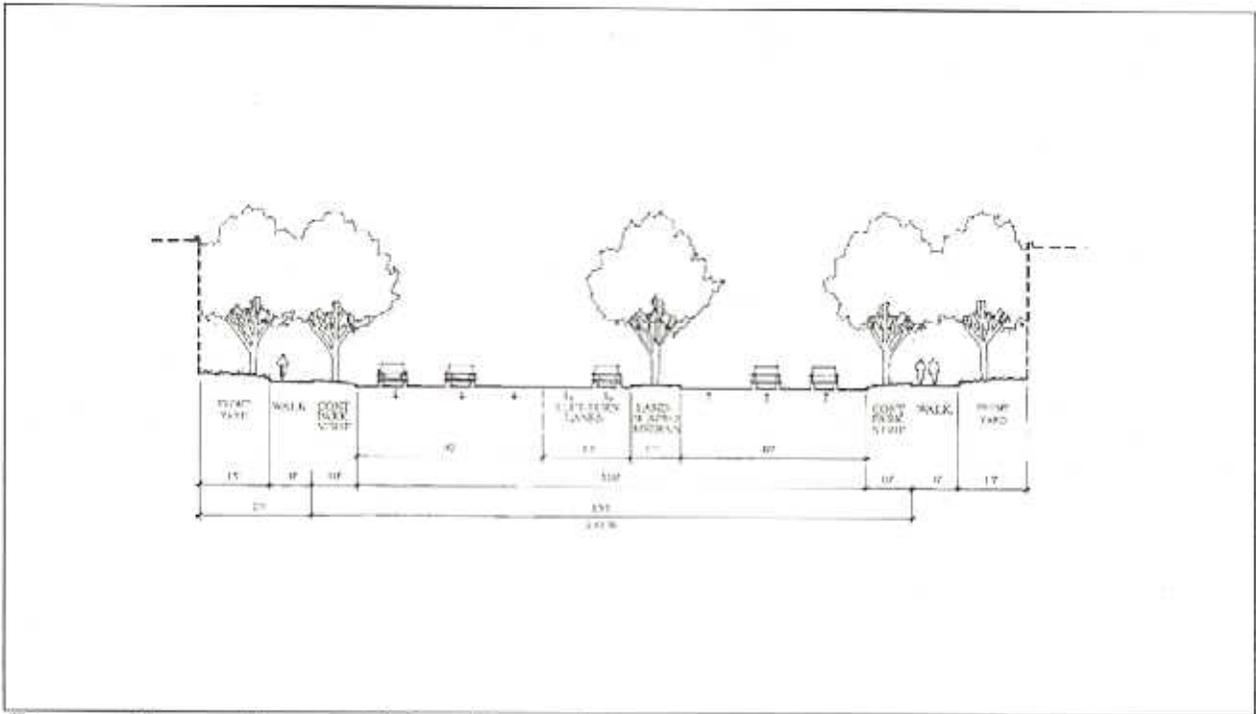


Figure 38 – Skyport Drive East of Technology Drive

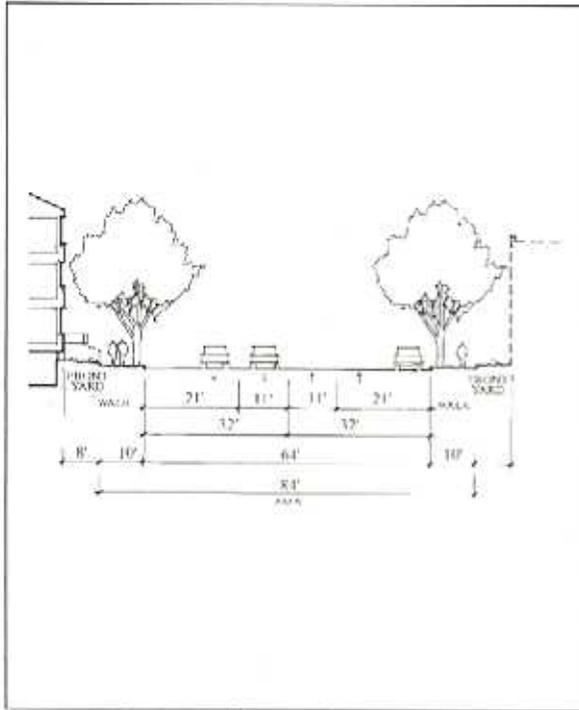


Figure 39 North Fourth Street

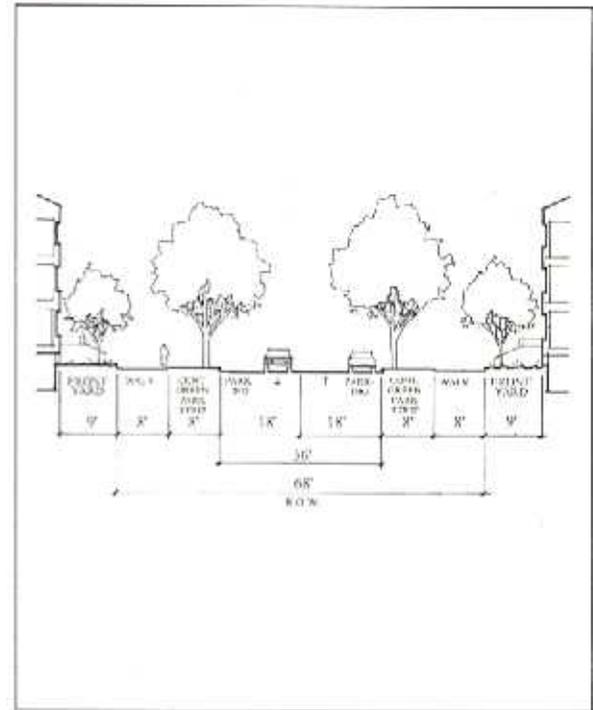


Figure 40 - Kerley Avenue

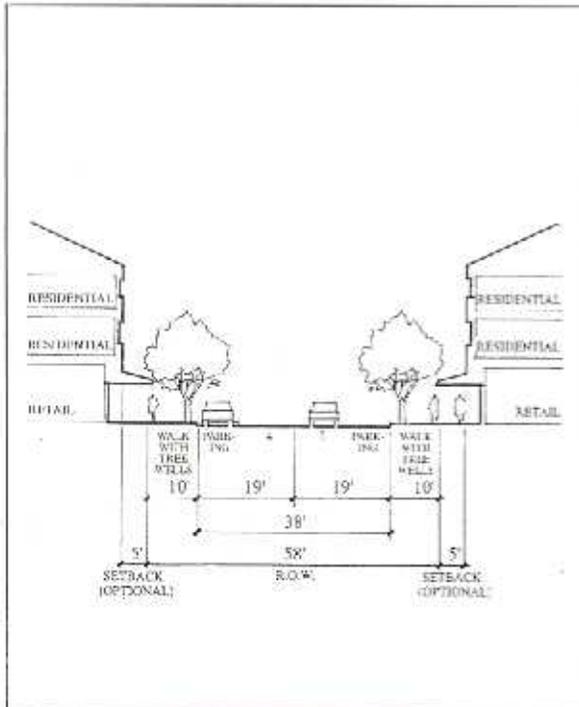


Figure 41 - Gish Road

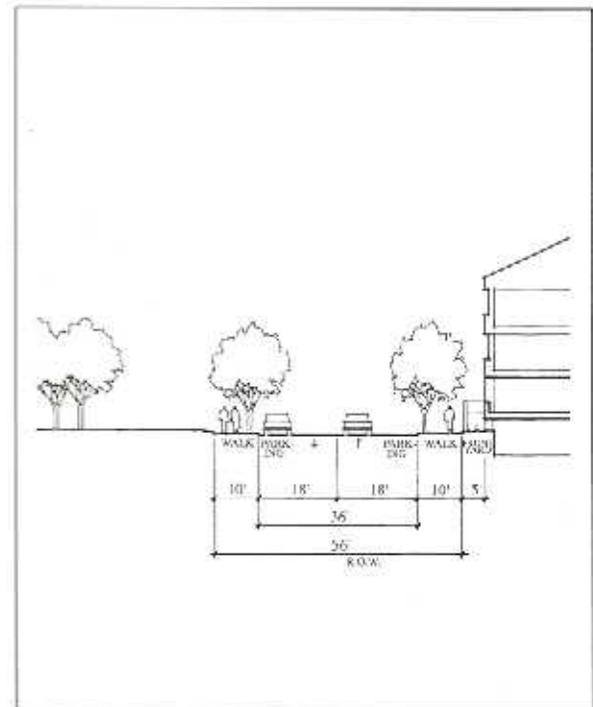


Figure 42 - Typical Park Frontage Road

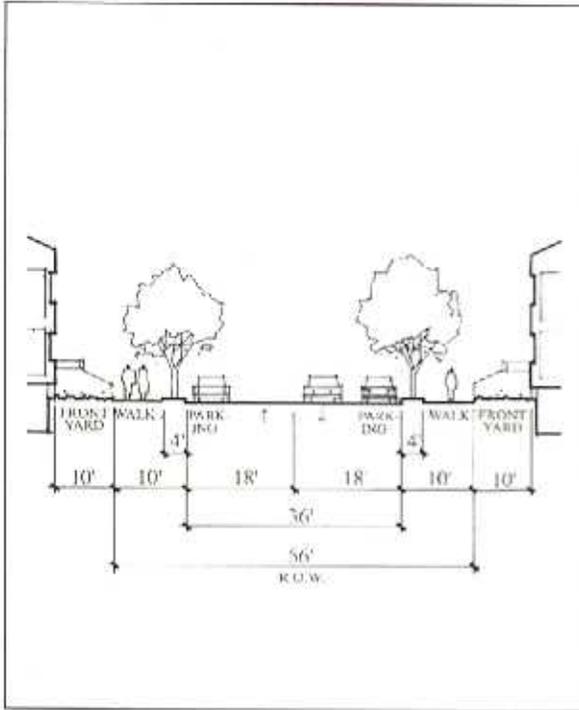


Figure 43 – New Kerley Neighborhood  
East-West Streets

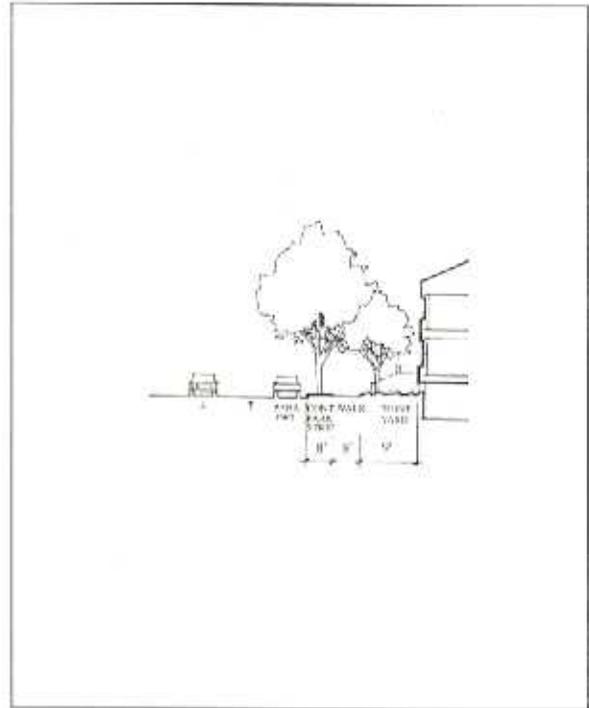


Figure 44 – Sonora Avenue West of  
First Street

Botanical Name	Common Name	Height x Width	Remarks
<b>"SPECIAL" STREET TREES</b>			
<i>Skyport Drive</i>			
<i>Aesculus hippocastanum</i>	Horsechestnut	45'x40'	Deciduous
<i>Aesculus carnea</i>	Horsechestnut	35'x30'	Deciduous
<i>Quercus virginiana</i>	Eastern Live Oak		Evergreen
<b>LARGE STREET TREES</b>			
<i>North First Street</i>			
<i>Fraxinus americana</i> 'Autumn Purple'	Purple Ash	70'x30'	Deciduous
<i>Fraxinus pennsylvanica</i> 'Cimmaron'	Cimmaron Ash	50'x30'	Deciduous
<i>Fraxinus pennsylvanica</i> 'Summit'	Summit Ash	45'x25'	Deciduous
<i>Fraxinus pennsylvanica</i> 'Paten'	Paten Ash	45'x25'	Deciduous
<i>Platanus acerifolia</i> 'Yarwood'	London Plane Tree	40'-50'x30'-40'	Deciduous
<b>MEDIUM STREET TREES</b>			
<i>North Fourth Street</i>			
<i>Carpinus japonica</i>	Hornbeam	35-40'x20'	Deciduous
<i>Koelreuteria bipinnata</i>	Chinese Flame Tree	20-40'x35'	Deciduous
<i>Quercus agrifolia</i>	Coast Live Oak	50-40'x35'	Deciduous
<b>SMALL STREET TREES – PEDESTRIAN AREAS</b>			
<i>Gish Road, Kerley Drive</i>			
<i>Koelreuteria paniculata</i> fastigiata	Golden Rain Tree	20-35'x20-35'	Deciduous
<i>Pyrus calleryana</i> 'Chanticleer'	Chanticleer Pear	40'x15'	Deciduous

Figure 45 – Planting List



## IMPLEMENTATION

The implementation chapter provides a framework to assist in carrying out the Rincon South Specific Plan. It is anticipated that sufficient economic growth and demand for housing will occur over the timeframe of this Plan to make its vision a reality. The Specific Plan attempts to anticipate the future needs of the City and direct development to meet those needs. The Specific Plan reflects a realistic appreciation of current commercial and economic realities, while supporting a thoughtful, phased approach to achieving the Plan's long-term goals.

With a unified plan that outlines key principles for development, development in the area can be guided to establish a high quality, urban, living and work environment. This Plan will be realized as properties redevelop in accordance with the Plan's policies. The establishment, through the Specific Plan, of a well-designed and well-planned neighborhood will support investment and the implementation of the Rincon South Specific Plan.

### LAND USE REGULATION

The Rincon South Specific Plan is a long-term plan providing direction for development and redevelopment of this area. The Rincon South Specific Plan is incorporated into the *San José 2020 General Plan* and, therefore, covers the same timeframe as the General Plan. The purpose of this section is to provide the policy guidance necessary to implement the Rincon South Specific Plan over the entirety of this timeframe.

### *Existing Land Uses*

The Specific Plan allows existing land uses in the Rincon South area to remain indefinitely, recognizing that implementation of the Plan will gradually occur over a period of years. As these existing uses age or as their economic value is reduced, it is expected that they will be replaced by the uses designated in the land use plan. To encourage this transition from existing to planned land uses, the implementation policies seek to limit the remodeling or expansion of existing industrial or commercial buildings to a reasonable level, consistent with maintaining the viability of existing uses.

### *Interface Issues*

The implementation policies are designed to help ensure the achievement of the major goals of the Specific Plan, including: the preservation of the existing Rosemary Gardens neighborhood, the promotion of a high quality office environment in the northwest section of the Plan area, the preservation of land suitable for light industrial uses along the eastern edge of the Plan area, and the creation of a new, high density residential and mixed use community that is "pedestrian friendly" and properly integrated with existing neighborhoods. The Plan needs to address the development of compatible interfaces between each of these areas and in particular between new residential or mixed-use development and existing residential and industrial uses. Some of the potential interface problems will be temporary, such as the interface between new residential uses

and existing industrial ones in the Kerley Drive area which should eventually be fully developed with new high density residential uses interspersed with the remaining hotels. Regardless of the timeframe, commercial, industrial and residential land use interfaces should be treated with care to avoid potential adverse impacts and neighborhood complaints. The interface between the Rosemary Gardens lower density residential neighborhood and newer high-density residential development along North First Street and north of Sonora Avenue must be treated carefully to maintain existing neighborhood character, including single-family character, while developing strong connections between existing and new parts of the residential areas.

### *Master Planning*

In order to successfully implement the goals and objectives of the Plan within the largest of the new residential areas (i.e., the Kerley Neighborhood sub-area), the Plan calls for the eventual development of this area to generally follow the illustrated site plan (*Figure 12*) contained in this Plan. The illustrative plan indicates how Rincon South could potentially build out in conformance with the overall planning principles and within the land use regulations and design guidelines of the Specific Plan. It is important to emphasize that the illustrative plan indicates only one potential development concept and that the actual build out will likely vary in some manner from this initial projection. The illustrated site plan of this area should be supplemented by more detailed analysis and development plans at the time new residential or mixed use development is proposed in the area. Such development should be considered only in the context of a Planned Development Zoning to ensure that future

development follows the illustrated site plan while still allowing for flexibility in building and park location. The illustrative site plan should also be used as a guide to help avoid "piecemeal" development of individual parcels that might impair the full development of other parcels in the Kerley Neighborhood sub-area.

Adjacent property owners are encouraged to develop master plans that address the specific locations of uses and buildings, establish pedestrian and vehicular circulation patterns, address the locations of parklands, provide for other amenities, identify and provide for infrastructure needs, and establish compatible architectural styles and landscaping, all consistent with the urban design guidelines established within this Plan. Master plans should be the result of joint planning between affected property owners who should work together, and with the City, to reach agreement on the form and timing of development.

### *Timing*

Implementation of the Rincon South Specific Plan will take both perseverance and patience, since it may take 10 or more years to accomplish all the changes envisioned in the Plan. The following policies are intended to help keep the plan "on track" and to smoothly guide the transition from existing to planned uses. These policies should be used in conjunction with the goals and objectives and other policies of the Rincon South Specific Plan.

## IMPLEMENTATION POLICIES

### *Public Park/Open Space Acquisition*

This Plan identifies potential Public Park/Open Space sites in the specific land use plan but the Plan recognizes that flexibility will be necessary in the City's efforts to create parks particularly given the relatively small parcel sizes typical in the area and the consequent difficulty in assembling such parcels for park acquisition. The specific locations and configurations of the parklands proposed in this Plan may vary based on the timing, density and location of new residential development, the availability of funds for park acquisition and improvement, and the availability of specific properties for purchase by the City for park use. If an opportunity arises to purchase a site for park use that meets the parkland goals of this Plan, the City may acquire that site regardless of whether it is shown as a park site in the Plan. Conversely, a site shown as a potential park in the Plan may be used for Transit Corridor Residential use if the City does not have sufficient funds to acquire the site. The City may, however, require the dedication of parkland on those sites proposed for residential development to achieve the park and open space goals of this Plan.

It is anticipated that the parkland dedication and/or Parkland Dedication Ordinance fees generated by new residential development in the Rincon South area will provide the funding necessary for the acquisition and improvement of parks but it is not clear when sufficient funding or land will be available from these sources to actually acquire parkland and construct park improvements. Acquisition opportunities might be lost without a pool of funding for the City to draw from to purchase properties as they come on the market. The City

should explore various methods to create "upfront" funding for the purpose of park acquisition and improvement in the Rincon South area.

### *Common Improvements and Amenities*

When development is proposed in the Specific Plan area, City staff should identify all those off-site improvements and amenities called for in the Plan which are proximate to the development site and/or would serve the future residents and users of the site, and should, with the applicant, consider how best they might be provided. Street improvements should be financed and built by property owners proposing new development.

### *Planned Development Zoning*

High-density residential and mixed-use development may be pursued through the Planned Development zoning process to provide the flexibility and control necessary to fully implement the Rincon South Specific Plan.

## EXISTING USES/BUILDINGS

### *Existing Land Uses to Remain*

Existing land uses which do not conform to the Rincon South Specific Plan, or similar land uses allowed in the existing zoning district that do not require major new improvements, may remain indefinitely until a property owner wishes to change uses.

### ***Industrial and Commercial Remodeling or Reconstruction***

Only minor building improvements for existing industrial or commercial buildings or facilities on properties designated for residential or mixed-use should be allowed. These improvements should not change the character of existing structures and should not add more than 25% to the pre-improvement value of these structures. Building remodels or reconstruction should not incorporate upgraded structural types. Minor exceptions to the value and character limitations may be made along Gish Road, between North First Street and North Fourth Street, for neighborhood serving commercial businesses wishing to make use of existing buildings in the interim, prior to mixed-use development.

### ***Landscaping and Off-Site Improvements for Remodeling or Minor Expansion***

The City should minimize its landscaping and off-site improvement requirements commensurate with the level of on-site improvements associated with the remodeling or minor expansion of existing industrial or commercial buildings on properties designated for residential use or mixed-use. Dedication, or offers of dedications, should be obtained, however, wherever the Plan requires expanded public rights of way.

### ***Industrial or Commercial Building Remodeling Materials***

Any expansion or remodeling of industrial or commercial buildings on sites designated for residential or mixed-use development, should use materials which do not require significant investment and that are not

significantly higher in quality than existing materials.

## ***MITIGATIONS/INTERFACES***

### ***Industrial/Residential Interface***

The interfaces between industrial, hotel, and residential uses should be carefully treated to protect existing businesses and future development opportunities on adjacent properties. The interface between new residential development and existing hotel or industrial sites planned for residential development should address the potential land use conflicts between existing industrial uses and new residential uses, but should also avoid creating negative conditions for future residential redevelopment of adjacent industrial sites. Interfaces between new residential uses and long term hotels require particularly careful treatment to protect new residents from the potential noise, servicing and privacy impacts of the hotels.

### ***Residential/Non-Residential Land Use Conflict Mitigation***

New residential development should mitigate potential land use conflicts with existing industrial and commercial uses by locating driveways and parking areas adjacent to these uses to create effective on-site buffers.

### ***Industrial/Commercial Mitigation***

Any industrial or commercial remodeling, expansion, or new development should provide adequate mitigation for nearby existing or planned residential uses by locating noisy activities or operations away

from residential property lines or by providing effective soundwalls and landscape screening.

#### ***Hazardous Materials Mitigation***

A soil and/or groundwater analysis should be prepared prior to new development in areas where there has been prior hazardous materials use or storage to determine the extent of contamination and to identify necessary mitigation measures. Hazardous materials or contaminants should be satisfactorily eliminated before allowing the conversion of these sites to industrial uses.

#### ***Archaeological Resources Mitigation***

New development on larger parcels should be required to conduct mechanical archaeological testing and, if necessary, more detailed in-field hand excavation and archaeological monitoring if archaeological resources are discovered.

#### ***Storm Drainage Facilities Mitigation***

New development should upgrade storm drains to meet current City standards.

### ***SPECIAL IMPROVEMENTS***

#### ***Special Improvements***

The City should explore a variety of methods to fund or create those community improvements that are not reasonable conditions of development permit approvals or are required in areas already fully developed, including: pedestrian improvements such as sidewalks, street trees, improved pedestrian crossings for North First Street; bicycle lane connections

to existing and planned bike trails; and public landscaping in addition to new street trees. Methods to fund or create these public improvements could include financing mechanisms, such as bond measures or special assessment districts. Special assessment districts may be required for the maintenance of the special street front landscaping established within this Plan.

### **INCORPORATION INTO, AND CONSISTENCY WITH, THE GENERAL PLAN**

#### ***Rincon South Planned Community***

The Rincon South Specific Plan is consistent with the *San José 2020 General Plan*. The General Plan incorporates the land use plan and major development policies of the Rincon South Specific Plan through the Rincon South Planned Community (RSPC) land use designation. The RSPC contains the major features and provisions of the Specific Plan including the specific land use map for the Rincon South area. The Rincon South Specific Plan is a separate policy document that describes the background, goals and objectives, and community character for the RSPC and detailed implementation measures beyond the scope of the General Plan.

The Rincon South Specific Plan differs from the RSPC in that it contains more detailed land use, urban design, and other provisions intended to implement the RSPC. These more detailed provisions should be used when evaluating development proposals in the RSPC.

### *General Plan Major Strategies*

The Rincon South Specific Plan is consistent with the seven Major Strategies, or central themes, of the General Plan: Economic Development, Growth Management, Downtown Revitalization, Urban Conservation/Preservation, the Greenline, Housing and Sustainable City. The Major Strategies provide a broad framework that allows consistent interpretation and application of the General Plan's individual goals and policies. The Rincon South Specific Plan furthers the Major Strategies by applying the principal objectives of these strategies to the planning of the Rincon South area.

The Rincon South Specific Plan advances the Economic Development Major Strategy by maximizing the economic potential of the Rincon South area's commercial, industrial and mixed-use lands and by supplying housing for the City's labor pool and better connecting that housing to the employment centers in North San José and Downtown San José. It implements the Growth Management Major Strategy by promoting high-density, infill development to ensure the efficient delivery of urban services to future residents.

The Downtown Revitalization Strategy is addressed by providing high density housing near Downtown to help support it as a place for business, entertainment, and cultural activity. The Rincon South Specific Plan furthers the Urban Conservation/Preservation Major Strategy by preserving the character of the Rosemary Gardens neighborhood, by developing supporting land uses for the Rosemary Gardens residential neighborhood, by seeking to respect the integrity of the surrounding neighborhoods, and by promoting the residents' pride in the quality of their living

environments. The Rincon South Specific Plan implements the Greenline Major Strategy by using infill development to reduce development pressures on open space at the fringe of the urbanized area and to protect watersheds, habitat, and recreational opportunities. The Housing Major Strategy is implemented by striving to provide a variety of housing opportunities for all the economic segments of the community close to jobs and urban services. The Sustainable City Major Strategy is supported by the Rincon South Specific Plan since it will improve energy efficiency by encouraging transit use and a compact form of development, by using limited land resources efficiently, and by minimizing wasteful consumption of resources, especially water.

### *Goals and Policies*

The Rincon South Specific Plan is consistent with and reinforces the goals and policies of the General Plan and therefore, enhances the internal consistency of the General Plan as a whole. The goals and policies of the Rincon South Plan "nest" within the goals and policies of the General Plan but are more narrowly defined to ensure proper implementation of the Rincon South Specific Plan.

### **CONSISTENCY WITH OTHER CITY POLICIES AND PROGRAMS**

The Rincon South Specific Plan is consistent with other City policies and programs including the Consolidated Housing Plan (CHP), and the Housing Initiative.

### *Comprehensive Housing Affordability Strategy*

The CHP is San Jose's plan for providing affordable housing using its own and other resources. The Comprehensive Housing Affordability Strategy (CHAS) describes the housing assistance programs and activities administered by the City's Housing Department to provide affordable housing opportunities, including the rehabilitation and construction, of affordable housing. Approval of the CHP by the Department of Housing and Urban Development (HUD) is a prerequisite for federal funding of local housing projects. The Rincon South Specific Plan is consistent with the strategies described in the CHP to promote affordable housing.

The Rincon South area can provide significant opportunities for the creation of new affordable housing because of its proximity to public transportation and accessibility to jobs both in North San José and Downtown San José. The Rincon South Specific Plan is expected to continue to help increase the supply of affordable housing by increasing the supply of high-density residential lands and by encouraging development to occur at higher densities. By increasing the overall supply of higher density housing, more affordable housing opportunities can be created since higher density can achieve lower production costs per unit. Also, since new residential development in the Rincon South area will be infill development, infrastructure costs should be relatively lower per unit than at the edge of the City. Reduced urban service costs will help the City maintain or improve its levels of service throughout the City. Finally, the addition of housing units to the San José housing supply should alleviate to some degree increases in housing sale costs

related to the overall shortage of housing throughout the region.

### *Redevelopment Area Housing Policies*

The Rincon South area is located in the southernmost portion of the Rincon de Los Esteros Redevelopment Area. Under existing State redevelopment law, 15% of all new residential development in a Redevelopment Area must be set aside for lower- and moderate-income households. Six percent of all planned units should be affordable to lower income households and nine percent should be affordable to moderate-income households. The *Rincon South Specific Plan* supports the integration of affordable housing into the new residential neighborhoods proposed in the Plan.

### *Housing Initiative*

The Housing Initiative is an innovative program established by the City of San José in 1989 to encourage the production of high density housing near public transit and other major transportation facilities. The Housing Initiative Study for the Guadalupe Corridor identified sites in the Rincon South area that are suitable for high-density residential use. The Rincon South Specific Plan follows up on the work of the Housing Initiative by designating lands near the light rail transit system for high-density residential use or mixed-use.

### **ADMINISTRATION OF THE RINCON SOUTH SPECIFIC PLAN**

This section explains the process for maintaining and amending the Rincon South Specific Plan. Any proposed amendments

to the Rincon South Specific Plan may only be considered during the City's General Plan Annual Review process. In general, proposed amendments must be consistent with the goals and objectives of the *San José 2020 General Plan* and the Rincon South Specific Plan. Future land use changes in the Rincon South area may be beneficial under certain circumstances.

### ***Modifications to the Specific Plan***

The Rincon South Specific Plan represents a long-term plan for the Rincon South area. Occasionally, it may be necessary to modify some of the components of the Specific Plan either to reflect changing conditions or to update City goals and policies. Such modification should occur as a General Plan amendment during the City's General Plan Annual Review process. Any modification of the Rincon South Specific Plan should be guided by the following criteria:

- Any modification should further, and be consistent with, the Major Strategies of the General Plan.
- Any modification should be consistent with the goals, objectives, and policies set forth in the General Plan and the Rincon South 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.



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# NOTES

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